International Water Resources Association

IWRA

Strategy Workshop
10th September 2023 – Beijing
09:00-15:00

AGENDA

TIME		TOPIC	LEAD
09:00-09:30	30 mins	Welcome remarks & any brief updates & introduce Envoys What does it mean to develop a strategy	Yuanyuan Li Callum Clench
09:30-10:00	30 mins	IWRA Overall Strategy (Current Mission, Vision, Values, Objectives)	Yuanyuan Li / Callum Clench
10:00-10:30	30 mins	Knowledge Product Strategy (including STP)	Rabi Mohtar
10:30-11:00	30 mins	Congress & Events Strategy	Henning Bjornlund & Andrea Santos
11:00-11:30	30 mins	Partnership and Advocacy Strategy (brainstorm - UN Commitment)	Callum Clench
11:30-12:00	30 mins	Financial Strategy	Renée Martin-Nagle
12:00-12:30	30 mins	LUNCH ON SITE and Faroe Islands Update	ALL
12:30-13:00	30 mins	Membership Strategy	Bassel Daher
13:00-13:30	30 mins	Task Forces/Chapters	Rabi Mohtar
13:30-14:00	30 mins	Communications Strategy (tag line)	Leonore Tjikune & Awantika Pal
14:00-14:30	30 mins	Governance Strategy (structure & responsibilities)	Yuanyuan Li / Gabriel Eckstein
14:30-15:00	30 mins	Workplan and next steps	Callum Clench

WORKSHOP FORMAT

1. **Everyone gets strictly 30 mins. There will be an alarm**

2. **Each strategic area section should focus on:**
   - Strategic Objectives – define boundaries
   - Strategic Priorities – according to the timelines below
   - Focused Discussion – any trickly issues to explore
   - How do we measure success related to each strategic area

3. **Timeframes**
   - short-term (by the end of next year)
   - medium-term (by the end of 2026)
   - long-term (within the next 10 years)

4. **To keep the conversation going, please limit interventions to <u>1 minute</u>.**

5. **If discussions are not finished or questions still need to be answered, the relevant committees will meet again to discuss in more detail.**

OUR FOCUS TODAY:

1. Remember that our focus here is on strategy development.

2. A **strategy document** sets our overall direction and objectives, while a **work plan document** provides a detailed roadmap for implementing that strategy.

3. A strategy is focused on defining the "**what**" and "**why**". (The work plan will be focussed on the "how" and "when".)

IWRA MISSION

To be a cross-disciplinary, <u>membership-focused</u>, international association that uses events, projects, publications and research to facilitate and inspire dialogue, knowledge sharing, and science-based solutions for the sustainable management of water resources across all sectors, scales and communities at the interface between science and policy.
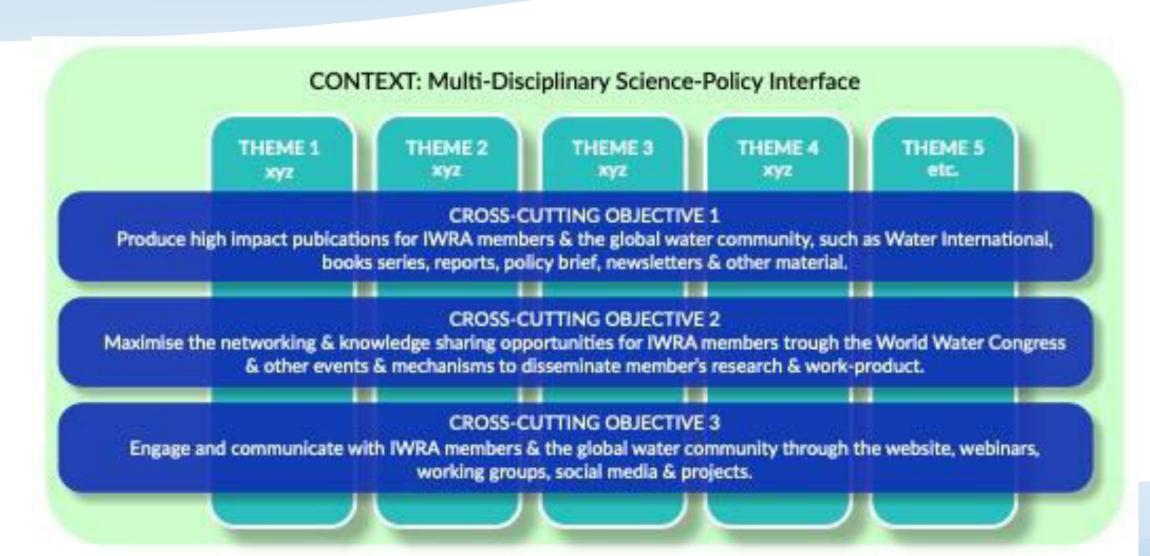
IWRA VISION

To be the leading global platform and <u>community</u> of researchers, educators, policy-influencers, and managers addressing local to global water-related challenges, and improving water outcomes for all.

IWRA VALUES

IWRA's culture is driven by respect, transparency, collaboration and equal opportunity. We foster and value international cross-cultural and cross-disciplinary communication and working practices. We are non-political and care most about the sustainable management of water resources to ensure that they are adequately available for present and future generations and for the environment.

IWRA OBJECTIVES

CONTEXT: Multi-Disciplinary Science-Policy Interface

| THEME 1 xyz | THEME 2 xyz | THEME 3 xyz | THEME 4 xyz | THEME 5 etc. |

CROSS-CUTTING OBJECTIVE 1
Produce high impact pubications for IWRA members & the global water community, such as Water International, books series, reports, policy brief, newsletters & other material.

CROSS-CUTTING OBJECTIVE 2
Maximise the networking & knowledge sharing opportunities for IWRA members trough the World Water Congress & other events & mechanisms to disseminate member's research & work-product.

CROSS-CUTTING OBJECTIVE 3
Engage and communicate with IWRA members & the global water community through the website, webinars, working groups, social media & projects.

PROPOSED STRATEGY STRUCTURE

VISION

1. **Background/Purpose**: How IWRA came into being and a brief synopsis of its history.

2. **Mission, Vision & Values:** Restate the association's purpose, objectives, and its long-term vision for advancing knowledge sharing in the water science and policy domains, and values relating to how it works.

3. **Goals and Objectives:** Outline **SMART** goals that the association aims to achieve, such as fostering collaboration, promoting research, and influencing water policy decisions. (**S**pecific, **M**easurable, **A**ssignable, **R**ealistic, Time-related)

PROPOSED STRATEGY STRUCTURE

VISION

4. **"Guiding Principle" for decision making around thematic focus and resulting use of resources.** How to decide the priority of themes. e.g. Science-Policy implications. Systems approach to water. Societal impacts and impacts on future generations.

5. **Governance and Structure:** Outline the current organizational structure, roles, and responsibilities of key stakeholders and leadership positions within the association. Define how we work and accountability.

6. **Target Audience:** Identify the key stakeholders, members, and partners the association intends to engage with, including scientists, policymakers, researchers, and water industry professionals.

PROPOSED STRATEGY STRUCTURE

STRATEGIC AREAS

1. **Knowledge Products:** Describe the strategies and programmes IWRA plans to implement to facilitate knowledge sharing, including publications, and online platforms. Members accountable for Knowledge products through Task Forces/Chapter etc. (Checks and balances).

2. **Events:** Describe the strategies and programmes IWRA plans to implement to convene experts, including conferences, workshops, webinars, masterclasses

3. **Partnerships and Collaborations:** Identify potential partnerships with organizations, academic institutions, and government agencies to enhance the IWRA's impact and outreach. UN accreditation. Project partnerships

4. **Fund raising:** Describe the strategies and programmes that could diversify and expand IWRA's income generation.

PROPOSED STRATEGY STRUCTURE

IMPLEMENTATION

5. **Advocacy and Policy Influence:** Describe how the IWRA intends to advocate for evidence-based water policies and contribute to policy development at local, national, and international levels.

6. **Membership Engagement:** Outline strategies to attract and retain members, as well as ways to involve them actively in the IWRA's activities and decision-making processes.

7. **Communication and Outreach:** Develop a communication plan to effectively disseminate information about the association's work, events, and achievements to its members and the broader public.

8. **Governance**: Outline strategies to reinforce IWRA's decision-making processes, governance structures and accountability, including Bylaws and Articles of Incorporation.

PROPOSED STRATEGY STRUCTURE

RISKS AND EVALUATION

1. **Operational Risk Management:** Identify potential risks and challenges that the association may encounter and propose strategies to mitigate them. SWOT analysis.

2. **Financial Security and Resource Allocation:** Detail the budget and resource allocation plan to support the implementation of various knowledge sharing initiatives.

3. **Evaluation and Metrics:** Define the metrics and indicators to measure the success and effectiveness of knowledge sharing initiatives, ensuring continuous improvement and accountability. Decide how often is the strategy is reviewed and updated.