From Results to Policy Action: The WAVES experience

Sonu Jain
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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

WAVES/WAVES Plus donors

End 2019

Association

End 2020

WAVES/WAVES Plus donors

WAVES/ GPS donor
2. The Strategy and what worked in communicating effectively
WAVES: The communications strategy

The Objectives

- Build understanding, and raise profile of NCA/WAVES
- Motivate to complete the accounts
- Ensure accounts are used by policy-makers for decision-making
The strategy

Understand
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

Influence
Disseminate final results, Build government ownership
Timeline

2012
Rio+20: All buzz no action

2012-14
The age of explain, explain
(What is NCA, WAVES?)

2014-16
Action and Influence
(Accounts were real and useful to policy)

2016-18
Ownership of countries and informing policy
(eg monitoring SDGs)

2018-19
The Scale-up
(To Global Program on Sustainability)
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

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

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

WAVES: How does your life intertwine with the environment?
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
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.

International commitments
- Nationally Determined Contributions
- Sustainable Development Goals

National agendas
- National Development Plan
- Green growth Strategy
- Reporting systems and legal frameworks

Sectoral agendas
- Conservation policy
- Forest policy
- Energy policy
- Other sectoral policies (e.g. tourism)

Regional and local agendas
- Water Resource Management
The Ministry of Finance, Planning, and Economic Development is the lead agency for WAVES in Uganda.

“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, scrub, 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)
Global and Regional: Working with partners: creating a community on NCA

GLOBAL PARTNERS

GDSA: Gaborone Declaration for Sustainability in Africa
GPS: Global Program on Sustainability
• 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
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
WAVES Product Portfolio: Standardizing outputs from countries
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
Thank you!

For more:
www.wavespartnership.org
The website

Overview

- Users: 216,300
- New Users: 216,300
- Sessions: 298,698
- Number of Sessions per User: 1.38
- Page Views: 655,116
- Pages/Session: 2.19
- Avg. Session Duration: 00:02:33
- Bounce Rate: 65.88%

1 Jan 2010 - 19 Jun 2019

New Visitor: 6.5%
Returning Visitor: 93.5%
Audience hierarchy

- World Bank Staff
- Country Steering Committee
- Early champions
- Technical groups constructing accounts
- Policy makers
- Civil Society
- Media
- General public - ‘man on the street’