

# Session 11 – What additional capacities do we need ?

## Questionnaire

### I. Personal details

1. Name/Surname :
2. Affiliation :
3. Function/Role :
4. Expertise :
5. Academic background :

### II. In which comms and policy areas would you benefit from further CB training initiatives/activities relevant to the project or be able to contribute with your knowledge/capacity ?

#### **1. Communications, inc :**

<b>For this activity</b>	<b>You could benefit</b>	<b>You could contribute</b>
a. Developing a communications strategy		
b. Developing a brand identity		
c. Developing an innovative impactful comms campaign		
d. Writing press releases, stories, factsheets, etc.		
e. Engaging with the media and giving interviews		
f. Strengthen visibility in social media (FB, Twitter, eg.)		
g. Getting on board champions to advocate for our cause		
h. Producing high value videos		
i. Producing newsletters, brochures		
j. Using social media tools (FB, Twitter, etc.)		
k. Organising events		
l. Identifying and getting the buy-in of an « Ambassador »		
m. Other ?		

#### **2. Policy/Advocacy work, inc:**

<b>For this activity</b>	<b>You could benefit</b>	<b>You could contribute</b>
a. Developing an impactful advocacy campaign		
b. Identifying and engaging with your key targets		
c. Prioritizing target audiences		
d. Identifying your key allies and building strategic partnership with them		
e. Writing policy briefs, policy papers and letters address high-level officials		
f. Engaging with high level officials (in governments; IGOs ; industry, etc .)		
g. Using negotiation skills as well as diplomacy		
h. Other ?		

#### **a. Resource mobilization, inc:**

<b>For this activity</b>	<b>You could benefit</b>	<b>You could contribute</b>
a. Developing joint proposals for additional funding		
b. Engaging with potential donors (bilaterals, MDBs/IFIs, foundations, etc.)		
c. Developing a crowd-funding campaign (e.g. « Adopt a		

Wetland » or a « Adopt a flamingo »)		
d. Engaging with private sector companies		
e. Writing policy briefs, policy papers and letters address high-level officials		
f. Engaging with high level officials (in governments; IGOs ; industry, etc .)		
g. Using negotiation skills as well as diplomacy		
h. Other ?		

**III. In which thematic areas do you feel you could be strengthened to make your work more impactful or provide knowledge to help other partners strengthen their capacities?:**

For this activity	You could benefit	You could contribute
1. Ecosystem-based Approach		
2. Valuation of ecosystem services		
3. Natural solutions/Natural capital		
4. IWRM/ICZM		
5. Source-to-Sea interlinkages		
6. Water-Energy-Food Nexus		
7. Climate change impacts, disaster risk reduction and adaptation in the Med		
8. Concepts of blue/green and circular economy		
9. Relevance of the SDGs to work on Mediterranean Wetlands		
10. Emerging issues : plastic pollution, invasive species, etc.		

For each positive reply on the topics under III., kindly provide a reason, to be briefly explained below.

**IV. Taking into account the currently available budget, in which format do you feel the CB activities should be organised?**

1.1. Face-to-face workshops of :

- a. 1 day
- b. 2-3 days
- c. more days

1.2. Webinars

1.3. Massive Open On-Line Courses (MOOCs)

1.4. Other (Please specify : .....)

2.1. Should the workshops take place in :

- a. your country (e.g. ....)
- b. any place around the Mediterranean
- c. simply on-line

2.2. How often should CB activities /events take place ?

- a. once a year
- b. twice a year
- c. other (Please specify : .....)

3.1. What should CB activities include ?

- a. Training/Lectures by experts
- b. Brainstorming discussions, bottom-up/horizontal exchanges by participants
- c. Practical hands-on exercises/case studies
- d. Field visits on concrete cases to be dealt with
- e. Team-building activities
- f. Tests, exams, delivery of certificates)
- g. Other (Please specify :.....)