

Example Proposition and Rationale Statements

Resource type: Template

Last updated: 2014

Taking the time to develop and share a strong rationale and proposition statement is something we would always encourage to help frame and guide your project. An event rationale is based on context analysis about the audience and the wider environment, written by the project lead with advice from close critical friends. It is usually augmented and refined by the project team in dialogue with key stakeholders. A proposition statement, could be described as crafting the 'irresistible invitation' – a message that contextualises the event, outlines the downstream potential for informing / influence, and stresses both the public good and private (individual) gain opportunities.

The following example is taken from a discussion event held in 2014 as part of the IDS 'Strengthening Evidence-based Policy' programme.

E-discussion rationale: [for internal purposes]

In developing and implementing a methodology for maximising the poverty impacts of investments in renewable generation capacity in three countries the project team has chosen to hold an e-discussion event in March 2014.

The e-discussion is primarily a mechanism for getting (additional) expert input to strengthen the methodology itself. However, it also provides an opportunity for a stakeholder group (of around 50 selected experts) to inform and influence aspects of the 'AG theme 4 project' itself, as it will create space for conversations about strategies, conduits and considerations for advocacy and implementation.

More generally, it seeks to open up future opportunities for a 'coalition of expertise' to engage around, to strengthen relationships not just between the project its stakeholders but across a set of constituencies that may not often cross paths.

In this instance the substantive involvement of DfID is significant. As well as strengthening the design itself, the event enables funders to sit at the centre of a constructive 'listening exercise' about how they can support the enabling environment for the delivery and deployment of such pro-poor methodologies.

The approach to this e-discussion will be impactful because it will stimulate purposeful and focused interaction between high-value individuals who feel valued, rewarded and inspired by being involved. It is relatively cheap and green to deliver (thereby representing good value-for-money), and is flexible, inclusive and satisfying for participants.

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E-discussion proposition: [for external purposes]

Title: Strengthening pro-poor benefits of energy investments - IDS seeks your input

Dear x,

In your view what factors and policies increase benefits of renewable electricity provision for the poor? What would a practical methodology look like for helping to realise equitable access for the 1.4 billion people who still lack it? How can funders support the enabling environment for planning and delivery of renewable energy capacity interventions?

Together with colleagues at DFID researchers at the Institute of Development Studies (IDS) are bringing key people working in this field together in a 'coalition of expertise' to provide the funder with timely and relevant evidence-based policy guidance.

In the last 12 months we have been developing a methodology that supports donors to maximise the poverty impact of their investments in renewable energy generation capacity in developing countries. It is based on our analysis of the factors and policies that increase benefits of renewable electricity provision for the poor and support the design of interventions that take these into account.

We're now seeking additional expert input to this process – and your contribution in particular. **Please join us on 19th and 20th March for a 48-hour online dialogue** with a select group of people from research, programming and practitioner constituencies from around the world.

Here's why you should join us for this an unusual opportunity for influencing DFID thinking and action:

- It's a critical entry point in the process to develop post-MDG energy agendas
- You'll learn more about our existing methodology, strengthen it by sharing your criticisms with a group of peers, and hear from others you don't ordinarily get to engage with
- It's a chance to contribute to an evolution of a tool that could be directly relevant in your own work as well as for others
- We'll surface examples of strategies for sustaining pro-poor equity outcomes from a range of contexts
- There will be space for reflecting on what is required to develop the enabling environment that you'd like to work in
- We'll be keeping the group in touch as our own implementation process happens and further opportunities for engagement open up
- It's simple to participate – you just need email or Internet access and an hour or so of free time during the two days in which to read and comment on the discussion threads.

What will happen in the wake of the online dialogue? Our ongoing liaison with DFID colleagues between now and March 2015 represents a particularly strong opportunity for policy influence in and around post-MDG agenda setting processes.

Over the next 14 months we have intentions to apply the methodology to three planned renewable energy projects. However, we would also like to see others making use of the methodology as well. We see it being used both ex-ante, to prioritise potential investments in terms of their poverty

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reduction potential or to maximise the poverty reduction potential of projects whose business case has already been approved, and ex-post, for the impact evaluation of poverty impacts of projects once these have taken place.

By March 2015 we'll submit a final report to DFID, containing a set of robust policy recommendations and a final version of the methodology for our colleagues, to maximise their contribution to the final objective of poverty reduction.

In the longer term we see this contribution feeding into wider responses to universal energy access, such as the recent UN Advisory Group on Energy and Climate Change's call for a goal of universal energy access by 2030.

I look forward to hearing back from you soon

Warm regards

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