National capacity building workshop on “Improved Local and National Government Capacities for Localizing SDGs and National Development Strategy-1 Progress Through Voluntary Local Reviews in Zimbabwe
4-6 October, Rainbow Hotels Kadoma Hotel & Conference, Kadoma

Presentation on experience with stakeholder engagement and awareness-raising

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Presentation Outline

1. Introduction to stakeholder engagement in VLRs
2. Leaving no one behind
3. SDG/VLR Awareness raising
4. Stakeholder identification
Role of local government in SDG implementation

Planning, budgeting, monitoring and evaluation
SDG mainstreaming and demystifying and alignment of goals to local development priorities, allocating resources and tracking progress of implementation

Implementor of Development
Accelerator of development. Closest to the people. Build SDGs are implemented at local level

Development policy Shapers
The voluntary local reviews (VLRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VLRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the sustainable development goals.
Why Voluntary Local Reviews? Opportunities Provided by VLRs

A VLR allows the local government to listen to the needs of its people and reflect them into local policymaking.

A VLR invites self-reflection, by diagnosing the state and pointing to pathways for a better localization of the SDGs.

A VLR provides for a process that is data-driven and can be used to plan for action to achieve the future we want.

A VLR gives a local take on the global conversation on sustainable development.
STAKEHOLDER ATTRIBUTES AND THEIR EFFECT ON VLR PROCESS

Power = ability of stakeholders to bring about desired outcomes

Legitimacy = the norms and values either at an individual, organization or societal level

Urgency = time sensitive and critical demand

1 - Dominant
2 - Discretionary
3 - Demanding
4 - Dominant
5 - Dangerous
6 - Dependant
7 - Definitive
8 - Non-stakeholder
<table>
<thead>
<tr>
<th>Diverse perspectives</th>
<th>Different stakeholders bring unique viewpoints and expertise to the review process e.g politicians, media, academia, CSOs, business leaders, local communities etc</th>
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<tbody>
<tr>
<td>Data Collection and Validation</td>
<td>Stakeholders can assist in data collection and validation, offering firsthand information, local knowledge, and access to resources that may not be readily available. CSOs are a valuable source of Citizen generated data.</td>
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<tr>
<td>Contextual Understanding</td>
<td>Local stakeholders have an in-depth understanding of the local context, including cultural, social, and economic factors. Their insights can help reviewers interpret data and identify the root causes of challenges and opportunities.</td>
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<tr>
<td>Accountability</td>
<td>Engaging stakeholders creates transparency and accountability in the review process. It ensures that the findings and recommendations are not biased and that there is a mechanism for addressing concerns or disputes.</td>
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### Ownership and Buy-In
When stakeholders are actively involved in the review process, they are more likely to take ownership of the outcomes and recommendations. This can lead to increased commitment to implementing the recommended actions.

### Inclusive Decision-Making
Involving stakeholders in the review process promotes inclusive decision-making. This can help identify priorities that may not have been apparent to external reviewers and lead to more equitable and locally relevant policies and interventions.

### Capacity Building
Engaging local stakeholders can also serve as a capacity-building opportunity. It can empower communities, government officials, and organizations with the skills and knowledge needed for data analysis, policy development, and program implementation.

### Conflict Resolution
In regions with complex or contentious issues, involving stakeholders can facilitate dialogue and conflict resolution. It provides a platform for different parties to voice their concerns, negotiate, and work towards consensus-based solutions.
Long-Term Sustainability  By involving stakeholders, sub-national reviews are more likely to consider long-term sustainability. Local communities and businesses have a vested interest in the region's future and can contribute to identifying strategies that ensure sustainable development.

Feedback Loop  Engaged stakeholders can provide continuous feedback throughout the review process and after the release of the review's findings. This feedback loop allows for adjustments and improvements in strategies and policies over time.
Four dimensions of meaningful stakeholder engagement for the 2030 Agenda for Sustainable Development

- **Purposeful**: Well-planned and resourced, focused on a relevant objective and with intent to improve over time.
- **Proactive**: Good provisions for communication, outreach, stakeholder involvement and responsiveness to stakeholders.
- **Transformative**: Ensuring that a diverse group of people, in particular those who are vulnerable or marginalized, are able to participate.
- **Inclusive**: Taking approaches that can lead to meaningful change over the long term.
How VLRs ensure no one is left behind

i. VLRs encourage the collection of disaggregated data, which means breaking down data by various demographic, social, and economic characteristics (e.g., gender, age, income, ethnicity). This allows policymakers to identify marginalized groups and understand their specific needs and challenges.

ii. Through VLRs, local governments can identify vulnerable communities or populations that are at risk of being left behind. This could include marginalized ethnic or religious groups, people with disabilities, indigenous communities, and others facing social or economic disadvantages.

iii. VLRs provide a platform for local governments to tailor policies and programs to address the unique needs of different communities. By understanding the specific challenges faced by marginalized groups, governments can design targeted interventions to lift them out of poverty and exclusion. MDGs were static with no consideration of national or regional differences.
How VLRs ensure no one is left behind

iv. The process of preparing VLRs often involves engaging with local communities and civil society organizations. This engagement ensures that the voices and perspectives of marginalized groups are heard and integrated into decision-making processes.

v. VLRs promote accountability at the local level. By publicly reporting on progress and challenges, local governments are held accountable for their actions and can be transparent about their efforts to leave no one behind.

vi. VLRs are not one-off reports; they are part of an ongoing process. Regular monitoring and review of VLRs allow local governments to track progress over time and make adjustments to policies and programs as needed to tailor policies and programs to address the unique needs.

vii. VLRs can encourage the integration and adaptation of social and environmental goals into broader development policies. This holistic approach can help prevent the prioritization of economic development at the expense of social and environmental well-being.
How VLRs ensure no one is left behind

viii. The process of preparing VLRs can build the capacity of local governments and stakeholders to analyze data, set priorities, and design effective policies. This capacity-building can contribute to more effective and sustainable development efforts.

ix. VLRs also offer local governments the opportunity to learn from each other through peer exchanges and knowledge sharing. Strategies that have been successful in one region can be adapted and implemented in others, accelerating progress in leaving no one behind.
Who is being left behind?

1. Women
2. Youth
3. PWDs
4. Indigenous communities
Why are People being left Behind?

Those affected by intersecting factors endure reinforcing sources of disadvantage & deprivation, making them likely to be among the furthest behind.
Good practices for a wareness raising

01 Clear and Focused Message
Ensure your message is clear, concise, and easy to understand

02 Target Audience Identification
Understand your target audience’s demographics, interests, and values. Tailor your message and approach

03 Emotional Appeal
Appeal to emotions and values that connect with your audiences

04 Engaging Content
Create compelling content, including visuals

05 Consistency
Maintain a consistent message and visual identity across all communication channels.

06 Multi-Channel Approach
Use a variety of communication channels such as social media, websites, email, public events, community meetings, traditions.
Good practices for a awareness raising

07  
Timing and Frequency  
Release content or campaigns at times when your target audience is most likely to be engaged.

08  
Involvement of Stakeholders  
Engage relevant stakeholders, including affected communities, experts, and organizations.

09  
Interactive and Participatory Events  
Appeal to emotions and values that connect with your audiences

10  
Education and Information  
Provide factual information and education about the issue. Use data, research, and expert opinions to support your claims.

11  
Feedback Mechanisms  
Establish feedback loops to receive input from your audience.

12  
Partnerships and Alliances  
Collaborate with other organizations, influencers, or community leaders who share your goals.
Good practices for a wareness raising

Measurement and Reporting
Regularly assess the effectiveness of your awareness campaign and share the results

Involvement of Stakeholders
Engage relevant stakeholders, including affected communities, experts, and organizations.

Adaptability
Adapt your approach based on feedback and changing circumstances

Legal and Ethical Consideration
Ensure that your campaign complies with legal and ethical standards

Cultural Sensitivity
Be mindful of cultural norms and sensitivities when crafting your message and choosing communication channels.

Sustainability
Consider how you will maintain momentum and relevance over time
Categorize stakeholders into primary, secondary, and external.

Identify and map all potential stakeholders who may be affected by or have an interest in the VLR.

Conduct a stakeholder analysis to understand their interests, needs, concerns, and influence levels.

Prioritize stakeholders based on their level of influence and impact.

Clearly define the VLRs objectives, scope, and expected outcomes.

Source: KNBS
Develop a stakeholder engagement plan that outlines the strategies, activities, and timelines for engaging with each stakeholder group.

Identify the most effective communication and engagement channels for each stakeholder group.

Define roles and responsibilities for team members responsible for stakeholder engagement.

Identify specific engagement activities for each stakeholder group.

Determine the objectives and goals of stakeholder engagement.

Source: KNBS
Adaptation and iteration

Define the KPIs to measure the effectiveness of stakeholder engagement

Keep records of all stakeholder engagement activities, including meeting minutes, feedback received, and outcomes achieved.

periodically review and update stakeholder engagement activities for continuous improvement

Key steps in stakeholder identification

Establish feedback mechanisms to collect input and concerns from stakeholders.

Define the KPIs to measure the effectiveness of stakeholder engagement

Source: KNBS
Prosperity
(grow a strong, inclusive and transformative economy)

Better Quality Life
for All People and Societies

Inclusive, Sustainable and Transformative Development

People
(ensure health lives, knowledge and inclusiveness)

Prosperity
(grow a strong, inclusive and transformative economy)

Planet
(protect our ecosystems)

Outcomes

Goals

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land

Foundations

Peace, Justice and Strong Institutions; and Partnerships
Thank you!