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Supporting water sanitation
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FRESHWATER CONSERVATION AND WASH ADVOCACY STRATEGY WORKSHOP

**FACILITATOR
WORKBOOK
APPENDIX 3**



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AFRICA BIODIVERSITY COLLABORATIVE GROUP

SAMPLE WORKSHOP AGENDAS

SAMPLE AGENDA I

Freshwater Conservation-WASH Advocacy Workshop Participant Agenda

July 15–18, 2019 | Durban, South Africa

WORKSHOP OBJECTIVES

- To introduce advocacy and create a foundation of knowledge and understanding of advocacy concepts and approaches.
- To understand freshwater conservation-WASH program advocacy priorities for Conservation South Africa.
- To understand and apply the key elements of advocacy strategy design—specifically identifying the advocacy issue, goal and objectives; decision-maker and influencer identification; and message design and execution—tailoring messages to target audiences.
- To build upon and learn from existing advocacy and influencing experiences and expertise.

AGENDA

MONDAY, 15 JULY 2019

TIME	SESSION
08.30–10.45	Welcome, intro to advocacy and its components
10.45–11.00	Coffee/tea break
11.00–13.00	Country context, advocacy issues and root causes
13.00–14.00	Lunch
14.00–15.30	Advocacy issues and root causes report back, evidence base and intro to advocacy goals
15.30–15.45	Coffee/tea break
15.45–16.30	Advocacy goals
16.30–16.45	Recap and close

TUESDAY, 16 JULY 2019

TIME	SESSION
08.30–10.45	Advocacy goals (continued) and objectives
10.45–11.00	Coffee/tea break
11.00–13.00	Stakeholder mapping and intro to decision-makers, influencers and power
13.00–14.00	Lunch
14.00–15.30	Opposition and obstacles
15.30–15.45	Coffee/tea break
15.45–16.30	Intro to partnerships
16.30–16.45	Recap and close

WEDNESDAY, 17 JULY 2019

TIME	SESSION
08.30–10.45	Advocacy strengths, limitations and partnerships
10.45–11.00	Coffee/tea break
11.00–13.00	Advocacy approaches and activities
13.00–14.00	Lunch
14.00–15.30	Activities (continued) and intro to advocacy messaging
15.30–15.45	Coffee/tea break
15.45–16.30	Crafting advocacy messaging
16.30–16.45	Recap and close

THURSDAY, 18 JULY 2019

TIME	SESSION
08.30–10.45	Measuring advocacy progress and adaptive management
10.45–11.00	Coffee/tea break
11.00–13.00	Advocacy strategy development
13.00–14.00	Lunch
14.00–15.30	Advocacy strategy development continued and report back
15.30–15.45	Coffee/tea break
15.45–16.30	Next steps, recap and close

SAMPLE WORKSHOP AGENDAS

SAMPLE AGENDA 2

Freshwater Conservation-WASH Advocacy Workshop Participant Agenda

July 22–25, 2019 | Kampala, Uganda

WORKSHOP OBJECTIVES

- To introduce advocacy and create a foundation of knowledge and understanding of advocacy concepts and approaches.
- To understand freshwater conservation-WASH program advocacy priorities for Conservation South Africa.
- To understand and apply the key elements of advocacy strategy design—specifically identifying the advocacy issue, goal and objectives; decision-maker and influencer identification; and message design and execution—tailoring messages to target audiences.
- To build upon and learn from existing advocacy and influencing experiences and expertise.

AGENDA

MONDAY, 22 JULY 2019

TIME	SESSION
08.30–10.45	Welcome, intro to advocacy and its components
10.45–11.00	Coffee/tea break
11.00–13.00	Country context, advocacy issues and root causes
13.00–14.00	Lunch
14.00–15.30	Advocacy issues and root causes report back, evidence base and intro to advocacy goals
15.30–15.45	Coffee/tea break
15.45–16.30	Advocacy goals
16.30–16.45	Recap and close

TUESDAY, 23 JULY 2019

TIME	SESSION
08.30–10.45	Advocacy goals (continued) and objectives
10.45–11.00	Coffee/tea break
11.00–13.00	Stakeholder mapping and intro to decision-makers, influencers and power
13.00–14.00	Lunch
14.00–15.30	Opposition and obstacles
15.30–15.45	Coffee/tea break
15.45–16.30	Intro to partnerships
16.30–16.45	Recap and close

WEDNESDAY, 24 JULY 2019

TIME	SESSION
08.30–10.45	Advocacy strengths, limitations and partnerships
10.45–11.00	Coffee/tea break
11.00–13.00	Advocacy approaches and activities
13.00–14.00	Lunch
14.00–15.30	Activities (continued) and intro to advocacy messaging
15.30–15.45	Coffee/tea break
15.45–16.30	Crafting advocacy messaging
16.30–16.45	Recap and close

THURSDAY, 25 JULY 2019

TIME	SESSION
08.30–10.45	Measuring advocacy progress and adaptive management
10.45–11.00	Coffee/tea break
11.00–13.00	Advocacy strategy development
13.00–14.00	Lunch
14.00–15.30	Advocacy strategy development continued and report back
15.30–15.45	Coffee/tea break
15.45–16.30	Next steps, recap and close

ADVOCACY STRATEGY ROADMAP



SAPPHIRE WATERSHED CASE STUDY WORKSHEET ANSWER KEY

8-Step Advocacy Process in the Sapphire Watershed Case Study

STEP 1 Advocacy Issue, Root Cause and Evidence Base	Advocacy Issue: Water resources from the Sapphire Watershed are under threat from increasing population growth, climate change, and unregulated use. Root causes: ■ Destructive fishing practices—dynamite fishing ■ Lack of evidence, science-based information and analysis of watershed health ■ No government system of regularly collecting data across the basins Evidence base: data collected by the Ruby Citizen Association and citizen scientists
STEP 2 Advocacy Goal and Objectives	Advocacy goal: Local government officials support the proposed municipal Biodiversity and Freshwater Species Conservation legislation. Objectives: ■ Form a citizens association to identify and collect water quality and flow data required to analyze watershed health ■ Citizen scientists collect data and evidence on watershed health and share it with local government officials.
STEP 3 Decision-Makers and Influencers	Decision-makers: Key decision-makers are the Ruby Municipal Council and local government officials in health, fishing and finance. Influencers: Fishermen, community groups, research organizations, women, and the Amber people.
STEP 4 Opposition and Obstacles	Obstacle: no coordination among government bodies, no history of working together Opposition: local government officials with limited understanding of watershed protection benefits
STEP 5 Advocacy Strengths, Limitations and Partnerships	Advocacy strengths: good relationships with Council, government and community members; ability to facilitate dialogues with diverse stakeholders; participation of youth, teachers and other citizens on science/data collection Limitations: Partnerships: Citizens, youth, teachers, fishermen, women’s groups, Amber indigenous group.
STEP 6 Advocacy Approaches and Activities	Establish an Association to create body of evidence of watershed health Develop local legislation and media campaign to promote the benefits of the new bill Facilitate ongoing relationships among government and community members partners
STEP 7 Advocacy Messages	The health of the Sapphire Watershed depends on everyone to responsibly and sustainably use its resources. Citizen science helps increase ownership in management of local resources
STEP 8 Measuring Progress and Adaptive Management	Number of citizen scientists trained Number of meetings with local government officials Passage of the legislation



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