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# INTRODUCTION TO ADVOCACY

# WHAT IS ADVOCACY?

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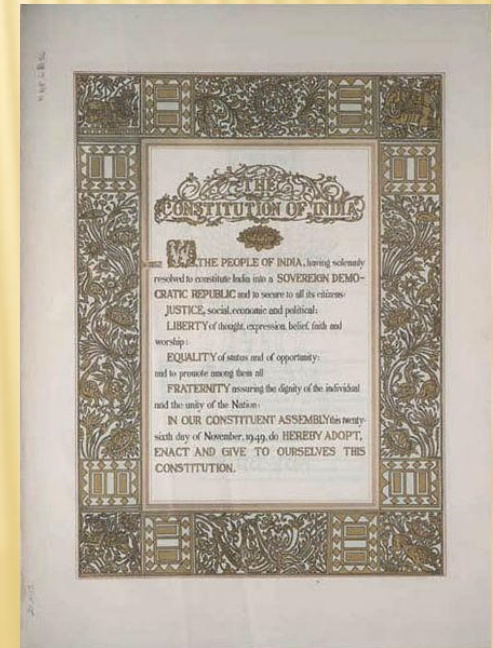
- ✘ Changing policies or programs of any institution
- ✘ Putting problems on the public agenda
- ✘ Providing solutions for public problems
- ✘ Building public support for problems and solutions

**How does this relate to youth?**

# PUBLIC POLICIES INCLUDE

- ✖ Laws and other legislative acts
- ✖ Regulations
- ✖ Court decisions
- ✖ Executive decrees and orders
- ✖ Institutional policies

(Ex The University regulations)





# ADVOCACY VERSUS LOBBYING

- ✖ **Advocacy** is about PUBLIC interest, about an issue that affects a large group of people
- ✖ Advocates.



- ✖ **Lobby** deals with issues that are narrower
- ✖ Lobbyist.
- ✖ History of Lobbying Concept.



# ADVOCACY VERSUS LOBBYING (CONT.)

## Advocacy

- ✗ Involves an issue or cause that we care about.
- ✗ Voice of business; voice of people; **voice of students**



## Lobby

- ✗ Influencing public officials' decision regarding one issue;
- ✗ Lobby for a person, a company, a small number of people, a country interest (ex. Brasil IOG 2016)





# ADVOCACY IS ABOUT CHANGE

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

# INGREDIENTS FOR EFFECTIVE ADVOCACY

- × **Representation**: who you are and who do you represent?
- × **Credibility**
- × Know your topic/issue
- × Formulate your issue in the general interest
- × Know your target audience / counterpart
- × Develop a clear message
- × Realistic expectations

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**What does it mean for you?**