WWQA
World Water Quality Alliance

Guidebook for training Local Water Forums

MODULE 2: Stakeholder Mapping

Developed for World Water Quality Alliance (WWQA)

by Human Right 2 Water and Women for Water Partnership

Human Right 2 water

WOMEN FOR WATER PARTNERSHIP

Edition: October 2023

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Acknowledgements:

With thanks for United Nations Environment for support, through the WWQA Seed Fund.

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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 2 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 2 outlines the stakeholder mapping process that will support the Stakeholder Engagement Plan (SEP). It is valuable to have a targeted approach to each group of stakeholders to avoid overwhelming people with the wrong kind of data, and to attract specific groups.

From a fundraising point of view, it is also helpful to understand which organisations and people are potentially interested in the Vision of the LWF, and to gear communication to suit their needs. The more segmentation of stakeholders that can be done, the better it will be for response rates.

This module therefore provides a few different ways to segment stakeholders and prioritise them such that communication can be directed to the right people in the most efficient way.

Module 2: Stakeholder Mapping for Local Water Forums (one hour presentation)

Slide 1

Outline

1. Why Stakeholder Mapping
2. Situation Analysis
3. Identify relevant stakeholders
4. Prioritisation
5. Case Study – Breakout Groups

Stakeholder Mapping is an important step for identification of the people that are most likely to be interested in your project, either because they are affected, or because they could benefit from the association, and they are the most likely to support it in different ways. It is not always that obvious, and affected parties sometimes need to be found through careful analysis.

2.1 Why Stakeholder Mapping?

Slide 2

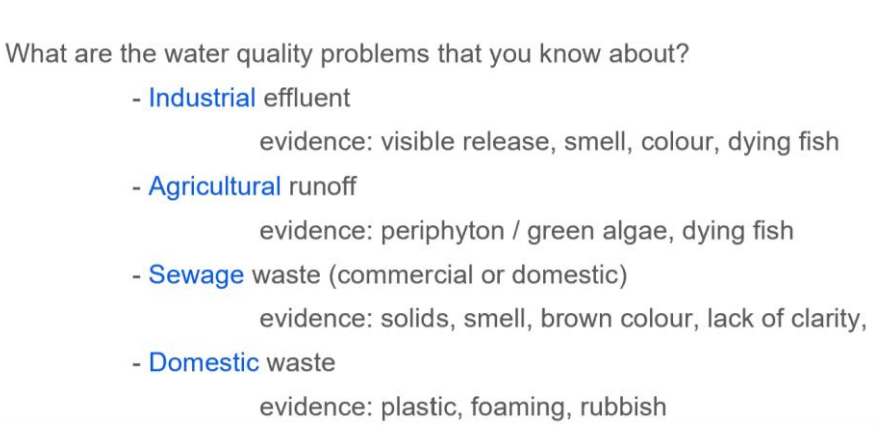
It helps to understand **WHO**

- Who is affected and how by water quality, to encourage interest in water monitoring
- Who and what are the main contributors to water quality pollution, to establish what to measure, and how to motivate action and interest
- Who are the parties interested in improving water quality, as it is part of their existing mission or activities
- Who might be interested in using the good press from water quality monitoring to improve their local brand and support environmental good works

The mapping exercise is designed to help us to think about *WHO* is affected by water quality, *WHO* are the main contributors to water quality pollution, *WHO* is interested in improving water quality, and *WHO* could benefit from associating with your organisation and supporting environmental improvements. The mapping is a simple exercise of working through each of these parameters to come up with a list of relevant stakeholders, and then prioritising them.

2.2 Situation Analysis

Slide 3



Start by thinking about the water quality problems that you already know. They can fall into four categories, based on where the contamination initiates from, and they probably are related to all four to some degree. You can't fix everything straight away, but you can start the process by monitoring the quality of the water today, and starting to determine what the main contaminants might be, and how they are affecting the colour, smell, flow, and health of the ecosystems in your river or water body.

The evidence is sometimes helpful to distinguish the type of contamination, as you can see in the slide, and it doesn't take a lot of testing to find the root cause. However, it is important to monitor the quality, even if only in appearance, so that changes can be detected over time, whether as improvement or deterioration.

Slide 4

As part of the process for mapping relevant stakeholders, start by working through the wider community benefits that are impacted by good water quality. These can be categorised into

social, cultural, environmental and economic benefits. Social benefits are particularly related to health and welfare. Although everyone's lifestyle is improved with clean water, the people who are most affected, and who might get sick and die, are the very young or old, or the people who can't afford to buy drinking water or to treat it. You don't have to drink the water to get affected, it can be absorbed through the skin if you bathe in the water, or wash clothes in the water. Boiling the water can remove the bacterial pollutants, but the heavy metals and chemicals often remain, and cause a range of diseases that are not well documented.

Culturally, rivers and lakes provide a source of recreation, and they are often deeply steeped in indigenous culture and history.

Environmentally, rivers and lakes support life, both aquatic and land-based, providing a rich source of food, ecosystem life, and balancing nature. It is so important to educate young people understand the connection between river health and ecosystem life, so that water bodies can be protected for future generations.

They also support income and food sources for many fisheries, and water for irrigation of crops. There is an economic impact for peoples' livelihoods if the rivers become polluted, impacting not only food provision, but also industries such as tourism and land value.

Slide 5 _____

Table 1: Checklist of categories

Affect	Questions to ask	Example stakeholders
Industrial	What, where, who	Utilities, factories
Agricultural	Type of farming, irrigation	Farmers' cooperative
Sewage	How is it treated?	Waste treatment facility
Domestic	Do people discharge?	People living on river
Social	Who is vulnerable?	Babies, women, elderly, disabled, homeless
Cultural	Who uses the river for recreation, lifestyle?	Religious leaders, recreation clubs (swimmers, canoeing, fishing), indigenous leaders
Environmental	Who cares about the environment?	Special interest groups, environmental agency, NHRIs, NGOs
Economical	Which livelihoods are dependent on the river?	Fishing, tourism, aquaculture, transportation

The table provides a list of the categories just discussed, looking at the sources of pollution, and the range of benefits that can be provided. By working through this list, you can identify potential stakeholders, that could be interested in supporting your organisation, either because they are affected by poor water quality, or because they are interested due to potential benefits for the community, or because they are directly or indirectly responsible and would like to support a change in approach.

2.3 Identify Relevant Stakeholders

Slide 6

Review systematically. Can be separated into two main groups, based on both the human rights to water, and to a clean, safe and sustainable environment:

- **Duty Bearers** – those with an obligation to protect, ie government authorities, utilities, businesses, educational institutions, human rights institutions, NGOs
- **Rights Bearers** – everyone is a right holder, but special attention should be given to vulnerable people, that can be most affected, or unable to speak up for themselves

The types of stakeholders can therefore be separated into two groups, based on the human right to water and the human right to a clean, healthy and sustainable environment. The first are the duty bearers, who have an obligation to protect, respect and fulfil human rights. These are the authorities and businesses that have the means to take on this role.

The second are the rights bearers, in other words, the general public. However, the ones that need most attention are those that cannot speak up easily for themselves, due to cultural, physical, or situational reasons. These vulnerable groups need special attention to make sure that they are included in your meetings, or through an understanding of their needs.

Slide 7

This simple diagram highlights the main duty bearers to consider in your stakeholder mapping. Water and sanitation providers should also include industrial and commercial operations that have the potential to pollute the waterways, whether it is legally allowed or not.

Slide 8

The following two tables provide a list of the potential duty bearers in the area relevant to the LWF. The list is designed to be thought provoking such that the LWF is able to run through each category, and consider which stakeholders might be relevant to them. During the breakout groups at the end of this session there will be an opportunity to discuss these different categories and list the main operators.

Table 2: List of Duty Bearers for Reference (part 1)

Duty-Bearer	*How are they a duty-bearer?*
State and local governments	Governments have an obligation to protect and provide for those that they govern. Individuals who work in state and local offices are responsible for maintaining the rights of their citizens.
State departments	Various state departments typically have a responsibility to take care of the basic needs of citizens, such as in the case of human services, the construction of public facilities, and the protection of the surrounding environment.
Civil society organizations	Civil society organizations are entities separate from the government which make promises to certain groups and populations in the pursuit of a better world. These organizations are considered duty-bearers due to the reliance many people have on them for certain services.
Parliamentarians	Parliamentarians are experts who are responsible for advising CSOs and governments. They are considered duty-bearers because they have a responsibility to act in the best interests of the people they represent.
Workers' organizations	Workers' organizations, such as state unions, are typically responsible for the protection of labour rights, and are especially important in larger corporate companies.
Businesses	Businesses can hold power over a community depending on the types of services they provide as well as the amount of influence they have in the area, and therefore can be considered duty-bearers to their clients.
Research organizations and academia	Research organizations are considered duty-bearers because of the obligation they have made to the pursuit of and public dissemination of knowledge, which is an important part of any consultation process.

Table 3: List of Duty Bearers for Reference (part 2)

Non-Governmental Organizations	NGOs have responsibilities, as they often act as representation for groups that may not have a voice otherwise. These are important duty-bearers to consider, especially when using a human rights-based approach.
National Human Rights Institutions	NHRIs are also considered important duty-bearers in the context of HRBA and can serve as useful consultants or participants in People-First PPPs.
Social programs	Many areas have social programs which people in lower economic classes rely on for survival, making them duty-bearers to the less fortunate.
Health facilities	Health facilities, such as hospitals, nursing homes, and rehabilitation centres, have an obligation to protect the physical health of those under their care.
Educational Institutions	Schools and Universities are duty-bearers to the students that attend them, particularly younger children who may not otherwise be given sufficient representation.
Caregivers	Caregivers, such as parents and guardians, are also duty-bearers to their children or those who are unable to care for themselves and have a responsibility to uphold their rights.

Slide 9

Rights Holders and vulnerable groups

This collection of rights holders and vulnerable groups is recognised in international human rights law. They are vulnerable because they may be disadvantaged in some way due to circumstance, lack of resources, freedom, health, or ability to participate due to situation or culture. In some cases, for example, women and indigenous populations, they can easily be overlooked, and their inclusion is extremely valuable to represent the view of a knowledgeable section of the community. Indigenous peoples traditionally have a strong connection to the land and water bodies and will be able to bring powerful ancestral stories and ways for managing water. Women are usually the carers in society, and they are the main users and managers of water, so they will have a very practical desire to support water management. Likewise, the elderly bring knowledge, and the young build the bridge to the next generation.

It is therefore useful to consider all the vulnerable groups that could be affected by water quality in your area, and where practical to include representatives of these groups in the LWF, to ensure that their ideas, needs and beliefs are being included in the actions.

Slide 10

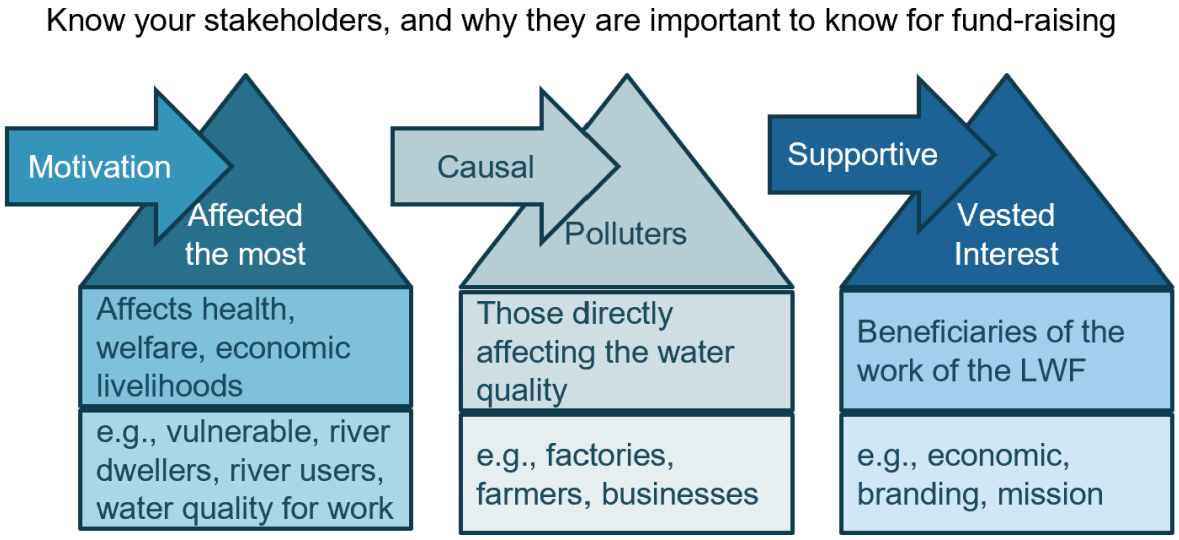
Table 4: List of Rights Holders for LWF to consider

Rights Holders	Reasons for inclusion	Stakeholders
Women	Child-bearing, and usually care-givers, and responsible for water	Local women, and/or NGOs
Children	500 million children die each year due to water borne disease	Mothers, teachers, care workers, NGOs
Disabled*	Health risks, lack of mobility	NGOs
Migrants/homeless	Could be dependent on surface water	NGOs
Indigenous	Knowledgeable about ancestral lands and water management	Indigenous Leaders
Elderly*	Local knowledge, Health risks, lack of mobility	Representatives
Poverty*	May lack ability to contribute due to cost, distance, may also be affected by loss of livelihood	Representatives, NGOs

Table 4 lists some of the rights holders that are most likely to be impacted by poor water quality, and typical reasons for their inclusion. Their representation may be found through the stakeholders suggested, or there may be other local options.

2.4 Prioritisation of Stakeholders

Slide 11

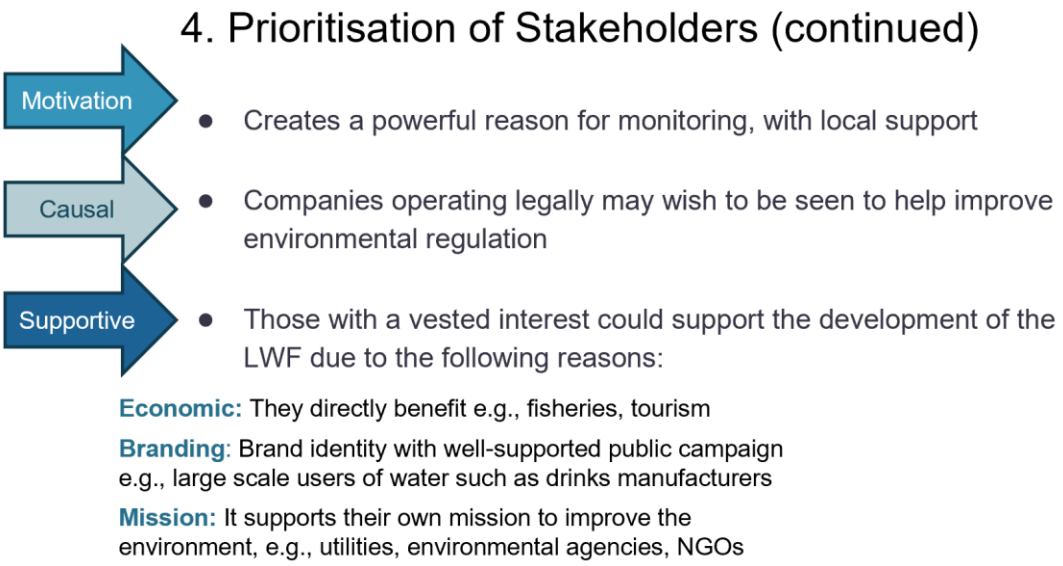


Stakeholders can also be categorised according to their relationship with the health and quality of the river or water body. The ones that are affected the most, in the blue house, should be the most motivated, as they could have their health and welfare impacted by poor water quality. The obvious stakeholders are the people living by the river, those dependent on the river for work, and those that are more vulnerable in some way.

The Causal stakeholders are the polluters, and those that directly affect water quality through the release of effluent, waste, and poor management of agrochemicals and livestock. These people may not even realise that their actions are causing problems. If they do, then they may be keen to improve the regulations and accountability so that all companies have to meet the same standards.

The Supportive stakeholders are those that already have a vested interest in the environment through their company mission, their personal interest, or through an industry that is reliant on a healthy and clean environment, such as tourism or fisheries.

Slide 12

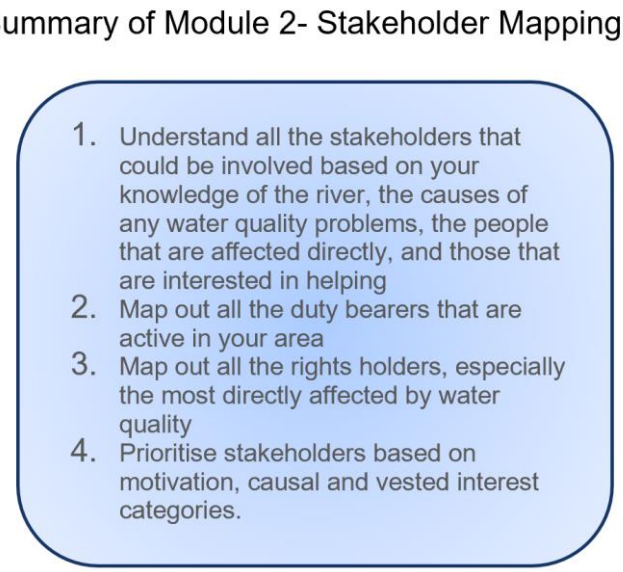


The stakeholders can be prioritised through this approach. Those affected the most (the most vulnerable) are **Motivated** to support. **Causal** stakeholders may wish to be seen to help improve regulation, to offset their reputation as polluters. And there are many stakeholders that could have a vested interest and be **Supportive**. These benefits could be economic, directly related to business affected by water quality and a healthy-looking environment.

They could benefit from the positive branding achieved by supporting a public campaign to monitor river quality. Typically, large-scale water users are an obvious idea, but it could be any local business that would like to support the local community.

Of, there are many utilities, environmental agencies, research institutions, and NGOs that have a mission to improve the environment, and they may be keen to help.

Slide 13



In summary, it is helpful to understand all the stakeholders that could be involved based on your local knowledge. Keep in mind the causes of the water quality problems, the people that are directly affected, and the ones that could be interested in helping. Then map out the duty bearers and rights-holders, and prioritise them based on their motivation to help.

Breakout Session – Module 2 (one hour and a half)

Slide 14

Breakout Session 2: Stakeholder Mapping

1. Select a LWF from your group – and use as a case study. If you have time, you can do two
2. Conduct a draft stakeholder mapping exercise using the frameworks presented (also on handouts)
    - Base it on who is present in the LWF area, and think through the different reasons for including them in the mapping

The handouts in ANNEX B provide a useful checklist for this activity. It is suggested that each breakout team spends an hour (or more if necessary) to work through the two lists, and discuss the relevant stakeholders that would be valuable to include in the mapping.

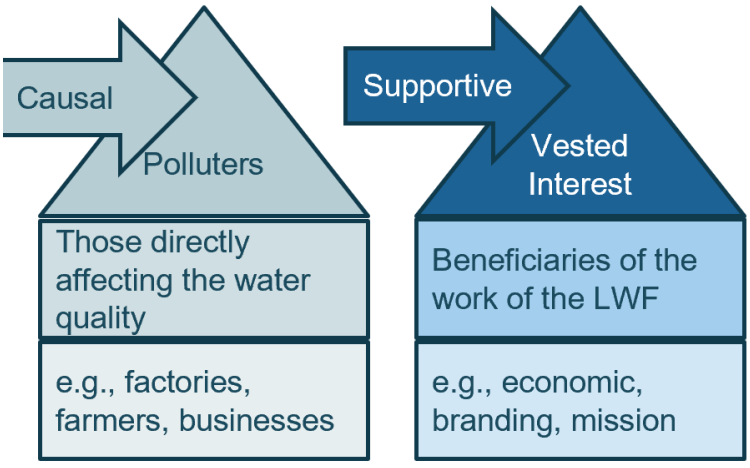
The teams should then reconvene as a plenary to share the main learnings from each team. One person should be nominated as rapporteur for each team for this breakout group.

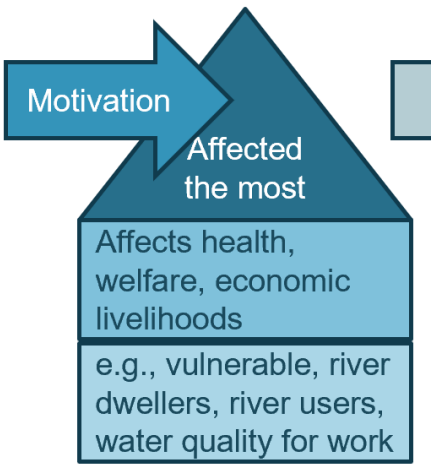
OUTPUT: A list of stakeholders with whom the LWF can communicate.

ANNEX B: Handouts for Breakout Session 2

Part 1: Discuss each duty bearer category and consider who is the relevant institution to your LWF

DUTY BEARERS	Relevant local institutions for LWF
State and local governments	
Utilities	
Human Rights Institutions	
Education	
Health	
Education	
Research Institutions (environmental, water)	
Businesses: Industrial	
Businesses: Agricultural	
Businesses: Commercial	
Environmental NGOs	



Part 2: Discuss each rights holder category and consider who is the relevant institution to your LWF. Please add more categories where relevant.

RIGHTS HOLDERS	Relevant NGOs, or representatives
Women	
Children	
Elderly	
Disabled	
Indigenous	
Migrant/homeless	
Living in poverty	
Rural and deprived areas