



USAID
FROM THE AMERICAN PEOPLE

Stakeholder Communication: Translating Evidence to Action

August 2, 2018

Accra, Ghana

Time	Stakeholder Communication
9:00 AM	Framing
9:10 AM	Stakeholder Mapping
10:20 AM	COFFEE BREAK
10:35 AM	Panel: Communication with Stakeholders
11:55 AM	LUNCH
1: 10 PM	Lessons in Communication: Scientist Perspective
1:40 PM	Communicating Strategically: Accounting for Stakeholder Perspectives
2:15 PM	BREAK
2:30 PM	Report back on communication strategies
3:35 PM	Special Evidence-to-Action Supplement Announcement

Today's Agenda



STAKEHOLDER MAPPING

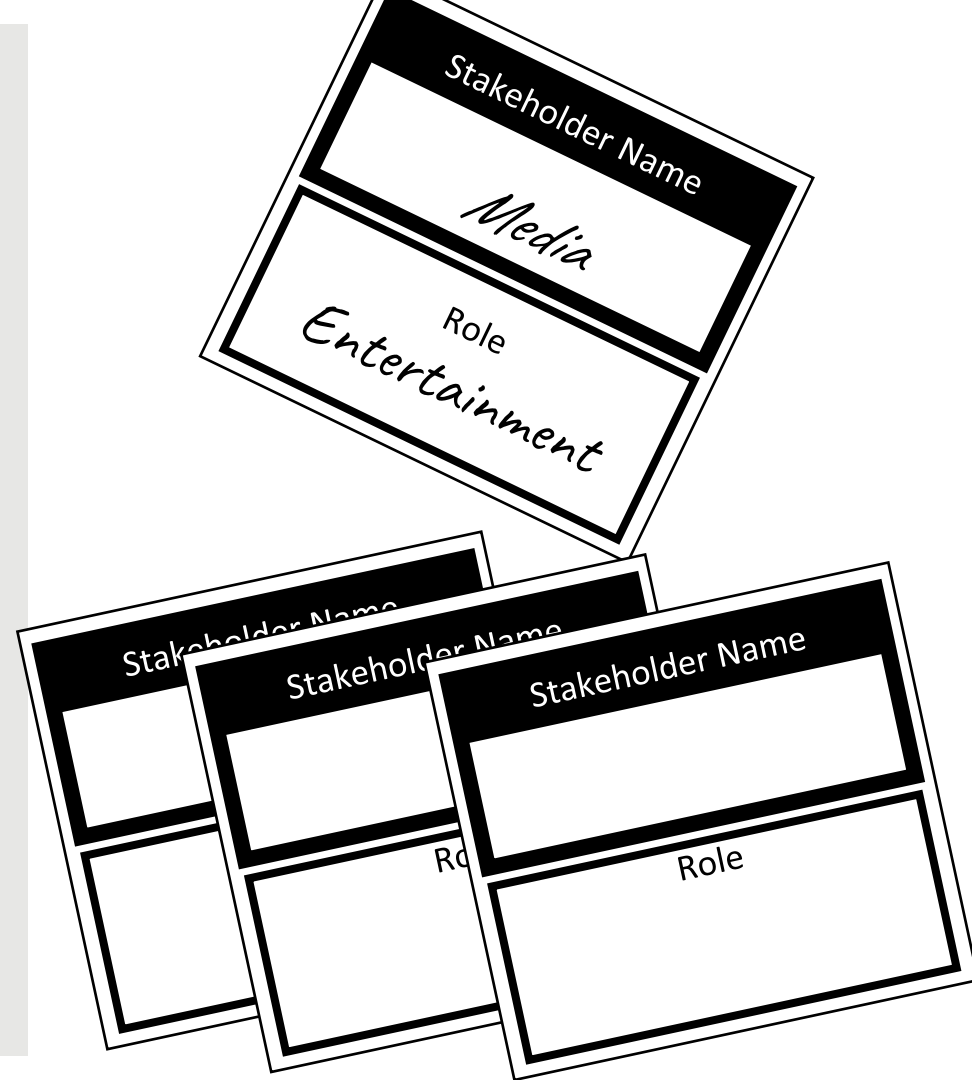
Translating Evidence to
Action

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

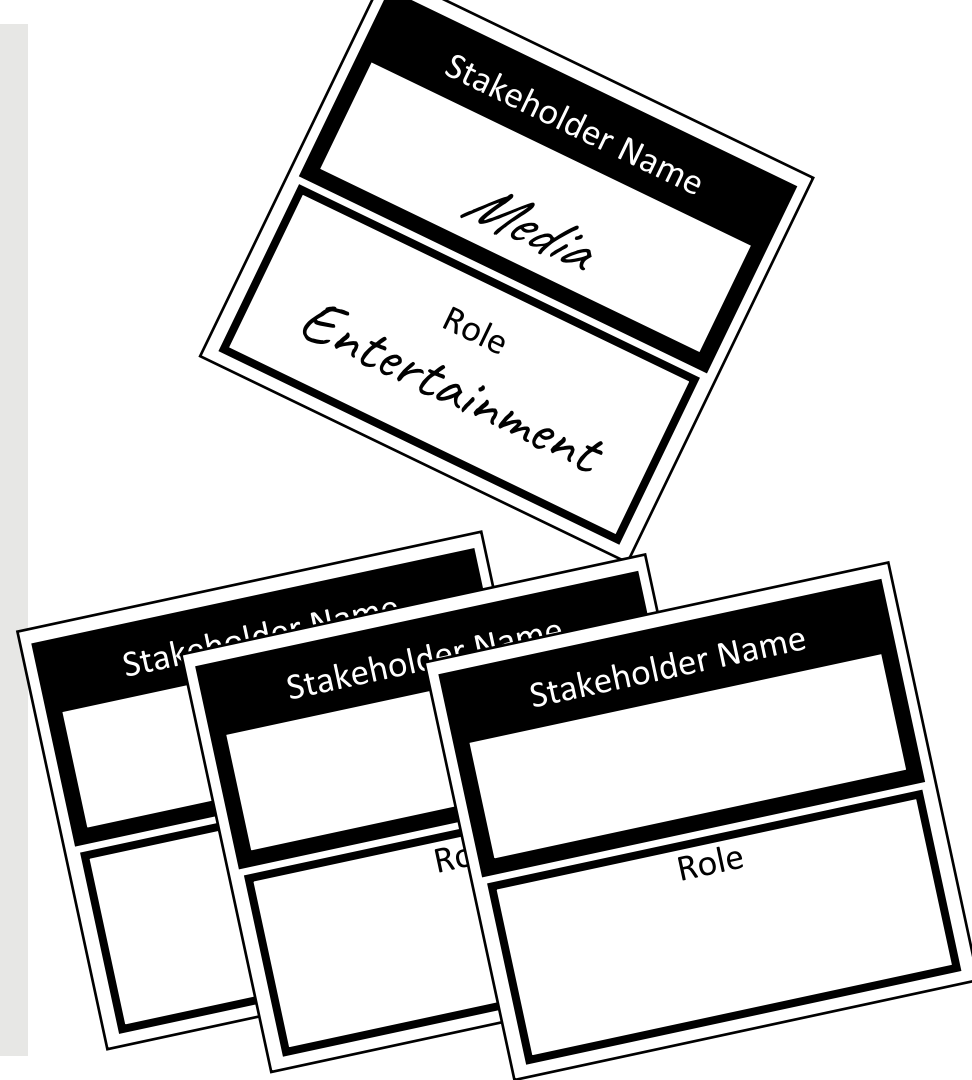
Examples:

Name

Ministry of Fish and Wildlife

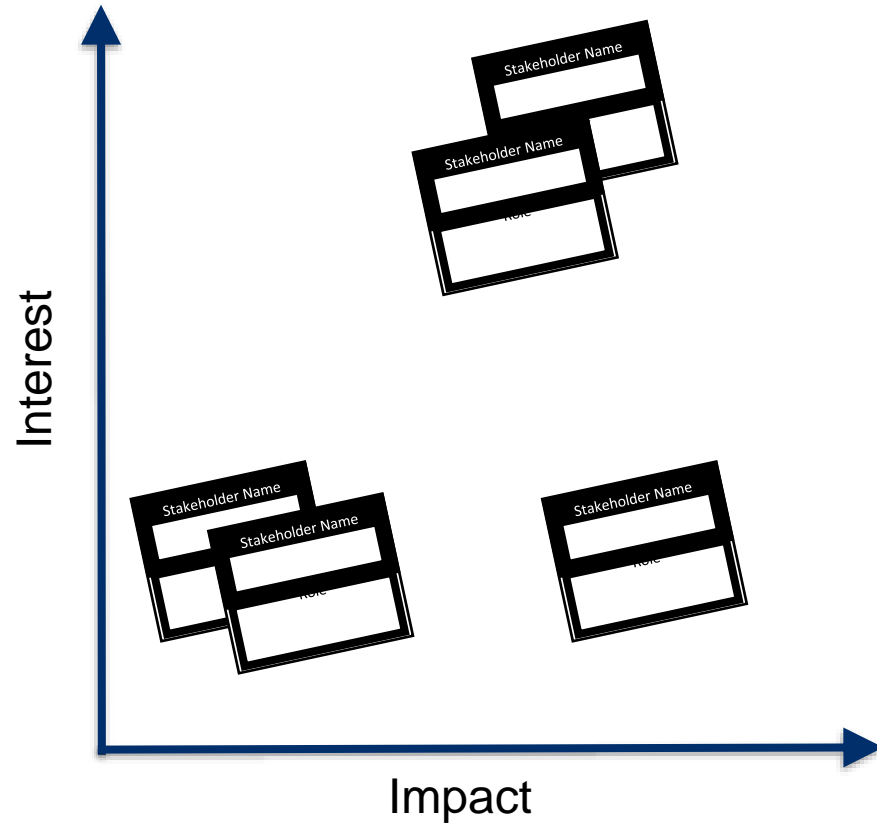
Role

Setting standards and enforcing regulations for fisheries and wildlife



Interest vs Impact

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:

Why do some stakeholders have more impact than others?

Influence

Network

Reputation

Geographic Reach

Audience

What motivations do the highest impactors have to solve the problem?

- Government Priority
- NGO recommendation
- Community Health/Betterment

What might be barriers?

- Changing Behaviors
- Local Gov't Buy-in

How can the interest of stakeholders be increased?

- Tailoring data presentation
- First-hand introduction to problem and solutions

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



TIPS FOR ENGAGING WITH POLICY MAKERS

TAILOR COMMUNICATIONS

Digital Media
Communications:

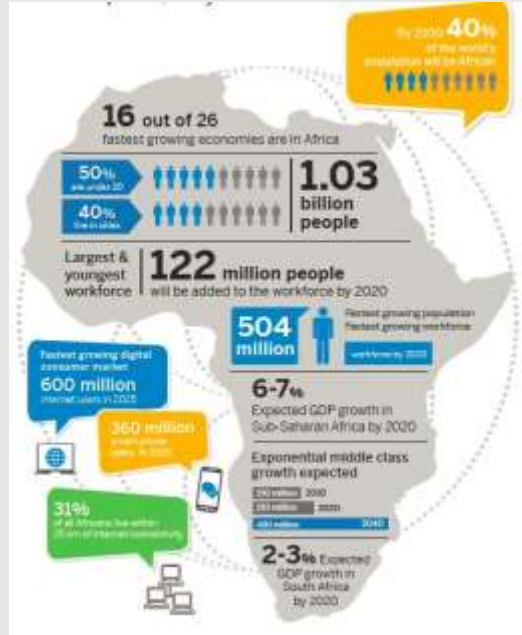


www.cnwmedia.co.za

Videos: [Maps reveal hidden truths of the world's cities](#)

Blogs

Infographic/ Flyer
Communications:



[marjolaineblanc](#)

Beneficiary
Personal Stories:

What's THEIR story?

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/2018/03/08/art-tanzania-ie59-brief.pdf



http://www.3ieimpact.org/media/filer_public/2018/02/21/kenya-agriculture-technology.pdf



Flaticon

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?



1. Stakeholder Name

What motivates this stakeholder?

What would you communicate to them?

How would you communicate to them?

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.



1. Stakeholder Name

What motivates this stakeholder?

What would you communicate to them?

How would you communicate to them?

Group Work: Communicating with Stakeholders

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:



