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Supporting water sanitation
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ADVOCATING FOR ECOSYSTEMS and WASH: a blended learning course

Promotional Webinar
4 August 2021

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CONSERVATION
INTERNATIONAL




the Jane Goodall Institute

The Nature
Conservancy



WORLD
RESOURCES
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AFRICA BIODIVERSITY COLLABORATIVE GROUP

INTRODUCTIONS

- Introductions – type name and location in the chat
- Welcome – Colleen Sorto, ABCG FW-WASH Task Lead, Conservation International
- Overview of the webinar – Elynn Walter, IRC

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OBJECTIVES

- Introduce advocacy and advocacy strategies
- Provide an overview of the blended learning course
- Have fun!!

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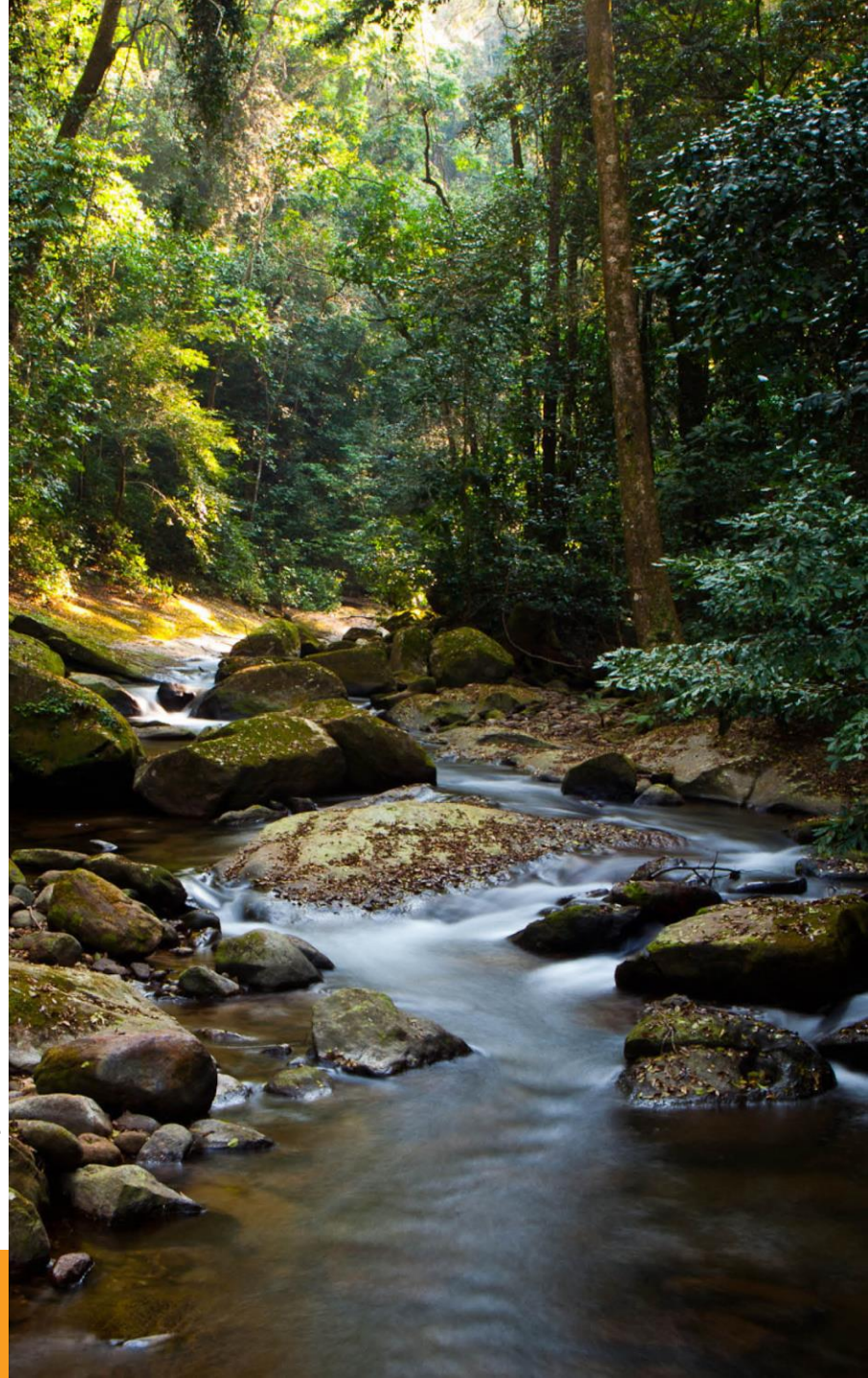
DEFINING ADVOCACY

What words do you associate with
advocacy?

www.menti.com

Code: 90818517

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DEFINING ADVOCACY

Advocacy is the practical use of knowledge for purposes of social changes directed to government policies, laws and procedures



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ADVOCACY

- Is a deliberate process
- Aims to inform and influence decision-makers
- Seeks changes that are evidence-based

ADVOCACY STRATEGY ROADMAP



STEP 1

Advocacy Issue, Root Causes and Identifying Your Evidence Base



STEP 2

Advocacy Goals and Objectives



STEP 3

Decision-makers and Influencers



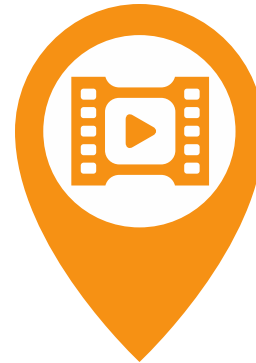
STEP 4

Opposition and Obstacles



STEP 5

Advocacy Strengths, Limitations and Partnerships



STEP 6

Advocacy Approaches and Activities



STEP 7

Crafting Advocacy Messages



STEP 8

Measuring Advocacy Progress and Adaptive Management

PARTS OF AN ADVOCACY STRATEGY



PART 1 Advocacy Issue, Root Causes and Identifying your Evidence Base



PART 2 Advocacy Goals and Objectives



PART 3 Decision-makers and Influencers



PART 4 Opposition and Obstacles



PART 5 Advocacy Strengths, Limitations and Partnerships



PART 6 Advocacy Approaches and Activities



PART 7 Advocacy Messages



PART 8 Measuring Progress and Adaptive Management

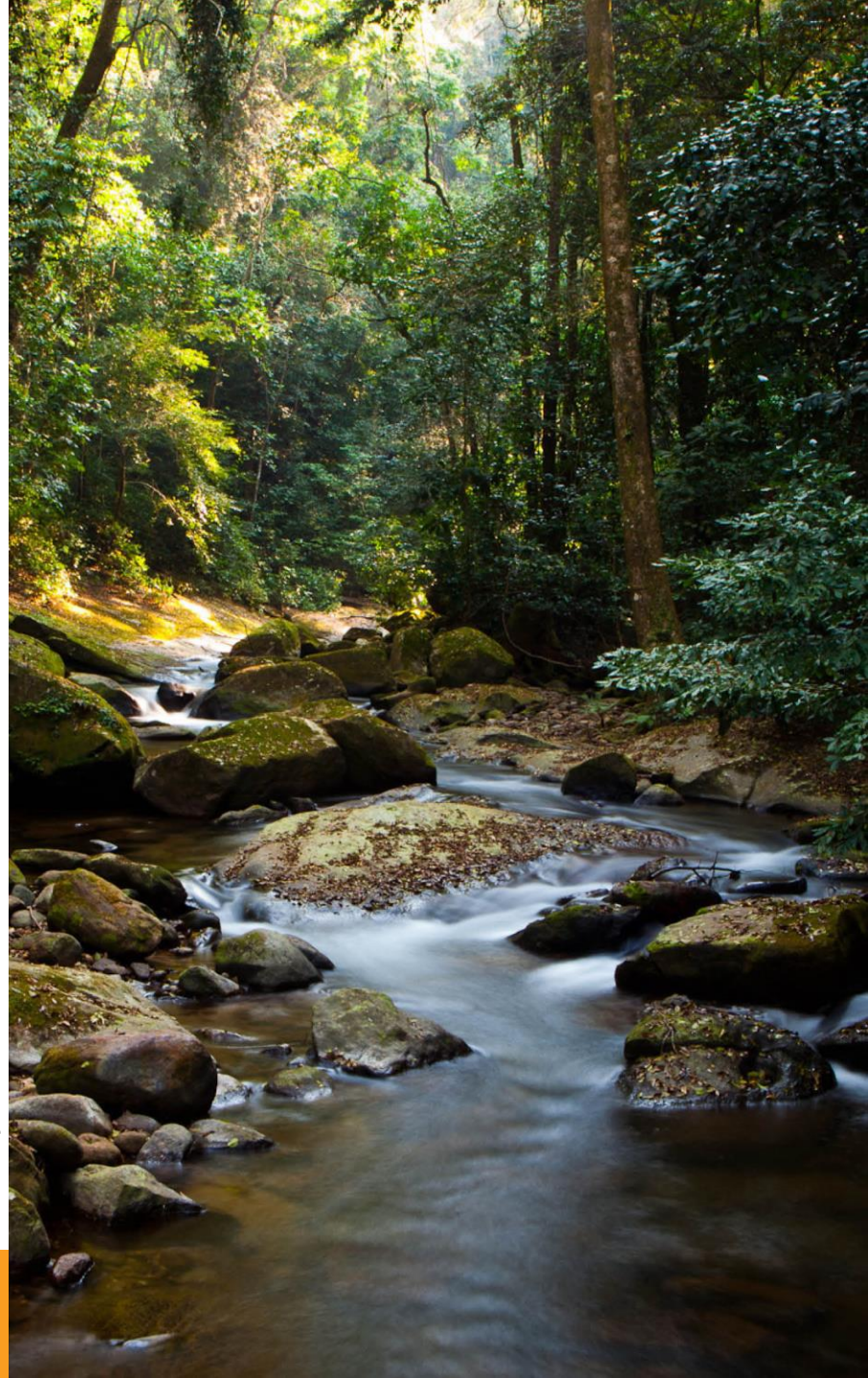
PARTNERSHIPS

What is the most important reason to partner in advocacy?

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PARTNERSHIPS



TYPES/FORMS OF COLLABORATION

- Information and data sharing
- Developing common messages
- Mutual consultation
- Joint planning and strategizing
- Coalitions and alliances

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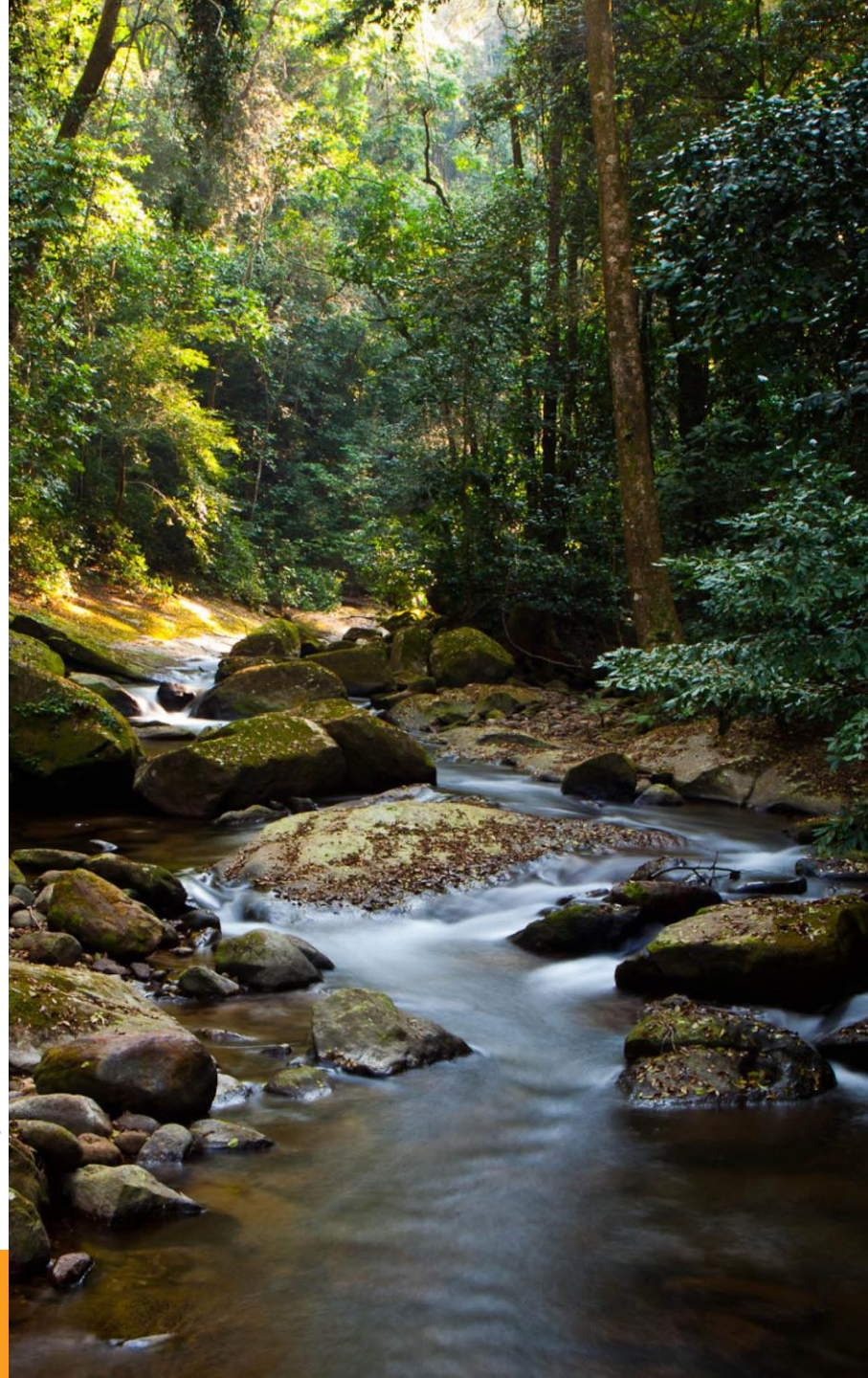
MESSAGING

What is the most compelling message you ever heard?

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QUALITIES OF A COMPELLING MESSAGE



- Brief
- Focused
- Solution-oriented
- Supported by evidence
- Targets key interests of the decision-maker
- Uses non-technical language
- Optimistic and hopeful
- Has a clear request



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THE COURSE

- **Course purpose:** Increase impact of individuals working on the WASH/ecosystems nexus by adding advocacy to their programmatic work or strengthening existing advocacy work
- **Background:** This course builds on previous work of ABCG, Conservation International and IRC
 - Freshwater Conservation and WASH Advocacy Strategy Workshop Facilitator's Guide
 - WASH Systems Academy course Advocacy for Universal WASH Services

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THE COURSE

- **Course overview:** This blended learning course provides facilitated virtual instruction with self-guided activities, group discussions and feedback
 - 3 weeks of live, lab and self-guided sessions
 - Maximum of 2 hours a day
 - Follows the strategy development process
 - Space is limited – maximum of 15 participants

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ADVOCACY STRATEGY ROADMAP



STEP 1

Advocacy Issue, Root Causes and Identifying Your Evidence Base



STEP 2

Advocacy Goals and Objectives



STEP 3

Decision-makers and Influencers



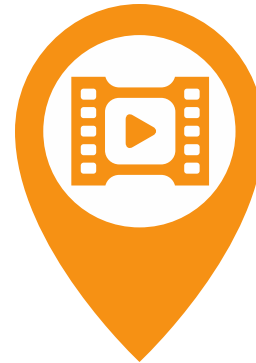
STEP 4

Opposition and Obstacles



STEP 5

Advocacy Strengths, Limitations and Partnerships



STEP 6

Advocacy Approaches and Activities



STEP 7

Crafting Advocacy Messages



STEP 8

Measuring Advocacy Progress and Adaptive Management

THE COURSE

- **Who should apply to participate:** Advocacy can be beneficial for anyone implementing Ecosystems and WASH work, but this course is designed for people with:
 - Interest in advocacy and influencing
 - Has an experience or project (past or present) they can use as the basis for the course
 - A basic understanding of the local political environment, policy gaps and power structures
 - The ability to apply the learning to their work
 - Dedicated time to participate in all aspects of the course
 - Support from organizational leadership and supervisor
 - English proficiency

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Thank you

We hope to see you in the course!

*The link to an expression of interest form will be sent with
webinar follow up*

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