TIME	MODULE	CONTENT COVERED	OUTPUT
9.00	**Welcome**	Introduction and icebreaker	
09:15	1. **Engagement**	Develop an Engagement Plan	A Vision for the LWP, preliminary assessment
10:45	BREAK		
11:00	2. **Stakeholder Mapping**	Identify and involve the optimal partner stakeholders.	A structured approach for mapping
12:30	LUNCH		
13:15	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
14.45	BREAK		
15:00	4. **Funding Strategy**	Design a local funding strategy.	An outline template for the funding strategy
16.45 17:00	Wrap-up and CLOSE		

Module 1

Stakeholder Engagement Plan for LWFs

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

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'

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
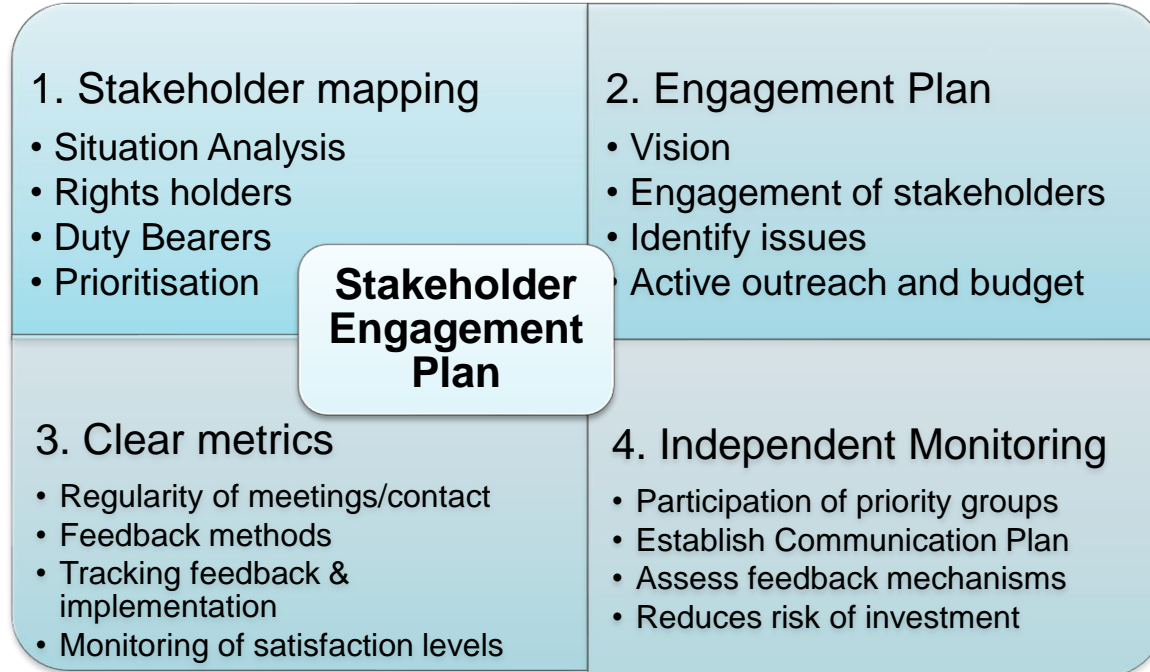
3. Active outreach – what this means in practice

4. Budget planning

5. Metrics

6. Oversight

What makes a good SEP?

1. Stakeholder mapping

- Situation Analysis
- Rights holders
- Duty Bearers
- Prioritisation

2. Engagement Plan

- Vision
- Engagement of stakeholders
- Identify issues
- Active outreach and budget

Stakeholder Engagement Plan

3. Clear metrics

- Regularity of meetings/contact
- Feedback methods
- Tracking feedback & implementation
- Monitoring of satisfaction levels

4. Independent Monitoring

- Participation of priority groups
- Establish Communication Plan
- Assess feedback mechanisms
- Reduces risk of investment

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

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

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!!

Design a Logo

- It can be done with no money – free apps, clever friends

- It creates a presence, and explains your vision

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

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

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:					

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

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

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

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

Budget Outline

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	

Best Practices for Budgeting

- Have your numbers peer reviewed

- Get quotes (2-3 if possible)

- Cover with pro bono support where possible, and keep track of the value of this support

- Keep it simple – it's a budget, so never exact

- Have a basic budget and an aspiration budget

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 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

Examples of what data to track

Inclusion	Regularity/ transparency	Satisfaction Rating	Benefits achieved
• No. women/women's groups • No. people from marginalised communities, e.g. indigenous peoples, rural or urban poor • Representatives of vulnerable groups or communities, e.g. elderly, disabled	• No. Meetings • How often? • Inclusion of each identified stakeholder group? • Have results of these meetings been made public?	• Ratings from each stakeholder group • Interest in the project • Have their ideas been implemented? • Do they feel involved in the process? • No. survey responses obtained? • Response times for follow up tasks	• Are there any environmental benefits as a direct result of the engagement? • Social benefits? • Cultural benefits? • Economic welfare of local community?

Best Practices for Metrics

- Report no. people attending meetings/ river data collections

- Report data publicly – website/google/boards

- Collect satisfaction ratings from participants and report

- Follow up any suggestions promptly and report in meetings

- Capture SDG benefits and report (environ/social/cultural/economic)

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

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

Members of Oversight Committee

- Must be independent of the LWF
- 3-7 people, depending on size of membership
- At least 30-40% are women
- Choose local people that :
    - represent the stakeholder groups that you map
    - could be helpful in fundraising
    - community leaders that provide a public face or voice to
      advertise your LWF
    - professionals in water quality testing

Summary of Module 1- Stakeholder Engagement Plan

1. Vision

2. (Stakeholder Mapping)

3. Regular engagement

4. Active Outreach

5. Budget

6. Metrics

7. Oversight Committee

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 two

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