



Access to Information and Strategic Communications

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Access to Information and Strategic Communication

◆ Significance

- ◆ Public Access to Information is Essential to Public Participation
- ◆ For Stakeholders and the Public
- ◆ To Projects
- ◆ Strategic Communication Enables Projects to Communicate Information it Desires
- ◆ When it Wants to

What Information?

- ◆ Project-related Information
- ◆ Information related to Water Governance
- ◆ Information about Relevant Water Resources
- ◆ Cultural and Historical Information
- ◆ Information on Factors that could affect the Relevant Water Resources
- ◆ Stakeholder-held Information

Scope of Access to Information

- ◆ Passive
- ◆ Active
- ◆ Who should have access?
 - ◆ Race, gender, ethnicity, national origin
- ◆ When and how should projects respond to requests?
- ◆ Under what circumstances should a project not provide information?

Legal Norms

◆ International

- ◆ Largely encourage access (not mandatory)

◆ National

- ◆ Mandatory

- ◆ Gaps

◆ Local

Information Management

- ◆ Collecting
- ◆ Generating
- ◆ Organizing
- ◆ Updating
- ◆ Retrieving
- ◆ Disseminating

Disseminating Information

- ◆ Timely and Accessible
- ◆ Language
 - ◆ Spanish, Portuguese, English, Indigenous
 - ◆ Technical terminology (Checklist)
- ◆ Exhibits (permanent and temporary)
- ◆ Briefings and Presentations
- ◆ Information Repositories

Disseminating Information

◆ Internet

- ◆ Websites
- ◆ Email listserves
- ◆ Electronic fora
- ◆ Digital divide

Disseminating Information

◆ Mail

- ◆ Documents

- ◆ Newsletters

◆ Panels

◆ Project events

Disseminating Information

◆ Media

- ◆ Press releases
- ◆ Press conferences
- ◆ Public Service Announcements
- ◆ Community radio
- ◆ Develop radio and television programs
- ◆ Invite media to project events

Strategic Communications

◆ Purposes

- ◆ Encourage people to change behavior
- ◆ Build support for project activities
- ◆ Improve public and stakeholder awareness

◆ Craft message for particular audience

◆ Choice of tool

- ◆ Consider desired result with stakeholders

GEF IW Methodology

- ◆ Assessment
- ◆ Planning
- ◆ Designing
- ◆ Pre-testing
- ◆ Implementing
- ◆ Evaluating

Assessment

- ◆ Assess (gathering & analyzing information)
 - ◆ Problem
 - ◆ Situation (context)
 - ◆ Support and resources needed
 - ◆ Audience(s)

Planning

- ◆ Long-term goals

- ◆ Project water-related goals

- ◆ Short-term, measurable objectives

- ◆ Communication-related

- ◆ Changes in knowledge, attitudes, skills, behaviors

- ◆ Clear, specific, and realistic

- ◆ Implementation Schedule

Designing

- ◆ What will you say
- ◆ How will you say it
- ◆ Develop draft for pre-testing

Pre-testing

- ◆ Try it with small sample of the audience
 - ◆ Selected individuals
 - ◆ Focus group
- ◆ Does it work as expected?

Implementation

- ◆ Available communication tools
- ◆ Partners for distributing
- ◆ Materials for media
- ◆ Number of copies needed
- ◆ Account for what is sent out
- ◆ Staff know how to distribute
- ◆ Monitor and adjust

Evaluation

- ◆ Measure the effect of the communication strategy
 - ◆ On the environment
 - ◆ Behavior of target audience
 - ◆ Knowledge, attitudes, awareness, skills of audience