



# ABCG FW-WASH COMMUNITY OF PRACTICE WEBINAR AND CONSERVATION INTERNATIONAL'S FRESHWATER STRATEGY SERIES



the Jane Goodall Institute



WORLD  
RESOURCES  
INSTITUTE



AFRICA BIODIVERSITY COLLABORATIVE GROUP

# About Neighbors Initiative Alliance (NIA):

- NIA is a Non-Governmental Organization established in 1996.
- We work with the **pastoral communities** in Kenya to address the needs of the marginalized and vulnerable groups in the Country.
- Our **mandate** and **core business** is facilitating community empowerment, mainly through capacity strengthening/ knowledge transfer, influencing and brokering useful linkages.

About Watershed:

<https://watershed.nl/>

## **Outcome**

**10 out of 15 Water Resources Users Associations (WRUAs) from Kajiado County developed an Advocacy Strategy in which they incorporated strategies to engage with the county government of Kajiado in the County Budget Participation and the County Citizen Participation processes for resources mobilization.**

# ACHIEVEMENTS

- Progress is being realized towards WRM/WASH integrations –
  - (Active WASH/WRM forums/engagement platforms –Sub County & County WASH/WRM forums);
  - Policies reflect this (Water& NRM Policies and guidelines;
  - Coordination strategies (Technical committee for integration of WASH/WRM at County level); and in
  - County plans and documents (CIDP).
- Raised WASH/WRM profile in County Planning, Community dialogues (Neighborhood committees participating in budget making process at Ward level).
- Partners are complementing each other (in Skills, Finances, Experiences and Networks) - benefits of consortium.
- Capacity of staff is continuously being strengthened (through joint activities – trainings/workshops/exchange visits. This has translated to improved capacities of the organizations.
- Good relations (direct contacts with decision makers) and existing political goodwill.

# CHALLENGES

- Acting capacities of key officers (**key decision makers**) in the Counties is affecting continuity of project activities when they are replaced.
- Delay in availing key working documents by the County Government especially on county public participation (Social accountability) processes.
- Counties non-committal on supporting activities aligned to their cycle.
- Engagements with **citizen groups** require more resources or new strategies for enhanced reach.

## LESSONS LEARNT

- One advocacy intervention/activity can generate more than one outcome.
- Sometimes we harvest negative outcomes and that is not entirely a bad thing!
- Some advocacy outcomes are realized after a long period of time with many actors contributing.
- Some times short term advocacy gains are realized. There is need to harvest intermediary outcomes with the eye on the bigger/final outcome.

# CONTRIBUTORS



Ministry of Foreign Affairs of the  
Netherlands





A low-angle, slightly blurred photograph of two business professionals, a man and a woman, standing on a modern office staircase or balcony. The man is on the left, wearing a light blue shirt and dark trousers, holding a tablet. The woman is on the right, wearing a dark blazer and light-colored trousers, also holding a tablet. They are both looking at their devices. The background features large glass windows and a modern building structure, with a soft, hazy light suggesting an indoor or semi-outdoor environment. The overall tone is professional and contemporary.

- THANK YOU FOR LISTENING



# WASH and conservation advocacy in Practice – Kajiado County

## Kenya Work Package

Presented by Jacob A. Baraza  
Project Manager - CESPAD



# Centre for Social Planning and Administrative Development (CESPAD)

- Kenyan national NGO registered in 2003.
- Specializes in IWRM, Sanitation, Hygiene, Environmental Conservation and Agribusiness
- Key focus areas: Capacity development, Applied Research and Community Development, Advisory and consultancy services.
- Advocacy works Done
  1. Sondu basin
  2. Lake Naivasha Basin
  3. Athi Basin



# Kajiado County

- Mainly pastoralists (Maasai community)
- Water scarce county
- Drought and famine
- Water conflicts (Human, wildlife)



## Why Advocate for WASH/WRM Integration



1. Clean water resources is finite
2. Unsustainable WASH causes environmental damage
3. Sustainable WRM = Sustainable WASH



# Our Strategy

- Lobby with the duty bearers both in WASH and Conservation sectors



- Citizen empowerment and capacity building





# Case Study: SCMP Review Process

- Training of CHVs and WRUAs on WRM-WASH integration
- Planning meeting with Key stakeholders
- Review of the old SCMPs with support from key stakeholders such as KWS, PHOs, CHVs, Agriculture officers, ward administrators etc
- Finalization and adoption of the reviewed SCMP



# Outcomes

- Integration of WASH/WRM in the water policy, charcoal burning policy and Sustainable sand utilization policies
- There is increased budget allocation (39%) for water in the 2018-2022 CIDP that has integrated WASH/WRM (300million to 570million)
- Increased representation of WRUAs on WASH/WRM multi-stakeholder forums to ensure coordination and sustainable WASH service delivery
- The WRUA used this WASH /WRM activities to influence the development of the CIDP through their participation in the public forums at the sub-county levels.
- The WRUA also have used the SCMP to lobby for allocation of conservation resources from their local leaders (Nalepo WRUA got support for tree planting by county government department of agriculture)





## Key achievements and results

1. Policies that have WASH/WRM integration incorporated

2. WRUA members receive support and work closely with the County government and other key government institutions (NEMA, KWS, Agriculture)

3. Kajiado County WRUA Council continue to influence policy and advocate for sustainable and transparent all inclusive catchment management in the basins targeting different County Governments departments and WRA

4. The pilot WRUA (Nalepo) SCMP review process has been recognized as good practice example and plans are underway to replicate the same in other WRUAs

5. All inclusive WASH/WRM multi-stakeholder forums established and cascaded to the ward level for coordination and information sharing.

6. WRUA council draft advocacy strategy

*Water Resources Users Associations (WRUAs); Water Resources Authority (WRA),  
Community Health Volunteers (CHVs)*

## Lessons learnt

- Combining trainings with SMART action plans and follow up **coaching/mentorship** makes capacity building more effective
- Holding trainings at the sub-catchment level is effective and goes a long way in **contextualizing** the needs and solutions which are more WRUA specific.
- Lobby and advocacy is a long term process whose outcomes are progressive hence the need for **patience, flexibility, inclusiveness and strong voices**
- **Partnerships and complementary** efforts of projects partners positively impact the success of projects.
- **Cultural diversity** should be embraced to make community trainings more effective.
- Complementing efforts, **knowledge and expertise** is key in realizing full integration
- Policy influencing is not easy due to the political changes and good will. Therefore, there is need for **credible data** and working with other actors to effectively influence policy formulation, adoption and implementation

## Future plans

- Lobby with the county government to avail and make information accessible to citizen groups, WRUAs and other actors.
- Build the capacity of the CSOs, WRUAs and citizen groups to ensure WASH/WRM integration in the county plans.
- Capacity build Environment and Natural resources county assembly committees on social accountability



*Asante sana....*



## Using Advocacy to Advance the WASH and Conservation Agenda

16 August 2018  
Elynn Walter, IRC

# Advocacy Basics

## Defining Advocacy

*Advocacy is the process of strategically managing and sharing knowledge to change and/or influence policies and practices that affect people's lives.*

### Advocacy Is:

- Deliberate
- Evidence based
- Focused on changes in policies, policy implementation, increasing or disbursing budgets
- Influencing decision makers

# Advocacy Basics

## Targets, Approaches and Messaging

### Targets

- National policy makers and politicians
- Global platforms, partnerships and mechanisms
- National government (technical ministries, ministry of finance)

### Approaches

- One-on-one meetings
- Presence at global events
- Presentations and participation in existing national dialogues and platforms

### Messaging

- Evidence based
- Target and adapt
- Choosing the messenger



# Learning Across Watershed

## Learning Across Countries, Regionally and Globally

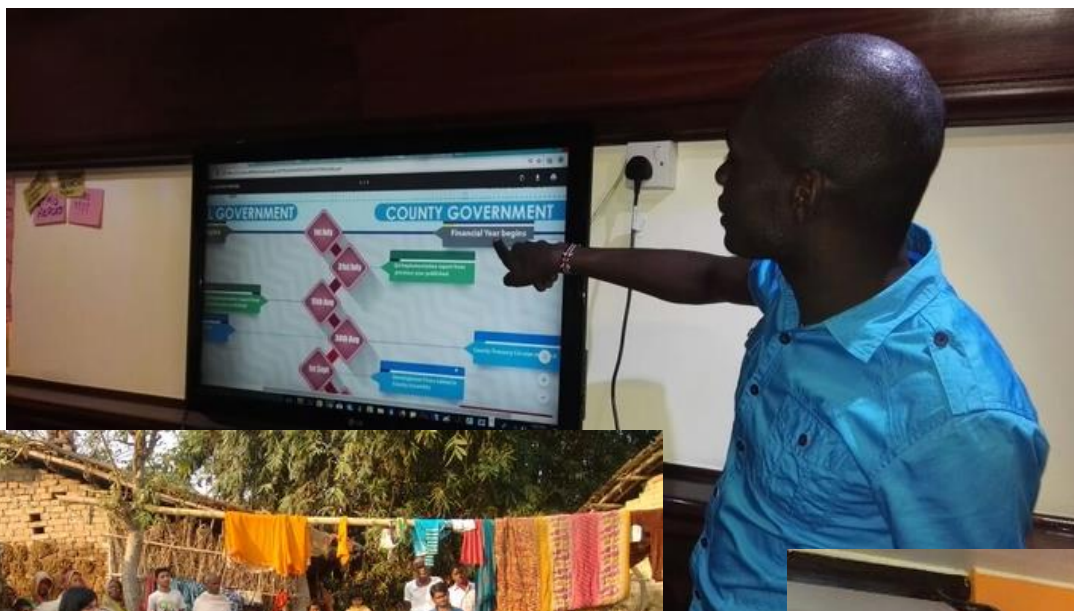
- Watershed 6 countries: Ghana, Kenya, Mali, Uganda, Bangladesh and India
- Annual internal learning and review within countries and across the program
- Learning Trajectories: Data for Evidence, Finance, Policy Influencing, Social Inclusion, and Water Security
  - Intent – identifying partner interests, knowledge or skills gaps, information sharing and
  - Challenges – time, online
  - Successes – advocacy strategies, webinars
- Partnerships to expand reach
- Partnering with regional networks – FANSA and ANEW

# Building Your Advocacy Portfolio

## What's Next?

- New to advocacy? Here is where you start
- Already doing advocacy but not sure it is effective? Here is what's next
- Advocacy part of your everyday? Professionalize your advocacy and continue to build your skills





Thank you

