# 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

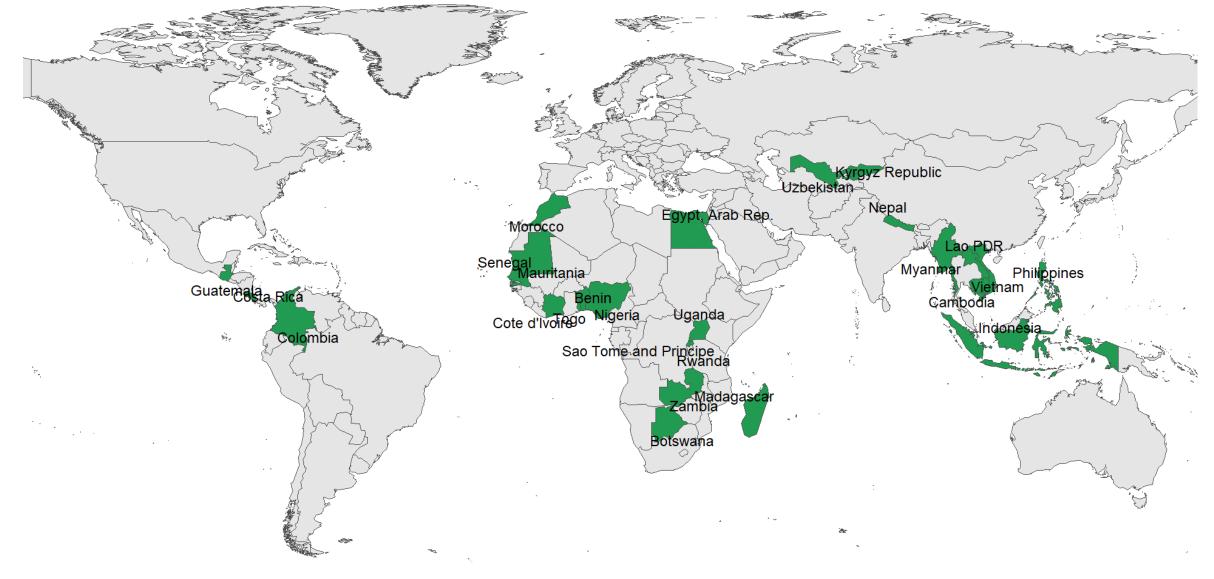
# 1. Introduction to WAVES "you can only manage what you measure"



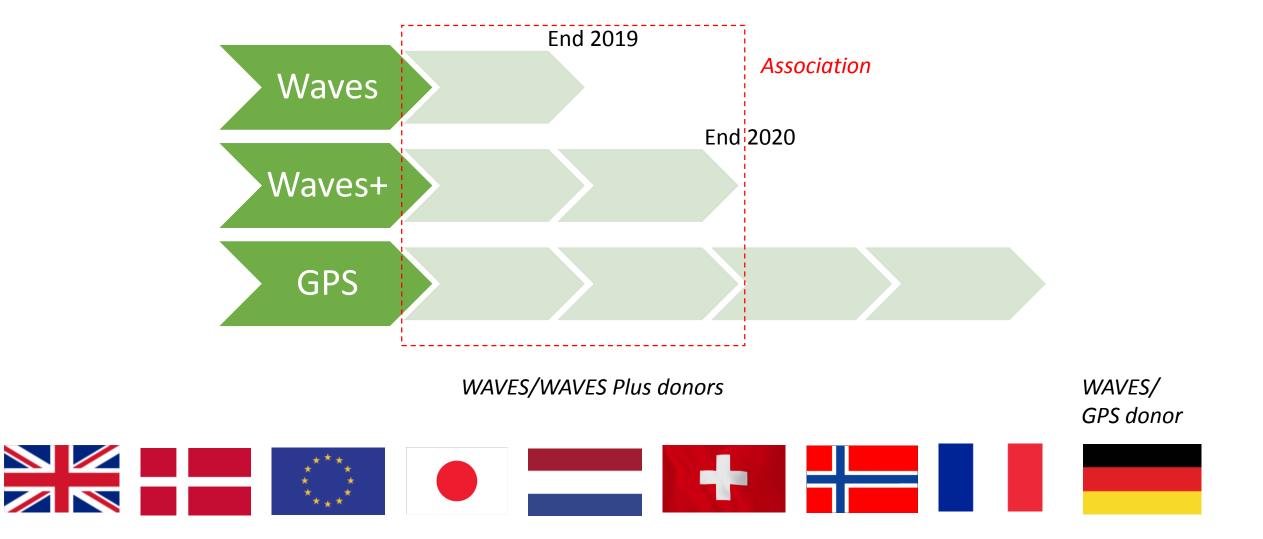
## WAVES aims too...

- 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

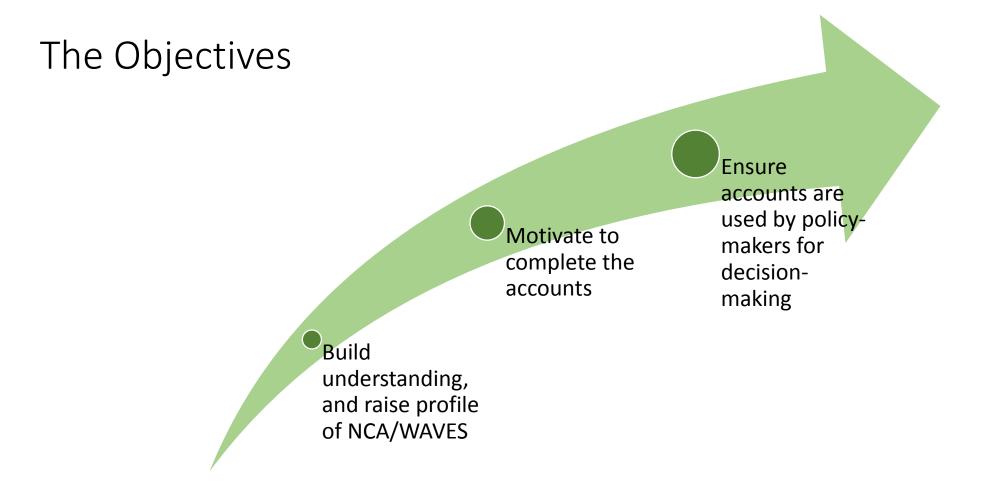


## WAVES has been scaling up



2. The Strategy and what worked in communicating effectively

# WAVES: The communications strategy



# The strategy



### Understand

Mapping Stakeholders, understanding politicaleconomy, 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

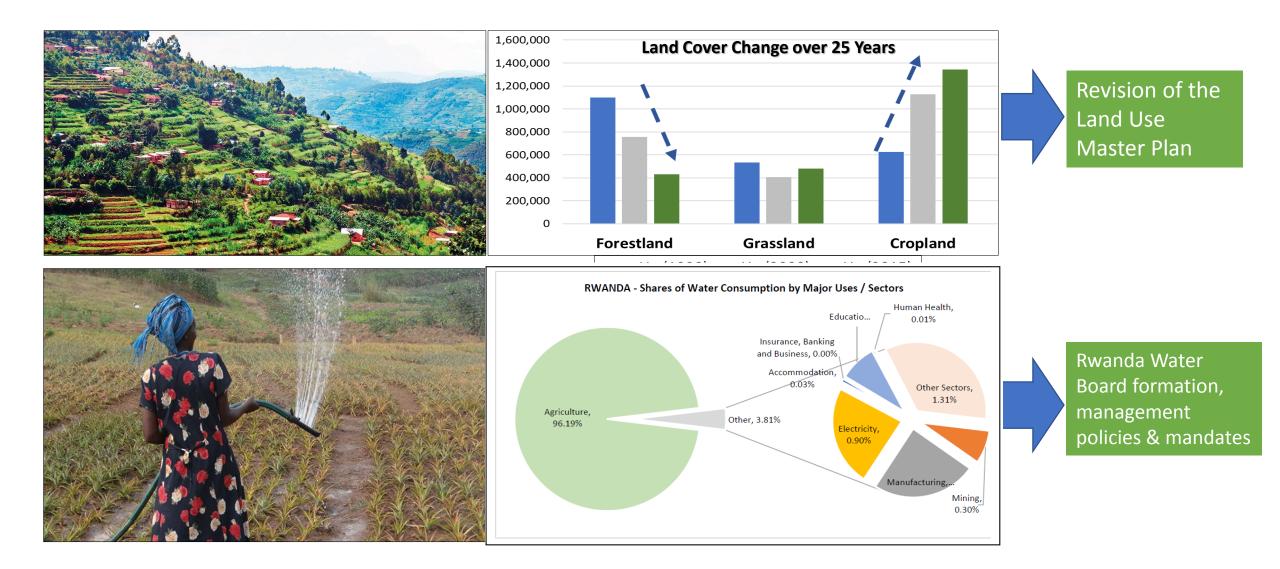
Disseminate final results, Build government ownership

<b>Dimeline</b> 2012 Rio+20: All buzz no action		2014-16 Action and Influence (Accounts were real and useful to policy)	2016-18 Ownership of countries and informing policy (eg monitoring SDGs)		
	2012-14 The age of explain, explain (What is NCA, WAVES?)			2018-19 The Scale-up (To Global Program on Sustainability )	



# 3. What and where did communications work effectively

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

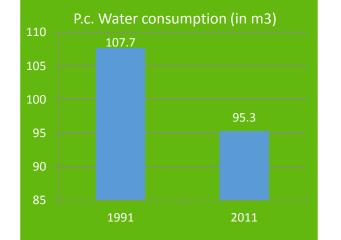


Recognizing its central role, Rwanda has placed NCA under the Ministry of Finance and Economic Planning

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

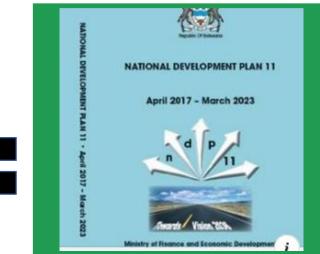


Political commitment State-of-the-Nation address by the President highlights the importance of NCA (3 years in a row)



#### 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

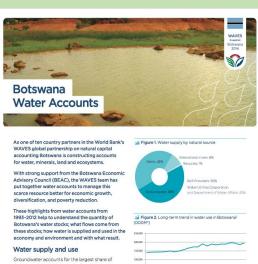
# Providing a global platform, quality policy briefs



By Thusoyaone Sechele

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Using World Bank's Social









**High-quality policy** briefs

> A dedicated Botswan page on the WAVES global website

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Mr. Auko Trajerski

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# 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

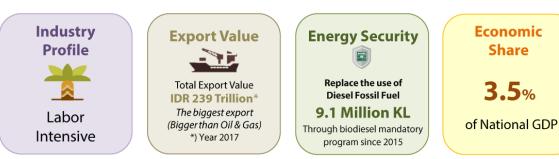
...to assessing trade-offs in converting peatland to productive uses (focusing on oil palm)

**Economic** 

Share

3.5%







Shortening of plantations' economic life

Forest fires, health effects

Carbon emissions

**Biodiversity** loss

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





GDSA: Gaborone Declaration for Sustainability in AfricaGPS: Global Program on Sustainability

# The WAVES website and Knowledge Center

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Zambia

Other Country

- Any -Format

Rwanda Water Accounting Report 2012-2015

This is the first water accounts report for Rwanda and covers the period from 2012 to 2015.

Technical Report (102p), 2019, application/pdf (2.73 MB), Type: Technical

BRODA HENCENTER ACCORDS-PAREN MERICAL

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

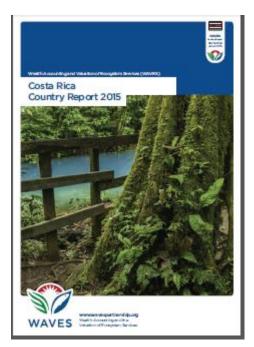
# The Changing Wealth of Nations 2018

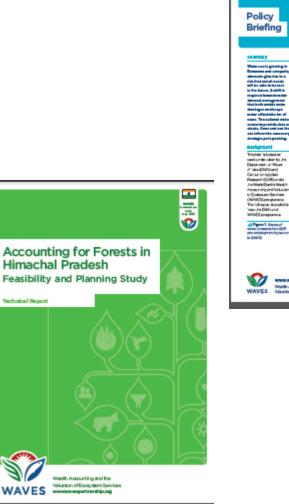
Building a Sustainable Future

Glenn-Marie Lange Quentin Wodon Kevin Carey Editors



# WAVES Product Portfolio: Standardizing outputs from countries









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#### Guatemala: Frequently asked questions

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#### What is the difference between national accounts and natural capital accounts?

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



WAVES



Ministry of Foreign Affairs of the Netherlands



United Nations



System of Environmenta Economic Accounting 30 countries have presented their work in the three policy forums

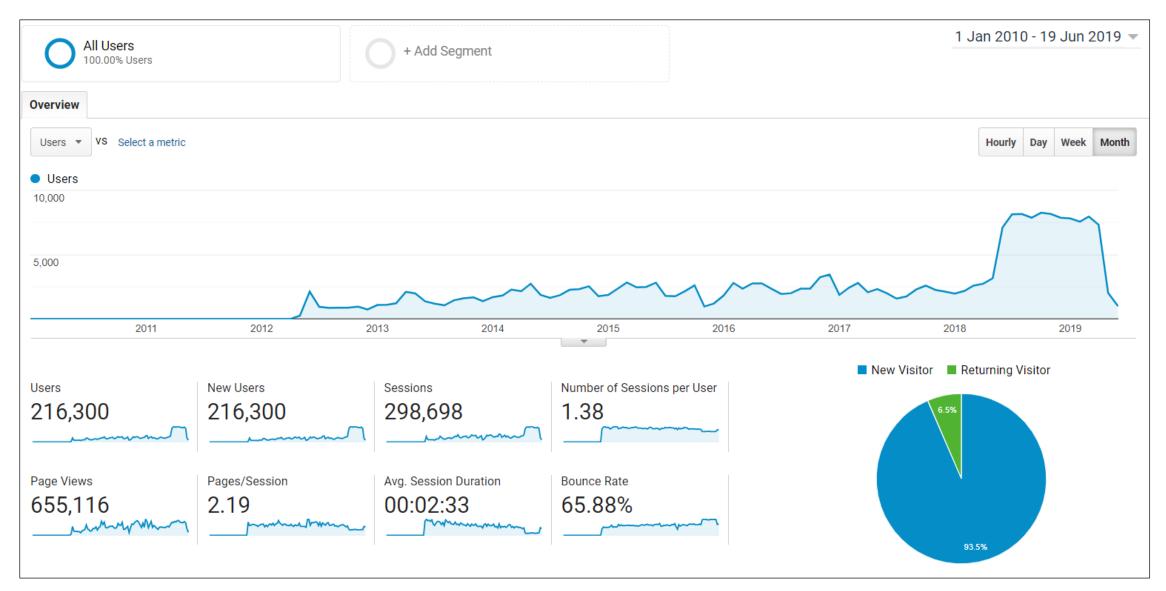
The three volumes with contributions from countries have been published

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

### Thank you!

For more: www. wavespartnership.org

## The website



## Audience hierarchy



General public - `man on the street'