

Webinar on Advocacy

Imed Quartani

Definition of advocacy

- An act that aims for positive changes in an organization's policies, attitudes, or programs
- Speaking to draw attention to a cause and guide decision-makers to find solutions
- Collective work with other actors (individuals or groups) to bring positive change
- To insert in the public debat a problem to be solved

Steps of an advocacy

- Analyze a situation
- Issues (including politics)
- Stakeholders
- The environment (political, economic ...)
- Change options
- Define an advocacy goal and strategy
- Choose an object to be addressed by the advocacy action
- Identify allies and opponents
- Choose advocacy tactics to use
- Identify key messages
- Develop an advocacy plan
- Define activities for the advocacy campaign
- Set a schedule and responsibilities
- Prepare a budget
- Mobilize funds
- Run, track and Evaluate the plan
- Present messages
- Use the media
- Manage meetings
- Write advocacy letters
- Monitor and evaluate actions

Define the objective of the advocacy

- The cause to defend: this is the problem that requires political action
- Overall Objective (Purpose) refers to the whole problem we are trying to address.
- Specific Objectives is the specific change that we want the project to achieve to help achieve the overall goal.

Step 1: analyse the situation

- Data collection: the collection, analysis and use of quantitative and qualitative information that can support the advocacy campaign
- The targets: the political decision makers that can be influenced to support the cause (MP, local officials, government officials ...)
- Ensure support: build alliance with other actors, individuals or groups who support the cause
- Context: it's about knowing in what context we will implement our advocacy, (political, economic, social context ...)
- Channels of communication: the ways of transmission of the letter to the target audience: radio, television, press, conference, meeting ...
- Ensure the resources: for the realization of the advocacy campaign, determine and ensure the necessary resources: financial, logistics, volunteers, places ...)
- Execution: implement a series of planned activities to achieve the assigned objectives (action plan)
- Monitoring and evaluation: monitoring consists of gathering data to measure progress in achieving mobilization objectives. Evaluation consists of collecting data that can measure the achievement of the objective

What determine the cause to defend

Vision and message

The analysis of the cause

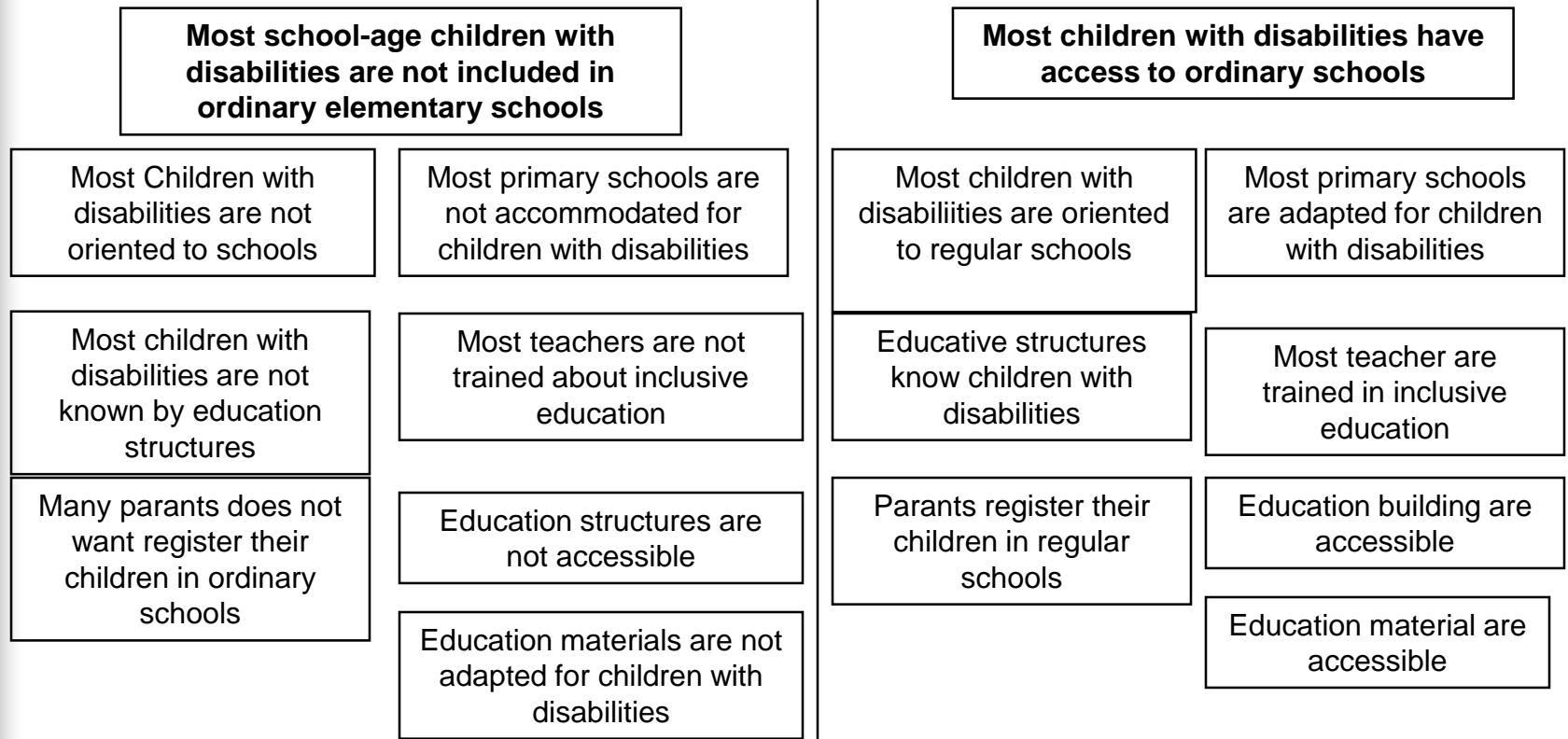
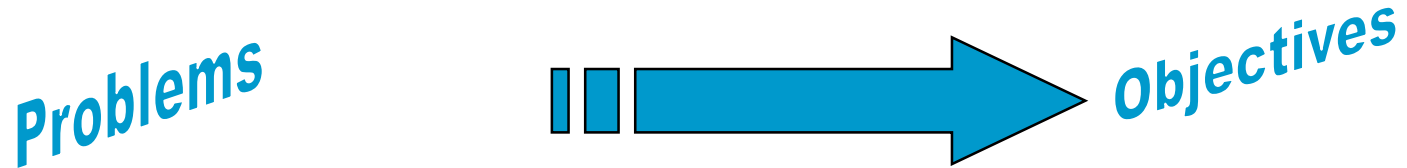
Understanding the cause

Necessary conditions for choosing the cause of the advocacy campaign / the gateway

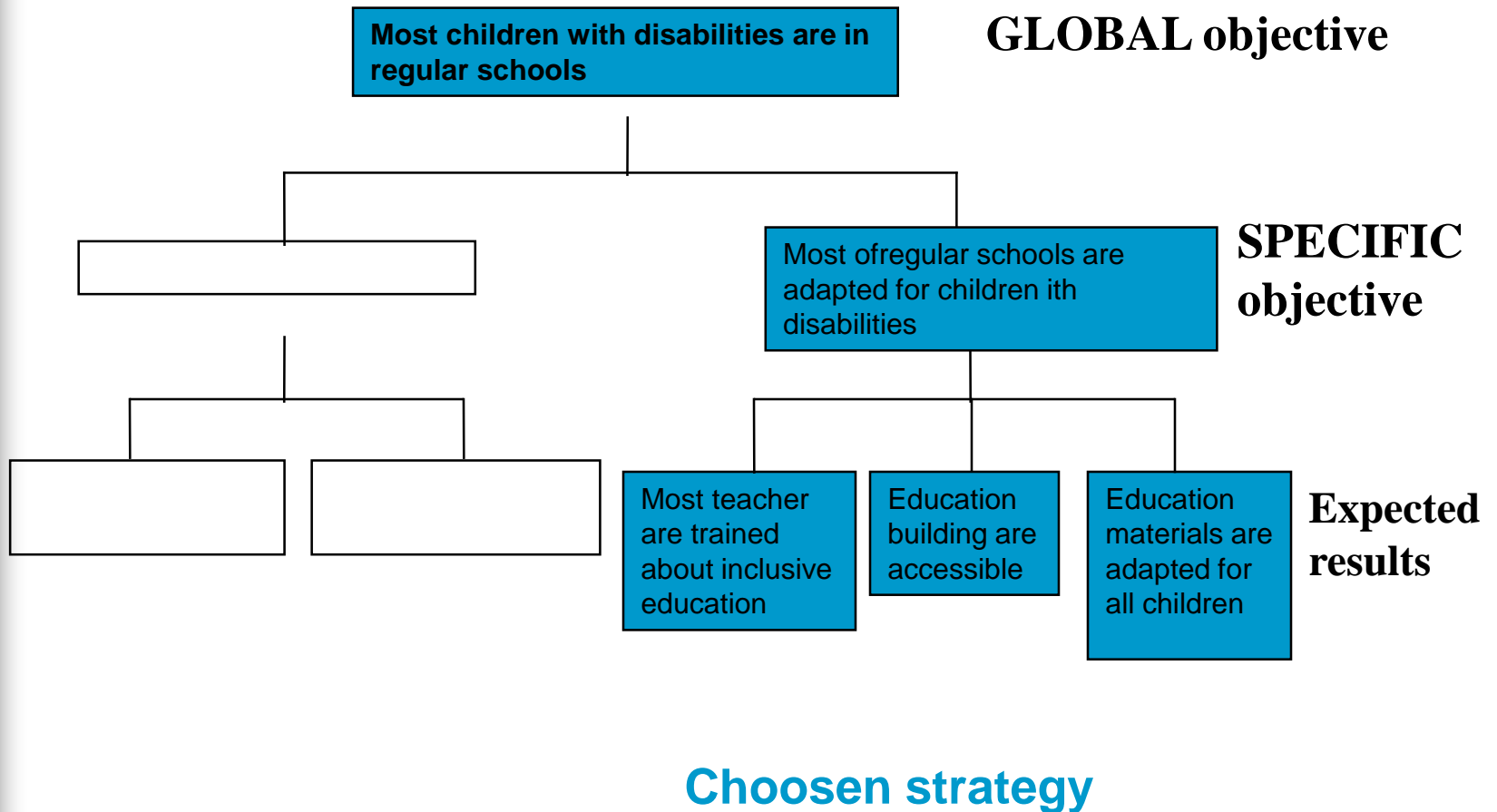
- Must be precise and axial
- Provide opportunity to achieve easy successes linked to the cause and ensure future success
- a cause that mobilizes

Analyse of objectives

Transforme the problems to objectives



Strategic thinking



Collect of data

- Data collection and analysis
- Use of adequate quantitative and qualitative data to support each stage of advocacy
- A very important activity
- To master the subject
- To elaborate the arguments
- To determine the targeted part
- To convince

Collect of data

- Questions that help
- What are the causes of the problem
- What are the main stakeholder
- What are the influential parties to solve the problem (parliament, mayor, political party ...)
- What are the decision-making processes related to the problem (parliamentary committee, cabinet?)

Collect of data

- Confrontation of opinions and arguments to the contrary
- Change of focus on the problem
- Support for successful acts / programs / policies
- Revision of unsuccessful strategies

Target

- This is usually influencing local or national decision-makers
- knowing them determines a strategy of influence (minister, parliamentarians ...)
- The main / direct target
- The influential secondary target
- Develop a map (or diagram) of power

- Who has the decision-making power to solve the problem, what is their point of view on the subject, what will he/she gain by solving the problem? What will he/she lose? How to reach decision makers? (parliamentarians for example): Directly through influential relatives? (the personal relationship)

Who are the stakeholders ?

- During the planning of the campaign it is necessary to determine the stakeholders
- People influenced by the cause
- People who can influence the Cause
- The direct influential party (the decision-making part)
- The indirect influential part (which makes it possible to reach the decision-making part)

The modification required according to the target

Institution (governmental, non-governmental ..)	Individuals (parliamentarian, influential person ..)
Modification of policies	Changing attitudes, vision, behaviors

Importance of analyzing the positions of the targeted actors

- Determine allies and opponents
- Determine who to focus on in order to maximize impact
- Determine the specific influence strategy adapted to each actor
- Focus attention and means to ensure maximum efficiency
- Do not scatter forces and resources (do not squander our strengths to weaken us)

Stakeholder analysis steps

- Step 1: Determining the Parties
- Conduct a brain storming to determine all the stakeholders
- Aim for a long and exhaustive list
- Be creative
- Organize them in groups according to their positions and common interests

Why is it important?

- Some are neutral or potential allied
- Some are neutral or adversary
- Some are hesitant
- All can influence

Step 2

Know the nature of the stakeholders

Their views of the Cause

Are they unconditional support, occasional support, neutral, opposing, determined opponent?

Importance of the cause for them

Very important, important, not very important

Their power of influence

Large, limited, very limited

Step 3 : organize the results

- In order to highlight the results it is possible to transform our analysis into a table
- Diagram Allies and Opponents
- Diagram Priorities for Stakeholders

the possibilities of Influencing the allies

- Build an alliance with allies with power
- Influence neutral parties and opponents to accept your opinions
- Make allies aware of the importance of the cause
- Reinforce the capacity of the least influential allies
- Decrease the influences of the most influential opponents

Which strategic orientation

- intellectual orientation: based on logic, information
- Cooperative (based on common interests)
- Legal (seek the legal basis)
- Political orientation (insist on political causes related to the issue)

Documents needed for the campaign

- Developing main messages
- Brief presentation of the campaign policy
- Detailed report on the campaign policy
- Research and study on the cause

The message

- The main components of the message:
- Targeted content and ideas, the arguments used to convince
- The language and terms used
- The form: how will the message be presented to ensure the best influence (meeting, letter, advertisement?)
- Time and space: what is the best time to present the letter? Is there a place that best determines the presentation of the letter with the most credibility

Characteristics of a good message

- Explain the essence of the problem
- Clear
- Aims the emotional in addition to the intellect
- Focus on awareness, interest, motivation to act

The argument: how to organize it

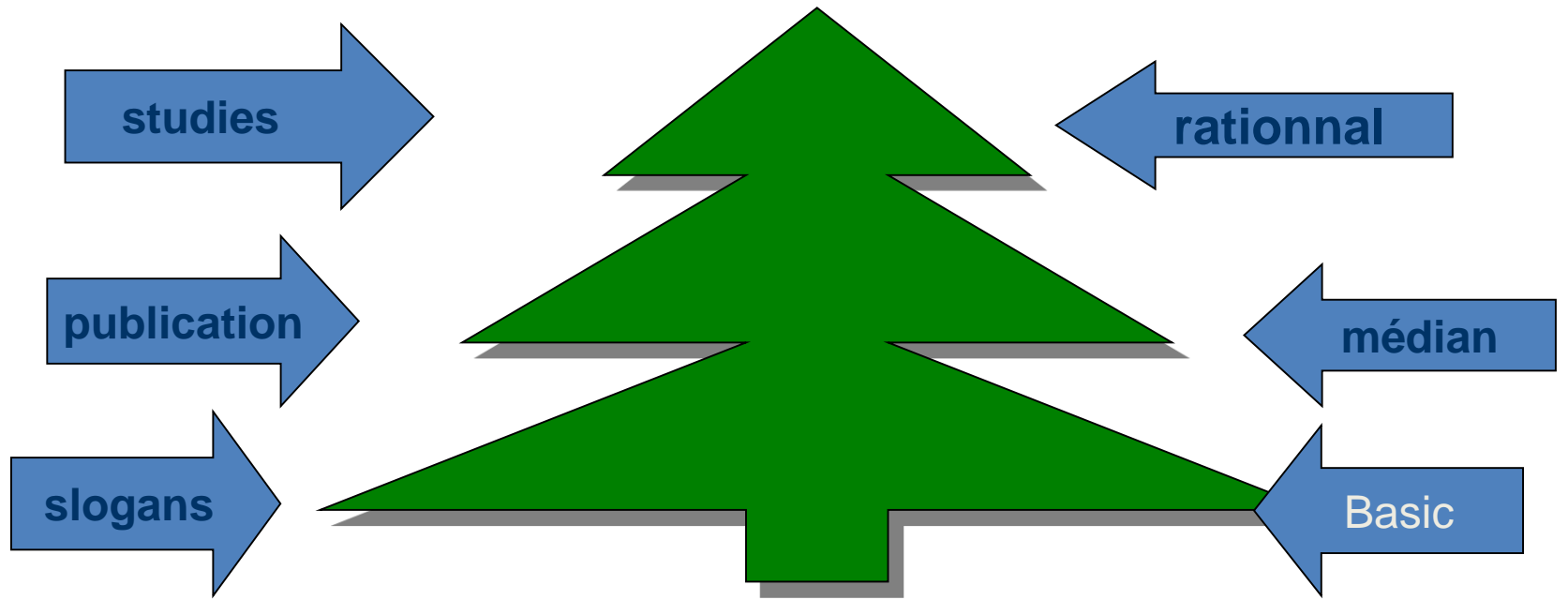
- Submit the problem
- Present the preferred solution (s) (what are we proposing)
- Bring the arguments (why)
- Present how to reach the goal (how)
- What is expected of the target party (the change)

The argument: how to elaborate it

- Analysis of the problem (based on summaries of previous steps)
- Integrate the ideological, political and psychological determinants of the target parties: who are they, their interests on the question, what opinion on the subject, their value system, their place in the decision-making process, their view of the Cause, their benefits if they support the cause
-

Mobilization of resources

- it is a decisive step to translate the objectives into reality:
- Human resource (experts, volunteers ...)
- Financial and material means (finance, equipment, premises, supply ...)
- Determine the risk on our idenpendance



Means of communication

Build alliances

- Why do we need alliances
- With whom and why
- What organization to ensure a flexible participatory approach and horizontal leadership
- Establish a charter that defines common values, objectives, principles of work, methods of decision ...)

Execution of the strategic plan of the advocacy

- Execute the action plan
- Execute all planned activities to achieve the expected results
- What action, who does it, how, when, with what means, what are the indicators

References

- Sami Ben Jemaa
- Abdelmalik Asrih