Stakeholder Communication: Translating Evidence to Action

August 2, 2018
Accra, Ghana
<table>
<thead>
<tr>
<th>Time</th>
<th>Stakeholder Communication</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>Framing</td>
</tr>
<tr>
<td>9:10 AM</td>
<td>Stakeholder Mapping</td>
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<tr>
<td>10:20 AM</td>
<td>COFFEE BREAK</td>
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<tr>
<td>10:35 AM</td>
<td>Panel: Communication with Stakeholders</td>
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<tr>
<td>11:55 AM</td>
<td>LUNCH</td>
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<tr>
<td>1:10 PM</td>
<td>Lessons in Communication: Scientist Perspective</td>
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<tr>
<td>1:40 PM</td>
<td>Communicating Strategically: Accounting for Stakeholder Perspectives</td>
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<tr>
<td>2:15 PM</td>
<td>BREAK</td>
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<tr>
<td>2:30 PM</td>
<td>Report back on communication strategies</td>
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<tr>
<td>3:35 PM</td>
<td>Special Evidence-to-Action Supplement Announcement</td>
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STAKEHOLDER MAPPING

Translating Evidence to Action
Disaster Mitigation in Indonesia
Stakeholder Brainstorm

- Individually, spend 5 minutes listing all of the stakeholders in the area of your PEER project (the people engaged in, or impacted by, the problem your PEER research addresses)

- List 4 - 5 on your stakeholder cards, 1 per card

- At your tables, share the stakeholders you wrote down, and, as a group. Write the role that the stakeholder plays in the system
Stakeholder Brainstorm

Examples:

Name
Ministry of Fish and Wildlife

Role
Setting standards and enforcing regulations for fisheries and wildlife
At your Flipcharts, plot your stakeholders on a graph that measures the level of interest in the problem and degree of impact the stakeholder has in that system.
## Interest vs Impact: Discuss the following questions:

<table>
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<tr>
<th>Why do some stakeholders have more impact than others?</th>
<th>What motivations do the highest impactors have to solve the problem?</th>
<th>How can the interest of stakeholders be increased?</th>
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<tbody>
<tr>
<td>Influence</td>
<td>– Government Priority</td>
<td>– Tailoring data presentation</td>
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<tr>
<td>Network</td>
<td>– NGO recommendation</td>
<td>– First-hand introduction to problem and solutions</td>
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<tr>
<td>Reputation</td>
<td>– Community Health/Betterment</td>
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<td>Geographic Reach</td>
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<tr>
<td>Audience</td>
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### What might be barriers?

- Changing Behaviors
- Local Gov’t Buy-in

### How can their power for impact be increased?

- Training/Education
- Provide materials/
TIPS FOR TRANSLATING EVIDENCE TO ACTION
TIPS FOR TRANSLATING EVIDENCE TO ACTION
RELATIONSHIP BUILDING

Building TRUST takes time and effort

- Invest **time** and maintain **ongoing** relationships
  - Share research progress and engage even when you don’t have a request
- Offer to be a **resource**
- Be **policy relevant** rather than policy prescriptive
- Identify a **personal contact** who has interest in the issue (or in you) - “Champion”
TIPS FOR TRANSLATING EVIDENCE TO ACTION
COMMUNICATING SCIENCE

Background
Supporting Details
Results/Conclusions

Researcher

Policy Maker

Bottom Line
So What?
Supporting Details
TIPS FOR ENGAGING WITH POLICY MAKERS
TAILOR COMMUNICATIONS

Digital Media Communications:

Videos: Maps reveal hidden truths of the world’s cities

Blogs

Infographic/ Flyer Communications:

What’s THEIR story?

Beneficiary Personal Stories:

Why is it compelling?
TIPS FOR ENGAGING WITH POLICY MAKERS
TAILOR COMMUNICATIONS

Policy Briefs and White papers

In-Person:

http://www.3ieimpact.org/media/filer_public/2018/02/21/kenya-agriculture-technology.pdf
TIPS FOR TRANSLATING EVIDENCE TO ACTION

COMMUNICATING SCIENCE

- Do not present a problem without a **solution**
- **Make it relevant** - Contextualize the problem on a **personal level**
- **Ask** what **they need** in order to make a decision
- **Partner** with other experts and stakeholders who can speak to multiple dimensions of a science-related issue
- Emphasize **consensus** - evidence endorsed by diversity of expert bodies or groups
- Get your **elevator pitch** ready
  - Open with the main point
  - Do not provide too many details
  - Use clear language and avoid overly technical terms
  - Don't tell them what to do and don’t politicize science
TIPS FOR TRANSLATING EVIDENCE TO ACTION

MAKING REQUESTS

● Offer something before you ask for something
● Make sure to have an ask or action item
● Ask for something small that they can do immediately
● If they cannot fulfil your ask, open a discussion about what they can do
● Let them take credit
TIPS FOR TRANSLATING EVIDENCE TO ACTION
DO YOUR HOMEWORK

- Identify relevant stakeholders
- Understand their interests and priorities
- Understand how decisions are made and their impact
- Be aware of the context and the political landscape
- Understand political career timelines
COMMUNICATING STRATEGICALLY: ACCOUNTING FOR STAKEHOLDER PERSPECTIVES
Stakeholder Perspectives

Individually, fill out the Stakeholder Perspectives worksheet.

• What is this stakeholder’s perspective of the problem?
• What motivates them?
• How will you communicate?
Stakeholder Perspectives

**Stakeholder:**
Ministry of Fish and Wildlife

**Motivation:**
Setting standards and enforcing regulations for fisheries and wildlife

**Communication:**
What: Present graphical evidence of the declines of important species due to illegal or unregulated fishing/ population growth or shifts. Model future impacts.

How: Convene with local fishers. Invite to a small meeting at your university with other conservation researchers. Deliver a memo to the Ministry.
In your groups, share what you wrote about stakeholder perspectives and answer the following questions on a flip chart (to report back to the whole group):

- What were the gaps in knowledge or research that would be critical to communicate to your top stakeholders? (List 2-4)
- How would you communicate?
- What communications tools have or have not worked in the past?
Report Back: Communicating with Stakeholders

• What were the gaps in knowledge or research that would be critical to communicate to your top stakeholders? (List 2-4)
• How would you communicate?
• What communications tools have or have not worked in the past?
• Did anything in these discussions surprise you that changes how you would approach stakeholder engagement or communication? Describe!
Taking Action

On post-its, each participant:

- Lists the top two actions to take right now to help your evidence reach impact.
- Paste on your group discussion board

Communicating with Stakeholder

Key messages
Communication tools
New approaches…

Top two actions: