



sivil civic Χώρος
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Advocacy Workshop

A Beginner's Guide for Advocacy Strategy

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1. What's advocacy?
2. Why advocacy?
3. Strategy steps
4. Issue analysis
5. Stakeholder analysis
6. Action planning

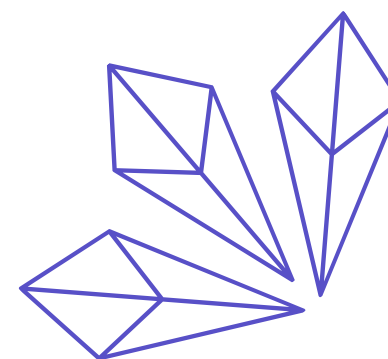




Advocacy

The act of pleading or arguing in favor of something, such as a cause, policy, or interests or active support of an idea or c

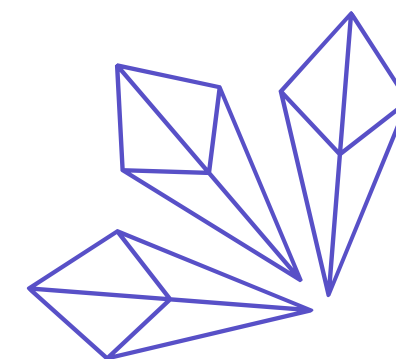
A strategic process that involves analysis, planning and action aimed at influencing policies and practices, mainly of government(s) and other relevant actors, such as civil society or the private sector, that affect the rights of people of concern.





The rights-based approach calls for human rights to guide relationships between rights-holders and the duty-bearers. It requires:

- an analysis in order to identify the human rights claims of rights-holders and the corresponding human rights obligations of duty-bearers
- the immediate, underlying, and structural causes of the non-realization of rights



Rights- based Advocacy Principles



Steps for Advocacy Strategy



Issue Analysis



Goal Setting



**Stakeholder
Analysis**



Steps for Advocacy Strategy



**Method /
Activity Analysis**



Action Planning

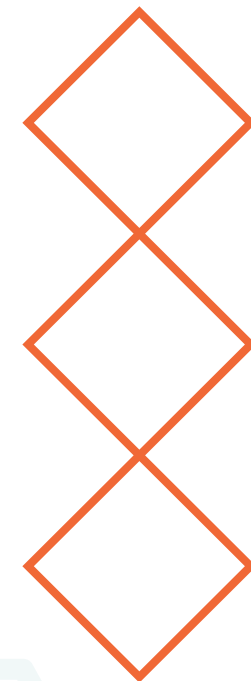
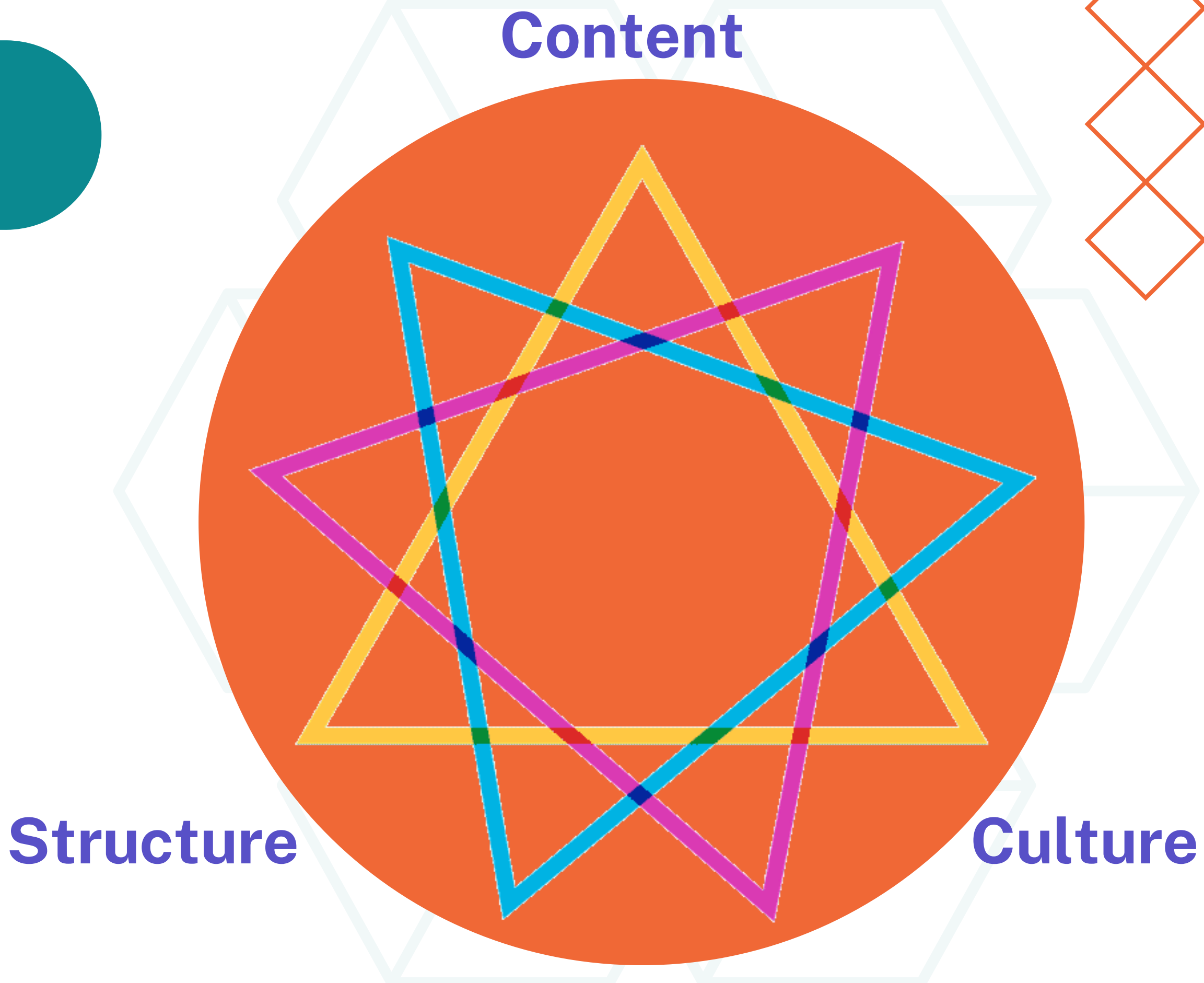


**Monitoring &
Evaluation**



STEP 1

Triangle Analysis





Triangle Analysis

Content



Laws, legislation, budget, policies, strategies - local, national, international - related with the issue

Structure

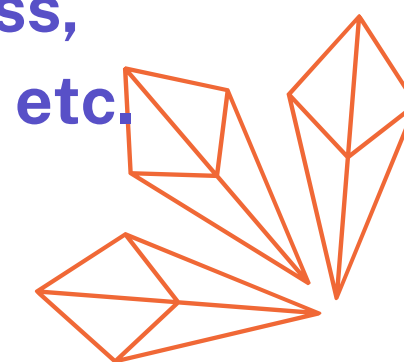


Official and/or un-official mechanisms, institutions to implement the content (e.g. police, ministries, unions, universities, executive bodies)

Culture



Values, beliefs, behaviours, attitudes, religion, customs, habits, class, gender, ethnicity, age, etc.



During analysis, note down information and data you lack and develop a plan to compile them!

Information / Data to be Compiled	From where? Whom?



STEP 2

Goal Setting



1. Consider your resources: time, money, human, expertise, etc.
2. Consider opportunities and realistic potential for change
3. Identify one (max. 2) goal for each three categories





STEP 2

Goal Setting - *example*



Goal(s) for content

Increased budget for shelters

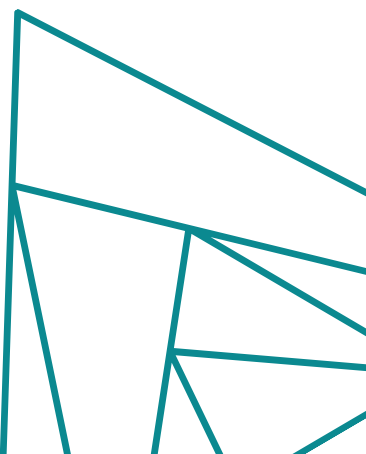
Legal change to make it mandatory for municipalities to have at least one shelter

Goal for structure

Increased knowledge of judges and prosecutors for proper implementation of existing legal framework

Goal for culture

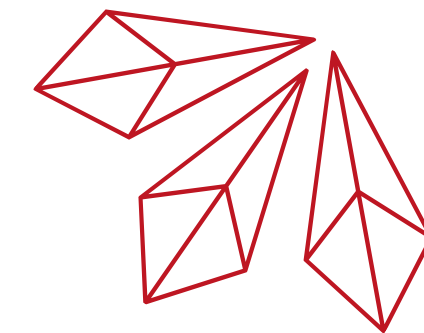
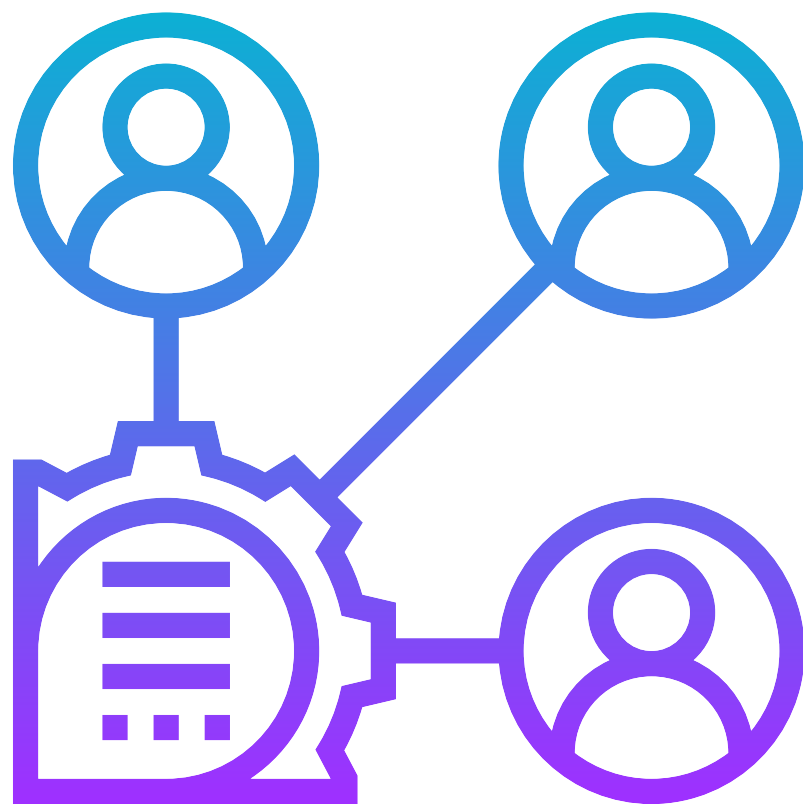
Increased knowledge of women about their rights against violence

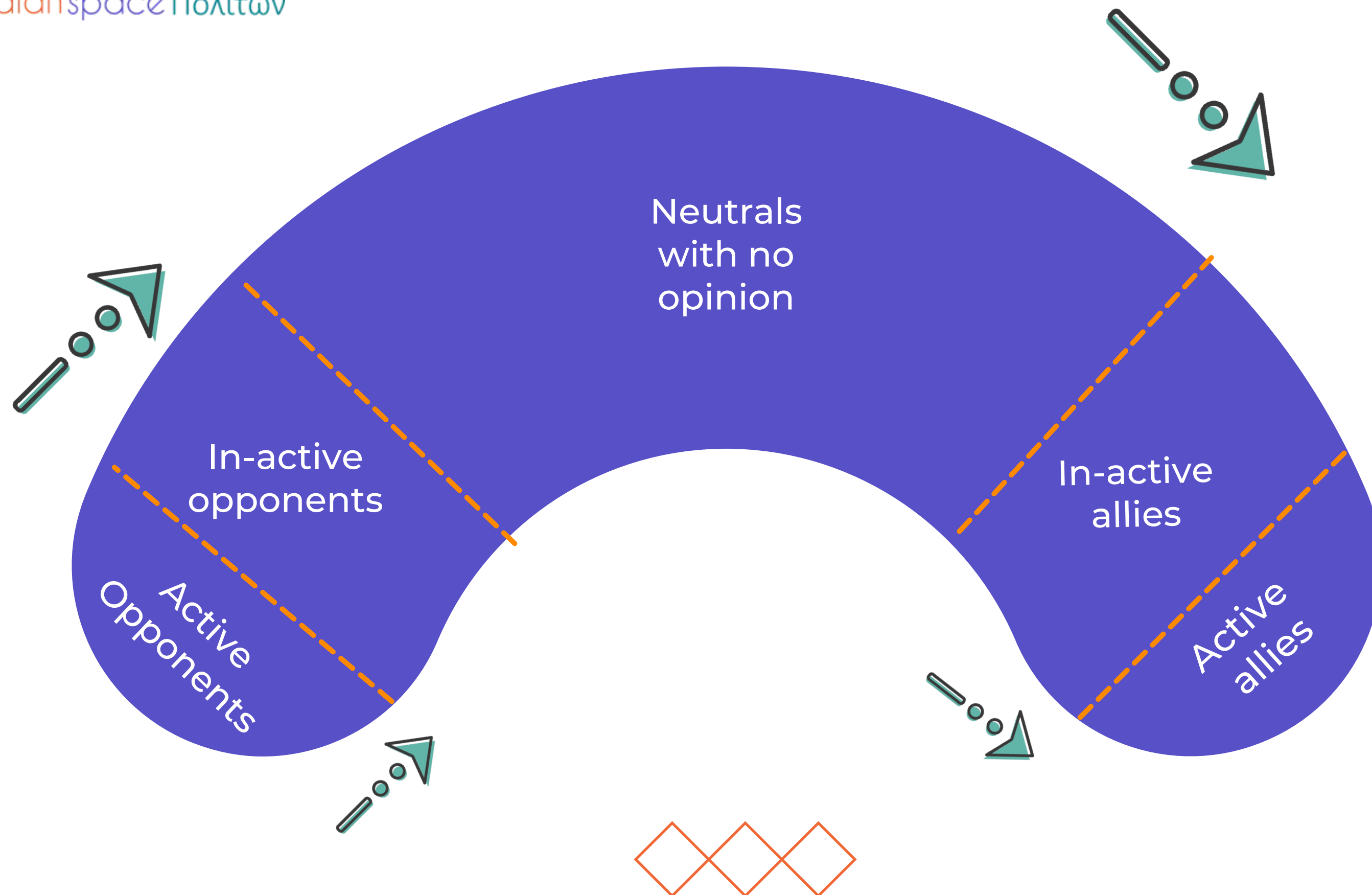


STEP 3

Map/list individuals, groups and/or institutions having effects on the issue. Consider stakeholders from:

- Civil society
- Public authorities
- Academia
- Media
- Business world



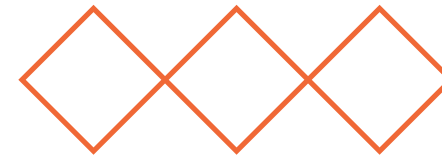


**Positioning
Stakeholders**

STEP 3

STEP 3

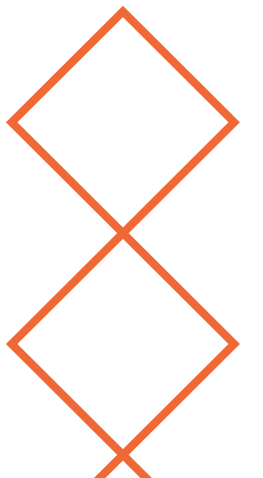
1. Active allies are potential coalition members
2. Put most of your energy to bring in-active allies one step forward and make them active allies
3. Then to move some neutral stakeholders one step further into in-active allies
4. Risk analysis should be done for negative affects of the active opponents



STEP 4

Identifying Methods

- Lobbying
- Organising
- Education & awareness raising
- Media / press work
- Mobilisation



Content Goal:

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed

Structure Goal:

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed

Culture Goal:

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed

STEP 5

Action Planning

Content Goal: Make it mandatory for municipalities to have shelters

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed
Write draft law provision and lobby for its adoption	law makers + municipalities	Draft law is presented to at least 50 MPs & 10 municipalities	X Y	June 2022 - September 2023	Legal expertise + EU and int. information

Structure Goal: Increased knowledge of judges and prosecutors about VAW

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed
Trainings for judges and prosecutors	High courts body + Prosecutor's Office	50 judges and 10 prosecutors are trained	S F	May - November 2022	Trainers + Legal experts + catering + venue

Culture Goal: Increased knowledge of women about their rights

Activity	Target Group(s)	Result Indicator	Responsible person(s)	Date / Time	Resources needed
Social media campaign	Young women	200 young women took part	C A	September - June 2022	Social media expert + visuals

STEP 5

Action Planning - example

For partnership check our CSO database:

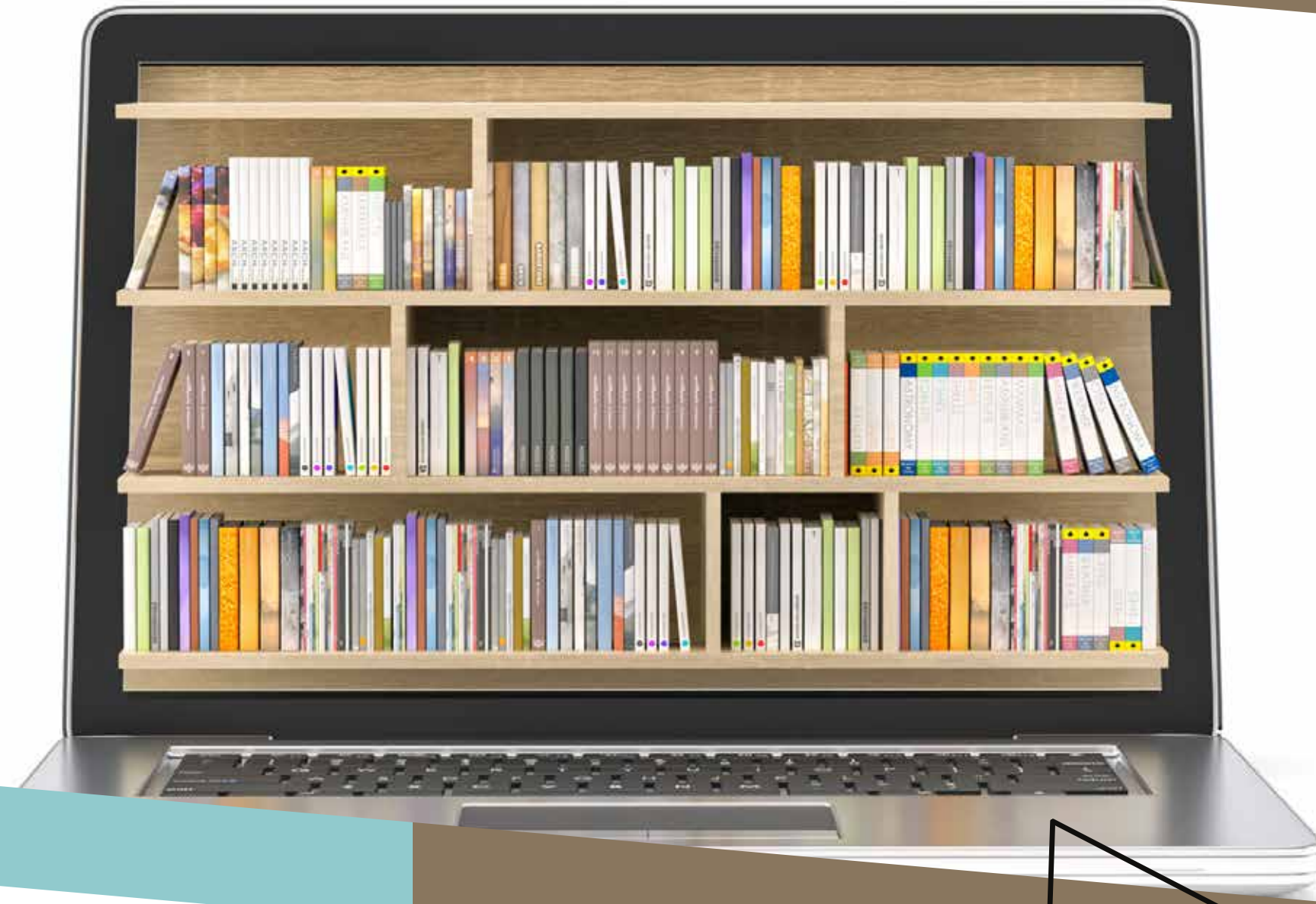
<https://civicspace.eu/en/sto-veritabani/>

For additional resources check our library:

<https://civicspace.eu/en/sivil-alan-kutuphanesi/>

Advocacy Info-note

<https://civicspace.eu/en/belgeler/advocacy-workshop-info-note/>





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Civic Space website

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Thank You!

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