

RAW FILE
IDDC
SEPTEMBER 26, 2019
7:30 A.M. CST

Services Provided By:

Caption First, Inc.
P.O Box 3066
Monument, CO 80132
1-877-825-5234
+001-719-481-9835
Www.captionfirst.com

This text, document, or file is based on live transcription. Communication Access Realtime Translation (CART), captioning, and/or live transcription are provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. This text, document or file is not to be distributed or used in any way that may violate copyright law.

>> ALESSIA ROGAI: Good afternoon and good morning, to everyone. My name is Alessia Rogai. Bridging the gap is project funded by the European Union and its coordinated by Fiat. The international Foundation for public administration and policies in partnership with three European agencies for development cooperation, the Spanish and Italian and Austrian agency and two international NGOs, European Disability Forum and the International Disability and Development Consortium. Bridging the gap is a targeted formatic response to requirement to make development cooperation accessible to an inclusive of Persons with Disabilities. Which is an obligation for European Union and Member States as to the Convention on the Rights of Persons with Disabilities. And which can have a significant impact in improving the social inclusion and promoting the rights of person. Bridging the gap supports the mainstreaming of disability in the international cooperation and the efforts of five partner countries in planning and implementing inclusive

public policies and services. These five countries are Burkina Faso, Ecuador, Paraguay and Ethiopia and Sudan. Today we reach finally the tenth session of this cycle of webinars organized by bridging the gap that from the beginning is trying to explore the different topics involving all 20 national aspects. The webinars as you know are conducted in English French and Spanish and you can find the previous recordings on our website and Facebook and Youtube channel. You will find the links here in the chat box in awhile. Today is the 10th session about and it will be about advocacy programs.

Disability advocacy is crucial for empowering Persons with Disabilities to exercise their Human Rights and avoid discrimination. Disability advocates work to ensure that the voice of person with a disability is heard on is central to the decision making in all areas of life that affect them. Often national and international policies to support implementation of the Convention on the Rights of Persons with Disabilities are absent and efficient or not turning in to practice. Implementing advocacy program implies influencing policy decision makers, those who can [lej](#) slate, negotiate or set budgets relates to formal public policies. Advocacy is central to delivering social change. This can be achieved for working coalition and straightening the capacity of organization and movements representing Persons with Disabilities. Advocacy is central to make power holders more effective and accountable and responsive to Persons with Disabilities. If public authorities and other power holders are held accountable Persons with Disabilities will have access to better quality services and other public health. The session today will introduce you to the concept like disability advocacy fits in to mu Human Rights framework, legal frameworks and instruments but also what knowledge and effective disability advocates uses. And also how to apply advocacy in to practice, some practical advisors from our speaker. Today to help us to explore this topic, we have with us Imed Ourtani, the funder of the rights of Persons with Disabilities in Tunisia. Since the Tunisian revolution in 2011 he has planned, implemented several advocacy actions most of which has been successful. They focus on legislative changes such as the man to man for law and Tunisian constitution. He has [endored](#) guaranteed political commitment such as the signing of charter of rights of Persons with Disabilities which was signed by the political parties represented by 187 deputies to the Assembly of the Parliament representatives. In 2016 he got a master in law and international comparative disability law and policy from the National University of Ireland. Then he was the first bridge training fellow in the International Disability Alliance for Persons with Disabilities and humanity and

inclusion. During this fellowship Mr. Imed Ourtani provided training support and coaching to several groups. Such as African and Middle East and Caribbean and Europe. So Imed also hosted and lectured already bridging the gap session and this -- the sixth session, legislative for disability rights but the French session but to speak French to invite you to go watch over the previous session of Mr. Imed Ourtani. As you know for those who lost it, I invite you to watch the session recordings on our Youtube channel where you find also all the other sessions. Well, I stop here. Thank you very much to Imed and to the audience. Its a pleasure being here today again. I give you the floor in awhile but because starting just I would like to inform you that the webinar is live captioned and you can follow the transcription by clicking the link in the chat box that you already found there. So I give you the floor to you, Imed and, thank you very much again.

>> IMED OURTANI: Thank you very much. Thank you to all. Welcome and I'm very happy to be here with you to Chair my experience but also to discuss with you some key concepts about advocacy and how does it work for us as Persons with Disabilities. I will try during this presentation to be clear and also to have some examples to use from my experience and also I'm really waiting for your questions to help the presentation.

So next. The first thing is to understand or define disabilities and advocacy. So I will not try to read what is on the presentation but summarize the key ideas and each -- and each representation. So advocacy is an action or a couple of actions that target positive change in a policy or a program or an attitude. It also -- it is also a collective work that to bring other people that believe in the same cause. It is also speaking up and draw attention to a problem that need solution only to be changed by decision making. And finally it is also to insert in the public debate a problem to be solved by a positive change. Here the key idea is the word positive change. Advocacy is really about a positive change. Not all the change requested a political change are positive. So we cannot call everything as an advocacy. For example, a company that lobbies for to have an academic gain we cannot call it advocacy. It is lobbying. Advocacy is really providing or targeting a positive change. Next what are the key steps for a successful advocacy? As one of my key message is we don't have, you know, a magic receipt to success and advocacy. There is some key steps that we need to follow to have more affirmation and to have more possibility of success. The first step is analyze the situation. Where we are. So what is the problem that we are trying to solve? What is this problem exactly? What caused

this problem? What are the different stakeholders that have influence with this problem? What is our environment, political environment, economic environment. Are we fine? Are we ending political instability. We need analyze. Then we have also to think or tore analyze the change options. This is the problem. But do we have only one solution or many solutions to solve this problem? We need to find which one will fit our goal or what we expect.

The final advocacy goal and the strategy, so after we thinking about what we need to change, we need to find also what -- how we can make our advocacy and what is the strategy we will adopt to make this change. Then identify allies and opponents and every change we will find some people that we like your idea but others will dislike our idea. They will not be agreeing or disagree with you because this change we are requesting will not fit if their interest. Identify key messages. Sorry, before is also choose an advocacy tactic to use. What is your tactic? So do we go, for example, from demonstration in the street or do we go like making studies. Do we invite scholars to write about your subjects. All of this is also need to be defined by you, by your context. Identify key messages. You know the problem. You know the solution but how you can draw, find you to work the correct words that will be explaining the problem and explain it also the solution. If you speak, for example, very technical words, maybe you will lose the public opinion because public opinion, for example, needs to have more, you know, effective more emotional words. So all these kinds of things you need to think about it and to define it.

Also you need to develop an advocacy plan. So all of this you analyze the situation. Now you can start to make an advocacy plan. Step one, step two, step three. Write a manifesto, organize meetings. And all of this takes time. An advocacy is not about a one week or one month. You can take years. For example, in Tunisia for the one Article in the constitution Article 48 we spent four years. Four years to have only one Article in the constitution. It takes time but all of this needs to be defined. And, you know, schedule it. Sometimes if you have a good schedule, if you have a good plan, you have an ability to be more flexible if something happened. Set a schedule and responsible. If you have like a plan and a schedule you need also to define who is responsible for what. Sometimes we know the plan, we know the schedule, but people say no, it is duty and it is not mine and I forget to do. If you set from the beginning who is responsible of what, it will be more clear. More efficient to achieve the goal. Certainly you need to prepare a budget. Everything needs money. So you need

to prepare a budget. Sometimes the budget is also can be found by mobilizing human resource volunteers and all the kinds of things that can reduce the funds. So then mobilize your funds and start to make your strategy.

Run, track and evaluate the plan. So then you will get after you will start you can run and track. You need to track and evaluate where you are in the plan, in your contain for advocacy.

You need to present your message through media. Through public opinion. Through public manifestation. You need to prepare and to present your own message. Use the media. Media right now becomes very important. So you need to have some limits, some entry point to the media. Manage meetings, and write advocacy letters. So you need to have more -- the most written papers, you know, things that you can track and you can have also a materials you can share with other people and we will see why.

And that monitor and evaluate the actions. Do we succeed then? We need create an indicator to see if we succeed to have our advocacy plans achieve it or not.

Next, first step is to define the objective of the advocacy. We will see how to do it but before we need to define what do we mean by objective and cause. The cause to define, so the cause to define is the problem that need to be solved by a political action. As we know, many problems are not related to political action. Sometimes it is all about awareness raising. But here to have more systematic change we need to also work in political actions. Overall objective is the purpose. And I prefer to call it the dream. The dream is something very -- the best. What we need to have as the best in our achieving achievement. For example, how all social protection inclusive for Persons with Disabilities. Have all children with disabilities in regular school and scholarize. This is a dream. So and then we have the specific objective. The specific objective is the target. Is the direct change. Is the cause of our campaign. Is the cause of our advocacy. The specific objective is one part of the global objective. We need to work because it is most of the DPOs are not very rich. So it is very hard to work like to achieve directive overall goal. We need to work as specific -- for the specific object step by step. So and we will see how to do it. Next.

So the first step analyze the situation. To analyze the situation you need to collect data. So the data will allow us to have what kind of data. First of all we need to have collective data, affirmation that can support the advocacy campaign. Competitive and collective means that we need to have numbers, data, like money, budget, all the kind of very

competitive data and, you know, real data. But also collective data also means we need to have also some (inaudible) of people that suffer from the problem that we need to solve because an advocacy campaign work in both sides. We target the intellectual part of decision makers but also the emotion 1 parts of the decision makers. Emotional will allow us to have the sympathy of public opinion. We need to have both sides. Sometimes the public opinion will not be like -- not mobilize or not sympathize with numbers and some kind of technical things. It is very important to have both sides of the data. The target, the political decision makers, who will target. Is it the Parliament. Is it the local official, government the official? Is it the Minister. Who is the subject of our advocacy campaign. Who has the power to decide that the modification or the positive change needs to occur. Who have the last signature I will say. Okay?

So then we have ensure the support. Build alliance with other actors or individuals or groups who support our cause. For example, here if you have like a very big star in your -- in your country, for example, if you have people like very known for their legal capacity or their capacity to influence the public opinion, football player, for example, in Tunisia we use this, for example, to have this constitution modification. We call someone who is very known and all the media call him to give his opinion about the constitution. So when we wrote our proposal for one Article, we call this person the writer. And then when we say okay our proposition is from this person. It works very well. He went to media to defend our cause. And it works. And just for the anecdote he is actually running for the Presidential, this person is running for Presidential of the media. We hope.

Okay. Then we need to analyze also the context about the knowing what is the context of our country. Is it a political economic social -- what is the political economic and social context of our country? If we need, for example, to build or to increase the budget of one Minister to have inclusion of Persons with Disabilities, say, for example, the Ministry of Education, do we have money? Where is the money from to have this inclusion? Is it maybe from the Ministry of Social Affairs? We other country in economic crisis. Is there any elections that we can use and to have like some promises from political parties or political leaders? Also find the (inaudible) of communication. What are the best can channel that works, very well-known or watch it or hear it. Is social media is very efficient in our country. For example, if you take as always example Tunisia we have not very good on Twitter but we have good on Instagram and Facebook. We decided not to choose

Twitter but we use focus more and Facebook and Instagram. It becomes more efficient. Execution implement a series of planned activities. So when we analyze our situation what are the actions that can work. Is there, for example, an action, is it illegal. So we -- for example, if demonstration in the street is illegal because of the situation. So need to find all of the situations to -- to find out what are the actions we need to plan.

And then monitor and evaluate our actions. Monitoring consists of gathering data to measure progress and achieving mobile zeags. Are we recognizing enough people. Evaluation are we achieving our -- achieving our cause, achieving that positive change we want.

Next. What -- next. How we can find a very good cause. It depends on different things. First of all our vision and message. What is our vision about the problem. What is our message about the problem. Analysis of the cause, for example, we know the problem but when we analyze the situation and we analyze the cause that we want to defend, we find it very, very hard to change. It does not mean that we need to make it like or to delay what we want to do. But maybe to think about going for another step before to defend this cause because it is very, very hard to defend it or to change it. And then understanding the cause. And understanding the cause of the problem. If we don't master what is our subject we cannot make any very successful advocacy plan. If you don't master, for example, what the CRPD says about things, what the CRPD says about social protection and education. What does it mean social protection. As always and I always say it, person with -- our movement is very, very good to highlight the problem, but we like capacity to highlight the solution. So we need to master both the problems by our data but all the solution and where we can find the solution.

We need to also master what are the legal obligations, what are the political obligations. For example, the legal obligation is from the CRPD or from our national law. The political obligation is from the SDG, the Sustainable Development Goals. It is about the program of the political parties. So we need to master all of this kind of affirmation. Next, necessary condition to choose a good cause of an advocacy. The good cause of an advocacy must be precise and excellent. We need to have a precise cause to define. Not be like maybe is this the problem is this or this and the solution can be this. We need to be very, very precise. This problem is this. And the solution is this. The positive change we request will change a lot of other things. For example, do we -- if there is a decree and a law that are against the CRPD, do we focus on the

decree or in the law? It means we need to focus on the law because if you change the law the decree will be easier to change. It is one of the examples, for example. Okay. Another thing is provide opportunity to achieve easy success or link it to the cause and ensure future success. Why I say this? Because as I said an advocacy campaign take sometimes years. We need to have a plan that we can highlight easy success. One ministry went out and said we adopt the charter. It is not an obligation. He said it. It is a very **es** success and a first success but we will push other organization, people to have more motivation to continue the fight. To continue the advocacy campaign. I will take an example when we create the Tunisian charter we expect -- we created 15 points for political parties to respect. One of them is the creation of a commission in the Parliament about the rights of Persons with Disabilities. Two easy success we had in the first two months. One the Prime Minister went out and the public speech and said and we will make real the Tunisian charter of the rights of Persons with Disabilities. Wow. It was amazing and people have more motivation. The second easy success and the Parliament elected and they created the fifth commission which is about the rights of Persons with Disabilities. So people started to believe in our campaign and we had more **moeb**lization and more people. And the last one and related is the cause that mobilize people. People that create want and believe in our codes. So if you try to defend something which is okay, it is a right, but it is for a minority of people like outreach, for example, as an example I always say, example for to have a reduced flight ticket for international travel for Persons with Disabilities. Is this something that mobilized people with disabilities. I don't think so. So maybe we need to focus on something that mobilize more people. Then if you want to focus on this it becomes after. So it is really important to choose the cause that you need to defend. Next. I'm hoping that I am not going too fast and it is clear. So how to change, how to analyze a code and transform it as an objective. I will take an example. Okay. The problem is most children with disabilities in age of schools are outside regular schools. This is the problem. This problem is caused by different things. Okay. We -- we need to analyze. We call that the trees of problem. We have most children with disabilities are not oriented to schools. I will take one branch of the problem because we don't have the time to see all problems. So this branch is most -- sorry. I take the other one. Most ordinary schools are not adapted accommodated for children with disabilities. This also can be explained but most teachers are not trained about inclusive education.

Also another problem is education. Education structure are

not accessible. This also will be caused from another problem or another idea is education materials are not adapted for children with disabilities. This is our problem. This is a problem we analyze. This is the causes of our big problem. Now we will transform it as the solution. As we can find in the right side this is the trees of the solution or trees of our objective. We -- our dream is to make most children with disabilities our -- have access to ordinary schools. And our objective is also most primary schools are adapted for children with disability. Most of them. Most teachers are trained for inclusive education. Education building are accessible. And then educational materials are accessible. Next. Next. Okay. This is our trees of problem and trees of objective. Now our strategy. What we will choose to work on. Our campaign, our advocacy campaign. As you can see there is lot of other causes. The problem is very big and a lot of cause that create this problem. But for an advocacy campaign we will focus only on one branch of this tree which is our expected result. We are try to make an advocacy campaign to make most teachers are trained to -- for inclusive education. So we need go to the ministry and need to find out there is any budget for training of teachers. Is that how the teachers were teach their training works. So all of this is our first, for example, first campaign. Advocacy campaign. Another one is education building are accessible. How does it work? Do we have a standard of accessibility in our country. Is there any budget for making for modification of schools. Is there any program at the national cooperation program that need -- that works to improve the education system. So we need to have this. We will work only on this branch. Work on this branch will have an effect which is the specific goal. The specific objective, sorry. The specific objective is education schools can -- schools are adapted for children with disabilities. And then we will have an inclusive education. And then we -- we will -- we influence or help to achieve the global objective and others call it the dream which is most children with disabilities are in regular school. Yet as you can see there is a lot of problems for our advocacy campaign will focus on only one branch, because it can affect our overall objective. If you solve this branch we can start another one. We can start for another objective. And then we will go, we will go and it takes many times. So no one says it is easy. But this is how it works to be more efficient. Next. Now we will go to collective data. So collection of data and analysis, use of adequate quantitative and collective data to support each step of our advocacy. Not only focusing on the first step or to analyze only the problem. We need to have data for each phase or each step of our advocacy campaign. Saying,

for example, our first step is to go to the media. Okay. We need to have data. Who is responsible of this media. Who is the person that decides the program of this media. Then the second step is to go to the Minister. Okay. How does it work. Who is the Minister. What is his opinion about the our subject. All of this kind of things we need to have data about each step. Collecting data is a very important step. It allows us to master the subject. As I said only to be expert in the problem but expert in the solution. To elaborate the arguments. We need to have argue amount why we need this change. The targeted part, who decides. Who has the last word to say okay, the change needs to be accrued. And then to convince. Argument is not always enough. If you have people with intellectual disabilities that have been denied their legal capacity. Maybe if you have people that can share their experience, it can convince decision maker and public opinion that change need to be occurred to -- to let people have legal capacity. Next. Collect data. This is some -- a few questions that can help you to understand what are the data that we need to have. What are the cause of the problem. Okay? We need to analyze and to find out what are the cause of our problem. What are the main stakeholders. What are the influential parties to solve the problem, the person who had the last word. What are the decision-making process, does it work like a commission that have need to like a position to the Parliament and then send it to the ministry and then come back to the Parliament and then to go back for the second chamber, for example. How does it work? The decision, the solution or the change we need to have how does it work to have it. And because it is very important to target each step of the decision process. Next, okay. What -- why we need this data also is to confirm the opinion and argument to the contrary. Of the contrary. What does it mean? If you need these change situation it means that the situation is already here. It is already there. So this situation existing now it is based on some argument. Some idea that have been created previously. So we need to have what are the argument, what are the idea to be -- to have the capacity to make them -- to prove they are the wrong and things change and reality change. Sometimes the problem is -- people analyze the problem and it is caused by the person with disability itself. For example, we will say and I will take a concrete example, the inclusion of Persons with Disabilities in regular school is the children with disabilities are not able to be included because they have high level of support. How we can change this? How we can change the focus of the problem? Maybe we can change it to say okay the schools are not enough accessible for children with disabilities and we can prove it by collecting the data.

How many money, how many dollars you are putting for inclusive education. Do you have in your system support person for education for children with disabilities. How you can say that children is not -- are not able to be included if we are not having yet the system to prove it wrong.

Support the successful act and program. If you have data that proves there is something worked in our country for inclusion for Persons with Disabilities, having data will prove it works. So we need to confirm it. We need highlight it. But also having data will allow us to have revision of inaccessible strategy or program. Sometimes people think it is good or it is not our policy -- our policy is fine because people are enjoying their rights. For example, I take the same example, having people in special schools or institutions is fine because they enjoy their right of education. Okay. But if you see, for example, (inaudible) of the Committee on rights of Persons with Disabilities you will say no, it is not right. They are not enjoying their right to education because they are excluded from inclusive education. All of this can be done by collecting the right data. Next the target. This is usually the people that we need to influence. The people that have the last decision-making process, power. All people that go back to the decision making process. It is also knowing and data mine the influence, the ministry Parliament, how do they think about our subject. The main and direct target, for example, the Minister have the power to change the law or to change the decree. We need to find the main and direct people to influence or people have the power to change. But also we need to find who has -- to find the secondary target. People that have an influence of our cause of our problem but they are not the decision makers. For example, the chief of -- the office of the Minister, he has a very, very important role to play, to propose to the Minister, for example. Or to open the door of the Minister. We need to find it and to find out how we can reach also this person. We need to develop a map or a diagram of power. Maybe the decree is going from top down to the top up. How the map works. How the power is related. For example, a President of a political parties have a secondary role. They can influence the Minister sometimes in some country, the political party have more power than the ministry itself. Next, it is the same idea. So I will try to go just very, very quick. One of the ideas that we need to have about the decision-making process is the opinion, the first idea, the opinion of this person can of this commission of the people that constitute this commission about our subject. For example, what is the idea of the Ministry of Education about inclusive education, what is the idea of the Ministry of Social Affairs, social protection for

people with disabilities. They have an opinion about this. Where we can find it in media and interviews or maybe indirect like -- like in the program of the political parties. So we need have all of this idea to find the correct word that we will use and **Pt** correct argument that we will use. Is it against our idea in the first place. Do we have elder like here this person or **thr** entity, substitution being against our change. But also we need to have -- to find this person also to have -- you had we can interact, how we can enter in contact with this person. Maybe one of our team have a direct relationship with this person through his relatives wife cousin have a personal relationship with this person. It sometimes works because easier to work and to discuss with the person than with a ministry -- to the Minister. To discuss with the person is easier in the coffee, in the house of this person than to rather than discuss with him in the office of the ministry. Sometimes it is easier and we can have personal relationship with this person. So next.

Who are the stakeholders? In our different subject or campaign or advocacy campaign there is a lot of stakeholders. During the planning of the campaign it is necessary to data mine the stakeholders. Education, for example, if I ask you what are the stakeholders of the education, we can find, for example, is another organization that work for education. UNICEF working for education, organization of parents, the labor group that work for education. All of this are stakeholders to the related to our, you know, problem and positive change.

People influence this by the cause. So are they children with disability, if we target the education, there is also a lot of other people influenced by our cause. Other children, other parents. People who can influence the code. For example, UNICEF or international donors they have a program about education in our country. They probably have power to influence our cause. Also the direct influential party has always the decision making part. And also the direct influence part which make it possible to reach the decision making part. As I said, for example, if it is the ministry or Minister of education, you can also think about the people that work closely with this Minister. For example, if you have a very powerful organization of parents, they can probably influence the Minister. So we need also to find who are the stakeholders. Next. What kind of change we will need? It depends on our target. If we target, for example, an institution, a government, a Minister, the system, I can resume it as if you target a system. So the change we will require can be called a modification of a policy. We need to modify a policy which is modification of a system. But if we need to change or move or modify a person, the

position of a person, it is an individual that we need to influence, so the change we will need is a change of attitude of vision of behavior. Sometimes the policy is here. The law is here. The budget is here. But it doesn't work. Why? A person is not really keen to work in our subject of creating some problem or creating some barriers. So we need to work for this -- with this person to change his vision, his behavior and his attitude about our subject. It is very key to understand what are we targeting. Sometimes and most of the time it is mixed between both. It is a mix between both, you know, way.

Next a part of analyzing the position of the stakeholders or different target actors, so it is very important to find if this stakeholders that we already find are they alike or opponent of the positive change we want.

Are they keen to help us? Or to focus for another problem sna we need to focus on them to maximize the impact. We need to also to find the specific influence strategy adopted to each Actor. I will see after how -- what are the different strategies we can work on. Focus, focus our source and means to maximize the efficiency. It is not very -- we need to have because we have limited resource money and limited human resource. We need -- so we need to make them very efficient. We need to be very clear in our target and our activities. In what kind of activity we will put some budget, which actors or which people will go to this one and to have very clear idea about our sources.

Next, how we can -- how we can analyze the different stakeholders. First of all, conduct brainstorming about all the stakeholders that we think they have a link about our cause, about our problem. We need to have the longest and most exhaustive list. Then be creative. Maybe sometimes people that you don't think that have direct impact in our cause, that -- in a way or another they have an impact. They have a link about our cause. If I give an example, for example, if you work in social protection or, for example, like supportive devices or -- sometimes we forget that there is some private company that build these devices, we can also go with them and think about them. Did they really want to have a social protection program that will influence their business. Organize them in a group according to their position and common interests. We need to create a table. Are they opponent. Are though aligned. Are they neutral. Do they have interests about it. If we want to change they will negatively or positively impact them. We need to have this table to find out how we can make a strategy.

Next.

Why it is important. Some are neutral or potential allies. Some are neutral or adversary or opponent. All of them have

influence of our cause. All of them can impact our advocacy campaign. For example, imagine that we have like spend many years like working in to have, you know, social protection that they can charge, reduce price for supported devices then we have the lobby of private company and it will destroy all their works. You need to have the clear map, the -- and to work with them to have, you know, to find a different way of working. So all of this different stakeholders have one way other another an impact or an influence power.

Step two in our analysis, now next -- yeah. Perfect. So now the nature of the stakeholders, their use -- their views of the causes. Are they unconditional support? It means they will -- do they will support you or they will not support you or they will support you but not so much. Or they will be very opponent to our code. Is the cause important for them. Very important or not very important or you need to also understand the power affluence. Do they have large power of influence or limited power or very limited power. If you have, for example, an opponent that is very limited power, maybe it is not -- you don't need to spend money and time to reduce the power of this opponent because from the beginning he does not have a lot of power. Okay. Step three, organize and the result. As I said -- next. Sorry. You need to make them in the table. According to the position and according to the interest and need to create this table to make sure with whom you will work and with whom you need have an impact to reduce the influence. Next the possibility to influence the allies. Build an alliance with an ally with power. So influence neutral party and opponent to accept your opinion. You need also to have some strategy to influence neutral alliance or stakeholders or opponent to make them accept your opinion. Sometimes opponent will go to an opponent to make them neutral. Make allies aware of the importance of the cause that you are trying to defend. So -- they don't understand why it is important to work with you in your advocacy campaign. First the capacity of the least influential ally. Sometimes we have some people or organizations that don't have a lot of capacity. So if you -- if you have the power of or if you have money or budget and **compas** toy build the capacity it is very good to work on this. And then decrees influence of the most **aflujs** influential owe **poen nent**. Maybe like create some ideas to reduce the affluence of your opponent to make them less influential to the decision makers. Which strategy we can use. Next. Sorry. Which strategy to use to make all of this. You can use the intellectual orientation. So base it on logic. Base it on research affirmation, studies, scholars work. You can also work in cooperative based on common interest. We need work on this.

I have a funders that I can apply for project. Do you want to have to work with this project with me. We can have funds together. We can have to submit the project together. We will have, for example, for private company your gain will increase because we will have some more social protection and the state will support people to pay the device that you are selling. Legal, legal also -- legal orientation or legal strategy. For example, if an opponent is not using illegal strategy. Maybe to this legal basis. And political orientation. Emphasis in the political causes related to the issues. You can also provide some argument that is very pure political argument. The problem can be solved that is not by the law by only by changing the position of a person of a decision making -- makers. All of this are ways to influence allies but also the decision makers.

Next the documents that are needed to develop your campaign. Developing main messages you need to have a document that you will put all the key messages you need to work on. Brief presentation of the campaign policy, why? Because you need to have (inaudible). This brief presentation will support to you go to funders and to go to people to seek some resource but also to seek allies. We are working for social protection because of this, this and you are working like this. And having a brief presentation will help you to have quick allies and also easier to have funds and resource. Detailed report of campaign policy, if the funder allies want more details you have prepared this. You have [ra](#) report that have a detailed, it is their report about the campaign. And then research and study on the cause. We are defending inclusive education because research and study shows this impact and then we have like we call authority like authority argument. So we need to have all this document.

Next. Now we will work on the message. The main component of the message, targeted context -- content and idea. The argument, use it to convince. What are the messages that you will use. What are the key argument that you will use to convince of the language and [terl](#) used. For example, if you have the second language in your country, is it better to use the first language or second language. When you speak to media it is not very well seen if you speak French. It is better to speak Tunisia Arabic. So sometimes this is very great to find what are your language the language that you will use and the terms that you will use. For example, imagine that by depending the cause of Persons with Disabilities and you will use media, people with special needs or people that have problem or people suffering from disabilities. Terminology and words is very important. You need to use very correct words. The form, what kind of form that you will use to transfer your message or to

share your message. Is it a letter? A meeting? An advertisement? Or a registration? A music? A song? A short movie? All of this is also a way to think about it. The correct and adequate state, time and space. What is the best time to present your message or your letter. What are the correct places to present the message. For example, if there is an election, an election process, maybe it is very good to take this opportunity to present your messages. And imagine an as example I always say imagine that you are (inaudible) for Persons with Disabilities that live in poverty. It really like credible that you are working on this? It is very, very important to define also the message, the place and the correct time. For example, if your country and it is happening at Tunisia sometimes we have a tourist attack. It is not very -- it is the moment to work on something like very specific on disability. Sometimes because, you know, the country is not the correct time because something very, you know, sad happening. So sometimes a very important to choose the correct moment and place. Sorry. Next. The characteristic of good message, explain the essence of the problem. We don't need to go like sentences and sentences and metaphors and examples and blah blah. You need to explain very quick, very straight and very clear how -- what is the problem. It needs to be clear the problem is this thing. And the emotional and in addition to the intellectual effect. So as I said you need to target both sides of the brain. You need to target the intellectual side of the **brain**, the decision maker of the public opinion but also the emotion of this. One of the examples I don't know if you know it but it is happening in the U.S. they wanted to make the American disability act like media shows a little girl of trying to go from the stairs without the wheelchair and the media shows to Congress without her Chair. And claim -- and go to the stairs. It has a very, very important impact how the law. One of the sites with intellectual, with argument, this images is also help it that the law have been adopted.

Focus on awareness, interest and motivation to act. Don't -- we don't need to only spend or sell your messages to focus on problem. This is a problem. Very sad. So you need also to focus on some key messages that we push people to join your advocacy campaign, to join to have awareness about the problem. To have -- to find interest that if the change appear they will gain something. People with disabilities, people without disabilities. If a social protection program change it will change for all, not only for Persons with Disabilities. Everyone will gain something.

Next, the argument. How to organize it. Submit the problem. When you present your argument or when you organize

it, first of all you need to submit the problem. This is the problem. Present the preferred solution. What are we proposing. And why we are proposing this. Bring the argument. Why? Why we are proposing this. Present how to reach the goal. The how. What is expected from the target party. What -- do we need to change the decree. For example, is the target party have the power to change. What we are requesting directly. It is not enough to make, you know, to highlight the problem and the solution. We also need when we present our letter, our message, to say okay. We need from you to change this Article from this law. We need from you to increase the budget line of this part of your budget. We need from you to increase or to have more employers in this structure or in this public institution.

To be clear in what we are requesting. Next. The argument, how to elaborate it. Analyze of the problem, base it on the summaries of the previous steps. All that we are -- have been seeing from the beginning of this presentation will support us to analyze the problem. Integrate the idea of legal, and political and psychological determinates. If they have a more social approach, a more, you know, how to say it, more social approach about this, not -- maybe we can also make a makeup of our argument to say okay, it is the same -- it is the same change. The same problem. The same solution proposed but we change the way to present it, to make it more -- take in to account the political ideology of the target group. Okay. What opinion the subject they have about the subject. And maybe we also -- if you have idea about what they think about the subject, about the change we are asking, maybe also making clear that the idea it is wrong. Because of this argument. Or if they are supporting say, for example, an interview two years ago saying that the system needs to be changed, maybe you can code this presentation -- this interview and make it clear in our letter to send to him. Mr. Minister, remind you and we are very happy that in 2014 you say and you close and you push it to be like more -- to respect his promises. Next, mobilization of resource. It is -- this is a step to translate the objectives in to reality. Human resource, volunteer, if you have -- if you know the problem, you know the solution, but you need experts to support you, it is -- sometimes we can find experts that will work with you because they believe in your codes. Sometimes we need money to pay a consultant. But a personal recommendation it is very bad to make the consultant make the only by itself. You need to work with the consultant because you need also to become the expert of the solution. The expert and the consultant will be here and disappear after. If you want him again we need to pay him again. If you have a consultant

opportunity, work with him to become an expert of the subject. Volunteers maybe some people like they are not very technical but you need these people to go to like -- to go to the people, to like to share papers to print papers, to have call phones. All of these kinds of things. You need all the people. It is not because you need to have only experts. From all persons in our campaign is important. Financial and material means, so where and from who you can have your equipment, your finance, your supply, your -- all your money. Why? It is very important. If you find all of the things and you analyze them, you can avoid the risk to have some influence about your independence. Sometimes, you know, some political party will come to you and say okay we will support your campaign and you will give you money and give you offices. But if you go of this, you will support our political party. It is very dangerous. Sometimes it works like this in some country. It is very important to have this analysis. Next how you can find -- yes. This one. Thank you. So how you can like customize your messages. If you speak with expert, scholars, people like mixed studies sometimes it is very good to have rational arguments. So to have rational arguments you need to have studies. You need to have research papers. If you speak with political people, political parties, you need to have like a midway between rational and emotion, argument. So need to have like education, Facebook education, Twitter publication. Like (inaudible) media publication. All the standard things. It works with the political party. If you want to speak request the most public opinion, to have the most -- something about your improvement or campaign you need to have a simple message or slogans. Everyone remembers Nothing About Us, Without Us. Because it is an is simple and clear and key slogan. But we will remember this slogan. This is the impact for public opinion. Next build alliance. It is one of the most decisive steps. This is come question that can help you. Why do we need alliance? Do we have the capacity to do all the work only by our self. With whom and why? Do we need, for example, to have private company with us in our campaign. Do we need have the UNICEF and UNESCO and OHCHR. What organization to ensure a flexible and participatory approach and horizontal decision, leadership. We need to have someone that an organization like will play horizontal leadership because no organization will accept to be less important than another. So when creating an alliance we need to have a participatory approach. We need to have a horizontal leadership. There is no pause in our movement, alliance. All of us we are the pausers because the change we want will impact all of us. One recommendation is very important is to [steb staesh](#) a charter between the different

of the alliance. We put the common value, objective, principle for and the method of the decision. Having this charter will avoid all different problems. And the last thing, next, and the last thing is execution strategic -- execution of the Strategic Plan of the advocacy campaign. So it is a good action plan. Execute all planned activities to achieve the expected results. What action, who does it, how, when will what means and what are the indicators. As you can see here is only the questions. Because as I said from the beginning there is no miracle received or there is no magic received. We need -- you need to work to answer this question, depending in all -- in your analysis and your data, your context. Your resource. Your power. Your knowledge. You need to have all of this question. Answer it to achieve your results. You need to create your own plan. And that's very important to follow some key steps as shown during the presentation. And I hope you enjoyed the presentation and I hope it was clear since this is my third language. So I am really waiting for your questions and thank you very much for your attention.

>> ALESSIA ROGAI: Thank you very much Imed. Really interesting I think. So now we start the debate. Sorry, it takes a little bit longer but I thought it was worth to continue with the whole presentation of Imed. So after starting the debate I would like to invite the audience to take the floor and not just making questions. Of course, you can make questions. But also sharing maybe some experiences that you have at local level or some practices that you implemented at local level. And firstly I would like to start Imed with one question, I would like to make a question because hearing you talking about this advocacy how to make an advocacy campaign advocacy program, I was thinking about of course bridging gap and the -- you know that we one of our objectives is empowering the organizations of Persons with Disabilities at local level and also the -- from Point of View of advocacy making advocacy programs. And then thinking about especially there are some -- the situation in countries is different from -- from every country. So I'm thinking about countries that already have, for example, focal points, dedicated on disabilities all arrive, for example, like we work in Paraguay and in Paraguay there is a ministry focused on advocacy. It is different when you have a focal point to make an advocacy program. You have a ministry that can support you in having this creating an advocacy campaign. So in the cases that, for example, in countries we don't have a focal point or a public entities focused on disabilities that can support our advocacy program. How is the best way to act? Thank you for your answer.

>> IMED OURTANI: Thank you for your question. It is very

important and interesting question because as you said it depends on the context. Some is very easier when you have a focal point, an entity. As example in our campaign for the Tunisian charter we -- the two first points is to create this focal point. One from the executive bodies and the other one from the Parliament. Because it makes it easier. But if you don't have -- if you don't have this focal point, how does it work. You need to find a champion, what we call a champion. A champion is someone who have certain power but believe in your causes. If you create a champion, if you have like, for example, one Minister or one political person or one like person that believe in your causes and you make it -- you make him champion, you speak for yourself but this champion will support you to create like some impact. Another idea is to work first of all of the systematic change. As I said sometimes it is a mix between people that don't like or don't know how to make the positive change. But sometimes the problem is from the system. You can work to make the change happening by first of all, harmonization, make the harmonization between the law, your law and the CRPD because as I remind, because Article 33 say it clear, that any country may need to make a focal point from different ministries and different levels of the countries to have focal points to support the implementation of the CRPD. And also have how to say a coordination body that supports also the monitoring of the CRPD. Maybe one of the starting points is to create this one because there is a legal obligation for these countries. Maybe it is one of the ideas. If you country does not have ratified the CRPD, yeah, maybe the first advocacy campaign you need to do is push the country to ratify the CRPD. This is the idea. I hope I answered.

>> ALESSIA ROGAI: Yeah, yeah. Thank you very much. I would like to add another comment even a more difficult situation connected to the -- this argument that we are talking now and participants ask how to advocate in countries in which freedom of speech is restricted. Even hard the challenge. It is harder.

>> IMED OURTANI: Perfect point. Before 2011 Tunisia was a dictator. How we work? We work it by saying we are not here to be against your program or against your region. We are here to support the region to become more -- more beautiful. More how to say it more friendly, friendly, funder friendly. Like so we are here not because the problem is not because of you, because, you know, there is a lot of things that you can adjust and we are here to support you. We are not opponent against you. We are here to support you and to support how you can do a better job, you know. It is different. As I said there is a different political approach and/orientation to influence as you say in

the presentation, I demonstrated. There is legal one to say okay **ther** is your legal presentation. This is your legal obligation. But there is also one other argument, a common interest. Minister, I don't know Minister Parliament, you want to have more, you know, fund from USAID, maybe to have more funds from the French cooperation, the international cooperation. Okay. We have Article 32 of the CRPD. They say all the obligation, all the international cooperation needs to take in to account Persons with Disabilities. Now most of the international agencies take in to consideration Persons with Disabilities. So what we want from you we are here to support you, to write and have more funds because you are asserting the CRPD. I know it is very complicated and political. Choose your words and messages. You can make a makeup. The problem is not because the political -- the politics. The problem is because of funds. Maybe if we know **na** the problem is politics is also how you can make choose the correct words don't have trouble. But also use also the soft power. UN system. The UN system has the obligation to have -- if you say I want to report something and I want to be protected anonymous, I want to be anonymous, the UN system has the obligation to make it like this. And also go directly to the funders. We want you to create this project for our countries but you have the obligation because the CRPD Article 32 and 34 say this. You can impact, influence the decision making without even speaking about freedom of speech. As we always say no one will be against a person with disabilities. It is too rush to say no, no I'm against the rights of Persons with Disabilities. We don't have budget. We don't know how to do it. So only answer this one. We are not speaking about rights. We are speaking about funder budget, policy. Not the total truth. I don't know if I'm allowed to say this. Thank you. I hope I have answered.

>> ALESSIA ROGAI: I think it is very difficult. I am receiving a lot of messages because we have connected today. People from all around the world from really different countries and indeed I'm receiving a lot of comments and questions with the cases in which it is the government or the focal points that block the conversation with the civil society organization or DPOs. They don't include them in the table of discussion. So this is I think it is really common problem from the audience that we have today because I'm really receiving a lot of comments about it.

So I don't know if you have any other comments about it, or just maybe I can ask you to -- if you -- I don't know share some other experience from other countries, you are also activist and/or maybe I'm thinking, for example, now if you know if there are some projects or yes, some projects in which we can find

some aggregation of good practices of advocacy campaigns and program, or a platform in which our participants can go and share experience or find some good practices on successful advocacy campaign.

>> IMED OURTANI: Okay. Yeah. Just first of all I want to come back about and not being in the table of campaign. Now we have the CRPD and it says clear, all the things concerned Persons with Disabilities need to be shared and have opinion of disability. This is a legal argument. So -- if, for example, you know, we make analysis of the problem, can you find the problem? It is not -- it is the first step of your problem is the person that supposed support the implementation of the CRPD. Maybe your first campaign is reduce or to have a more friendly relationship. Especially if your country is in very dangerous political situation. That you don't have freedom of speech. Maybe you can make approach like we are friends with you Mr. Decision maker. Or Mr. Decision maker. So what we want is to become friends with you. We don't block our work. Is the case, for example, in some Arab country when we have the commission which is the commission is the problem. And we try to make it like okay, we have some people our people the people that understand the CRPD here. But also sometimes maybe we need to remove all stereotypes about these people. Maybe they don't know the CRPD. Maybe they are just here because they are good politics. They are not good in Human Rights. They think that they are doing well. Maybe start by program by, you know, building their capacity and we -- the change will occur without even like working to modify them. Okay. We are here to make you a training. Training program for you and for your team. And this is a more soft approach not to be a confident approach but we are here to support you and to understand more the CRPD. We have international experience and it was exactly what we did when during the Tunisian election the first step. In our political stability sometimes very good. But the problem is everything going so fast. So what we did is we bring people from international level because, you know, our country especially in developing country we love international experts and we go and save with them. All of them we come. We say international expert and come and explain how to make election for people with disability. So all the institutions on political parties came and everything went well. And this is the kind of thing that you can use. Another program also is sometimes easier to work in economic and social, you know, program than political program in our country where there is political problem. So in is a lot of problem -- program that funded by the European Union, for example, for the USAID that target the amelioration of improvement of the situation

population. Here maybe it is your gateway, like you can enter with to make an advocacy, with your Government by making a participatory approach with the directive funders because funders have an obligation also to support the participatory because the democracy is like this. I hope I answered some of the, you know, questions. I know it is very complicated. As I say there is no miracle. This is my key message. Really. It depends on the complexity. Depends on people here. As I said if you do -- if you come back on the presentation, probably there is one person, maybe you can -- you need to go in his vision, behavior attitude in one way or another have common interest. Have like -- I would say -- I will say something like maybe it is not politically correct but, for example, it was one of our ideas, we know that the Parliament in Tunisia don't need our money but what we say, what you propose to them doesn't work yet to send them to the Parliament, the European Parliament has something about disability rights but just to have common interest. We pay you the travel to go to Europe and to have political -- your political agenda and we will become friendly. We can influence you better easier because we pay your travel. Sometimes it is a little bit like very direct thinking. But it is advocacy like this.

>> ALESSIA ROGAI: Yes, exactly. I agree with you. Thank you very much. I would like to just give the floor for the last question. Crystal she raised also her hand but she brought a question. How can we appeal to emotions without perpetrating fields of PD. I would like to give the floor to her just to explain the question better. I give the floor to Crystal. You can talk.

>> Yes, hi.

>> ALESSIA ROGAI: Yeah, yeah, of course. Very well.

>> This is Crystal UNICEF disability section. You were saying that we need to appeal to emotions. I have had this [sperngs](#) before from advocacy campaigns where some stakeholders say that we shouldn't, for example, show children in wheelchairs that are not getting in to schools because it is not accessible and it can create these feelings of pity and that could be a serious negative. I was wondering if best practices could be as impactful. Any reflections have around this would be interesting to hear. Thank you.

>> IMED OURTANI: Thank you. Thank you for your question and it was really one of the challenges that we face and always facing. Because let me be clear, we need both. We need both, intellectual and emotional part. Showing pictures, how to say caricatures, can you help me?

>> ALESSIA ROGAI: Sorry. Say that again.

>> IMED OURTANI: I need to find the work caricature. Some

pictures like highlighting the problem without making pictures of real people. Sometimes we also need to have only code because in the emotion we have different step, pictures have more impact on the people. If it is like when you show like children in wheelchair, a picture of real children in wheelchair 100% pity. If you have this picture and key picture behind the picture, I'm not lonely, have 50% of people like me does not access school. You have like data. It is not showing the reality. The think is trying to put the emotion as showing the reality. It is not oh, the poor guy or oh, the poor girl. It is what you are discussing here with our number, with our data. With our all our technical words, how this is how it come in reality. For example, code, code people, code experience of people is very -- is very positive. Because they are people. They choose the word they have want. They we not here to show their pictures. They have chose their own word to express what they are facing. Having video. Having video with people that know how to explain the problem they are facing. It is not -- it is create emotion without 100% pity. There is a little part of pity. The key message of which the goal is a balance between both. I hope I answered. I know it is very challenge to have this kind of balance. But it is always that good to say like to showing picture only picture of a child in front of school saying poor and with a legend saying the child cannot access the school which is the key message.

>> ALESSIA ROGAI: Thank you very much. Really clear. I think your whole presentation was clear. I also received several comments to just congrats with you about this session. We arrive at the end. We would like to thank you a lot for your participation and for all the session that you hosted with us. And for having dedicated your time today. I also would like to thank you our audience. Always really attentive. And I would like to inform you that we arrive last two sessions. We will provide these last two sessions before the Christmas break. So it means end of October women with disability and end of November social livelihoods. We will come back to you soon with further information about these two sessions dates and timing. So for the moment I thank you very much again. Follow us through our communication channels that you find now in the chat box. Someone asked me about previous sessions. You can find them on the Youtube channels. So well, thanks again. See you next time. Have a nice afternoon. And a nice day. So thank you Imed again and next time, see you next time. Bye.

>> IMED OURTANI: Thank you very much and good-bye to everyone.

This text, document, or file is based on live

transcription. Communication Access Realtime Translation (CART), captioning, and/or live transcription are provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. This text, document or file is not to be distributed or used in any way that may violate copyright law.
