WWQA SOCIAL ENGAGEMENT WORKSHOP TO SUPPORT THE ESTABLISHMENT OF LOCAL WATER FORUMS

WWQA
World Water Quality Alliance

Guidebook for training Local Water Forums

MODULE 1: Engagement

Developed for World Water Quality Alliance (WWQA)

by Human Right 2 Water and Women for Water Partnership

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Introduction

The aim of the workshop is to train Local Water Forums (LWF's), either through leaders of the LWF, or through regional and national institutions, on how to set themselves up to be supported as an entity that can monitor water quality through citizen science.

The workshop follows a four-module outline, that supports LWFs to develop an engagement strategy; explains how to conduct stakeholder mapping to consider the sources of support from different potential sources; runs through the technical options for data collection; and uses all these tools to develop a funding strategy that is local, sustainable, and supported by the local community.

Figure 1: Outline of the Modules

	MODULE	CONTENT COVERED	OUTPUT
	Welcome	Introduction and icebreaker	
1.	**Engagement**	Develop an Engagement Plan	A Vision for the LWP, preliminary assessment
	BREAK		
2.	**Stakeholder Mapping**	Identify and involve the optimal partner stakeholders.	A structured approach for mapping
	LUNCH		
3.	**Monitoring and Data Collection Expertise**	Water quality data collection techniques and the people required to make this work.	Technical options and who to ask for help
	BREAK		
4.	**Funding Strategy**	Design a local funding strategy.	An outline template for the funding strategy

The workshop was initially designed as a one-day workshop, but based on the feedback received by the participants, it would have benefitted from more time for the breakout groups. Given the modular design, the training could be given as four modules over a two-day period, or each module could stand alone, and be presented once a week.

This guideline accompanies updated slides and templates provided for the first WWQA train-the-trainers workshop help in Nairobi on 19th October 2023, following the WWQA Nairobi Conference. They can be used as an aid for trainers working with LWFs, giving guidance on how to present the slides, with additional templates and materials for developing ideas during the breakout groups, and after the workshop.

Module 1 Overview

Each of the modules are designed to walk the participants through the methodologies and processes need to form a sustainable LWF that will be capable of attracting funding and support through local contacts and institutions.

Module 1 is the first stage of the process, and it is designed to provide the basic tools for forming a stakeholder engagement plan (SEP) for the LWF. This SEP is important for a number of reasons, all of which contribute to creating a sound basis for investment and reducing the risk of investment, whether it is time, money or other resources. The SEP provides:

1. a visual identity for the LWF, to attract people to its vision and mission,
2. a mapping of potentially interested and relevant stakeholders (Module 2),
3. a plan for who to include in different types of communications, ranging from meetings to online tools,
4. a record of meetings, and feedback from stakeholders, to build a presence, and encourage more people to attend, and
5. an independent oversight committee to provide advice, and check that the budgets are kept accurately, and that feedback is followed up in a transparent fashion.

All of these facets of the SEP create confidence for investors, and lower the risk of running the organisation, however small, encouraging greater support and therefore sustainability.

Module 1: Engagement (one hour presentation)

Slide 1 ____

Outline

1. Why do we need a Stakeholder Engagement Plan?
2. Features of a SEP
3. Metrics, and why important
4. Independent Monitoring
5. Developing the SEP – breakout groups

The first module explains the purpose of having a stakeholder engagement plan, and walks the participants through the main sections, together with some helpful templates. The presentation will take around 30-45 minutes depending on the number of questions and interactions. This guide will walk you through the slides and provide any background that might be helpful to them.

1.1 Why do we need a Stakeholder Engagement Plan?

Slide 2 ____

Why do we need a Stakeholder Engagement Plan?

- A plan that outlines your Local Water Forum
  - Who you are
  - How you work
  - How often you meet
  - What you want to achieve
  - Who are your benefactors
  - What is your budget
- A document that enables fundraising
  - You are an official body of people with a plan
  - You are professional and will use resources wisely
  - You have a vision, 'customers', and a 'movement'

First of all, it is important to create an entity with a name, vision, participants, and a 'raison d' être'. This immediately creates an organisation instead of an informal group of people or person, and it provides a 'body' to attract fund-raising and support. It is much easier to ask for funding for a 'movement' of people, where it is clear that something tangible is going to happen in a more trustworthy way.

1.2 Features of a Stakeholder Engagement Plan

Slide 3 ____

Features of a Stakeholder Engagement Plan

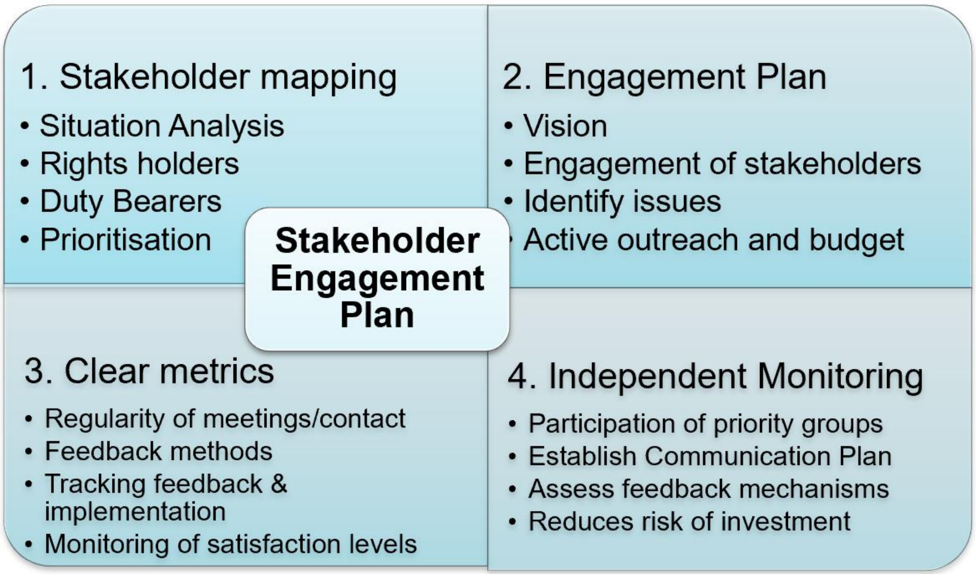
1. A Vision

   Stakeholder Mapping – to be covered in Module 2
2. Regular Engagement–

   - On-going engagement, and regularity of meetings
3. Active outreach – what this means in practice
4. Budget planning
5. Metrics
6. Oversight

The best approach is to create a simple Stakeholder Engagement Plan (SEP), to outline your vision, your plans for communicating with potential stakeholders, how you are going to do it, what it is likely to cost, how it will be measured, and who will be checking that it does what it portents.

Slide 4 ____



A good SEP contains these four elements, as shown in the figure above. We will take you through each of these steps through the presentation.

Slide 5 ____

1. Your Vision Statement

Provides Clarity and Inclusion

- What do you want to achieve in the long run?
- Important for:
  - Motivation and inspiration
  - Reflecting core values
  - Aims to bring benefits and improvements
  - Defines your reason for being

An organisation needs to have a vision of its own, to enable its members to know what it is you are trying to achieve. It can be very simple, but it gives everyone an idea of why you are doing what you are doing, so that they can buy-in to the concept.

Slide 6 ____

Think about:

What do you want to achieve, your ambition?

- Monitor quality in one place or all along the river
- Use it to influence policy?
- Alert companies/authorities to pollution spills
- Make people aware of how quality impacts health?
- Create more awareness of environmental conservation?

Who do you want to get involved?

- Schools, local people, experts, authorities

The vision for your organisation should be something that appeals to potential members and supporters. It should be relevant and realistic, and the main driver for your actions. It doesn't need to be complicated, and is actually better if it is very simple and easy to understand. The list above gives some generic examples, but you may wish to be very specific to your situation, and the people you want to get involved, as demonstrated in the next slide:

Slide 7 ____

Examples:

- Our river will become a new source of life for our community
- Water quality will be improved in our river
- People will get involved in improving river water quality
- Young people will be educated about the importance of water quality and the environment
- Our river will be a safe place for recreation again!

It is your choice, based on your own situation of your LWF!!

Once you have decided on your vision, and you should do this in consultation with your team members so that everyone is in agreement, then you can design this into your own logo:

Slide 8 ____

Design a Logo

- It can be done with no money – free apps, clever friends
- It creates a presence, and explains your vision

A logo is a statement of your vision, a fun way to advertise what you are doing, and a way to create a feeling of belonging to your organisation. There are plenty of free apps online that can help you to do this, or you could ask a creative friend to draw one for you. It doesn't need to cost anything except for time and creativity.

Slide 9 ____

2. Regular Engagement

- Plan for sustained engagement throughout the life cycle of the LWF
- Start engagement from very early stages to encourage ownership and buy-in
- Hold regular meetings and keep records of the meetings, with names, contacts, dates, main decisions
- Plan dates in advance, and post publicly
- Reference template for meetings

The second part of the SEP is to think about the regularity of meetings and events. It is clear that you will only keep people interested if you have regular and ongoing meetings, which you probably do already.

The important point to note here is that you should keep a record of the meetings. This helps to achieve several benefits:

1. Potential funders can see that you are an active group.
2. People know that you recognise their contribution and attendance.
3. You can track how many people generally attend, which helps to see if interest is growing, and also lets funders know that there is a strong community interest – you may need to keep the actual names hidden due to privacy, depending on who has access to the records, and whether people mind – ask them!
4. You can track feedback and actions points, and then follow them up in the next meeting. This serves to encourage people to give new ideas when they know they will be acted upon.
5. People will know when and where to attend the meetings, if they are public.
6. It helps people to feel like they are part of a formal organisation, with records that they can access transparently.
7. Using a template for meeting records ensures that you keep track of all the relevant information, it makes it easier for the rapporteur to fill out, and looks professional.

There is a copy of the Template for public meetings that can be used in ANNEX 1.

Slide 10

3. Active outreach

1. Tailor outreach to each type of stakeholder
2. Consider what concerns them, and how to get their interest
3. Build communication plans for each including:
   - social media for each target audience
   - email to specific stakeholders
   - public meetings – for sharing your work/results
   - bilateral meetings – once you have your SEP

This section deals with the type of outreach that you can develop for each type of stakeholder. You will map the stakeholders in the next module, and each will have potentially different needs, and prefer to use different ways for you to communicate with them. The key is to tailor the messaging based on what interests the type of stakeholder.

Some people only want to meet bilaterally, but the majority like to have the option of public meetings, even if they don't attend. You can reach most young people through social media messaging, with careful design of wording and pictures ford different stakeholder groups based on age, gender, culture, position in life. Emails are also really good to reach out to specific people in businesses or institutions, if you know their names.

Slide 11

Digital forms of outreach

Don't give up F2F meetings!

1. Website
    1. use keywords, and multi-media with videos, images
2. News/blog
    1. Update regularly as source of information, incl guests, conversations
3. Social Media
    1. Can engage different audiences, build relationships, time consuming
    2. Classify by demographics, use branding, logos, banners,
    3. Risk strategy for negative feedback, be considerate
4. Quick polls
    1. Quick feedback, informative, need to be simple, less than 4 questions
    2. Good engagement, not accurate research, can be negative
5. Email
    1. Targeted, can be spam, essential for bilateral messages

Firstly, don't give up on face-to-face meetings. You can't replicate the quality of interaction that you achieve through in-person conversations and workshops. However, digital media has a far greater reach, and it can consolidate and enrich the messages that you are giving in person.

This slide on digital outreach runs through the options and highlights the main points to note for each. In general, your goal is to make all messages as interesting and eye-catching as possible, while remaining relevant to the topic. Use key-words, multi-media and images where relevant. Keep the material fresh and up to date, and you can start to build relationships and interactions with different audiences. Polls can be a nice idea, but they are mostly for engagement, rather than scientific information.

Beware of negative feedback, and be prepared to deal with it. Always be polite and considerate.

The metrics that you can collect from social media and digital marketing are really useful for demonstrating your reach and the interest of the general population in your work. It is another selling factor for your funding proposals.

Slide 12

Advice

- Keep it snappy
    - Short and to the point and relevant, avoid fancy wordplay,
    - Tell not sell!
- Segment audience
    - Don't waste their time, only right Stakeholders
    - Segment larger groups for more in-depth analysis
- Avoid spam filters
    - Remind SHs to check spam filter and add you to allowed list when sign up
    - Try to send from personal account

In short, keep it snappy and to the point. Tell not sell! And try not to spam people with time-wasting information, segmenting messages to the right stakeholders.

When using email, you cannot avoid spam filters, but you can ask people to add you to their allowed list. Try to send to personalised email addresses rather than generic ones.

Slide 13

4. Budget Planning

1. Clear and realistic budget
2. Considerations:
   - What can you do with only volunteers?
   - What technology do you want to use?
   - Are there any out-of-pocket costs that are essential for getting engagement, e.g., setting up website, design, printing, phone calls
   - Track voluntary work, as it can offset donations

A budget is an essential part of any fund-raising. It doesn't need to be complicated, but it does need to be clear and realistic. Please refer to the budget template in Figure 2, which could serve as a starting point for new organisations:

Figure 2: Budget Template for LWFs

Expenses	e.g.	Basis	Rate/ unit	Unit	Annual Cost, $	Pro Bono, $	Notes
Staff and other contractor costs	Project management	Hourly rate, no. of hours/week/ month	A	B	A x B	A x B	
Contractual Services	Printing, design, website, software	Actual costs					Actual costs – get 3 quotes where possible
Travel	Lodging, bus, train, airfare, petrol, meals	Fares, rate per mile, expenses, per diem					Use national rates per tax office for mileage
Equipment and furniture	Materials, access to laboratory	Actual costs					
Operating and other direct costs	Equipment hire or purchase	Actual costs					Direct costs related to activities, and not overheads
Supplies, commodities and materials	Meeting rooms and materials	Actual costs					
Overheads	Administration, utilities	% of total costs					Overheads normally limited to less than 10% of total costs
					$ 0.00	$ 0.00	

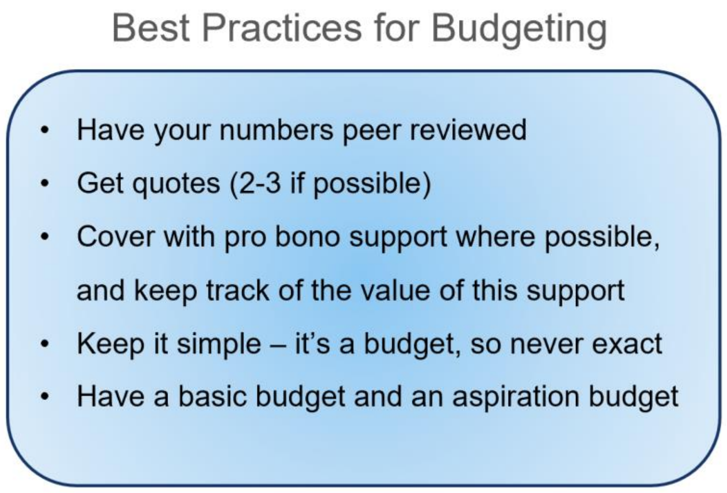
This template can also be shared as an excel worksheet which can be easily completed.

Note that it is very helpful to track any volunteer hours, work or the value of any donations to your organisation, as these have a value that can help to offset any dollar donations, and will encourage funders who will often require any donations to be matched by other funds – which can be voluntary work.

It is recommended that you ask someone to peer review your numbers. Preferably a person with some financial acumen, as it is very easy to make mistakes.

You can also decide to have two budgets, a basic budget and an aspirational budget. The former contains the costs that you have high confidence in realising, and the latter may include options if you are able to raise additional funds, with more ambitious activities.

Slide 14



In summary, there are a few best practices which are very helpful to remember, as outlined here.

1.3 Metrics and why they are important

Slide 15

5. Metrics – and why they are important

Data measured	Benefit of sharing
Water quality data	Share your results, and encourage interest
Regular reporting	Shows changes over time, identifies problems, discharges, alerts authorities, improvements
No, people attending meeting, and dates, location, names (not public)	Demonstrates professionalism, encourages attendance, attracts new sponsors
Dates and locations of river water testing	Attracts new members, shows activity to investors
Photos of activities	Great for social media, marketing, and attracting funding
Any social, cultural or environmental benefits noticed as a result of the LWF	Adds value to your activity to attract funders

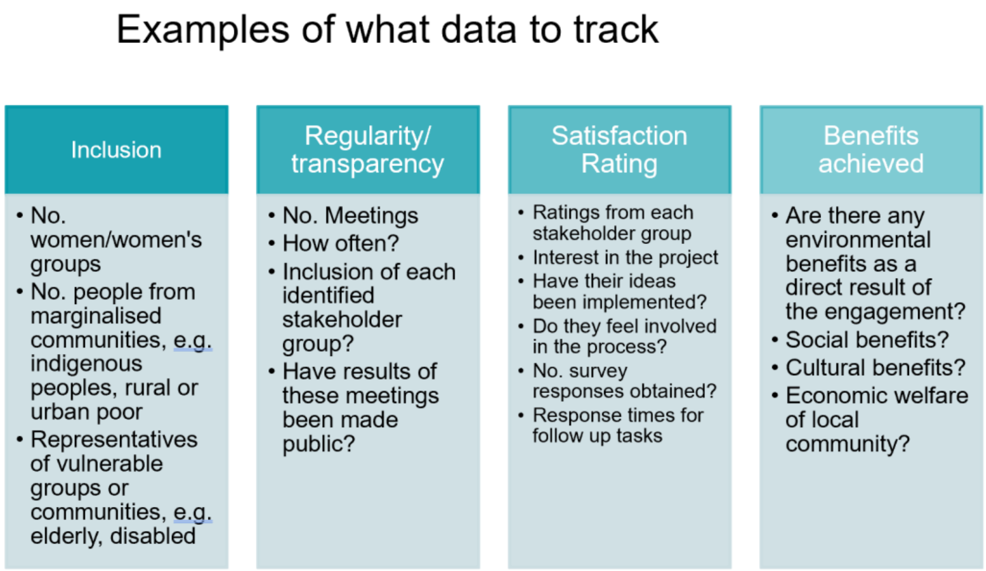
Any metrics that you can collect to demonstrate progress, results and engagement, are really important to attract interest and support (and funding). The water quality data that you are able to collect is much more valuable if it is made available for people to see and use. At a minimum, it will create interest in what you are doing. At its best, it could be used by local authorities to track the local quality of river systems, and enable you to see how the quality changes over time. Unless the data is recorded and reported regularly, it cannot be used to alert people to contamination issues, or create a resource that people can come to rely on.

You should gather as much information as you can, including dates, names and numbers of people, exact location of the testing, and weather conditions.

Photos are a great way to share your activities, and can attract interest.

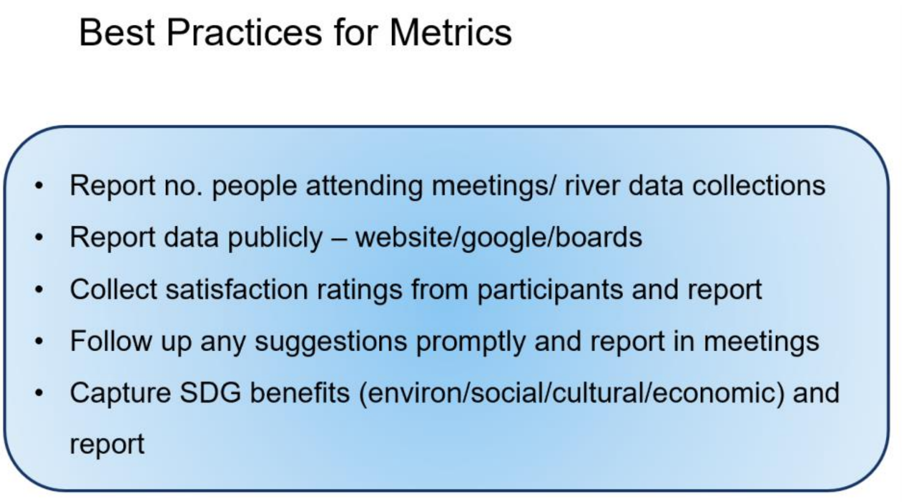
And lastly, take note of any wider benefits of your work, for example, greener environment, more people using the river for recreation, a greater awareness by the public of the link between waste and river health. This is all incredibly valuable, and will become a driver for greater engagement and support.

Slide 16



This slide lists examples of data that can be tracked, including the numbers and types of people that are included in the activity or the benefits, the frequency and attendance at meetings, the feedback from stakeholders that are affected (through surveys, or interviews), and the list of benefits that can help people more widely.

Slide 17



In summary, here is a list of the best practices for collecting data and how to share and follow up.

1.4 Independent Monitoring

*Slide 18*____

6. Independent Monitoring

- Consider an **Oversight Committee** if you receive funds, and even if not!
- Main reasons:
  - Inclusion and participation of all interested stakeholders
  - Avoids risk of personal economic interest with received funds
  - Protects individual rights re decision making
  - Encourages fidelity and accountability
  - Assures complete neutrality
  - Reduces risk for funders

A monitoring committee that is in charge of oversight of the organisation is a good idea if you are hoping to receive funds. This independent committee helps to ensure that personal interests do not interfere with dispersal and management of the funds, and it has the task of checking that you are listening to all the members in a participative process. It is critical that the people on this committee are completely independent from the project, so that they are able to provide a neutral check on the actions, according to the agreed policies of the organisation.

*Slide 19*____

Structure of Oversight Committee

- **Main responsibilities:**
  - Overseeing and monitoring the effectiveness of the SEP
  - Publication and dissemination of data collected by LWF
- **Terms of Reference:**
  - An agreed TOR
  - Define roles and responsibilities
  - Term limits
  - Potential members and make-up of the committee, ie. % women, local stakeholders etc

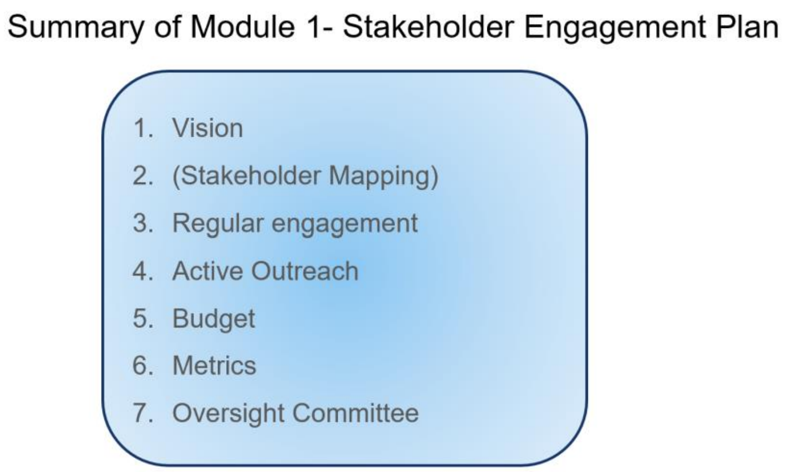
As a guide, the structure of the *Oversight Committee* can be fairly simple, but it needs to have an agreed Terms of Reference (TOR) to define it's role and responsibilities. It can be as simple as three people, if the organisation is small. It is important that the members of the Committee have a limited term (e.g. 2-3 years), so that they do not become complacent or over-controlling. The TOR can determine the diversity of the members, and the types of stakeholders included. Their role can include their help in dissemination of information and publicity, if required. It is up to the members to decide.

A Committee that includes local leaders and influencers can be also very helpful in fund-raising.

Slide 20

This slide summarises some of the key components as reference when selecting members of the Committee.

Slide 21



In summary, Module 1 has walked you through these seven steps, all of which will form part of the SEP. We will deal with stakeholder mapping in more detail in Module 2.

1.5 Breakout Session (1-1.5 hours in total)

*Slide 22*____

Breakout Session 1: Stakeholder Engagement Plan

1. Select a LWF from your group – and use as a case study. If you have time, you can do 2
2. Run through the 7 summary points in the last slide, and talk about
    1. What has been done already,
    2. What you are thinking of doing based on today's presentation
    3. Ideas from other members of the group that could help you

It is suggested that for this breakout session that you divide the group into teams of 5 or 6 people, or whatever will work for the size of your group. The aim is to give each team enough time to share details about a potential case study to consider (easy if you are all in one LWF), and then to run through the seven main points listed in the last slide, with a discussion on the three points listed above. This could be between 30 minutes and an hour.

The teams should then reconvene as a plenary to share the main learnings from each team. One person should be nominated as rapporteur for each team for this breakout group.

OUTPUT: A list of ideas for starting the development of the SEP. Hopefully, each team will have thought through what their vision might be, considered learnings about the level and type of engagement that would suit their group, and started thinking about what they need to start tracking in order to make a successful proposal for funding.

ANNEX 1: Template for Public Meeting Minutes

MEETING MINUTES (Template for public meetings)

Meeting/Project Name:			
Date of Meeting:	(MM/DD/YYYY)	Time:	
Minutes Prepared by:		Location:	
1. Attendance at Meeting			
Name	Organization or Group Represented	Name	Organization or Group Represented

Meeting/Project Name:			
Date of Meeting:	(MM/DD/YYYY)	Time:	
Minutes Prepared by:		Location:	

2. Agenda and Notes, Decisions, Issues	
Topic	**Decision**
Purpose of Meeting	
Topic 1	
Topic 2	
Topic 3	
Problems that have been resolved	
1.	
2.	
3.	
Final Comments	

3. Action Items		
Actions (to be brought to attention of the developers)	**Owner**	**Due Date**
1.		
2.		

4. Next Local Work Group Meeting					
Date:	(MM/DD/YYYY)	**Time:**		**Location:**	
Objective:					