

UNEP LIRA-Guidance National Demonstration Projects

Module 5: Preparation and Dissemination of Policy Material

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Introduction (1)

❖ Rationale

- Raising awareness of policy makers on the contribution of the proposed measures to national economic and social development
- Convincing finance decision makers of the value of investing in these measures
- Raising awareness of key sectoral stakeholders on the measures

Introduction (2)

❖ Key steps

- Finalize the Background Material
- Refine the Dissemination Strategy
- Finalize the Dissemination Material
- Targeted Dissemination in the Policy Making Process

Objectives and Expected Outputs

❖ Objectives

- Revise the background material taking into account the results of the projects and comments from stakeholders at the final meeting
- Develop dissemination material adequate for the targeted audience
- Disseminate the material in the policy-making process

❖ Expected Outputs

- Dissemination material targeted to the relevant audience

Finalization of the Background Material (1)

- ❖ Importance of the background material
 - Provides a detailed evidence base supporting the proposed changes
 - Documents the process followed for reaching the results, including stakeholders consultations
 - Provides a guide for coherent further strengthening of the national SMC regime
 - Data collected can serve as benchmarks for future assessments

Finalization of the Background Material (2)

- ❖ Content of the background material
 - Project summary
 - BASA report
 - Phased plan for strengthening legal and institutional infrastructures for SMC
 - Proposals/ specific texts of the proposed priority measures
 - Business plan for the institutional infrastructures

Dissemination Strategy and Material (1)

- ❖ Considerations for the strategy
 - Targeted audience
 - Timing
 - Means of dissemination
 - Purpose of the material
 - Form and content of the material
 - The strategy should be aligned to national political culture, institutions and processes

Dissemination Strategy and Material (2)

❖ Targeted policy material

– Policy Brief

- Summary of the project in the context of SMC
- Raise awareness on the need for SMC strengthening and on the current efforts
- Situation, goals, process, results, and recommendations

– Concept Papers

- Summary of the proposed measures
- Demonstrate the value of the proposal as part of SMC strengthening efforts
- Issue, rationale, purpose, objectives, indicators, content

Dissemination Strategy and Material (3)

- ❖ Key considerations for policy material
 - Non technical language
 - Concise and coherent
 - Clear message
 - Targeted arguments
 - Supporting evidence
 - Feasible solutions

Targeted Dissemination

- ❖ Key stakeholders
 - Head of Government
 - Heads of key sectoral ministries
 - Finance Ministry office(s) in charge of budget planning and allocation
 - Parliamentarians (possibly parliamentary commission)

- ❖ Do not forget
 - Participants to the ICM, MSW
 - Other stakeholders that may be particularly affected
 - Potential (expected) partners

Thank you for your attention!

For more information:

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