

**DISASTER RISK REDUCTION
AND
CLIMATE CHANGE
ADVOCACY STRATEGY**

One Voice Calling for Change is more Powerful When Combined with Many Others

Entrepreneurship Development Institute (EDI) Ltd

DISASTER RISK REDUCTION AND CLIMATE CHANGE ADAPTATION

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Abbreviations and Acronyms

AU	African Union
CC	Climate Change
CCA	Climate Change Adaptation
COMESA	Common Market for East and Southern Africa
CSOs	Civil Society Organisations
DRR	Disaster Risk Reduction
DRR-CCA	Disaster Risk Reduction and Climate Change Adaptation
EAC	East African Community
ECB	Emergency Capacity Building
ECOSOC	United Nations Economic and Social Council
EDI-RU	Entrepreneurship Development Institute Resilience Unit
EU	European Union
HFA	Hyogo Framework of Action
IGAD	Inter-Governmental Agency on Disaster
MDGs	Millennium Development Goals
NEPAD	New Partnership for African Development
NGOs	Non-Governmental Organisations
UN	United Nations
UNDP	United Nations Development Programme
UN/ISDR	United Nations International Strategy for Disaster Reduction
USA	United States of America
WHO	World Health Organisation
WTO	World Trade Organisation

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1. Problem Analysis

East, Central and the Horn of Africa regions experience diverse weather patterns that impact severely on the lives of the peoples of the region and on the environment. The common disasters include drought (65.4%), flooding (14.9%), epidemics¹ (10%), and other hazards (9.7%)². While measures are currently being put in place to mitigate these factors, not much has been done to deal collectively with issues of disaster risk reduction and climate change adaptation by all actors³ in the region. At the same time the region has experienced:

- Lack of regional guidelines and end-user needs for an efficient intervention mechanism; and
- lack of sufficient knowledge transfer and full integration of sectors, stakeholders and especially end-users involved in risk reduction and crisis management

Humanitarian Organisations and other CSOs operating in this region recognise the need to harness resources, both with human, technical and otherwise to jointly lobby for up scaling disaster risk reduction (DRR) and climate change adaptation (CCA) into regional governments development plans. This will be done through a powerful lobby anchored by the EDI Resilience Unit (EDI-RU) on DRR and CCA with specific objectives of mitigating the negative impact resulting from effects of climate change (CC).

Climate change is complex and affects many aspects of human development (politics, economics, mobility, human rights, development, trade, health and environment) and is effective in promoting severe vulnerability (making situations of instability, conflict, and humanitarian crises more likely and severe).

While this is the goal and objective of the EDI-RU on disaster preparedness, it is noted that information exchange and regional coordination, collective and joint timely response has been slow and with less profound effects on the vulnerable communities. To reverse this and to champion a developmental approach other than humanitarian⁴, EDI-RU proposes to influence regional policy and decision making at the highest levels, attract direct funding for DRR and CCA initiatives. Therefore this strategy seeks to contribute and built on the implementation of regional initiatives by advocating for clarity on DRR and CCA issues. It is intended to upscale understanding of these issues by policy and decision makers within the

region, inform stakeholders and the development community on the rationale of funding DRR and CCA as an independent issue away from humanitarian assistance which is the result of not having dealt with DRR and CCA proactively.

¹ HIV/AIDS and TB remain the most important epidemics (on-going threats) to all the countries of the region. The fear today is that normalization of security situation in Somalia and Sudan may lead to higher levels of mobility increasing the spread of HIV.

² Other hazards of importance include earthquakes, wave or storm surge along the Indian Ocean coastal lines.

³ The response level in the Central and Eastern Africa region varies with the individual country's capacity to address disaster risk and create an impact in reducing national and regional vulnerability to disaster risk. Most countries of the region do not have the capacity to deal with DRR and CCA without significant external support creating a large role for humanitarian and developmental agencies.

⁴ Over the years DRR & CCA have been treated as components of humanitarian aid, compromising the impact on human development. African Governments have not developed concrete short, medium and long-term measures to counter the onslaught of climate change. In most of the countries DRR and CCA activities are highly politicised.

2. Overall Aim

To increase the use of evidence-based advocacy for influencing regional intergovernmental organisations, national and local governments, and development and humanitarian agencies in developing and implementing policies and interventions that improve the impact and quality of DRR and CCA initiatives in managing vulnerability and poverty in the region. DRR and CCA are also part of the wider environment protection strategy which is increasingly being recognised as a central element in poverty alleviation, promoting development, controlling vulnerability and contributing to the achievement of the Millennium Development Goals (MDGS).

Climate change is an ecological disaster and a threat to human development slowing progress towards the MDGs and deepening inequalities within and across countries of the East and Central Africa region

3. The Specific Objectives

The specific objectives of the strategy are to:

3.1 Integrate disaster risk reduction and climate change adaptation into sustainable development policies and planning at regional, national and local levels in order to deepen the impact on poverty and vulnerability.

The view that disasters are temporary disruptions to be managed only by humanitarian response, or that their impacts will be reduced only by some technical interventions has been replaced by the recognition that they are intimately linked with sustainable development activities in the social, economic and environmental fields. So-called 'natural' disasters are increasingly regarded as one of the many risks that people face. (ISDR, 2004)

- Consolidating knowledge and information on DRR and CCA policy challenges and plans in East and Central Africa.
- Build capacities of policy and decision makers, technocrats and members of other stakeholder organisations to integrate DRR and CCA into development planning.
- Promote a cultural shift towards considering DRR and CCA in all regional, national and local government long-term planning, financial management, operations and service delivery
- Engage with governments and regional bodies to increase awareness of DRR and CCA, shape policy, influence funding and encourage ownership of DRR and CCA initiatives

3.2 Create a platform for proactive leveraging of policy and resources flow to DRR and CCA in the region through research and information sharing, policy seminars and workshops, coalition building, social and political mobilisation, and DRR and CCA Accountability seminars.

3.3 Create a critical mass of advocacy specialists to influence decision makers in East and Central African governments and regional intergovernmental organisations.

3.4 Build on existing links and relationships with international and regional bodies, governments, development and humanitarian organisations to deliver a consistent approach to DRR and CCA.

4. Rationale for EDI-RU Engagement

In recent years, the disaster reduction community has energetically engaged in the climate change discussions, offering concepts, tools and methods for adaptation. This dialogue has revealed significant differences in concepts and perspectives between the disaster risk reduction and climate change fields. For example, in the language used in the climate change field, “mitigation” refers to reducing greenhouse gas emissions, rather than mitigation of disaster impacts, and “adaptation” refers to reducing the vulnerability arising from just climate change. The need for clarity and standard definition of operational terms will go a long way in streamlining actions and strengthening the impact of DRR and CCA interventions.

The Bali Action Plan agreed by Governments in December 2007 identifies consideration of disaster reduction strategies for enhancing action on adaptation, and is a significant step toward achieving a properly integrated approach. Elsewhere, disaster reduction managers are beginning to contribute to national climate change policies and to consider how to adjust risk assessment and reduction measures in response to projected changes in risk patterns, yet there is still lack of evidence about the most effective interventions for sustainable DRR and CCA initiatives.

Disaster risk reduction is gaining recognition in most United Nations (UN) processes such as the United Nations Economic and Social Council (ECOSOC) and the United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States. As part of his policies on climate change and disaster risk reduction, the United Nations Secretary-General has spoken on the need to act, stating that risk reduction is about common-sense practices to help protect communities from the effects of natural hazards³. The World Trade Organization (WTO), which has important links for poor countries dependant on agricultural exports, provides opportunities to develop synergies on disaster risk reduction and climate change adaptation. Despite this growing volume

Overall

- a) Governments and development partners experience low allocation of funds for DRR and CCA interventions;
- b) Whereas there are efforts to develop and implement policies that are sensitive to disaster risk reduction and climate change adaptation, they are not inclusive and do not compel governments and the private companies to take action;
- c) Vital differences exist between policy pronouncement and policy implementation at regional and national levels; and
- d) There are no deliberate actions to involve the critical mass – the most vulnerable – through education and learning.
- e) Weak or no private public sector and civil society networking and/or partnership on issues of CCA and DRR?

of awareness and consensus that joint action is required the emerging policies, political actions, development priorities and national investments in research science and education, do not reflect the voice of consensus.

Recent debates at the Council of Ministers at the African Union and other regional groupings⁵ in Africa have addressed issues related to fields of disaster risk reduction, climate change adaptation and livelihoods support including social protection and welfare management. Policy proposals have been made (including mainstreaming DRR and CCA through education and planning, and local government planning), but the governments have demonstrated lack of capacity to implement these policies and protocols in ways that seek to reverse poverty, environment degradation and increasing vulnerability.

5. Targets

For the this strategy to be effective the EDI-RU must enhance its internal integration, build relationships with national and local governments and coordinate with external stakeholders from business, industry and community services. The stakeholders are divided into primary and secondary. Annex 1 Target Contact Analysis Framework defines the relationships.

Primary Audience	Secondary Audience
<p>Institutions and Individuals responsible for decision and policy making and implementation in government, private sector, development community and civil society dealing with issues of climate change and disaster risk management:</p> <ul style="list-style-type: none"> • African Programme of Action Leadership • IGAD, EAC, COMESA • The Great Lakes Initiative • The Nile Basin Initiative • ISDR National Platforms • Donor Community • Experts in DRR and CCA, • Respective Ministries of Governments • Parliamentarians • Community Leaders 	<p>Individuals or groups in government, private sector, development community and civil society who have access and are able to influence decision and policy making and subsequent actions. These persons also form the critical mass that the IAWG shall mobilize</p> <ul style="list-style-type: none"> • Associations • DRR and CCA Related Organizations • Faith Based Groups • The Media • Leaders of International Organisations • Entertainment and Sports Personalities • Teachers • Scholars and Researchers

⁵ Reference is made to the SADC, IGAD and the EAC Council of Ministers Meetings

6. Power Analysis

The key assumptions are that the EDI-RU will

- Establish a full-fledged secretariat to coordinate its activities related to the implementation of this strategy;
- Work to complement the work of its members at the country level;
- Through its secretariat and steering committee members raise the profile of IAWG DRR-CCA within its membership;
- Receive support from other regional consortiums including the ACCRA and the UNISDR; and
- Seek to promote the region’s DRR-CCA within the international fraternity, and in close collaboration with other lead agencies.

Targets		Focus
International Level	<ul style="list-style-type: none"> • UN, EU, USA, World Bank, UNEP • Economic Commission of Africa 	<ul style="list-style-type: none"> • Building international support for EDI-RU work • mobilizing international support and good will • setting up international networks and allies for DRR and CCA deepening
African Union (AU, NEPAD, APF, AWGDRR,	<ul style="list-style-type: none"> • Council of Ministers • NEPAD • Pan African Parliament • African Economic Community • AU Unit for Climate Change and Desertification 	<ul style="list-style-type: none"> • Secure commitment and action for top-down endorsement and implementation of all priority resolutions, declarations and commitments. • Establishment and operationalise a DRR & CCA Review Platform to monitor the implementation of the AU and country DRR-CCA Plans and their impact • Institutional capacity and infrastructure to ensure follow-up and realization of high level decisions on DRR-CCA
Regional Blocks (EAC, IGAD, COMESA)	<ul style="list-style-type: none"> • The Summit • Council of Ministers • Sectoral Committees • Business Councils • Civil society Forums • Secretariats • Regional legislative assemblies 	<ul style="list-style-type: none"> • Support in the region of the EDI’s work by the regional intergovernmental organisations due to their influence at government level and the business sector • Through regional legislative assemblies seek to enforce both regional, AU and country commitments

		<ul style="list-style-type: none"> • Through the civil society forums consolidate coalition building efforts and capital formation initiatives for rapid institutionalisation of DRR and CCA systems and process at regional and country levels
Development Partners including the Adaptation Fund Board	<ul style="list-style-type: none"> • International • Regional • Local 	<ul style="list-style-type: none"> • Build support of development partners at the international, regional and local levels rapid and sustainable resource flow, dissemination and application of best practices among consortium members, widen network and collaboration with organisations of similar objects • Bring on board Africa specific organisations especially the Adaptation Fund Board, the African Development Bank, and the Economic Commission for Africa
Business or Private Sector	<ul style="list-style-type: none"> • Chambers of Commerce • Associations • Federations of Employers • workers unions 	<ul style="list-style-type: none"> • Seek to promote public private sector and civil society partnerships in DRR and CCA • Regional Private Sector DRR and CCA forum
National Level	<ul style="list-style-type: none"> • Cabinet • Parliament • Responsible ministries and government departments • National NGOs 	<ul style="list-style-type: none"> • prioritization and • Expose the decision makers to already working and best practices in other parts of the world through technical exchange programmes • Avail the funding required to implement the programmes • Capacity building to increase the knowledge base
Local Governments	<ul style="list-style-type: none"> • local governments • provincial governments • local NGOs • Organised community groups 	<ul style="list-style-type: none"> • Strengthening local DRR and CCA groups • Integration of DRR and CCA in local government planning
Community	<ul style="list-style-type: none"> • local leadership • NGOs, CBOS and FBOs • community networks and affiliates 	<ul style="list-style-type: none"> • Public awareness of vulnerable communities to put pressure on their governments to actualize the placement of DRR and CCA in the national development agenda

- Develop local level critical mass- social capital formation to put pressure and influence local and national governments.

7. Key Messages

This strategy advocates for a good, robust and effective messaging process, with effective and content focused messages to form the basis of informing and influencing the direction of DRR and CCA practices. Both *primary messages* and *secondary messages* will be used. To strengthen its messaging, the group will continuously carry out research, and also benefit from the on-going research work by various organisations in Ethiopia, Mozambique and Uganda.

Primary	Secondary
<ul style="list-style-type: none"> ❖ Thousands of people die or suffer from food deficiency related diseases and experiencing economic devastations brought about by the effects of climate change. This can and should be tackled to minimize these risks. This is the time to act and stop this needless and endless suffering! ❖ The developing world will suffer disproportionately to the developed, not because climate change isn't global in its reach, but because of the lack of development and associated human security protection actions that leave the population vulnerable to additional risks, be they from extreme climate events; year-on-year changes to the region's climate system; or from political unrest, reduced access to global markets, violent conflict, or economic fluctuations. ❖ The continuing reduction of arable land, widespread shortage of water, diminishing food and fish stocks, increased flooding and prolonged droughts are a pointer to economic damage and risk to evolution and growth of sustainable habitats and critical infrastructure so much needed in Africa. ❖ Against the backdrop of globalization, unabated climate change is likely to 	<ul style="list-style-type: none"> • Climate change is increasing levels of disaster risks to millions of the world's most vulnerable people. Regional governments must appreciate seriousness of the problem • The current global humanitarian system is already burdened with humanitarian obligations and cannot therefore cope with any increased demands related to DRR & CCA issues without increased funding and human capital. • Improvement in the early warning systems to the vulnerable will improve on meeting the challenges brought about by effects of climate change through early adaptation actions. • Local action by affected communities is key to effective adaptation to climate change and disaster challenges. To mitigate against the accompanying risks, capacitate building to the vulnerable communities must be undertaken • We have solutions for DRR and the ability to implement the adaptation mechanisms. It is time to act now • Movement and establishment of persons whether permanent or temporary, whether national, regional or international, is a possible

<p>overstretch the capacities of still insufficient governance systems in east, central and the horn of Africa.</p>	<p>coping strategy for people facing environmental changes.</p> <ul style="list-style-type: none"> • Rural and urban slum children are often the most affected by climate change due to their intimate relationship with the environment. • Education, training, public awareness and participation and access to information in relation to climate change are key in engaging all stakeholders and major groups. • Women are being affected in their multiple roles as food producers and providers, as guardians of health, care givers, and economic actors due to unchecked climate change effects • As access to basic needs and natural resources, such as shelter, food, fertile land, water and fuel, becomes hampered, women’s workload increases. • Poor families, under which many female-headed households occur often, live in more precarious situations, on low lands, along dangerous riverbanks, or on steep slopes.
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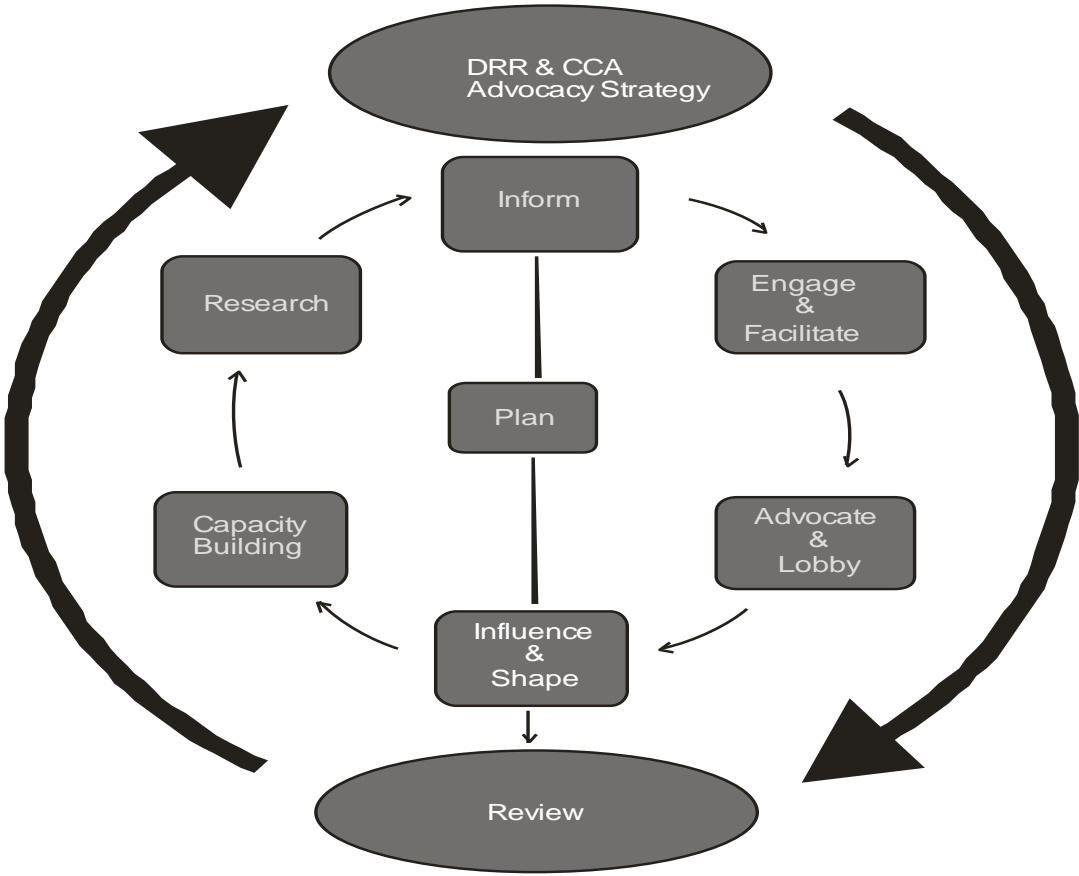
8. Tools, Mechanisms and Processes

The EDI-RU shall employ a wide range of tools in the promotion of DRR and CCA among governments, intergovernmental organisations, the private sector and the development community in east, central and the horn of Africa.

This DRR and CCA Advocacy Strategy Framework summarises the **Main Tools** to include:

Tools	Application
Advocate and Lobby	The States, Governments, Intergovernmental organisations and key private sector bodies for increased research, funding and commitment to action
Engage and Facilitate	Partnerships, organised community groups, environment groups, education and training organisations/institutions, intergovernmental liaison, and industry bodies
Plan	<ul style="list-style-type: none"> • Influence Mainstreaming, integration and prioritization of DRR and CCA in national and local, and corporate planning schemes • Relief and emergency management
Inform	Research, education forums, seminars, websites, information

	brochures, interactive media, local media (TV, Radio & newspapers)
Research	Investigation o refine DRR and CCA practices and projections for higher development impact
Influence & Shape	<ul style="list-style-type: none"> • Regulations, laws, policies, codes, development control and guidelines • Finance, investment, budgets, procurement, subsidies, grants and levies for DRR and CCA deepening • Regional and national leaders meetings and education fora
Capacity Building	<ul style="list-style-type: none"> • Consortium members, NGOs, CBOs • communication, research, policy analysis, engagement, bargaining
Review	<ul style="list-style-type: none"> • Local environmental plans, annual reports, operational plans, delivery programs, resourcing strategies, and corporate strategic plans by the states and governments, lead industry bodies and intergovernmental organisations • financial arrangements and schemes



Mechanisms are summarised in the matrix below

<p style="text-align: center;">Capital Formation</p> <p>The EDI-RU shall build the requisite capacity, including a critical mass of actors in each country for grassroots and political mobilisation</p>	<p style="text-align: center;">Coalition Building</p> <p>Coalition building strengthens advocacy. Coalitions of organizations working on DRR and CCA issues that share the same goals and objectives shall strengthen the impact of the EDI-RU in the region.</p>
<p style="text-align: center;">Social Mobilisation</p> <p>Success of DRR and CCA efforts depend on multilateral and bilateral partners being mobilized to increase their funding levels and create effective awareness programs amongst decision and policy makers to upscale their buy-ins. Social mobilization will also reinforce political coalition building and community action.</p>	<p style="text-align: center;">Political Mobilization</p> <p>Genuine involvement of the political leadership within the regional governments will greatly enhance the level of the outcomes expected of this advocacy plan in the long run.</p>

9. Barriers, Opportunities and Events

Based on the institutional, policy, legal and regulatory and situation of DRR and CCA East and Central Africa, the EDI-RU on DRR and CCA faces various challenges in realizing its advocacy objectives. Most important of these is that even though DRR tells us that disasters are in essence a problem of human action, omission and priorities, governments are rarely held to account for their lack of DRR policies and effective programmes⁶. The reason may very simply be that disasters are still largely perceived as ‘acts of God’, external aberrations that lie outside of human agency. Communities locally and internationally therefore fail to advocate and campaign effectively for increased government intervention along the lines of the Hyogo Framework for Action.

The Table 1 provides a summary of other key barriers and opportunities for comprehensive DRR and CCA advocacy. It recognizes that national governments must lead the process of DRR and CCA and must demonstrate commitment and action through properly articulated policies and programmes, and financing options.

Table 1: Disaster Risk Reduction and Climate Change Adaptation Advocacy Barriers and Opportunities

Barriers	• Lack of political action and leadership for DRR and CCA approach to human
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⁶ The DRR offices in most of Africa operate on lean budgets and capacity, making them unable to cope with emergencies, the required learning, and measures required to combat disasters. In addition collaboration between these offices and other equally important institutions such as meteorology, geology, environment, etc is weak or no-existent.

	<p>development;</p> <ul style="list-style-type: none"> • Excessive reliance on humanitarian aid in funding DRR and CCA initiatives; • Limitations in resources; • Insufficient understanding of the issues at hand on DRR and CCA; • Uncoordinated regional and continental initiatives leading to disjointed and ineffective lobbying and advocacy; • Cynicism from policy and decision makers in the early stages of the campaign; • Insufficient funding both from potential donor community and the governments in the region; • The potential to be seen to be overbearing to policy and decision makers if the advocacy campaign is not sensitive to differentials in governments’ approaches to handling issues; and • Limited understanding about advocacy, the need for advocacy, and lack of advocacy skills.
<p>Opportunities</p>	<ul style="list-style-type: none"> • Recent commitments by UN, AU, IGAD to develop and implement DRR and CCA strategies and programs of action; • Increasing number of countries developing comprehensive DRR and CCA programmes; • Increasing interest among international and national leaders and organizations in advocating for comprehensive policies and programmes on DRR and CCA; • Africa Regional Strategy for Disaster Risk Reduction; • Availability of a conceptual framework (IGAD) and guidelines on developing comprehensive DRR and CCA (The IGAD Disaster Risk Reduction Strategy); • Increasing access to DRR and CCA knowledge and best practice, which provides a good basis for advocacy; and • Existing critical mass of local and international agencies involved in DRR and CCA at local and regional levels.
<p>Events</p>	<ul style="list-style-type: none"> • Regional platforms availed through the regular quarterly Council of Ministers meetings of the Regional Intergovernmental organisations – IGAD, EAC, Lake Region Initiatives • The World (and even Africa) Disaster Day – an opportunity to deepen and widen the importance of DRR and CCA in human development⁷ • School programmes that encourage groups like IAWG to organise essay competitions to allow children communicate with their leaders on issues of DRR and CCA • UN and AU mandated and scheduled conferences and seminars • Organise regional stakeholders workshops and seminars • Topical workshops and conferences in collaboration with research organizations and universities to inform influence and enforce. • Dialogue with Governments, private sector, NGOs will reduce the space between IAWG and those groups that feel threatened with the DRR and CCA message

⁷ Level of understanding of IAWG members, government and regional intergovernmental staff and lead private sector bodies involved in DRR-CCA is enhanced and reactivated for positive action. Persons who were not previously directly involved are made aware of its effects and the successful practices that would add value to the work of their organisations.

10. Human and Financial Resources

EDI-RU shall establish a full-time secretariat and will seek to mobilize resources to meet administration, research, lobbying and advocacy and sharing of information with stakeholders through programmed conferences, workshops, seminars, radio and TV shows, and specific policy and best practices seminars.

The Secretariat shall be a lean office benefiting more from its governance structure which will include a Steering Committee and the strength of its members. Therefore:

- Advocacy officials from the member group of the ECB IAWG-subgroup on DRR and CCA shall be enlisted to support the work of the Secretariat⁸
- The EDI-RU shall strengthen the capacity of officials from local and regional organisations through training and exchange of information to increase their competence (in research, communication, campaign, bargaining and advocacy) for effective dialogue with government, private sector, civil society and citizens on DRR and CCA
- The Secretariat shall engage more officials from supportive international organisations
- Based on available authentic evidence influence decision and policy makers within regional governments and inter-governmental bodies
- Actualize the advocacy strategy by using available resources as efforts are made to mobilise more resources specifically for DRR and CCA programmes

Sustainable funding of the DRR-CCA work of the IAWG shall be crucial, and hence the need to collaborate and work with African financing.

Africa common political position calls for a climate change fund for Africa with priority funding to support local, national and regional initiatives on disaster risk reduction and climate change adaptation. The key institutions to drive this process are the Economic Commission for Africa, the African Development Bank, and the Adaptation Fund Board which targets (in this region) Kenya and Tanzania

⁸ In the formative stages the Secretariat will utilize existing human and financial resources available within the EDI-RU on DRR and CCA

11. Monitoring, Evaluation & Learning

This Advocacy effort will work best with a functioning database on national governments, private sector and NGO activities. These operations and those of this strategy will be evaluated in within a) the framework of the NEPAD Peer Review, and b) the Log Frame to be developed by the EDI-RU to operationalise this strategy.

Advocacy often only provides partial results, EDI-RU team needs to monitor and measure regularly and objectively what would have been accomplished and what more remains to be realised.

Evaluation shall be based on the goals and objectives as set at the outset of this advocacy planning process.

This advocacy strategy's monitoring and evaluation will involve:

- ❖ Qualitative (e.g. case studies, stories, opinions, survey questionnaires)
- ❖ Quantitative (e.g. statistics or trends that indicate a change over time)
- ❖ Monitoring methods should be chosen according to the indicators that you have selected to evaluate the impact of your work. Monitoring methods may include
 - Keeping records of meetings, correspondence or conversations with target audiences and the responses elicited
 - Tracking when your key messages or briefing notes are used by elected officials, other key influencers or the media
 - Carrying out surveys and interviews to determine the impact your actions have had and the recognition they have received
 - Monitoring the media and keeping track of coverage of key themes advocated by EDI-RU

Monitoring and Evaluation

- ✚ Gather the policy and decision makers to define the current international or regional DRR and CCA adaptation needs.
- ✚ Decide on and document the current goals and objectives of lead agencies and programs
- ✚ Assess and document the advocacy methods used .e.g. the media used, the network of contacts, communications vehicles, government relations.
- ✚ Assess the quantity and quality of services to be undertaken (e.g. education, information dissemination and new legislation).
- ✚ Assess and document the available collective resources (e.g. financial resources, human resources (staff, professional, volunteer), social capital (trust, understanding, communications)).
- ✚ Consult and cultivate a network of champions who lead by example and demonstrate the values and goals of a comprehensive DRR and CCA framework.
- ✚ Engage members and stakeholders by building common ground through shared visioning, planning, actions and learning.
- ✚ Enable and mobilize the stakeholder networks to act collectively with a unified voice and vision.
- ✚ Measure the impact of any actions, modify the advocacy methods as necessary, and expand the network through community outreach and public engagement, leveraging the collaborative momentum created.

ANNEX 1: TARGET CONTACT ANALYSIS FRAMEWORK

	How To Contact Target	Target's Position About The Issue	How To Influence The Target	Target's Ways Of Decision Making	Target Listens To
Primary Target					
African Programme of Action Leadership	Letter Contact office, ceremonies, sideline meetings & public events	Supportive	Media, credible messaging, UN resolutions, and Influential governments	Respective governments positions, Programme resolutions	Government leaders, Ministers, State officials Bureaucrats and international pressure
IGAD	Letters, contact official office, ceremonies, public events, personal and official engagements and through their respective government offices, invite to meetings	Supportive	Nongovernmental Organizations forums, DRR public policy statements, Participation in their regional meetings, one on one engagement with the organisation's leaders	Consultations, Respective governments positions and directives, group resolutions and conforming with UN mandated resolutions on DRR & CCA	Nongovernmental organizations Government ministries Bureaucrats UN and other international resolutions
EAC	Direct approach, visits, e-mails, calls, meetings & invite to functions As above	Supportive	Nongovernmental Organizations, close associates As above	Consultations and directives As above	Ministers, Heads of inter-govt orgs As above
Great Lakes Initiative/Nile Basin Initiative	Direct approach, visits, e-mails, calls, meetings, invite to functions As above	Very supportive	Nongovernmental Organizations, close associates, As above	Directives and Govt positions and policies	Community Leaders, political leaders, bilateral and multi lateral donor representatives
Government ministers	Official contacts, calls, letters, conferences, meetings and public functions	Unknown	Credible messaging, ministry bureaucrats, international resolutions and capacity building	Government resolutions, regional resolutions and consultations	Political leadership, fellow ministers, leaders of international organisations UN resolutions, regional resolutions
ISDR National Platforms leadership	Direct contacts letters, emails, conferences, workshops and	Very supportive	Already part of the efforts	UN resolutions and national platforms	UN bodies, international organisations, organisations

	calls				working in these fields national platforms
Parliamentarians	Relevant Parliamentary committees. Direct contacts, workshops	Unknown	Capacity building, credible messaging, joint resolutions with parliamentary committees	Committees resolutions, debates and through personal convictions	Issue constituents
Donor Community	Direct contacts, letters Emails ,workshops	Supportive	Knowledgeable articulation of the issues for the need to upscale funding	Funding governments strategic interests, Through strategic funding plans, board decisions	Donor governments decisions, UN resolutions, international resolutions on the subject
DRR & CCA Experts in respective countries	Direct contacts, letters, invitations, workshops consultancies	Very supportive	Incorporate them in the formulation of the advocacy	Individual convictions	International resolutions, regional resolutions, credible players resolutions in the sector
Community leaders	Direct contacts, workshops, letters ,calls	Unknown due to lack of knowledge on the issue	Capacity building, incorporate them in the formulation of resolutions	Community adoptions, individual convictions	Nongovernmental organisations, political leaders, community leaders, government representatives
Secondary Targets					
Associations	Direct contacts, letters, calls invitations	Supportive, some of them unknown positions on the issue	Capacity building, credible messaging	Board room decisions	ISDR resolutions, African programme resolutions, regional resolutions and national platforms
DRR & CCA Organisations	Direct contacts, letters ,calls, invitations	Very supportive	Inclusion in the resolution making	Board or governing council resolutions	UN-ISDR, African programme, regional resolutions
The Media	Invitations, calls press conferences	Unknown	Capacity building, credible messaging, invite to workshops and conferences	Editorial policies, individual journalist's reporting preference or specialty	UN resolutions, The African programme, regional resolutions

Entertainment and Sports personalities	Invitations, calls, letters and public functions	Unknown	Capacity building	Individual convictions	UN-ISDR, Regional resolutions and national platforms
Scholars, Researchers and Teachers	Calls, E-mails, invitations	Unknown/Supportive	Capacity building engage them in research work on the subject	Individual convictions	UN-ISDR, Regional resolutions and national platforms

ANNEX 2: POWER ANALYSIS MATRIX

Target	Strategic aim	Why target this Group	How to influence	Whose portfolio	What is required to accomplish task
UN-ISDR, World Bank, UNEP, UN, UN-HABITAT, EU,	3.1 & 3.2	To internationalise DRR & CCA issues in the region	<ul style="list-style-type: none"> • Presentations by the steering committee of ECB • Clear messages from ECB • Meetings, Interactive workshops 		A strategic plan, an effective advocacy strategy
	3.1 and 3.2	Encourage citizens' participation. Create a critical mass to participate in DRR & CCA	Constant and regular meetings and appraisals with ISDR National officials in Nairobi, Agreeable messaging to potential recipients	Country platform leadership	
AU and Regional Intergovernmental Organisations: Africa programme Action Group, NEPAD, AEC, IGAD EAC, COMESA, and AU Unit on Climate Change	3.1	Encourage regional governments integrate DRR and CCA in their development agenda	Official engagements, Good communication strategy, Use of influential characters in the respective governments	Programme leadership	Realistic Documentation, Regular participation in their meetings
	3.1, 3.2 and 3.3	Prioritise implementation of the mainstreaming Encourage govts to take ownership of dealing with DRR & CCA	Constant official engagements, credible messaging, dissemination of subject materials, Meetings with relevant line ministry officials and department heads of IGAD and constant key	Line govt ministers, portfolio heads, departmental heads within IGAD	

			updates	
	3.1, 3.2, 3.3 and 3.4	Prioritise implementation of the mainstreaming Encourage govts to take ownership of dealing with DRR & CCA	Constant official engagements, credible messaging, dissemination of subject materials, Meetings with relevant line ministry officials and department heads of IGAD and constant key updates	Relevant Ministers in the EAC ministerial councils, EAC top leadership, sectoral heads dealing with DRR and CCA
Regional and National Leadership ISDR-National platforms	3.1 & 3.3	Encourage the governments to buy in through integration, policy formulation and awareness raising	Parallel meetings of advocacy and lobby groups at regional level during regional leaders conferences, workshops, purposeful engagements, etc	Line ministers, line state officers, govt special programme heads, strategic partners leadership
Donor community leadership	3.1, 3.2 & 3.3	To influence their funding priorities on DRR & CCA To make them exert pressure on govts to prioritise DRR and CCA in devlp planning	Meetings with agency leaderships, Regular interactive communications, Demonstration of support to the initiative	Donor agency leadership, donor agency sectoral leadership
Global Network for DRR & CCA	3.1	Member organisations to take onboard IAWG's regional initiative and globalise the regional needs	Communication on DRR & CCA issues in the region, meetings with strategic leadership in the network, presentations at conferences	
EDI-RU	3.3	Influence policy change, create public awareness, assist in influencing greater funding	Agree to a Joint advocacy strategy formulation Build membership capacities in this field	EDI regional coordinator, EDI-RU executive committee, sub-group individual organisations relevant section leadership