

Fitri Lubis

From: Mauricio Castro Schmitz
Sent: Friday, July 16, 2010 11:57 AM
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Cc: Russell Leiman; Fitri Lubis; Olivia Millard; Bill Raynor; Alison Green; Kirsten Evans
Subject: AP S&M workshop: Synthesize, simplify but complete..
Attachments: Theory of Change for CMSP.pptx

Dear all (Strategy Leads, Strategy Coaches, Facilitators and Managers):

I hope you are all doing well. All of you have worked intensely in the past weeks to get the products ready for the August AP Marine Strategies and Measures Workshop. A critical and essential step to make this workshop effective.

As you have seen in the agenda and email exchanges, I will be participating in the workshop and taking the lead facilitation role for parts of it, especially the measures part, together with Ali Green.

I would like to **reinforce** how important the **products** are, not only in content but **also in format**. These documents should be a **synthesis** of the huge amount of activities you do, but in a way that will make the definition of overarching strategies possible and the design of key measures.

Thus, I would like to remind you that:

1. Results chains should be **complete** but as **simple** as possible, expressing the logical sequence of results (desired situation), to the point. As mentioned in the *advice to strategy leads*, please do identify the links (results) that will connect clearly with other strategies.
2. Conceptual models are good tools to understand what the strategy pretends to change (a present situation).
3. The narrative (theory of change) should be a **synthesis**, in maximum two pages (see example attached). You can add *other documents as attachments*, but these should **not replace the Narrative**.
4. A **table** that shows a selection of critical results of your strategy and sub-strategies, selected due to their relevance, will be an essential exercise to have ready. These results might be the places in your strategy where you will produce measures given how important that result is for the strategy itself or for other strategies of the project. Please add the **year** when you expect each particular result to occur.

Ok, this is just a quick thanks for the hard work but also a heads-up, so we are all on the same page. **Synthesizing and simplifying** at this stage is important to be able to construct the overarching strategies and design a solid first iteration of a measures plan.

See you all soon in Australia.

Saludos,

Mauricio.
Mauricio Castro Schmitz
Measures Support

