



Designing and Implementing Valuation Studies: A Roadmap

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For the IW:LEARN Regional Workshop on Economic Valuation and Water-Related Decision Making, Ouagadougou, Burkina Faso, 6-8 November 2006

The World Conservation Union

Why a Roadmap?

"If you don't know where you are going, any road will get you there"

Focus

- Plan ahead
- Know where you are going
- Target your efforts
- Stay focused



The Basics

- Clarify **goals & objectives**
- Define the **audience**
- Target your **information**
- Mobilise **resources**
- Ensure **quality & consultation**
- Pro-actively **advocate** findings



Clarify Goals & Objectives

What are you trying to achieve?

- Save a wetland or watershed [or LME]
- Empower a basin [or LME] authority
- Generate awareness, knowledge, urgency
- Establish a 'PES' scheme
- Influence water use practices
- Influence policy
- Influence investment



Clarify Goals & Objectives

- ✓ Be clear about why you are doing a study
- ✓ What decision are you trying to influence?
- ✓ Clarity on goals will provide direction throughout the process

Define the audience

Who needs to hear your message?

- Stakeholders
- Opinion-makers
- Policy-makers
- Ministries of Environment
- Ministries of Finance
- Donors
- Public or private sector financiers

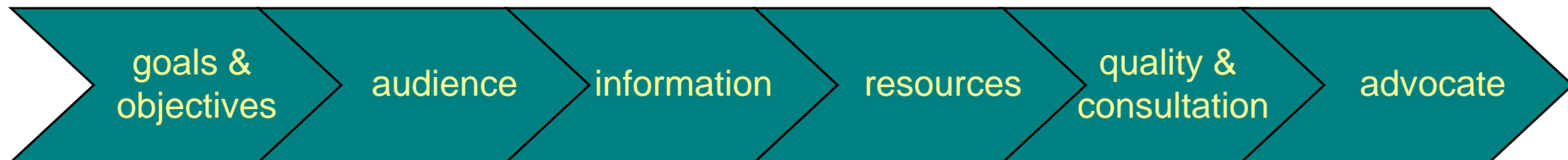


Define the Audience

- ✓ Identify & consult with all essential stakeholders
- ✓ Who will actually make the decision you want to influence?
- ✓ Who do you need to speak to?
- ✓ Who do you need to hear from?
- ✓ Who needs to be informed of the decision?

Check the Roadmap: Are You on Track?

- Is this the right audience to enable you to achieve your goals & objectives?



Target Your Information

What do decision makers need to know?

- Quantitative & qualitative information
- Total economic valuations
- Scenario analyses
- Sensitivity analyses
- Distributive (equity) analyses
- Data, surveys
- Photos, maps, anecdotes (add flavour!)

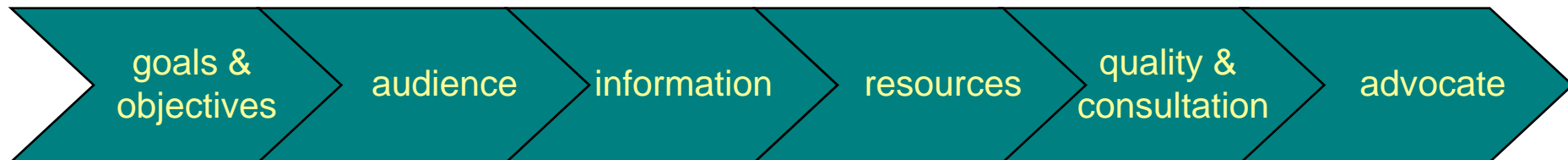


Target Your Information

- ✓ Target information to your objectives & audience
- ✓ Read the literature
- ✓ Design the research
- ✓ What do decision-makers need to know?
- ✓ What are your constraints – data, time, funds
- ✓ Realistic scope, appropriate methodologies
- ✓ Consider presentation & dissemination options

Check the Roadmap: Are You on Track?

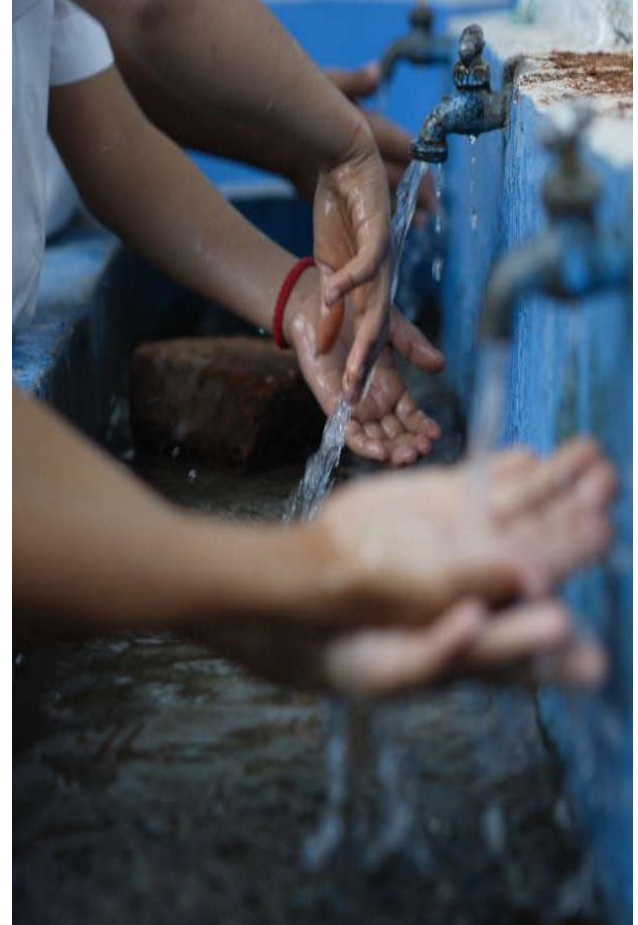
- Is this the information you need to achieve your objectives?
- Is this the right type of information, presented in the right way, for your audience?



Mobilise Resources

What do you need to get the job done?

- Funding
 - costing for the whole roadmap
- People and skills
 - inter-disciplinary teams
 - integration and translation
 - networks
 - consultants
 - project management
- Data, models and analysis
- Time and milestones



Mobilise Resources

- ✓ Design and write proposals
- ✓ Costing for the whole roadmap
- ✓ Consult with donors
- ✓ Use networks to share experience, build knowledge and to help you reach experts and solve problems
- ✓ Build teams and find bridge builders
- ✓ Stay in control and focused on the goals

Check the Roadmap: Are You on Track?

- Do you have the financial, people and data resources you need to complete the valuation?



Ensure Quality & Consultation

Are you sure the information is robust?

- Input from experts
- Input from stakeholders
- Sound analysis
- Data quality
- Engage with stakeholders
- Engage with decision-makers

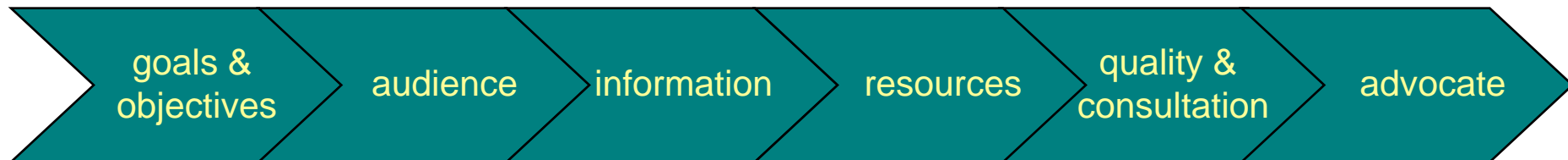


Ensure Quality & Consultation

- ✓ Create a quality and consultation strategy
- ✓ Review & consult on concept scope & framework
 - Don't hesitate to adapt
- ✓ Review & consult on the first draft
 - Don't hesitate to adapt
- ✓ Review and consult on the final draft

Check the Roadmap: Are You on Track?

- Does your quality & consultation plan reinforce your objectives?
- Does it suit your audience?
- Is it practical given the nature of the information you are working with?



Pro-Actively Advocate Findings

Are you being heard?

- Reports, briefs or pamphlets
- Media, public meetings
- Local, regional, int'l presentations
- Launch a public information campaign
- Identify a champion/spokesperson

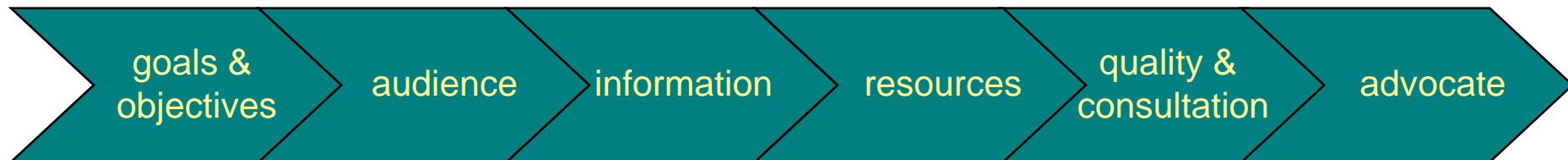


Pro-Actively Advocate Findings

- ✓ Advocate/provide information & concrete alternatives to decision makers
 - don't expect them to find you!
- ✓ Information makes allies – inform everyone in the debate; civil society, financiers, gov't.
- ✓ Use the media

Check the Roadmap: Are You on Track?

- Are your objectives served by your final product?
- Has your audience received its message?
- Is the information clear & sound?
- Can anything more be done to secure or leverage impact?



Manage the Roadmap

"If you don't know where you are going, any road will get you there"

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