



GNDR

Global Network of Civil Society
Organisations for Disaster Reduction

Advocacy for DRR and climate change

Tips and tools on developing good advocacy activities

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Save the Children



What is GNDR?

Advocacy: *what* and *why*?

What to consider in advocacy planning?

Where to start?

What is the Global Network of CSOs for Disaster Reduction?



GNDR

Largest international network of civil society organisations working to strengthen resilience and reduce risk in communities worldwide.

1000+ organisations working in over 110 countries.

What is advocacy?



GNDP

An **organised** process of **influencing** selected **people** in order to achieve desired policy, practice, social, behavioural or political **changes** that will benefit particular groups or causes.

Why do we do it?



GNDR

To bring about **change**

To **scale** change

To make change **sustainable**

To transform **power** structures

Principles of good advocacy



GNDP

Flexible. Change when necessary.

Credible. Use evidence to identify your ask.

Collaborative. Join hands with others.

Focused. Be clear and simple all the time.

Strategic. Have a plan.

Context-specific. Adapt to your context.

Five essentials to plan your advocacy



Clarity

Collaboration

Evidence

Focus

Flexibility

Five essentials to plan your advocacy



Clarity

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Thorough analysis of the problem:
Do you understand the reality on the ground? Do you know the scale and spread of the problem? Are you able to integrate different and diverse perspectives?

Define your goal:
Start with the goal, not what you want to address!

Be clear on key players you want to influence.

Five essentials to plan your advocacy



Clarity

Collaboration

Evidence

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Look at all the possible allies:
Don't forget those out of the range of the usual suspects!

Have a close look at opponents and don't forget to check who are the neutral actors.

Count in time to build alliances and plan your activity with many different stakeholders.

Five essentials to plan your advocacy



Clarity

Collaboration

Evidence

Focus

Flexibility

There are different types of evidence civil society groups can use:

Story telling and quantitative evidence are some of them. Combine them for best results!

Make sure your data is robust and credible: Plan for a way to triangulate information by consulting different sources, and always verify the information you are receiving.

Five essentials to plan your advocacy



Clarity

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Define a strategy around few selected goals, with specific actions and communication:

Identify windows of opportunity for your actions.

Develop messages that follow the KISS principle: Keep It Short and Simple!

Be aware of the hazards of advocacy in the context you operate (e.g. shrinking space for civil society)!

Five essentials to plan your advocacy



Clarity

Collaboration

Evidence

Focus

Flexibility

Review, reflect and learn.

Define milestones for different actions at different timelines. Plan regular actions to check in with allies and re-energise the campaign.

Don't forget to include feedback loops to review successes and setbacks!

Designing a campaign



Issue analysis

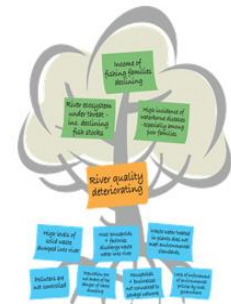


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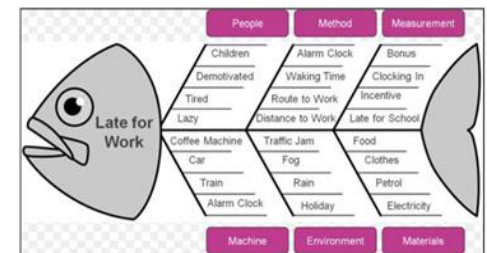
What is the issue you want to change?
What are causes and consequences of it?
What are the factors that affect the ability
to change the issue in your context?
Who are your potential allies and
opponents?

Issue analysis: Tools

Problem-Objective Tree: think through the causes of a problem.



Fishbone Analysis: identify possible causes of a problem and sort ideas into categories.



Policy Analysis: identify change in policy that address the problem.

- ✓ There is no specific policy in place that addresses our advocacy issue.
- ✓ There is a policy but it is not good enough.
Ask yourself: Does it address the root cause of the problem? Does it take into account local realities? Does it factor in realities experienced by women and men, young and old, the poor and persons with disabilities?
- ✓ There is a policy but it is not implemented effectively.
Ask yourself: Is it enforced in all areas? Does it reach the most vulnerable? Does it conflict with another policy?
- ✓ A specific policy is in place but the issue still needs to be embedded within other relevant policies.

Clarify the change



GNDP

What is the change/goal?

What are pre-conditions or success factors?

What is your role?

What does progress look like?

What are the assumptions?

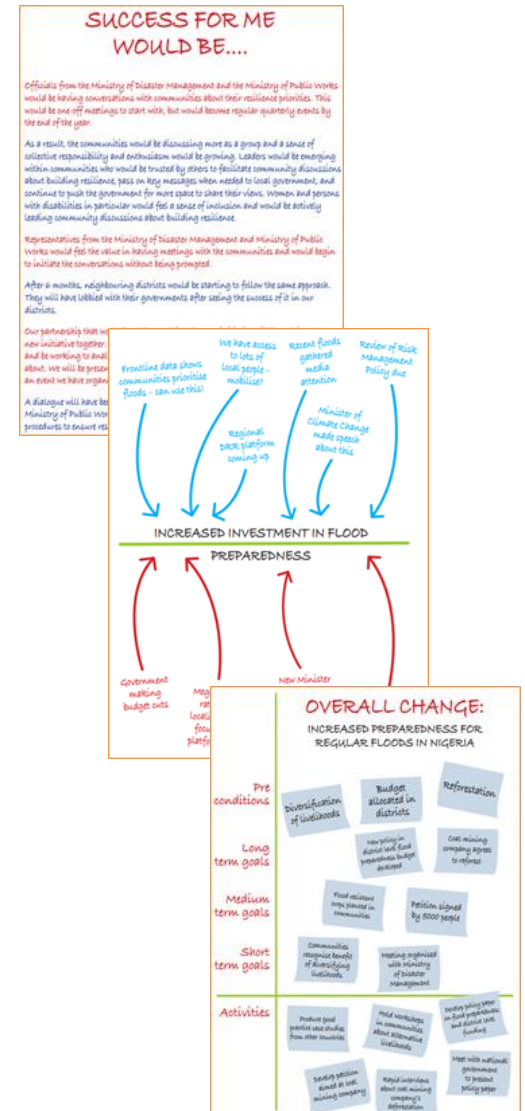
Clarify the change: Tools



Scenario imagining: clarify what success would look like.

Forcefield analysis: understand what may help or hinder your advocacy.

Theory of Change: map out how you will get to the change you want to see over time.



Want to know more?



National advocacy toolkit (by GNDR): a repository of all tools presented during this webinar.

https://www.gndr.org/images/newsite/documents/Frontline-minisite/NATIONAL_ADVOCACY_TOOLKIT_EN.pdf

Towards Climate and Disaster Resilient Development – a packing list for your advocacy journey (by Swiss DRR Platform): a short guide to provide you with a packing list of advocacy essentials.

https://www.drrplatform.org/images/DocPub/Advocacy_packing_list.pdf

At the link below you can find a template to guide you through the development of an **advocacy action plan**:

https://drive.google.com/a/globalnetwork-dr.org/file/d/1UI37HRh8SHGWfkl4wh5A3P_WyWhRi7jQ/view?usp=sharing



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Thank you!

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