EUWI NATIONAL POLICY DIALOGUES ON WATER IN EECCA

Communication Strategy
A COMMUNICATION STRATEGY FOR THE EU WATER INITIATIVE
IN EASTERN EUROPE, CAUCASUS AND CENTRAL ASIA
FOR THE PERIOD 2013-2016

Objectives

The current Communication Strategy has been prepared to enhance visibility and dissemination of EUWI work in EECCA. More precisely, it aims to:

- enhance the impact of work conducted within the framework of the EUWI EECCA;
- generate support for the EUWI National policy Dialogues on water, in EECCA and in Europe;
- increase interaction with other international organisations and financial institutions active on water policy reforms in EECCA; and
- raise awareness and make this work more transparent and visible in EECCA countries and internationally.

Target groups

The communication strategy is primarily targeted at:

- National authorities in charge of water management and related issues (such as economic development, environment and irrigation, land use and urban development, infrastructure and finance);
- Permanent EU delegations in EECCA countries and their colleagues in DG Relex and DG DEVCO;
- The donor community active in the water sector in the region.

Other audience groups will benefit from the dissemination of information, on a more ad hoc basis:

- Private sector representatives, including financiers;
- Local NGO and expert communities, as identified in the context of NPDs.

At a larger level, the communication will reach the broad water community, with particular emphasis on policy makers and stakeholders interested in water policy reforms.

Main messages

The communication aims at delivering several messages:

- Ownership from EECCA countries. The OECD and UNECE will communicate on the demand expressed by EECCA countries for support in water policy reforms;
Policy relevance of NPDs. The communication will explain how NPDs, as a process, respond to the demand from EECCA countries. Such issues as policy reform in fragile democracies and in economies in transition will be regularly analysed;

Capacity to deliver. The communication will highlight actions taken by governments, other donors or IOs to implement or accompany the policy recommendations that derive from NPDs;

Good practices for the reform of water policies in EECCA. Good practices will be shared to make the case for reform, demonstrate it is feasible and create momentum and commitment in other parts of the water community in EECCA (other parts of governments or other EECCA Countries);

The added-value of the EUWI. The capacity of the EUWI to support reform processes and the relevance of EU experience on water policies will be highlighted, as appropriate.

Communication tools

Three sets of communication tools will be used to achieve the objectives set above. They were selected to optimise exposure to the target group, while limiting traffic and information overload.

A significant part of the supports will be available in English and Russian.

Regular meetings

Two series of meetings will be systematically used to support communication.

The annual meeting of the EUWI EECCA Working Group

The EUWI EECCA Working Group meets annually, in one EECCA country or in a member of the European Union on a rotating basis. Invitations are sent to a list of stakeholders, who work on water policy reforms in EECCA. The travel costs of delegates from EECCA countries are funded by different donors, to ensure good participation.

The meeting provides an opportunity to share lessons from on-going work and to learn from projects undertaken by others:

- In each meeting, a session is dedicated to donors’ coordination, where donors share information about on-going projects and future developments;
- The outputs of these meetings (Chair’s summary or summary record) jointly with meeting Agendas are shared to an extended list of stakeholders and made available on the website of the OECD and the UNECE. Selected presentations or background documents are attached.

On average, some 50 delegates participate in annual EUWI EECCA Working Group meetings.

The regular meetings of National Policy Dialogues steering groups

The NPD process entails regular meetings of the Steering group (or similar body). These meetings are jointly organised by the OECD and UNECE. Relevant representatives of the target groups are systematically invited, in particular:

- National authorities in charge of water-related activities;
- Permanent delegations of the European Commission to EECCA countries;
• Permanent representatives of other donors and IOs active on water issues.

The private sector, local NGOs and experts are invited, on an ad hoc basis. National media are invited on a case-by-case basis, depending on where the meeting stands in the NPD project cycle.

A typical meeting of a NDP Steering group convenes 35-40 people. They meet twice a year as long as the NPD is active.

Written supports

Written supports include:

• Substantive reports on projects. They signal the support of the EUWI (via the display of the EUWI and EC logo, as defined in our contractual arrangements) and highlight the messages mentioned above. They include an Executive Summary destined to the main target groups;

• Chair summaries of EUWI EECCA Working Group meetings. They capture the main information shared at the meeting, on recent developments and similar initiatives;

• Special communication supports. These include flyers, which present succinct and attractive information on the EUWI EECCA NPDs on water. They are and will be disseminated in major international events where the OECD and UNECE participate (such as the Stockholm World Water Week);

• Ad hoc flagship publications. Two types of publications are envisaged: i) a brochure that explains in some detail the EUWI, the EUWI EECCA, the NPDs; this will be based on the Action Fiche and made available to a wider audience (not familiar with the process); ii) a flagship document which takes stock of important developments in the region (similar to the OECD report Ten Years of Water Policy Reform in EECCA); it will be produced close to the end of the contract.

The target groups will be systematically informed on the availability of substantive reports on projects and Chair summaries of EUWI EECCA Working Group meetings, on a regular basis. To limit e-mail traffic and avoid confusion, this information will be circulated twice a year (after each annual meeting of the EUWI EECCA Working Group, and approximately 6 months after the previous announcement).

Selected reports and special communication supports will be made available at OECD events (in particular the meeting of the OECD Working Party on Biodiversity, water and Ecosystems\(^1\)), UNECE meetings, and in international conferences attended by OECD and/or UNECE staff.

Selected reports will be made available through the OECD’s iLibrary and similar UNECE tools, thus gaining access to a wider audience of policy makers

Websites

The OECD and UNECE will maintain up-to-date websites, which will be accessible from different routes. For instance, the OECD hosts a dedicated page on the partnership with the EUWI on water policy reforms in EECCA. This page is accessible from a thematic approach (environment, water) and from a regional one (cooperation with EECCA countries).

The following information will be available on the website:

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1 The WPBWE oversees the work of the OECD Environment Directorate on water. It convenes delegates from OECD member countries, NGOs and the private sector. Other countries and IOs are invited as observers. The WPBWE meets every 8 months.
• Announcements on new projects and up-coming events (in particular EUWI EECCA Working Group meetings);

• Reports on recent projects and events (final reports on projects; Chair summaries of EUWI EECCA Working Group meetings).

In addition to websites, a generic email account will be created, to allow on-going communication with target groups, and response to ad-hoc questions.

Evaluation

The Strategy will be regularly reviewed and updated to include suggestions for other communication products and mechanisms.