

# The Right IDEA:

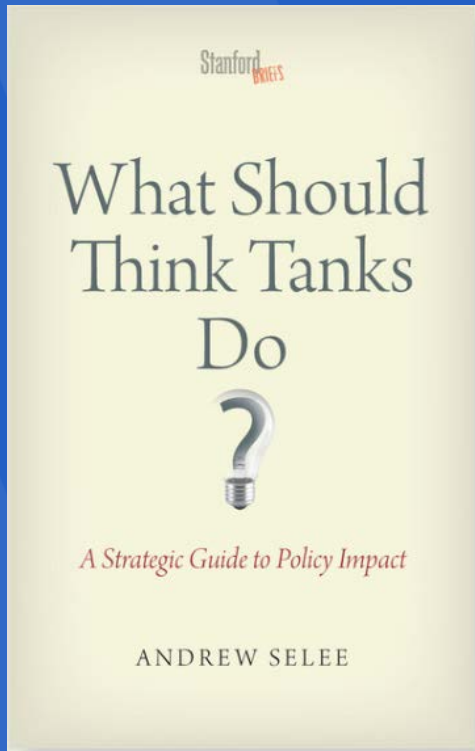
## The Wilson Center's Approach to Engaging Policymakers in a Post-2015 World



Roger-Mark De Souza  
July 15, 2015



# What Should We Do?

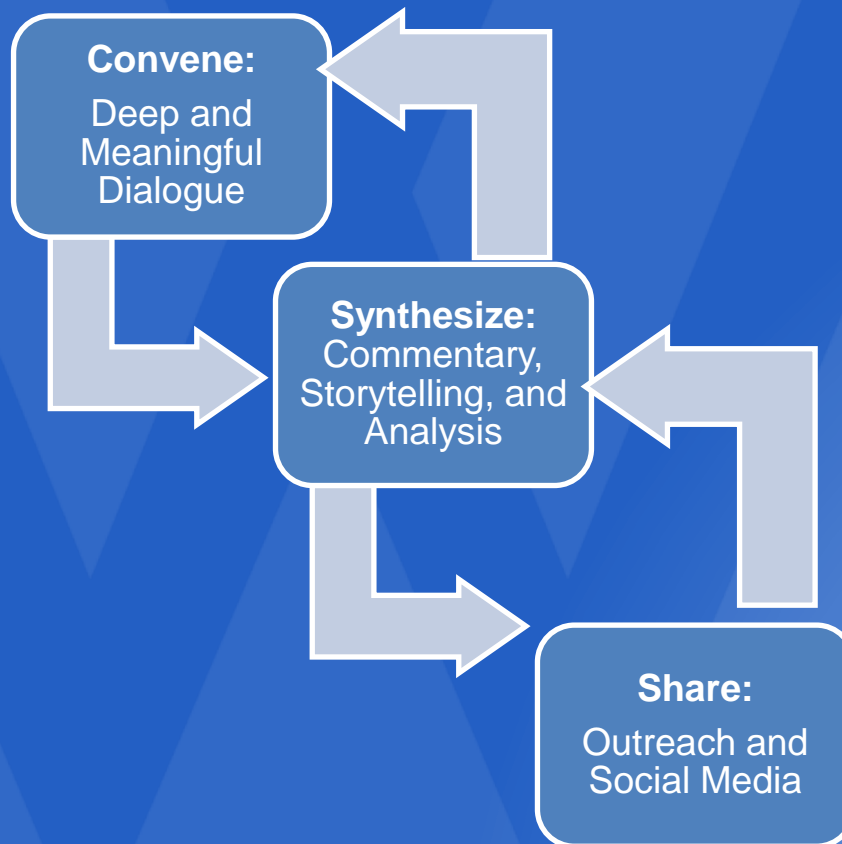


- 1. Understand the policy cycle*
- 2. Utilize comparative expertise and unique focus*
- 3. Strategize to reach target audiences*
- 4. Evaluate and benefit from experience*

# HELPS

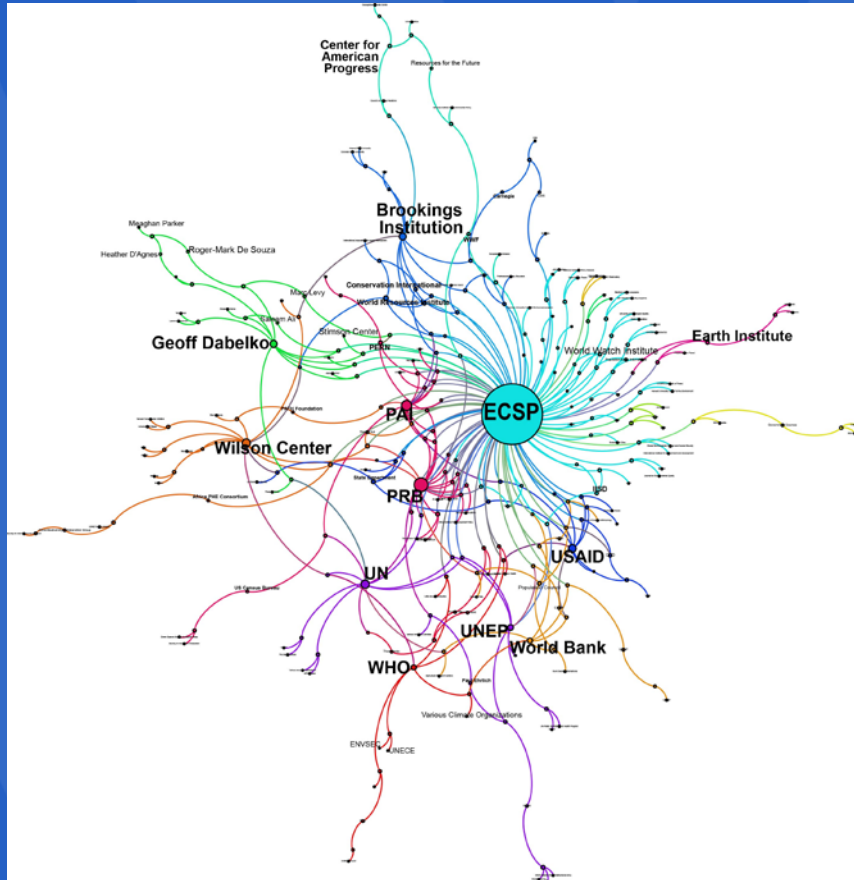
- Health, Environment, Livelihoods, Population, Security
- Goal: Improve awareness among decision-makers of the links among population, health, environment, and security

## Feedback loops for increasing commitment to population programs, family planning, and reproductive health as key resilience and poverty alleviation strategies:



- If we convene deep and meaningful dialogue, synthesize and analyze evidence, and reach key audiences, we build support for population programs, family planning and reproductive health as key resilience and development strategies.

# 1. Where You Sit Matters



*“[ECSP’s] value added is that it is non-partisan... Very open and friendly and approachable and curious... they attract a great audience for what they put out; proximity to USAID helps. They often attract an audience for population issues in the development and health communities. That is rare. And environmental issues can be isolated from development issues if there is no intentional effort to reach it. [ECSP] has a great rolodex and database. They get people from the Global South, day to day involved in the project, in the work.”*

## 2. Convening Makes a Difference: From A Country to A Region

Scaling Up or Expanding Out?



Beyond the Headlines in the Sahel



# From PRH Leadership to USAID Leadership

Celebrating 50 years of investments in family planning



Public-Private Partnerships  
and Development



Including U.S. political leadership

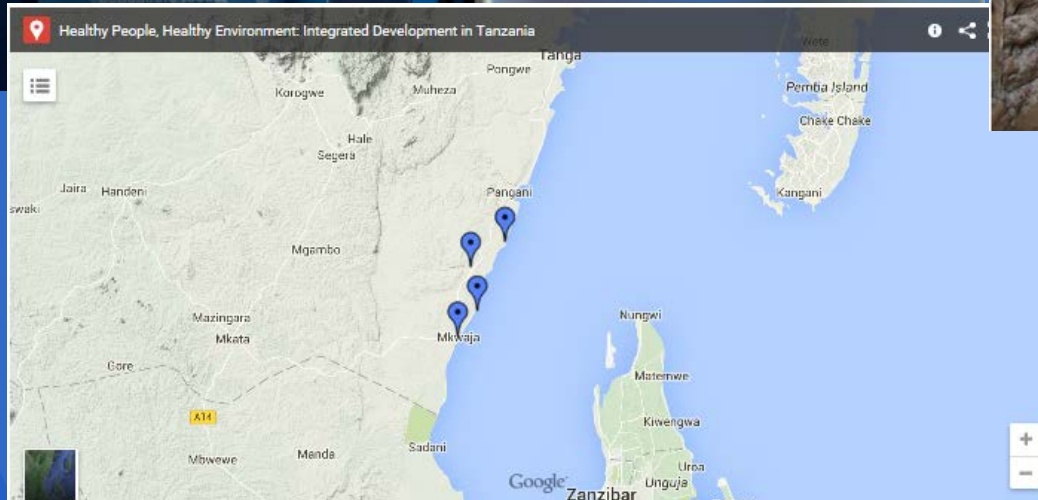


ECSP is a “keen issue-spotter” and “their offerings have given me new ideas about the issue I care about, climate change, and its relation to women’s reproductive health, to environmental security, to the issue of natural resources and population dynamics.” – Alice Hill, Senior Director for Resilience Policy, National Security Council





# And International Leadership: Tanzania's President



# From Scenario Planning in the US



# To In Country Convening and Planning





# 3. Leverage Donor Engagement





# Through Meaningful Collaboration



# And Engaging Communities of Practice



Members of the Global Resilience Academy

# 4. Thought Leadership

## Demographic Resilience: Linking Population Dynamics, the Environment, and Security

Roger-Mark De Souza

SAIS Review of International Affairs, Volume 35, Number 1, Winter-Spring 2015, pp. 17-27 (Article)

Published by Johns Hopkins University Press  
DOI: 10.1353/sais.2015.0017



FEATURE

### Resilience, integrated development and family planning: building long-term solutions

Roger-Mark De Souza

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Corresponding author

UNU-EHS Working Paper

No.9

## Re-framing island nations as champions of resilience in the face of climate change and disaster risk

Roger-Mark De Souza, Sarah Henly-Shepard, Karen McNamara and Nishara Fernando

February 2015

### The SAIS Review of International Affairs

Winter-Spring 2015, Volume 35, No. 1

#### The Era of Man

*Environmental Security on a Changing Planet*

Confronting Climate Change and Reframing Security  
*Carol Danes and Irving Mitnick*

Did We See It Coming? State Fragility, Climate Vulnerability,  
and the Uprisings in Syria and Egypt  
*Caitlin E. Worell, Francisco Fomina and Troy Stensberg*

Climate Change Blowback: The Threats to Energy Security  
*Michael E. Klare*

Conflict Resolves Powderkegs to Peacepipes  
*David Michel and Ricky Pearson*

Signals, Noise, and Swarms in Today's Arctic  
*Katarzyna Zyl and David Foley*

Flower of War: An Environmental History of Opium  
Poppy in Afghanistan  
*Christian Fretwell*



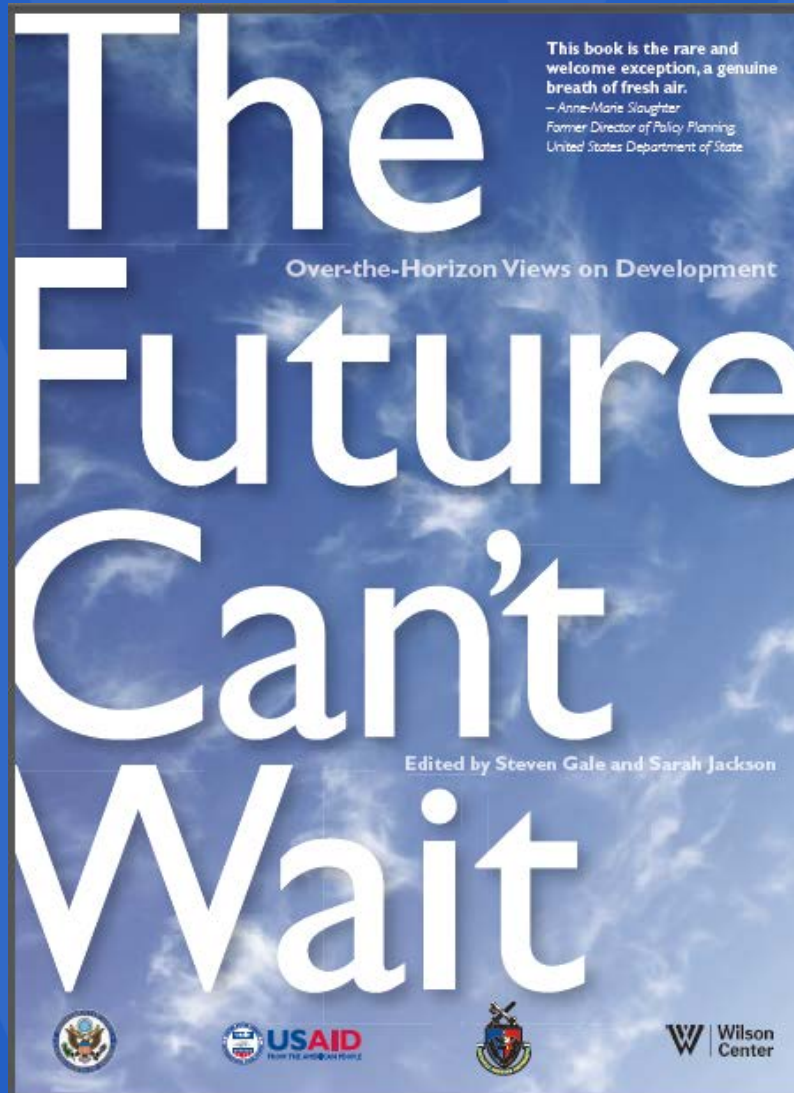
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Wilson  
Center



# Scenario Planning



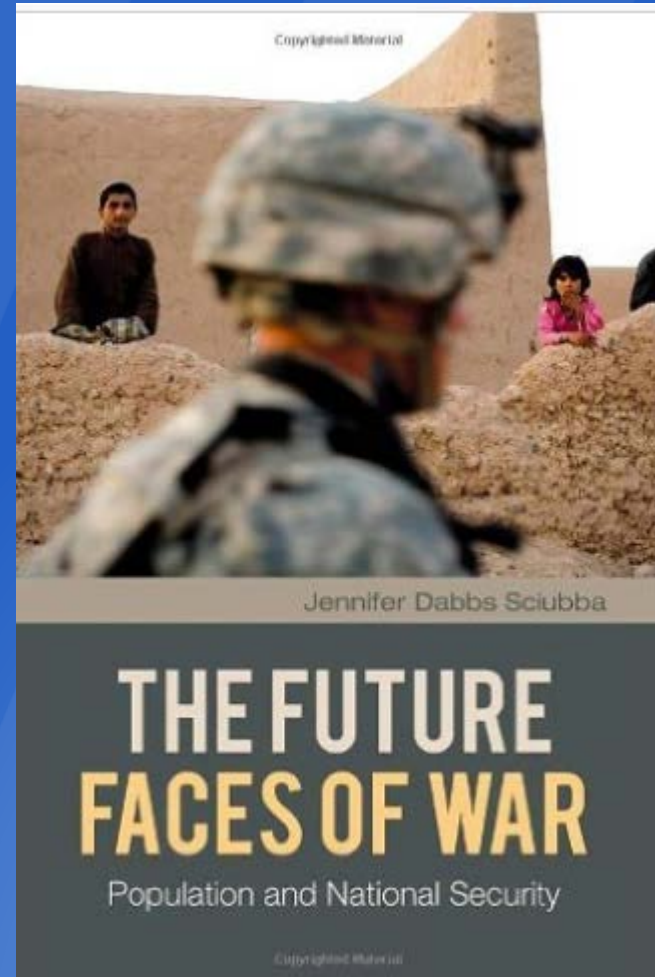
“Development practitioners must be in the vanguard, not the rear-guard, when it comes to trends in population, migration, urbanization, natural resource depletion, and science and technology or become obsolete.”

-E. William Colglazier, Science and Technology Adviser to the Secretary of State, on *The Future Can't Wait*



# War and Demography: Jennifer Sciubba

Deputy Under Secretary Kathleen Hicks of the Department of Defense described the DOD's interest in demographic issues, including the youth bulge in Pakistan: "Understanding population is critical to our success in being able to prevent conflict, and also managing conflict and crises once we're involved."



# Scholarship and Fellowship

Briefings to the Wilson Center Board, policymakers overseas, and key influentials in the United States

The **Director of National Intelligence briefed the U.S. President's Cabinet** using demography and security analysis performed and presented by Wilson Center Global Fellow Richard Cincotta and published by the HELPS Project.



# Some Key Lessons Reaffirmed

1. Our position as a think tank with expertise allows us to engage new audiences and add to a greater impact for the development community

# Some Key Lessons Reaffirmed

2. Multiple, consistent, strategic, and diverse convening enhances engagement with your audience



# Some Key Lessons Reaffirmed

3. Our social capital as a connector (particularly when others cannot – donors, practitioners, policy audiences, fields of analysis) is enhanced by thought leadership which helps to establish our brand and reinforces our convening power

# A Story of Three Publications for a Post-2015 World



## Silo Buster

