



*Building the collaborations needed to end global water poverty.*

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# Advocating for Groundwater Resource Management

## Syllabus

### Course Overview

This self-paced online course builds your capacity to **advocate for better groundwater resource management**. You'll follow the story of Sundara—a fictional nation facing a deepening groundwater crisis—and work alongside a coalition of water professionals, community representatives, and government officials as they navigate governance, policy, and advocacy.

Through interactive lessons, realistic scenarios, and applied exercises, you'll learn how to frame problems strategically, map stakeholders, analyse the political landscape, and design a compelling advocacy campaign. By the end of the course, you'll have the knowledge and tools to advocate effectively for stronger groundwater governance in your own context.

### Who This Course is For

This course is designed for water sector professionals who want to understand and influence **groundwater governance**—not just from a technical standpoint, but through the lens of policy and advocacy.

It's especially useful if you:

- **Work with an NGO, government agency, or donor organisation** on water resource management.
- **Are a policy advisor, planner, or programme manager** seeking to strengthen groundwater governance.
- **Advocate for improved water access**, data transparency, or regulatory reform.
- **Want to develop evidence-based strategies** for influencing decision-makers and stakeholders.
- **Are a technical specialist**—such as a hydrogeologist or engineer—who needs to communicate findings to non-technical audiences.

### What You'll Learn (Course Outcomes)

By the end of this course, you'll be able to:

- **Analyse** the key technical, institutional, and social factors driving groundwater resource challenges.
- **Develop** a clear, evidence-based advocacy goal aligned with governance priorities.
- **Map stakeholders** and assess their influence, interests, and relationships.

- **Analyse the policy landscape** and identify opportunities for change.
- **Design an advocacy strategy**, including appropriate tactics and messaging.
- **Build a compelling advocacy roadmap** with specific outputs, activities, and indicators of success.
- **Communicate persuasively** with key decision-makers to influence groundwater policy.

## How You'll Learn

This is a **self-paced online course** that blends:

- **Narrative-driven scenarios** featuring the Sundara Groundwater Crisis Committee—a realistic coalition facing real advocacy challenges.
- **Knowledge checks and interactive activities** to reinforce learning at each stage.
- **Applied tasks using a structured workbook** that guides you in developing your own advocacy strategy.
- **Reflections** that connect the Sundara case to your own professional context.
- **A practice chatbot** that gives you feedback on your advocacy thinking throughout the course.

Estimated time: **8–12 hours** (across all four units)

Format: **Online, self-paced**

## Completion and Certificate

To earn your certificate of completion:

- Finish all lessons and activities in each unit.
- **Score 80% or higher** on the final knowledge assessment.

## Course Outline

1. **Unit 1 – Analyse Issues Related to Groundwater Resource Management:** Place yourself in the role of a decision-maker joining Sundara's Groundwater Crisis Committee. Investigate the root causes of the crisis, analyse governance and policy gaps, and identify data and monitoring needs that will shape an effective advocacy agenda.
2. **Unit 2 – Develop an Advocacy Goal for Improved Groundwater Resource Management:** Work alongside the Committee to move from diagnosis to action. Review evidence from across Sundara, explore reform examples from other countries, and build an evidence-based advocacy strategy with a clear goal and target audience.
3. **Unit 3 – Develop a Strategy for Improved Groundwater Resource Management:** Navigate the complex landscape of people, politics, and power. Map stakeholders, analyse the policy environment, assess threats and opportunities, and select an advocacy approach—choosing between insider and outsider tactics to create meaningful change.
4. **Unit 4 – Influencing a Stakeholder:** Transform your strategy into action. Build a persuasive advocacy roadmap, craft compelling key messages, develop monitoring indicators, and practise influencing a key decision-maker through a realistic simulation.