Engaging Partners through Reporting

Meeting of the Coordination Desks 29th May 2018

Nora Steurer (SBC)
Bettina Heller (CI-SCP)
Sofie Clausen (Secretariat)
Introduction to Session

Nora Steurer & Bettina Heller
Session objective

- Improve the engagement of partners in the reporting process and actively engage them in our network by coming up with concrete, tangible actions for coordination desks to implement to improve partner engagement in reporting, including incentives

- Discuss the relevance of reporting to programme development and come up with a list of tangible actions to use the reporting

- Provide concrete examples of incentives that have worked for different programmes in the engagement of partners
1. Introduction to session (2 min)

2. 2012-2017 reporting results (5 min)

3. Lessons learned on partner engagement from SBC and CI-SCP (20 min)

4. Intro to discussion (3 min)

5. Discussion on improvement of partner engagement in reporting in Plenary (55 min)

6. Summary and follow-up (5 min)
2012-2017 Reporting Results

Sofie Clausen (Secretariat)
Demonstrating the shift to SCP

Indicators of Success Framework

**IMPACT**

Increase resource efficiency and decouple economic growth from environmental degradation, creating decent jobs and contributing to poverty eradication and shared prosperity

**INDICATORS:**

4.1 Resource Efficiency
- Material use efficiency
- Waste reduction
- Water use efficiency
- Energy use efficiency

4.2 Environmental Impact
- GHG emissions reduction
- Reduction of air, soil and water pollutants
- Biodiversity conservation and sustainable land-use

4.3 Human Well-Being
- Gender
- Decent work
- Health

**OUTCOMES**

Accelerate the shift towards SCP in all countries by supporting regional and national policies and initiatives

**INDICATORS:**

3.1 SCP in policy instruments
3.2 SCP monitoring and reporting
3.3 Education on SCP
3.4 SCP changes in practices

3.5 SCP commitments
3.6 Coordination on SCP
3.7 Use of SCP knowledge and technical tools

**OUTPUTS 1**

Support capacity building and facilitate access to financial and technical assistance to developing countries

**INDICATORS:**

1.1 SCP Projects
1.2 Financing the shift to SCP
1.3 Training for SCP

**OUTPUTS 2**

Serve as an information and knowledge sharing platform on SCP to enable all stakeholders to exchange and cooperate

**INDICATORS:**

2.1 SCP network
2.2 Outreach and communication for SCP
2.3 Production of SCP knowledge and technical tools
<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>KPIs</th>
<th>Indicators of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SO1:</strong> An effective implementation mechanism for Goal 12</td>
<td>Number of countries reporting on SDG 12.1 that declare receiving support from One Planet network. Target: 30</td>
<td>3.1 SCP policies (SDG 12.1.1)</td>
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<tr>
<td></td>
<td>Number of interventions and official documents at HLPF referencing One Planet or 10YFP. Target: 110</td>
<td>Data to be obtained from different sources</td>
</tr>
<tr>
<td></td>
<td>Number of countries reporting on SDG 12.1 SCP policies (SDG 12.1.1)</td>
<td>3.1 SCP policies (SDG 12.1.1)</td>
</tr>
<tr>
<td><strong>SO2:</strong> Provide tools and solutions for the shift to SCP</td>
<td>Number of knowledge and tools uploaded on the website</td>
<td>Data to be obtained from the oneplanetnetwork.org</td>
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<tr>
<td></td>
<td>Year-on-year increase in use of knowledge, tools (downloads from the website)</td>
<td>3.7 Use of Knowledge Resources and Technical Tools</td>
</tr>
<tr>
<td></td>
<td>High impact practices promoted. Target: 90</td>
<td>3.4 Changes in Practices 4.1-4.3 Impact Indicators</td>
</tr>
<tr>
<td></td>
<td>Funding catalysed or unlocked. Target: 5 USD every 1 USD invested</td>
<td>1.2 Financing the shift to SCP</td>
</tr>
<tr>
<td><strong>SO3:</strong> Lead the shift to SCP</td>
<td>Increase in number of high level commitments to programme key messages</td>
<td>(3.5 SCP commitments) Data to be obtained from the programmes through annual narrative template</td>
</tr>
<tr>
<td></td>
<td>Number of policies, laws and strategies influenced</td>
<td>3.1 SCP policies (SDG 12.1.1)</td>
</tr>
<tr>
<td></td>
<td>Number of partners reporting. Target 75%</td>
<td>All indicators (2.1 SCP Network)</td>
</tr>
<tr>
<td><strong>SO4:</strong> Demonstrate the impacts of SCP</td>
<td>Number of SCP impact areas quantified (actual or project). Target: 21</td>
<td>4.1-4.3 Impact Indicators</td>
</tr>
<tr>
<td></td>
<td>Number of strategic or policy briefs on SCP addressing key social and environmental challenges (Target: 15) and number of people reached (downloads)</td>
<td>2.3 Production of Knowledge Resources and Technical Tools 3.7 Use of Knowledge Resources and Technical Tools</td>
</tr>
</tbody>
</table>
### MID-TERM PROGRESS RESULTS (2012-2017)*

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Total reported (2012-2017)</th>
<th>Unit of measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Projects supporting SCP</td>
<td>239</td>
<td># of projects supporting the shift to SCP</td>
</tr>
<tr>
<td>1.2 Amount of financial resources (USD) made available**</td>
<td>148.6 million</td>
<td>USD made available in support to the shift to SCP (total value of all reported projects)</td>
</tr>
</tbody>
</table>
| 1.3 Training for SCP | 198 | # trainings for SCP  
| | 919,260 | # person-days of training (PDT) on SCP |
| 2.1 SCP Network | 714 | # of governments and other organisations engaged in the 10YFP and its programmes |
| 2.2 Outreach and communication for SCP | 538 | # of outreach and communication activities focusing on SCP |
| 2.3 Production of knowledge and technical tools | 396 | # SCP knowledge resources and technical tools produced |
| 3.1 SCP in policy instruments | 336 | # policies/policy instruments being developed, adopted and implemented  
| | 632 | # of governments and other organisations developing, adopting, or implementing policy instruments supporting the shift to SCP |
| 3.2 SCP monitoring and reporting | 26 | # monitoring and reporting instruments officially established  
| | 497 | # of governments and other organisations officially establishing monitoring and reporting on SCP |
| 3.3 Education on SCP | 13 | # SCP integrations into education practices  
| | 33 | # of countries integrating SCP topics in education practices |
| 3.4 SCP changes in practices | 88 | # changes in practices and production processes supporting the shift to SCP  
| | 326 | # of governments and other organisations making changes in practices |
| 3.5 SCP commitments | 20 | # high-level resolutions, declarations and outcome documents  
| | 1,217 | # governments and other organisations making high-level commitments |
| 3.6 Coordination on SCP | 40 | # of inter-sectoral and/or multi-stakeholder mechanisms for coordination on SCP |
| 3.7 Use of knowledge and technical tools | 142,793 | # of downloads on SCP Clearinghouse and any other quantitative representations of use |

*Due to the nature of the One Planet network data quality may vary from indicator to indicator and programme to programme. All data is subject to annual progress updates and further data quality assurance processes to continuously improve the reporting processes and systems, and to ensure reliable and consistent reporting on activities related to SCP and SDG 12.1.1.  
**Financial value extracted from reported budgets of SCP projects (indicator 1.1)*
**STRAIGHT OBJECTIVE 3: KEY PERFORMANCE INDICATOR**

**Number of partners reporting. Target 75%**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Number of partners</th>
<th>Number of engaged partners</th>
<th>% engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>STP</td>
<td>150</td>
<td>115</td>
<td>77%</td>
</tr>
<tr>
<td>SBC</td>
<td>52</td>
<td>37</td>
<td>71%</td>
</tr>
<tr>
<td>SPP</td>
<td>124</td>
<td>37</td>
<td>30%</td>
</tr>
<tr>
<td>CI-SCP</td>
<td>90</td>
<td>23</td>
<td>26%</td>
</tr>
<tr>
<td>SLE</td>
<td>104</td>
<td>21</td>
<td>20%</td>
</tr>
<tr>
<td>SFS</td>
<td>143</td>
<td>25</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Across the programme networks***

<table>
<thead>
<tr>
<th></th>
<th>Number of partners</th>
<th>Number of engaged partners</th>
<th>% engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Across the programme</td>
<td>611</td>
<td>232</td>
<td>38%</td>
</tr>
<tr>
<td>networks (incl. NFPs)</td>
<td>714</td>
<td>294</td>
<td>41%</td>
</tr>
</tbody>
</table>

*Excl. Double counting of partners across programmes
### ACTIVITIES IMPLEMENTED 2012-2017

(Percentage of 1,669 activities implemented)*

<table>
<thead>
<tr>
<th>SCP readiness</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outreach and communication activities</td>
<td>32%</td>
</tr>
<tr>
<td>Knowledge resources and technical tools</td>
<td>24%</td>
</tr>
<tr>
<td>Policies and policy instruments</td>
<td>22%</td>
</tr>
<tr>
<td>Trainings</td>
<td>12%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SCP implementation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of resource and technical tools</td>
<td>3%</td>
</tr>
<tr>
<td>Monitoring and reporting instruments</td>
<td>2%</td>
</tr>
<tr>
<td>Coordination mechanisms</td>
<td>2%</td>
</tr>
<tr>
<td>Formal education on SCP</td>
<td>1%</td>
</tr>
<tr>
<td>Changes in practices</td>
<td>1%</td>
</tr>
<tr>
<td>High-level commitments</td>
<td>1%</td>
</tr>
</tbody>
</table>
What does the data tell us?

NUMBER OF ACTIVITIES BY PROGRAMME 2012-2017

- Public Procurement
- Tourism
- Buildings & Construction
- Consumer Information
- Lifestyles & Education
- Food Systems

Legend:
- Formal education
- Changes in practices
- High-level commitments
- Monitoring and reporting instruments
- Coordination mechanisms
- Policy instruments
- Trainings
- Projects
- Knowledge resources and technical tools
- Outreach and communication activities
SBC: Lessons learned on partner engagement & use of reporting results

Nora Steurer (SBC)
Reporting highlights:

71% of members reported
- 33 SCP/SBC projects
- 37 Training Courses
- 165 Outreach and Dissemination Events
- 45 Knowledge and Technical tools
- 10 Policy Instruments
Lessons Learned

- **Clarify difference between reporting and website:** Partners and MAC members confused reporting with uploading information onto the website. In about 50% of cases they thought once they had uploaded information onto the Clearinghouse they had also reported the respective activity.

- **Ensure partners have signup AND linked to the relevant programme:** When signing up to the Clearinghouse, many Partners and MAC members did not link themselves to the SBC programme which means they were then unable to see the reporting button.

- **Communicate clearly the added value** to partners for carrying out reporting, so they do not see it just as an added to-do on their workload.

- **Engage in targeted outreach:** Not all partners/MAC members are equally engaged. Those who are in general not very engaged may need individual outreach.

- **Manage expectations:** Inform partners and MAC members about their obligation to report when joining the programme.
Lessons Learned – practical tips

- **Start early:** Very early and frequent email remainders, each containing relevant links and the how-to-reporting guide help reach everyone and give enough time to overcome obstacles. Set multiple deadlines well before the hard deadlines.

- **Use behavioural tweaks:** Small behavioural tweaks such as outlining that many partners have already reported and asking those that have not to join their ranks (social comparison) can be motivating.

- **Communicate to all:** Ensure your communication channels reach both primary and secondary focal point to address potential organizational changes.

- **Hold webinars for different time zones:** Hold webinars for different time zones to explain both the added value (e.g. visibility, strengthening the value of SBC, etc.) and the process, and to give space for questions.

- **Be available for one-on-one discussions:** Be spontaneously available for one-to-one Q&A and discussions when partners/MAC members encounter difficulties. In addition, use dedicated time slots specifically for reporting help where people know they can call you.
Use of results

- Input to HLPF ✓
- Mini-report about reporting results to network ✓
- Use of figures when recruiting new members ✓
- **Gap analysis** as basis for future work and fundraising: undertake an analysis of SBC areas that are well researched/engaged with, as well as areas which are underused and present gaps.
- **Leverage SBC network** and its knowledge and capacities for SBC activities – e.g. knowledge of where to find expertise for which activity.
- **Year-to-year comparison** to see how the SBC field developed.
- **Follow-up with activities/projects** reported on to see how they develop and how we can best support them.
Portfolio highlights

Affiliated initiatives

Through knowledge to warmer homes

Building Energy Performance Improvement Toolkit

The Nubian Vault

Low-carbon cement based materials initiative (LCCI)
Portfolio highlights

Affiliated initiatives

Excellence in Design for Greater Efficiencies (EDGE)

Resource Efficiency in Construction and Building Environment (RE-C-BE)

International conference - System thinking in the built environment
CI-SCP: Lessons learned on partner engagement & use of reporting results

Bettina Heller (CI-SCP)
Lessons Learned

- Simplify process for existing initiatives & link/distinction external One Planet Platform and internal reporting
- Earlier start with the engagement process/throughout the year
- Tailored messages for those who already have a Clearinghouse account and those who do not; personal messages (at least to the MAC and most active partners)
- Include ‘call to report’ in substantive webinars and events, and highlight benefits by showing how results are used (e.g. HLPF tree)
- Further clarify the scope of the indicators, especially: Changes in Practices, Monitoring and Reporting Instrument, and SCP Project
- Communicate reporting as ‘regular duty’ (also in partnership form)
- Clarify “all” activities (even the “minor” or regular ones such as newsletters, presentations, articles, web stories etc.) are relevant
Use of results

- Highlights from our portfolio shared with MAC, also to identify gaps to tailor future work ✓
- Inputs to HLPF ✓
- Mini report to network of reporting results and webinars where partners present interesting initiatives around thematic clusters
- Review of links to other One Planet programmes and ‘matchmaking’ between partners/ MAC
- Use gaps identified as argument in fundraising efforts
- Follow up on reported activities to see how they develop/ support implementation (e.g. what did training X on eco-labelling lead to in the next year?)
Portfolio highlights
Affiliated initiatives

Ocu Spain

Communications campaigns and research on alternative consumption models
Call to Action to standardize food date labels worldwide by 2020: one expiration date for perishable items (e.g. "Use by") and one food quality indicator for non-perishable items (e.g., "Best if used by").

Microsoft & NGO Pact: reducing child labor in mining:
By October 2016, 77-97 percent reduction in children working in the mines over the course of the project to date.

E.g. Brambles, achieved a 20% CO2 emissions reduction in their 2010 baseline sites; and customers' use of pooled pallets saved at least 1.35 million trees last year.
Discussion

Nora Steurer & Bettina Heller
Discussion Agenda:

1. Using the reporting to move your programme forward

2. Incentives for partners

3. Solutions to partner engagement
Using the reporting to move your programme forward

(data analysis, communications, fundraising, new partners)

OUTPUT:

List of tangible actions to use reporting for programme development
Discussion

How is reporting helping you and your programme?

- **Global overview** - Staying informed on activities being implemented across the network
- **Planning & gaps analysis** – which areas/activities are well taken care of and which are underused or present gaps
- **Identifying case studies** (that demonstrate real impact on the ground)
- **Identifying projects/activities** for replication, sharing and match-making
- **Building the online portfolio** of the programme
- **Identifying synergies** among activities
- **Identifying active partners/MAC members** – plan engagement with less active partners
- **Identifying champions** and promising activities to highlight (e.g. at events)
- **Understanding priorities of partners/MAC members** in terms of tools/methodologies
- **Progress status** of core and affiliated activities
- **Portfolio as the main working tool** (STP)
Incentives for partners
(successful examples, new approaches)

OUTPUT:
List of possible incentives (that have been successful in engaging partners)
Discussion

Identified successful incentives

- **Early start and early deadlines** – with frequent reminders, links and how-to guides
- **Behavioural tweaks** – “social comparison”, e.g. join the other XX partner who have already reported
- **Communication to all** – to both primary and secondary focal points
- **Webinars** for different time zones
- **One-on-One discussions**
- **Emphasizing the value of reporting** – for visibility and for strengthening the network
- **Visibility of reporting** through HLPF report, One Planet network website and programme specific communication products
- **Tailored messages** – e.g. for those who already have accounts and those who do not
- **Clarified that we are looking for “all” activities**
- **Personal messages** – e.g. through Mailchimp
- **Support for participation in public fora** – choosing cases to highlight and speakers
- **Reporting as an obligation** for portfolio initiatives (core and affiliated)
Discussion

Solutions to partner engagement
(based on lessons learned and challenges identified prior to the session)

OUTPUT:
List of tangible actions to increase partner engagement through reporting
**Discussion**

### Identified challenges and suggested solutions

<table>
<thead>
<tr>
<th>Identified challenge</th>
<th>Suggested solution/clarification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complexity of reporting process (e.g. uploading on public portfolio vs. reporting)</td>
<td>Secretariat is currently working to streamline this process, by eliminating the double upload issue</td>
</tr>
<tr>
<td>Signing up to the One Planet Network website (linking to programmes)</td>
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<tr>
<td>Difficulty to convince partners to report and show added value of reporting</td>
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<tr>
<td>Making reporting a priority of partners</td>
<td></td>
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<tr>
<td>Expectations of reporting when becoming a member</td>
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<tr>
<td>Confusion on how results are presented (core/affiliated)</td>
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<tr>
<td>Difficulty in streamlining the level and coverage of reporting (project level/activities)</td>
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<tr>
<td>Voluntary reporting process</td>
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<tr>
<td>Difficulties in linking initiatives and reported activities</td>
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<tr>
<td>Unclear definition of the scope of reporting including the definition of attribution</td>
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<tr>
<td>Insufficient rate of responses from partners</td>
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<tr>
<td>Limited time to report</td>
<td>Reporting is now open all year</td>
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<tr>
<td>Relevance of reporting – questions regarding which activities are worthy for reporting</td>
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<tr>
<td>Quality control process is challenging because of the format of the &quot;export programme reporting&quot; excel</td>
<td></td>
</tr>
<tr>
<td>Unclear which partner is responsible for reporting (when several partners are implementing together)</td>
<td></td>
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<tr>
<td>Unclear difference between programme narrative report and online reporting</td>
<td>Everything should be reported online – the programme narrative reports offer the programmes’ co-leads with the opportunity to highlight specific activities/progress within the programme that they want featured in the HLPF report</td>
</tr>
</tbody>
</table>
Summary & follow-up
Thank you!