

An aerial photograph of a vast mangrove wetland. A narrow, winding waterway cuts through the dense green vegetation. In the lower foreground, a small wooden boat with several people inside is navigating the water. The background shows a distant shoreline under a hazy sky.

From Results to Policy Action: The WAVES experience

Sonu Jain
June 24, 2019

Outline



1. Introduction to WAVES



2. The Strategy and what worked in communicating effectively



3. What and where did communications work effectively



1. Introduction to WAVES

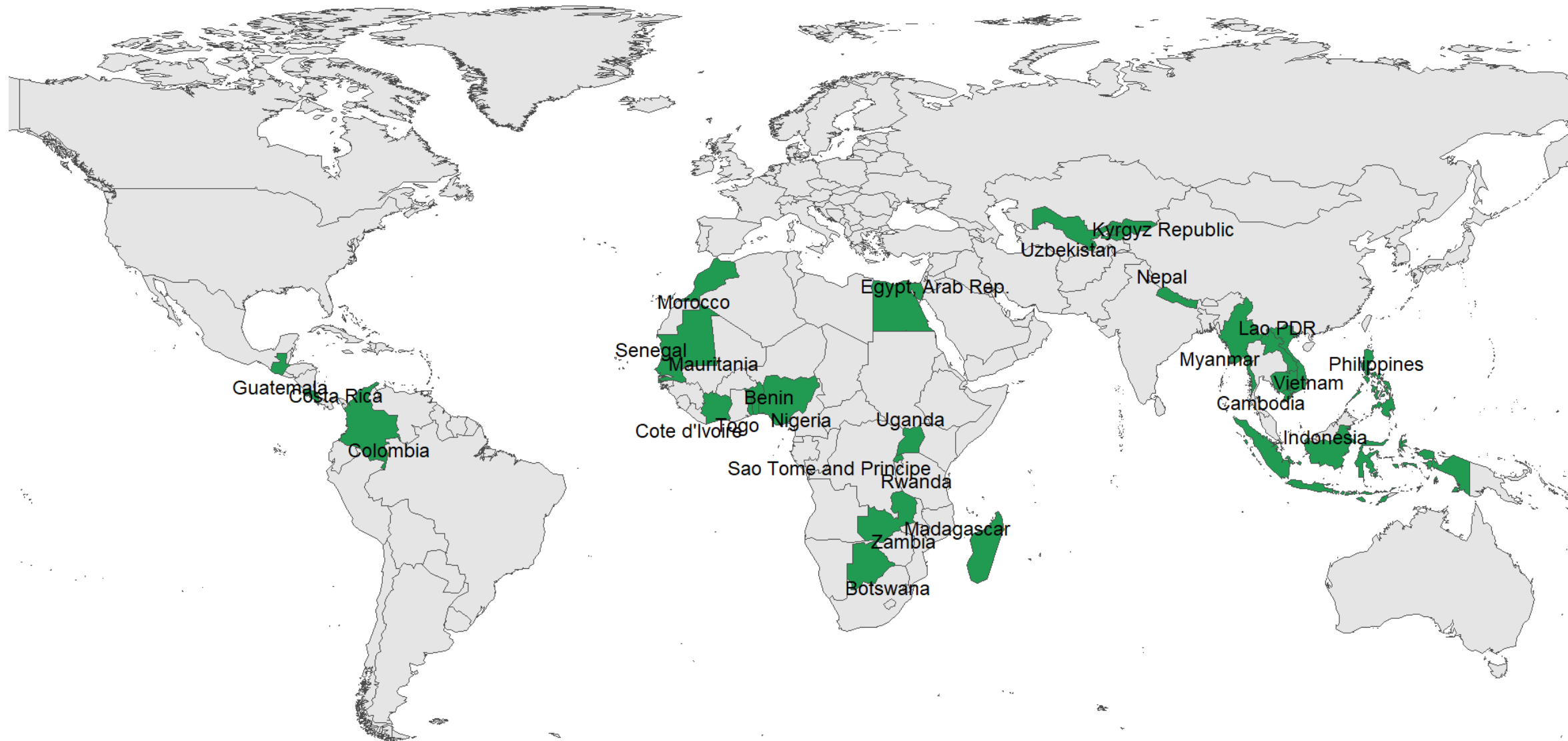
“you can only manage what you measure”



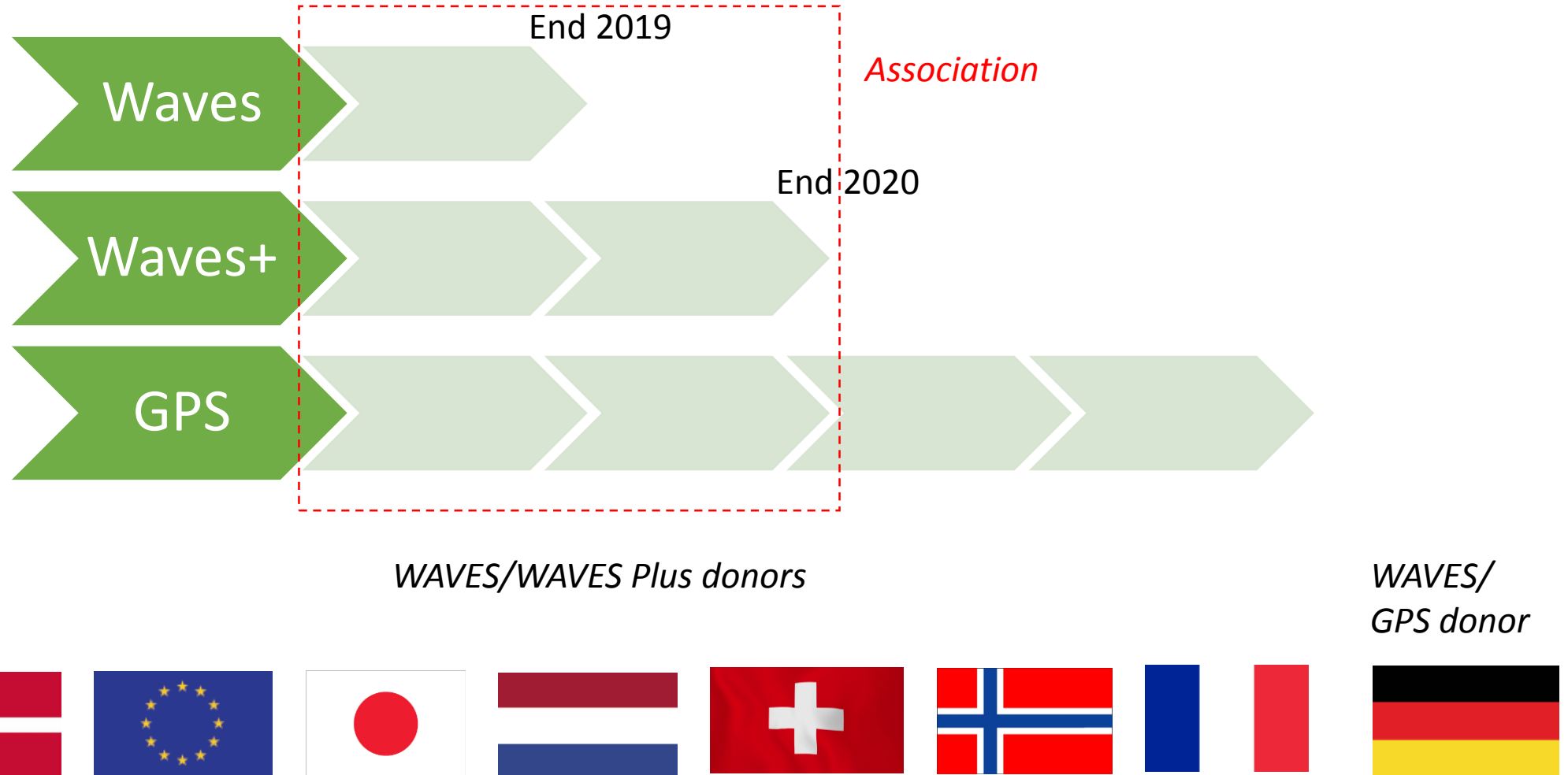
WAVES aims too...


- Help countries **adopt and implement accounts** that are relevant for policies and compile a body of experience
- Develop **ecosystem accounting** methodologies
- Establish a global platform for **training and knowledge sharing**
- Build **international consensus** around NCA

Countries where we work



WAVES has been scaling up

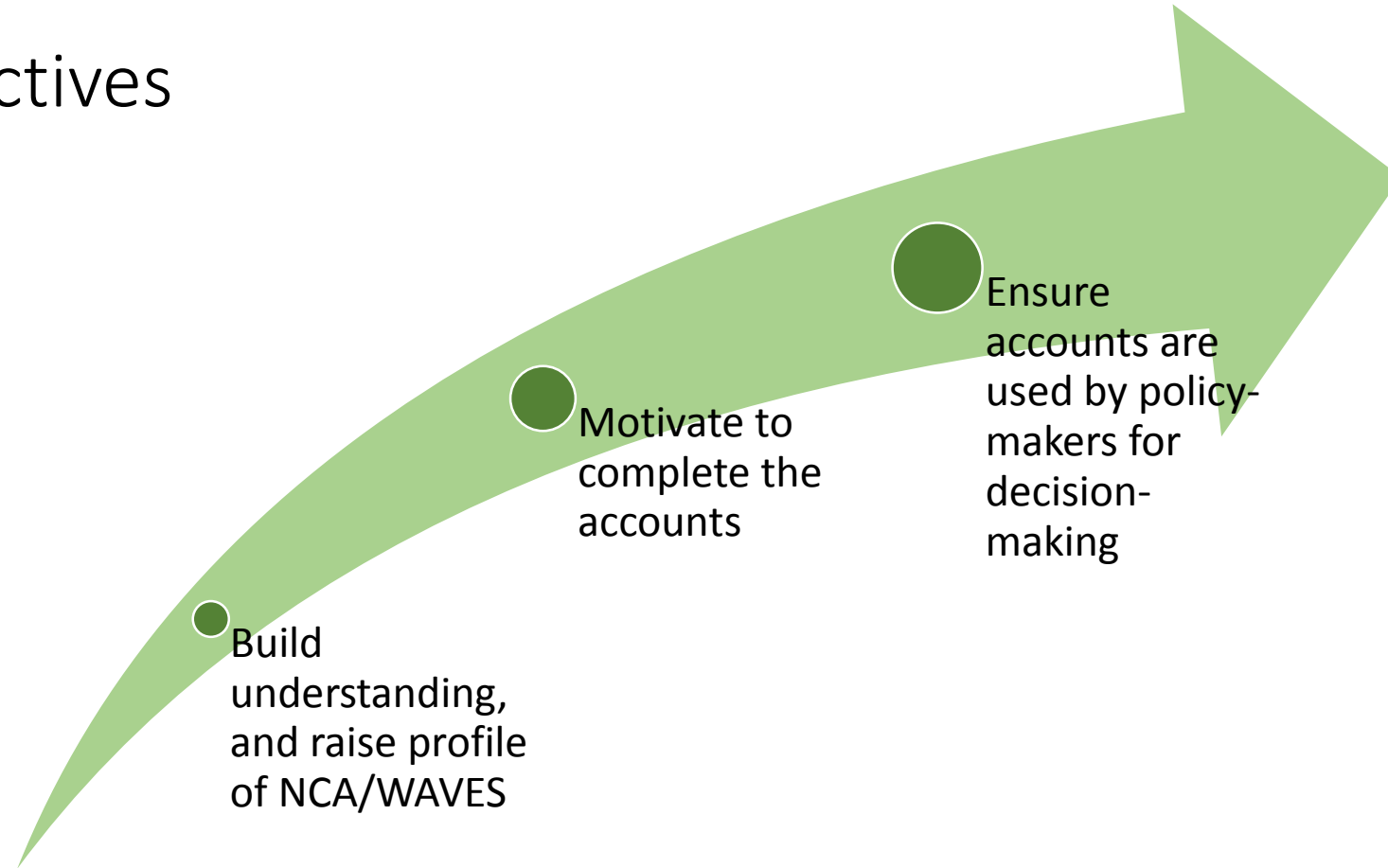




2. The Strategy and what worked in communicating effectively

WAVES: The communications strategy

The Objectives



Understand

Mapping Stakeholders,
understanding political-
economy, identifying country's
most pressing policy issues,
explaining NCA

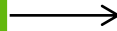
Mapping Stakeholders,
understanding political-
economy, identifying country's
most pressing policy issues,
explaining NCA



Mobilize stakeholders

Creating a narrative, finding champions, engaging regularly on progress of accounts, disseminating preliminary results, influence inclusion of accounts in national plans

Creating a narrative, finding champions, engaging regularly on progress of accounts, disseminating preliminary results, influence inclusion of accounts in national plans

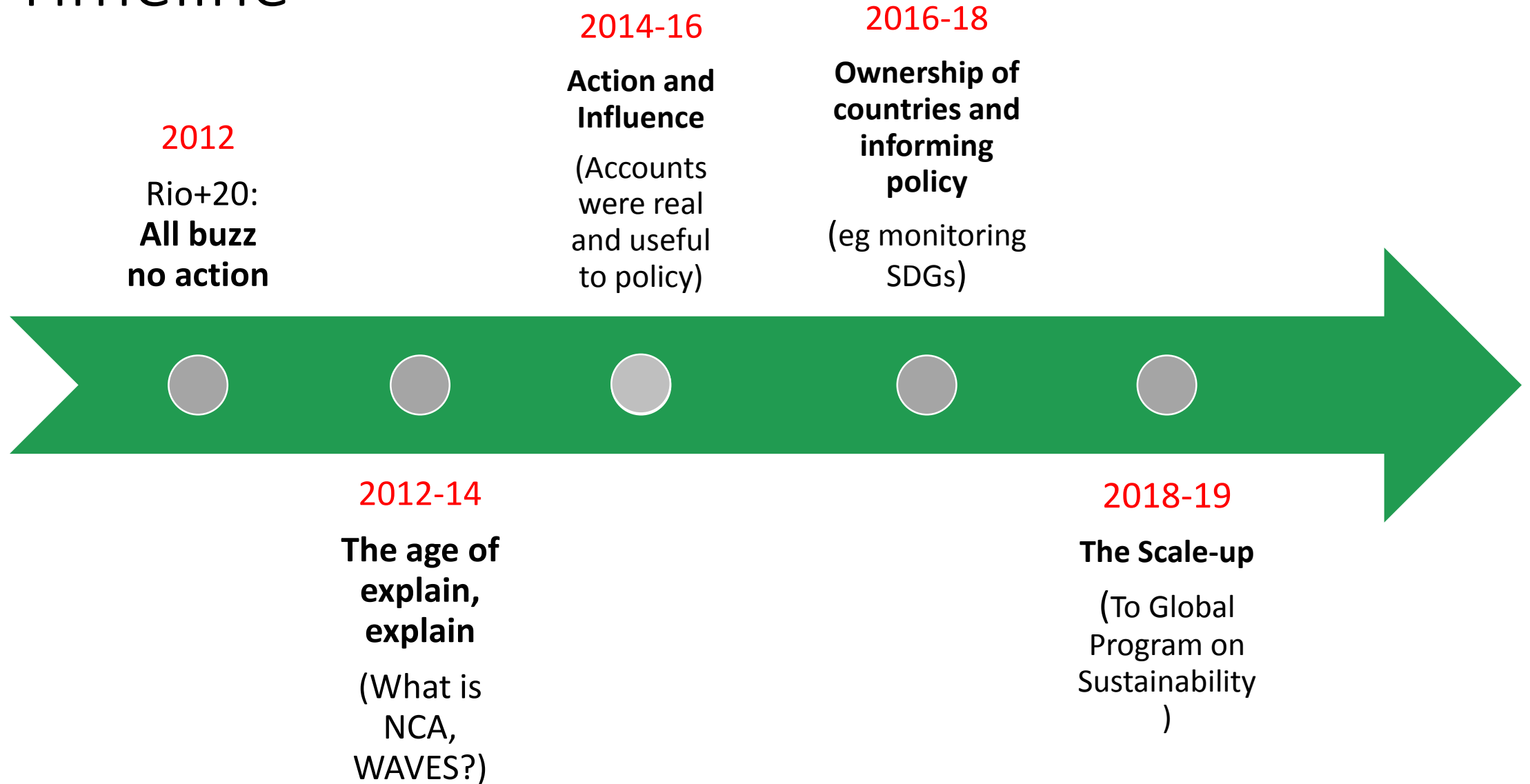


Influence

Disseminate final results, Build government ownership

Disseminate final results, Build government ownership

Timeline



What worked?



1

Building relationships
and being available to
build credibility



2

Showcasing work
globally, fostering a
sense of pride



3

Linking it better to
country priorities and
the political economy –
OECD accession, water
scarcity, mineral fiscal
regimes



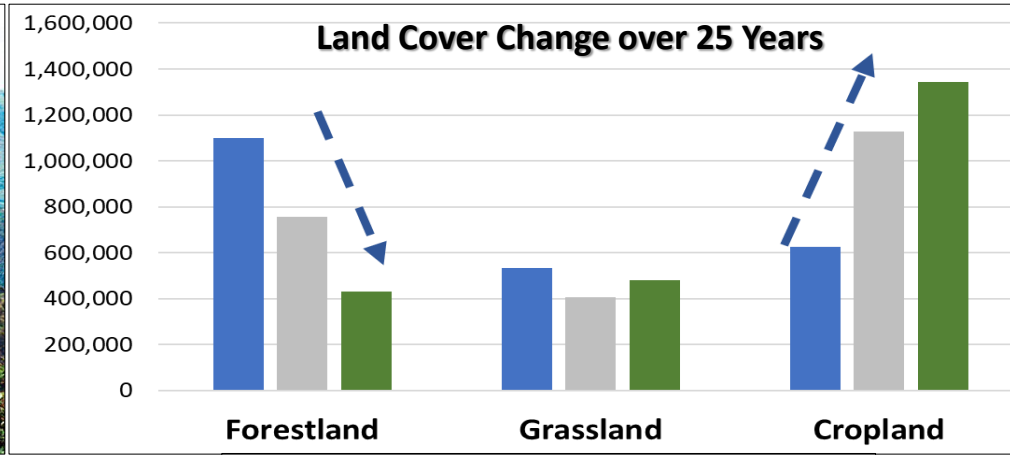
4

Simplifying messages
and standardizing
products

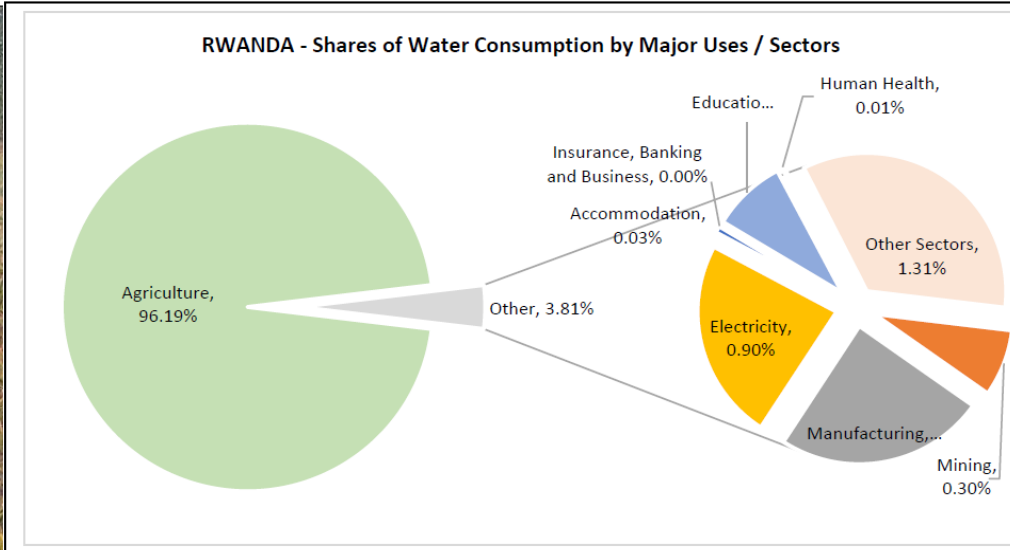


3. What and where did communications work effectively

Rwanda: using results for land & water informing policies, budgets, institutional mandates



Revision of the
Land Use
Master Plan



Rwanda Water
Board formation,
management
policies & mandates

Rwanda: Early stakeholder engagement

Stakeholders:

Climate change is
real for us...
landslides affect our
lives



WAVES: How
does your life
intertwine with
the
environment?

In 2015, when the program started, WAVES engaged with local authorities, private sector, technical experts, donor agencies, and think tanks

High-level political buy-in and linking to national plans

“Rwanda is prone to frequent flooding and landslides that catalytically claim lives and destroy property. Rwanda recognizes and values the role of NCA in informing our development plans. We began implementing NCA in 2015 and since then we have not looked back”

**Claudine Uwera, Minister of State for Finance
and Economic Planning, Rwanda**



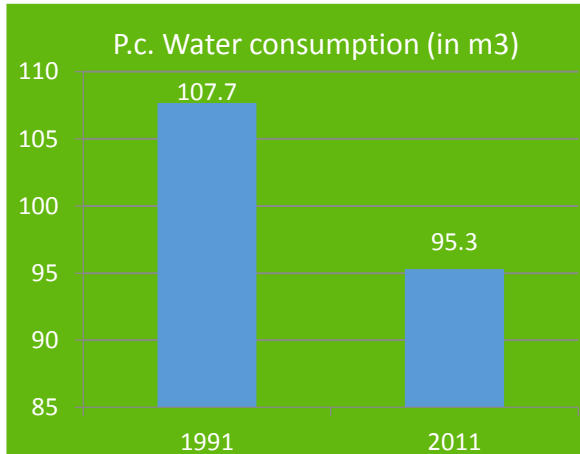
Recognizing its central role, Rwanda has placed NCA under the Ministry of Finance and Economic Planning

Botswana: High level political buy-in and a clear message



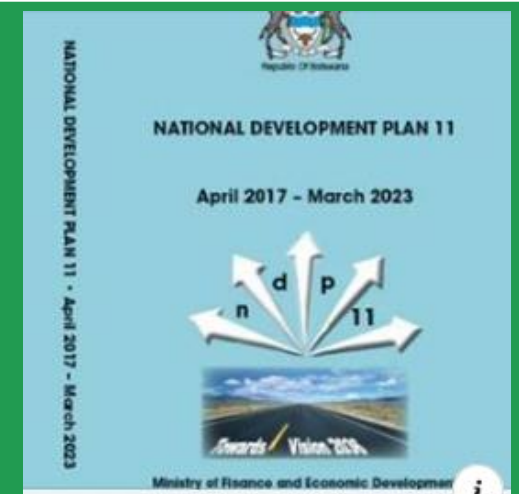
Political commitment

State-of-the-Nation address by the President highlights the importance of NCA (3 years in a row)



Clear message

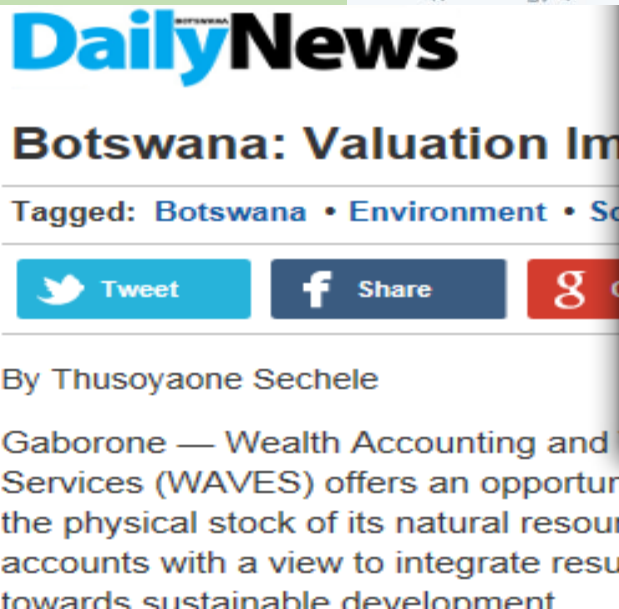
The agricultural sector is the highest water user but a low contributor to GDP and formal employment



Policy Response

National Development Plan 11 NCA features in the Key Note paper. NCA is being used to report against SDGs

Providing a global platform, quality policy briefs

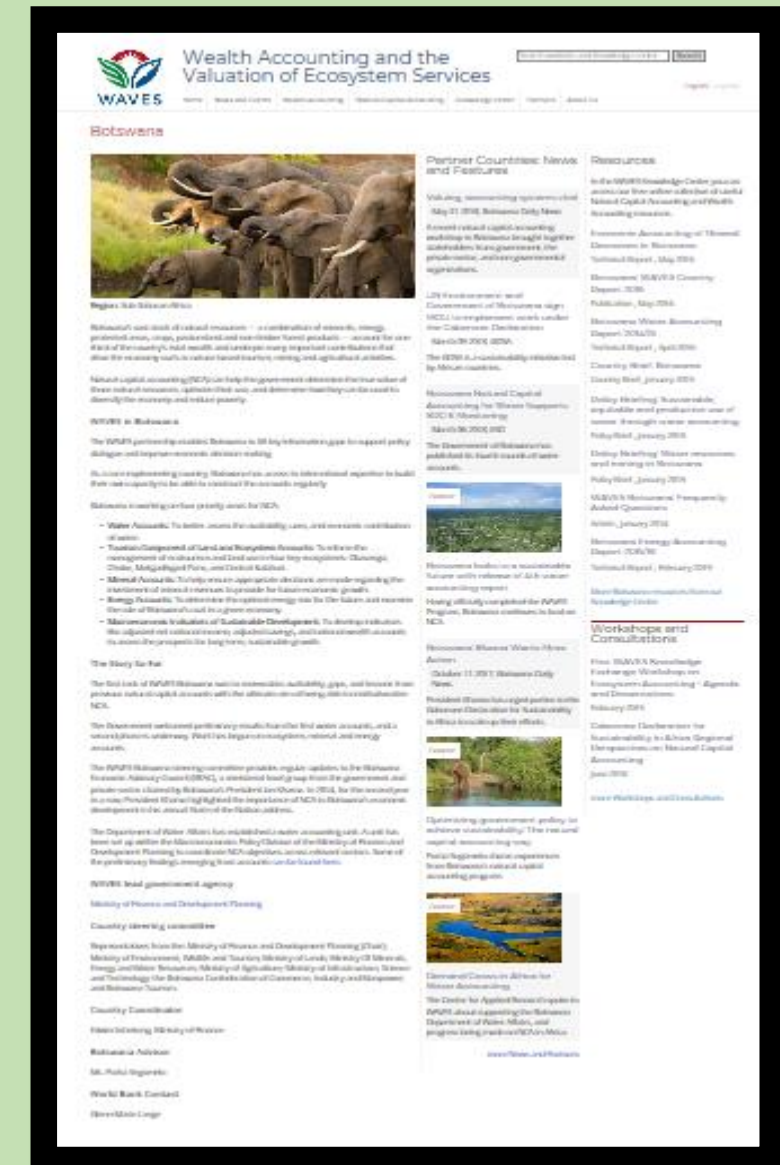


Using World Bank's Social media channels

High-quality policy briefs



A dedicated Botswana page on the WAVES global website



Uganda: Identifying and articulating clear links to National priorities

- Helped buy-in from multiple stakeholders
- Technical groups stay inspired to keep working on land, forest, water accounts
- Planning Ministry takes active interest in the results – feeding results into the National plan.



Uganda: Planning Ministry Officials speak passionately about NCA

“The accounts that are coming out will show us the extent of the natural capital we have in this country....it’s very important because what you can't measure, you can't plan for and you can't count. So, it's better that we really have these accounts and integrate them as part of our overall planning for this economy.”

Moses Kaggwa, Acting Director, Fiscal Affairs, Ministry of Finance, Planning and Economic Development , Zambia



The Ministry of Finance, Planning, and Economic Development is the lead agency for WAVES in Uganda

Indonesia: from development of accounts...



Land Cover Account

- ✓ 1990-2015 per 5 years
- ✓ Forests, scrubs, plantations, shrubs, swamps – 22 classes
- ✓ Drafts published by BPS
- ✓ All of Indonesia



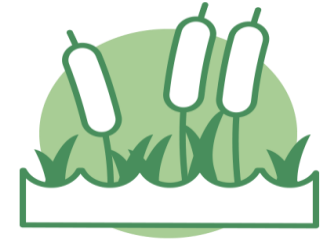
Land Extent Account

- ✓ Snapshot 2017, 2015
- ✓ Beyond land cover maps extent in Ha (spatially explicit) of – perennial crops – acacia, oil palm, rubber, coffee, banana, eucalyptus, forests, water
- ✓ Sumatra (ready) and Kalimantan



Wealth Account

- ✓ 1995-2014
- ✓ Natural capital – cropland, energy, forests and protected areas, metals, pasture land
- ✓ Links to macroeconomic framework
- ✓ All of Indonesia



Ecosystem Account for Peatland

- ✓ 1990-2015
- ✓ Cover, extent and Ecosystem Services monetized for– Forest products – timber and biomass, biodiversity, carbon sequestration, commodities – plantation and paddy
- ✓ Sumatra and Kalimantan

...to assessing trade-offs in converting peatland to productive uses (focusing on oil palm)



Industry Profile



Labor Intensive

Export Value



Total Export Value
IDR 239 Trillion*
The biggest export
(Bigger than Oil & Gas)
(*) Year 2017

Energy Security



Replace the use of
Diesel Fossil Fuel
9.1 Million KL
Through biodiesel mandatory
program since 2015

Economic Share

3.5%
of National GDP

Shortening of
plantations'
economic life

Forest fires,
health
effects

Carbon
emissions

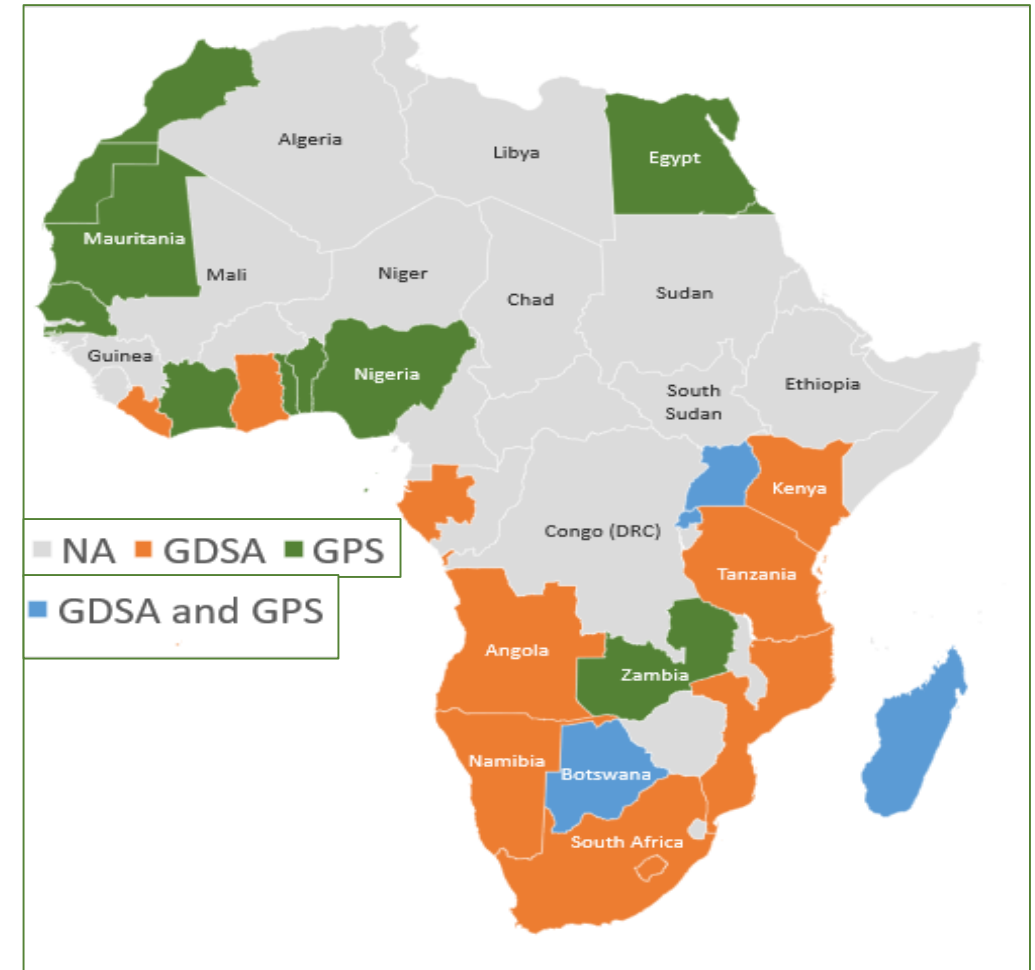
Biodiversity
loss

Global and Regional: Working with partners: creating a community on NCA

GLOBAL PARTNERS

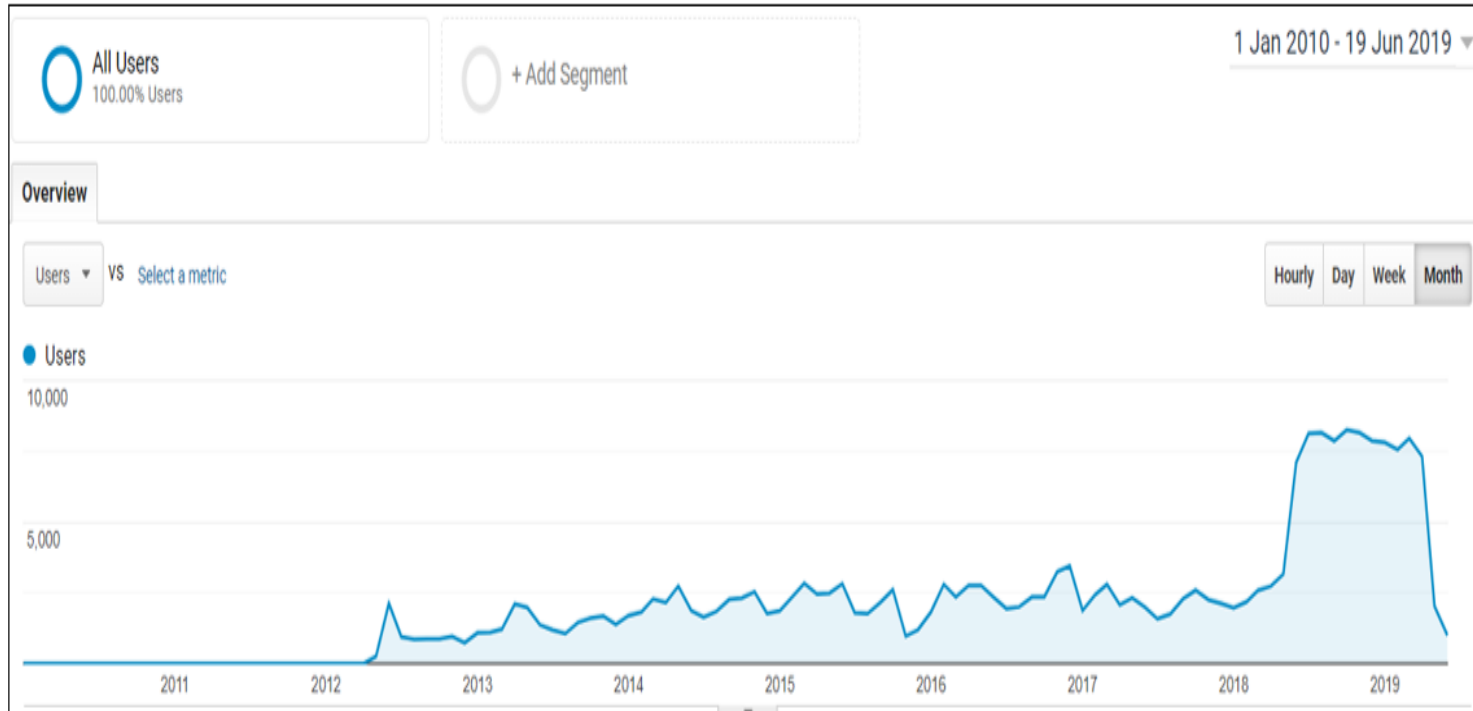


EARTH OBSERVATIONS FOR
ECOSYSTEM ACCOUNTING



GDSA: Gaborone Declaration for Sustainability in Africa
GPS: Global Program on Sustainability

The WAVES website and Knowledge Center



- Interest on NCA as a topic has grown over the years.
- There are 700,000 page views so far
- The Knowledge center is a one-stop shop for all resources on NCA

The screenshot shows the WAVES Knowledge Center website interface. The header includes the WAVES logo, the text 'Wealth Accounting and the Valuation of Ecosystem Services', and 'Knowledge Center'. There is a search bar with the text 'Search website and knowledge center' and a 'Search' button. The navigation menu includes 'Home', 'News and Events', 'Wealth accounting', 'Natural Capital Accounting', 'Knowledge center', 'Partners', and 'About Us'. The main content area is titled 'Search our resources' and includes a 'Knowledge Center Search' bar with a 'Search' button and a 'Clear' button. Below the search bar, there are 'Featured resources' and 'Latest resources' sections. The 'Featured resources' section includes three items: 'Rwanda Water Accounting Report 2012-2015', 'Botswana Energy Accounting Report 2015/16', and 'No hidden catch - Mainstreaming values of small-scale fisheries in national accounts'. The 'Latest resources' section includes 'Country Brief: Uganda' and 'Rwanda Water Accounting Report 2012-2015'. On the right side, there are filters for 'Sort resources by' (Date Asc, Date Desc), 'Language' (Any), 'Topics' (Agriculture, Biodiversity, Carbon, Ecosystems, Energy, Fisheries, Forests, Land, Marine/Coastal, Minerals, Natural Capital Accounting - General, Tourism, Waste, Water), 'Partner countries' (Botswana, Colombia, Costa Rica, Guatemala, Indonesia, Madagascar, Philippines, Rwanda, Uganda, Zambia), and 'Other Country' (Any).

Increasing global awareness on natural capital and sustainability...



80,000 downloads of the CWCN



7,000 user visits to the data page



45 media outlets covered the launch



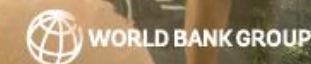
2300 tweets and retweets from the launch

Published on January 30, 2018

The Changing Wealth of Nations 2018

Building a Sustainable Future

Glenn-Marie Lange
Quentin Wodon
Kevin Carey
Editors





NCA Policy Forum: providing a global platform to showcase country work



30 countries have presented their work in the three policy forums

The three volumes with contributions from countries have been published

The Forum links the work done by developed countries and developing countries



Ministry of Foreign Affairs of the Netherlands



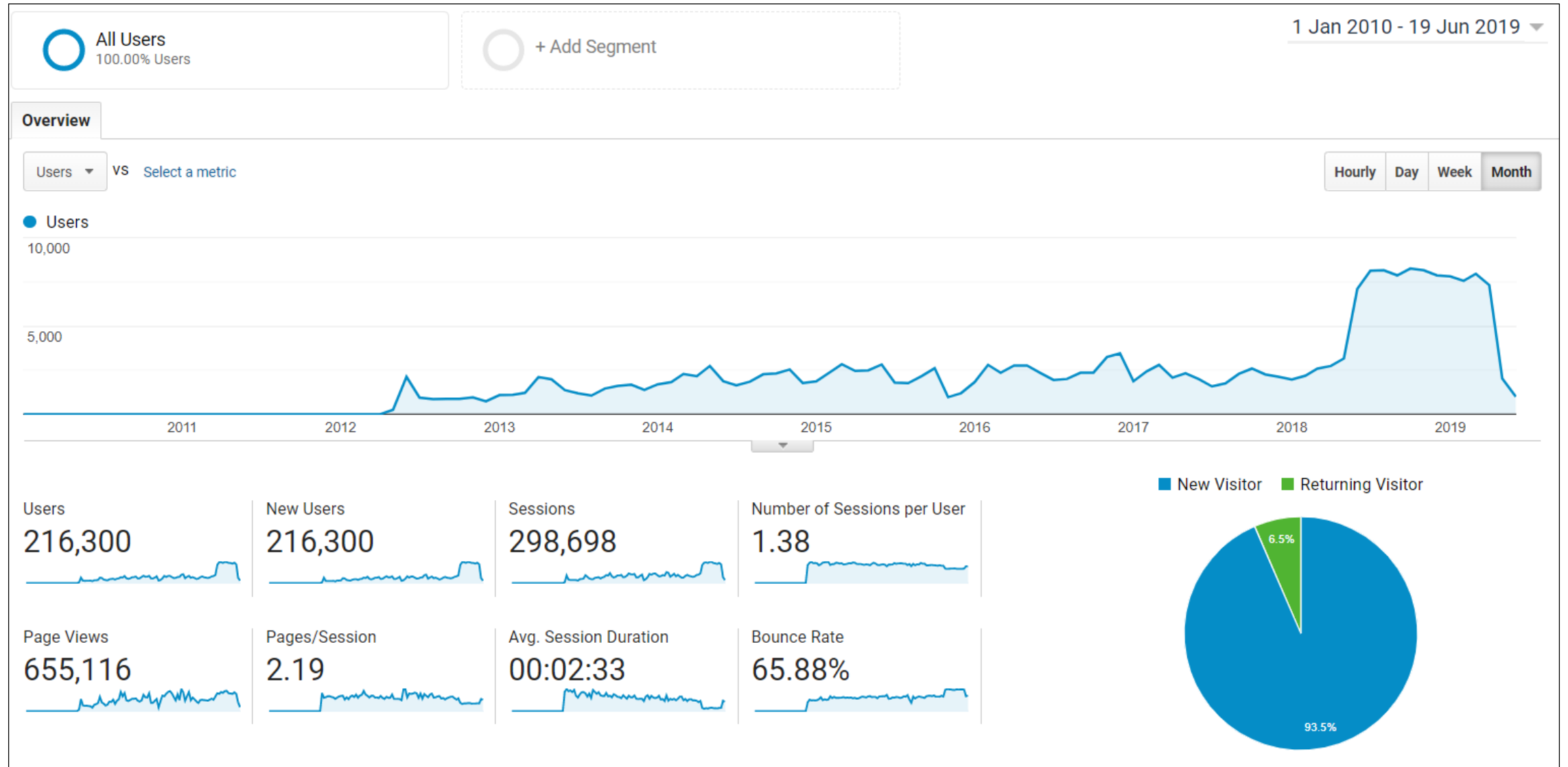
System of
Environmental
Economic
Accounting

Thank you!

For more:
www.wavespartnership.org



The website



Audience hierarchy

