

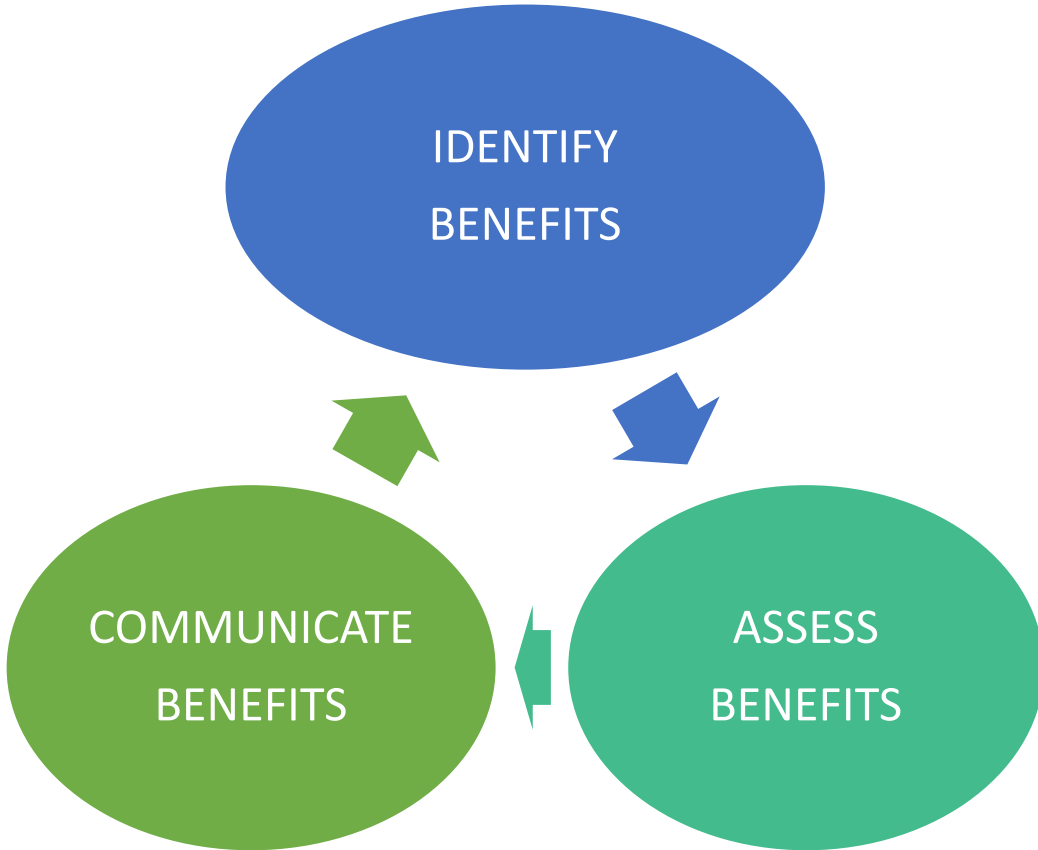
# Importance of communicating the benefits of cooperation

**Attracting support to transboundary processes and  
investments**

Session 12



# Assessment of benefits of cooperation: communication is key



→ To convince someone (decision-makers, stakeholders, donors) to do something different

Different stakeholders can have different perspectives (ex. Upstream / downstream)

Communicate the benefits of the overall programme of cooperation

Major awareness-raising / communication component of a benefit assessment dialogue - communication as a dialogue



# How to approach communication of benefits

Identify at the start of the assessment of benefits how the results can influence transboundary water cooperation policy process.

Assessment can support the policy process in multiple ways :

- establish a credible and commonly accepted baseline
- building trust among stakeholders
- provide jointly accepted estimates of benefits that can be generated under different cooperation scenarios
- inform the design of incentive and deal-making schemes
- inform the design of the institutional setting / scope of cooperation.

# Communicating with different audiences

Target audience

Aim

Tactics

Messages

Mechanisms

**Audience** <--> types of information and use of communication mechanisms

**Purpose:** Awareness-raising; Policy development; Negotiations and deal making

**Tactics:** who delivers messages? When? How (communication product)? Moving from perception to facts, link benefits to national priorities

**Messages:** framing according to audience (e.g. avoided losses & risks, costs of inaction or new gains)

# Mechanisms of communication

Target audience	Awareness-raising	Policy development	Negotiations and deal making
<b>National decision makers</b> (ministries of foreign affairs, economic development and finance)	Policy briefs	Trusted persons and think tanks Analytical reports making the economic case	Joint analytical reports Independent panel of experts
<b>National water community</b> (ministries of environment or water, basin organizations, large water users/beneficiaries)	Policy briefs Joint multi-language website Platforms of joint bodies Study tours	Platforms of joint bodies Process of preparation of basin plans Study tours and workshops (tailored to stakeholders and themes)	Joint analytical reports Independent panel of experts
<b>Locals</b> (local governments, local communities, local water users/beneficiaries)	Articles and op-eds in media Training of journalists and teachers Joint multi-language Websites	Trusted grass-roots organizations	Public consultation mechanisms

