

# The ADVOCACY Process

Getting your voice heard and achieving results

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# Today's Topic

- What is advocacy and why should **Youth** be aware of this process?
- Advocacy process - how do we advocate?



# What is Advocacy?

- Changing policies or programs of any institution
- Putting issues on the public agenda
- Providing solutions for issues of public interest
- Building public support for issues and solutions
- Making the case for or against a public position or policy

# The Difference Between Advocacy and Lobbying

- **Advocacy** focuses on the PUBLIC Interest of an issue that impacts a large group
- Advocates



- **Lobbying** focuses on narrower issues of interest to a specific group
- Lobbyist
- History of the Lobbying Concept



# Advocacy and Lobbying in Your Country

## Advocacy:

- Main point of advocacy is that it involves an issue or cause that many people care about
- The voice of business; voice of citizens; **voice of students**



## Lobby:

- Influencing public officials decision regarding a single issue
- One can lobby for a person, a company, or on behalf of the interest of a small number of people
- Example: Brazil IOG 2016



# Public Policy Advocacy

- If your actions are not directed towards advancing or defeating a specific piece of legislation or regulation you are not engaged in an “**Advocacy campaign**”.
- Public policies:
  - Laws and other legislative acts
  - Regulations
  - Court decisions
  - Executive decrees and orders
  - Political party platforms
  - Institutional policies

# Advocacy is about CHANGE

- What needs to be changed?
- Who can make changes?
- How much change should be made?
- When should changes be made?
- How can the case for change be made?
- How will the changes be implemented?



# The ADVOCACY Process:

## A Step-by-step Approach

- Develop the issue (your position, what is that you want)
- Educate & mobilize your network
- Analyze stakeholders
- Build like-minded coalitions
- Target decision makers
- Select proper communication tools
- Coordination of grassroots advocacy campaigns (build public support)
- Direct advocacy
- Track debate on policy (the issue)
- Follow-up



# Preparatory Activities

- Remember: Advocacy is about public interest!
- Get organized: create a task-force that will represent the large group of stakeholders who care about the issue.
- Selecting the task-force
  - Representative
  - Credible
  - Dedicated people
  - Knowledgeable with respect to issues
  - Good communication skills
  - Teamwork

# Developing the Issue

- Problem Identification

- How do you identify and select the issue?
- Based on: general interest, timing, potential for success, potential allies

- Prioritizing

- Have you selected several problems?
- How do you prioritize them?



# Solutions



- Developing proposals or solutions
- Selection of optimal solutions
- Remember to look at issues from the other parties' viewpoint, as well



# Educate and Mobilize Your Network (Grassroots Advocacy)

- Educate members regarding
  - Issues / The context / The solutions / The advocacy process
- Mobilize your network
  - Use the task-force members
  - Gain broad involvement to build representation and participation



# Analyze Stakeholders

- In order to know
  - Our force of action: Allies / Opponents / Neutral parties
- What does the stakeholder analysis give us?
  - Stakeholders' position
  - The force of action
- Who are the stakeholders?
  - Affected parties – the group of people who will be affected positively or negatively by the solution
  - Players who have a role in influencing the decisions
  - They have a specific interest and a clear position on a public policy or an issue
  - They have resources they are willing to share

# Elements of Stakeholder Analysis

The players/groups have to be analyzed depending on:

- Their interest in the identified issue or public policy
  - Allies
  - Opponents
  - Neutral
- Type and quantity of resources that they can mobilize in order to attain their goal and introduce the change
- Resources: información, credibility, authority-legitimacy, representation, violence / coercion, funds, time, etc.



# Why Build Coalitions?

- A refined way of dialogue
- A common/united voice
- Larger representation/  
(grassroots support)
- Greater visibility
- More resources  
(information, people,  
finance, etc.)





# Message Development

- Create a set of messages
  - Specific for each target-group: supporters, neutrals, decision makers, mass media, potential reaction to opposition
  - Before making them public, verify the message with your friends to see if they understand it



# Target Decision-Makers

- Access to decision makers
- Present your views
- Acknowledge potentially opposing views
- Be on the “angels” side
- Use your strengths: (the numbers, representativeness, allies, spokespersons, etc.)
- Use media: hold a press conference after each meeting with the officials.

# Communication in Advocacy

- Includes a wide range of communication means aimed at building public relations
- Internal Communication:
  - Develop efficient relations between various allies and stakeholders
  - Encourage common understanding of the issues, participation, cooperation and teamwork
  - Build one strong voice
    - Meaning: publications, brochures, internet, meetings, seminars, surveys, evaluations, face-to-face meetings, etc. carry the same message

# Directions of Advocacy

- Grassroots Advocacy
- Direct Advocacy



# Track Debates On the Issue

- Be informed and stay tuned to the debate on the issue you have selected
- Be present in the events organized by other stakeholders
- Stay in touch with all stakeholders and get a sense of the change in their position
- Enforce alliances in order to strengthen your **representation, credibility and power.**



# Things to Keep in Mind

- **Representation:** who are you and who do you represent?
- Make sure the issue is relevant for the people you are representing
- Frame issues in light of a general interest
- Think and act realistically

**MAKE YOUR VOICE HEARD.**