



THE GLOBAL PARTNERSHIP ON
Wealth Accounting **and the** Valuation of Ecosystem Services

WAVES Communication strategy

A work in progress

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What is the purpose and broad principles?

Objectives:

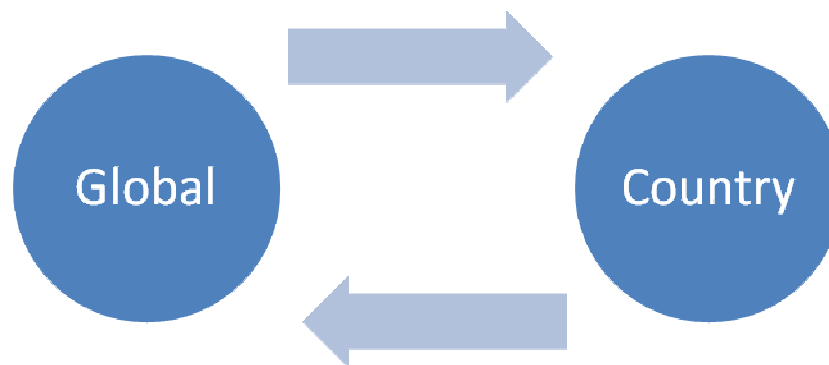
- Improve understanding of NCA and its policy applications
- Promote the use of SEEA as a framework for NCA
- Show the value of NCA for countries

Broad principles:

- Context specific
- All channels will be used but focus on:
 - Social media
 - Participation on diverse forums
- Extensive use of partner inputs of lessons learned

What is our audience and key influencers?

- WAVES
 - Core countries
 - Participant countries and organisations
 - Donors
- Policy makers
- Countries already undertaking accounting
- Academics, thought leaders, Civil Society Organizations
- Global and in-country communications strategies are linked:



Key aspects: An example

Audience	Messages	Tactics	Tools
WAVES countries	<ul style="list-style-type: none"> NCA will help you make better economic decisions Lessons from your experience will help inform a global community NCA is worth the effort 	<ul style="list-style-type: none"> Highlight the solid evidence base for the relevance of NCA to public policy in each country Celebrate and communicate steps in the process and results Use national-level key influencers strategically Build public understanding and support Show proof of concept 	<ul style="list-style-type: none"> Mapping of media/CSO/influencers and partners in each country Short multimedia stories/products produced regularly highlighting progress at country level WAVES Partners Forum showcasing progress and benefits Media strategy tailored to country context. Field visits/media stories around WAVES missions. WAVES blog

Country example: Philippines

Context

There is interest from the government. The country has had previous experience in constructing these accounts

Objective of the Phil-WAVES program:

To inform development planning by developing

1. Macroeconomic indicators
2. National accounts for prioritized natural resources – mineral and mangroves
3. Ecosystem accounts for Southern Palawan and Laguna Lake

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Step 1

Do a **communications needs assessment**

- A rapid review of the policy, economic, socio-cultural, political context
- Identify stakeholders
- Identify risks, especially in dealing with trade-offs
- Map out media landscape to identify opportunities

Country example: Philippines

Step 2

Two components:

- A **Communications Strategy**: Set vision, identify challenges, identify strategies that will achieve goal, link to the Global plan
- A **Draft Action Plan**: Audience, messages for each group, communications channels, types of media, frequency, budget

Country example: Philippines

Step 3

Deliverables	Timeline	Remarks
A draft Communication Needs Assessment Report with an outline of a Strategic Communication Plan	3 weeks after the issuance of the contract	A special section on Ecosystem Accounts in Southern Palawan and Laguna Lake
Draft Strategic Communication Plan	End of 5th weeks	This will include the final needs assessment report as an annex.
Presentation to the team and the Government	TBC	Comments and feedback to be noted
Final Strategic Communication Plan	One week after the presentation	

Thank you!

<http://www.wavespartnership.org/waves/>

