Tool sheet

The Tool Sheet gives an overview of available tools for improved water integrity

Communication

Water Integrity Advocacy Guide

Increasing the capacity to advocate for a change in behaviours in the water sector

OVERVIEW

Advocacy work involves the important process of raising awareness and of impacting individual and institutional decision-making processes to promote change. A thought-through professional approach of communication and strategic dialoguing is critical to make a campaign successful. Effectively, advocating in the water sector can allow civil society and individual water users to raise their voices in decision- and policy-making processes. Advocacy through campaigns, research, speeches and lobbying requires sound knowledge and a set of important skills to ensure a successul campaign. The Water Integrity Network has therefore developed the Advocacy Guide to support individuals who wish to improve water integrity by changing policies and practices, as well as behaviours and attitudes.

OBJECTIVES

The guide aims to help water professionals plan a successful water integrity campaign through effective campaign implementation and rigorous post-campaign monitoring.

The primary objectives of the Water Integrity Advocacy Guide are to promote:

» **A good understanding** of advocacy work

» **Capacities** for stakeholders to advocate

» **Implementation of advocacy** in the promotion of water integrity

» **Dialogue between stakeholders** engaging in advocacy

» **Broad participation** in decision-making processes

SCOPE

This guide has been designed for water sector professionals striving to improve water integrity and to address corruption in the water sector. The guide helps to develop the capacity to influence decision making and thereby promote and shape the discourse on water integrity. It requires additional resources to make the guide accessible in the context of an advocacy course.

The Water Integrity Advocacy Guide, implemented in a one or two day training workshop, also requires financial resources and workshop facilitation skills.

BOX 1 **Information at a glance:**

Users - water professionals and media professionals

Target group - Governments, private sector and civil society

Implementation level - At any level where advocacy needs to take place.

More information - The Advocacy Guide can be downloaded from the WIN website.

WIN Water Integrity Network

Fighting corruption in water worldwide

IN PRACTICE

The advocacy guide is composed of five modules. Each module outlines the purpose of different approaches to advocacy as well as presents examples of advocacy cases and practical implementation insight. In addition, the guide provides several exercises to foster a better understanding on how to plan advocacy activities.

The five modules from the advocacy guide are described below:

1 **Module 1 – Introducing advocacy planning** prepares the user for the varied, multifaceted tasks of advocacy by introducing the different stages of advocacy: Planning of an advocacy campaign, setting the policy and advocacy agenda, defining the advocacy activities and preparing monitoring plans. The module provides step-by-step tips on approaching advocacy in a systematic and methodical manner.

2 **Module 2 – Advocacy tools in action** demonstrates advocacy in action. It provides different definitions and examples of advocacy campaigns from other organisations. Further advocacy tools exist and the WIN advocacy guide recommends making scope of them as they are important in implementing solutions. The chapter therefore illustrates successful integrity initiatives carried out by WIN members, investigative journalists and other campaigning organisations. This module provides essential components to enhance a better understanding and appreciation of advocacy for integrity in the water sector.

"The guide helps to develop the capacity to influence decision-making."

3 **Module 3 – Research for action** deals with the less visible foundations of most advocacy work: research and planning. WIN promotes evidence-based advocacy to ensure that the messages in an advocacy campaign finds its grounding in research and knowledge bases. This chapter presents the how-to's of selecting issues, risk mapping and running diagnostic checklists.

4 **Module 4 – Coalition-building** underlines that advocacy is more effective if a cohesive group voices their concerns collectively. This specific module in the guide describes coalition formation process, explains the importance of joining efforts and shows examples of coalition-building initiatives. This part also presents important issues that typically hinder effective relationship-building with allies and partners, and suggestions on how to deal with these challenges.

5 **Module 5 – Making a difference** discusses monitoring and evaluation of an advocacy campaign as the cornerstone of making a campaign sustainable and successful. Monitoring and evaluation tools are important to determine if impact has been made and to assess the type of changes that have taken place. Monitoring and evaluation is important to adjust the advocacy approach in a specific context. The guide provides campaigners with a monitoring and evaluation template, including some examples and useful questionnaires.

CONCLUSION AND RECOMMENDATION

Advocacy is essential to improved water integrity as it influences attitudes and behaviours. Advocacy and campaigning can be used to introduce and implement water governance and anti-corruption reforms needed when dealing with the problem of water integrity. The WIN Advocacy Guide helps set the basis for a water integrity oriented advocacy training or campaign. It is recommended using the guide to organise a workshop of half a day to two full days based on the modules and the exercises.

Water integrity
space

For more information, comments and suggestions visit:
WIN's 'integrity space' www.waterintegritynetwork.net/integrityspace or send us an email at tools@win-s.org