



**Advocacy Strategy
Discussion Paper
Rosenberg Initiative Working Group
Tunis, 3-5 December 2007**



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English only

Purpose

This document proposes ideas and options to increase participation in the international effort to respond to environmental emergencies, for discussion at the 3-5 December 2007 meeting of the Rosenberg Working Group. It is intended to be read in the context of other background documents prepared for this event. It is based on recommendation from the 7th Advisory Group of Environmental Emergencies (AGEE) meeting held in June 2007.

Strategy

Goal

To increase the number of donors who can provide aid and contribute to international effort to respond to environmental emergencies. At the present time, there is a need to build up specific linguistic capacity, namely Spanish, and to have better representation in Asia and South America.

Target group

- Countries, national authorities
- International organizations
- Private sector
- Academic institutions
- Nongovernmental organizations

Tools and Tactics

Targeting countries:

- One to two countries should be identified in each of the desired geographic or linguistic regions. Research should be undertaken to determine the foreign, international development and environmental policy objectives and identify opportunities to engage these countries. Meetings with relevant ministries can then be sought where arguments and reasons, developed based on the research, can be presented about how becoming a donor can help the countries realize pertinent policy objectives. The research could also be used to identify strengths that each country possesses that would be a valuable addition to the international response system.
- The research could also be used by AGEE members in bilateral meetings with target countries. It would be useful and important for AGEE members to make supporting the international response system to environmental emergencies a priority in discussions.

- AGEE countries should bring the issue of environmental emergencies and participation in the international system to the attention of regional political organizations, like the Organization of American States and the Association of Southeastern Asian Nations.

New partners and networks:

- Universities could provide a pool of expertise and willing participants held in such institutions could be tapped. Also this method may allow specific linguistic needs to be met as it may be a way to linguistic communities that exist in countries outside the targeted regions. AGEE countries could identify universities, colleges or associations in their countries and develop partnerships.
- Private sector entities, companies or associations, could be approached by AGEE members and asked to consider a partnership arrangements.

Materials:

- A flyer could be produced by Thematic area 3 based on the document it is already producing which would distill the pragmatic advice for donors and receivers of assistance into a smaller format. This flyer could be provided to prospective donor governments as proof of the easy of lending assistance.

Meetings and Conferences:

- When experts or officials from national authorities of AGEE countries will be attending relevant meeting and conferences, they should also be supplied with information on the AGEE, the Joint Environment Unit and the international response system and thereby act of representatives of the AGEE at the meetings as well.

Intra-community communication:

- It is important to continue to define a community of donors: those countries, organizations, *etc* that donate to and receive international assistance. Every community needs a means and place to communicate, like a town square. A web site should be developed, or web pages attached to existing sites, like the AGEE site, or the Environmental Emergencies Partnership site, which would allow members of the community to communicate with each other. What is important is that this means of communicating allows a dialogue between members, not the monologue of a newsletter. It is interactive and helps build a sense of belonging. It could also be a practical tool for advertising jobs conferences and meetings, and other organizational needs.

Objective

This strategy works in concert with the communications strategy. The latter will hopefully produce an understanding the general public of the issue of environmental emergencies. Working on the issue, being part of a solution, will become an important and desired achievement for the general public. An expectation will be raised, then, that governments and other organizations participate in the solution.

The advocacy strategy presents a means of being part of that solution, which will help prospective donors to realize specific personal benefits. For countries it will be a way of achieving policy goals through multilateralism and meeting their publics' expectations for of an international role for their country. For the private sector, it is demonstrating to shareholders, and consumers, a conscientious behavior through delivering "good works" and accepting "corporate social responsibility." Nongovernmental organizations need to show to donors they are tackling

the problems that need attention. The Joint Environment Unit, and the AGEE, can help them do that when it comes to environmental emergencies.

Rationale

This strategy is based on making it attractive to any organization to join this community and showing how easy it is to join. Once joined, it is essential to maintain contact with members. This strategy and task is interwoven with the work of the other thematic areas. The work of Thematic Area 2 outlines the foundation of the community, and a function: notification. Thematic Area 3 and the training component of Thematic Area 1 are means of improving the participation of members for the benefit of the community. Task 1 of TA 1 is about telling the outside world about the community. All that is left, therefore, is encouraging prospective members to join.

Questions for Thematic Area 1:

- Should specific countries be targeted?
- Should “needs” be targeted, so that a country is approached to provide a specific donation, for example a specialist team, piece of equipment, or laboratory?
- Would it be useful to define contribution commitments for countries, for example a country is asked for a two year commitment and asked to contribute to two missions per year?
- Should a target be set for the strategy, either based on the number of new countries signed up, or the donations pledged?
- Can such research be carried out by AGEE members?
- In federated states, is it worth approaching the constituency governments?
- How should the strategy be measured?