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citizens** fund

CONSULTATIVE MIGRANTS' FORUM ADVOCACY TRAINING

PROMISE: Protecting Unaccompanied Migrant Minors

Training for Consultative Migrant Forum

Proiect derulat de:



WELCOME! **سَلَامٌ لَّيْكُمْ**

السَّلَامُ عَلَيْكُمْ

Kumusta!

Soyez les bien venus!

Добрий день!

Привіт!

Bine ați venit!



STAKEHOLDERS



STAKEHOLDERS = THEY HAVE A STAKE

Categories:

- The targets = those who can give you what you want (persons with a public function)
 - Primary target = the decision makers
 - Secondary targets = some who can directly influence them
- The allies and supporters
- The opponents

IDENTIFICATION OF STAKEHOLDERS

- Who makes the decision? Who provides the funding?
- Who is involved in the decision making process?
- The decision makers: whom do they trust? Whom do they respect? Whom do they care?
- Who can influence those ones?
- Who is applying the rules? Providing the services?
- Who is affected by the problem?
- Who cares about those people?
- Who will be pleased if we win?
- With whom have we already worked before?
- What public figures had a statement on the issue before?
- What organizations are active in the field?
- Who had already tried to solve this?
- Who is affected, if we reach our goal?
- Who has something to lose?
- Who makes a profit if the problem persists?

WORK IN GROUPS

Make a stakeholder analysis

ADVOCACY STRATEGIES

Depending on

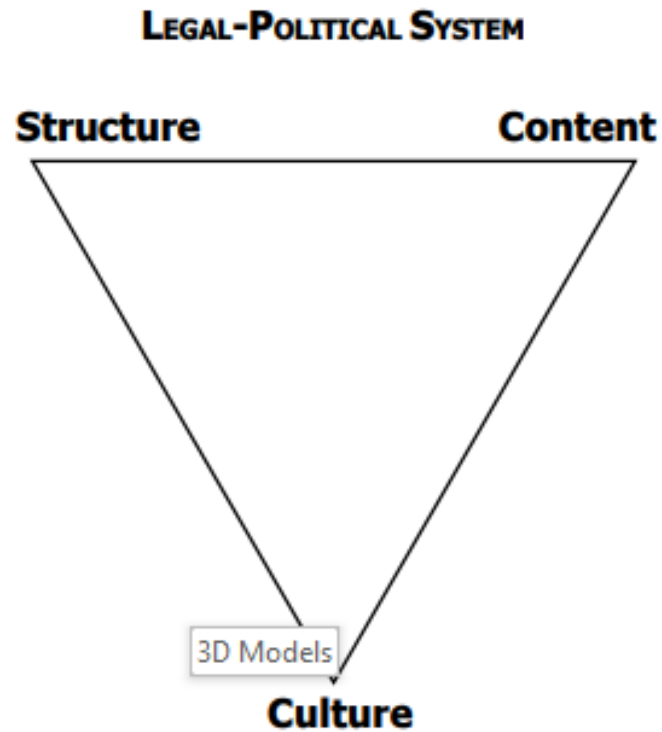
- Context
- Timing
- Organization
- Risk

- Pilot or model programs
- Collaboration/ working together
- Protest
- Litigation
- Public education and media; information and awareness
- Persuasion: lobby, clout, negotiation
- Research
- Organization and constituency – building

A shorter classification

- Information/ awareness
- Collaboration
- Confrontation

TRIANGLE ANALYSIS



The triangle framework is based on the idea that law and policy affect people's status and rights because they:

- regulate work and social relations; and
- define access to economic resources, opportunities and political power.

Laws and policies can be unjust in three ways:

Content: The written policy, program or budget can be discriminatory, or contradict a basic right.

Structure: Policies and laws may be not be enforced. Or, if they are, they may be enforced unfairly favoring some groups of people and neglecting others.

Culture: If citizens are unaware of a policy or law, or if social norms and behavior undermine their enforcement, the law does not exist in practice. This is the case, for example, when poor people are unaware of their rights and lack the resources to pursue a legal solution.

OBJECTIVES - SMART OBJECTIVES

S – specific

M – measurable

A – achievable

R – relevant

T – time bounded

ACTION PLAN

SMART Objective	Tactics/ Actions	Responsible/ deadline
Increasing the number of supporters of the group by 100 persons by the end of April	Creating an opinion poll to be completed online	Larisa – by April the 15th
	Reaching out to at least 5 other people	Each group member – 15-30 th of April
Increasing awareness on the issue: reaching 10.000 persons through online posts; 2 influencers writing about the issue	Making 2 posts on FB/ per week for the next 6 months	Alida and Jana, until September 2023
	Making photos showing the problems, to be used in FB posts	George, in June
	Research on possible influencers and contact 2 of them	Sophie, by 1 st of May
Convincing the decision makers to have a position on the topic	Make a presentation an each round table of the PROMISE project (8 round table, by October)	Dalila and Jamir

WORK IN GROUPS

Making an action plan



COMMUNICATING THE MESSAGE



BASIC PRINCIPLES

1. Know your audience.
2. Know your political environment and moment.
3. Keep your message simple and brief.
4. Use real life stories and quotes.
5. Use clear facts and numbers creatively.
6. Encourage audiences to take action.
7. Present a possible solution

POTENTIAL AUDIENCES

Who might be?

FRAMING YOUR MESSAGE

- Start with the advocacy campaign core's message (relate to “what you want”)
- Tailor the message to reach distinct audience
- Put your frame around the issue

A “CORE” MESSAGE IS...

A “core” message is one or two brief, direct statements that reflect:

- your analysis of the issue;
- the causes of the issue;
- who is responsible for solving the issue;
- your proposed solution;
- the actions you ask others to take in support of the solution.

HOW TO TAILOR

- tapping into the audience's priorities, values and concerns;
- giving relevant human examples;
- choosing the appropriate medium and moment for delivery;
- including a “what you can do” appeal that enables the audience to respond.

HOW TO FRAME

- translate individual stories into larger social and political problems;
- assign primary responsibility for the problem;
- present a clear solution;
- spell out your proposals;
- develop images that highlight your values.

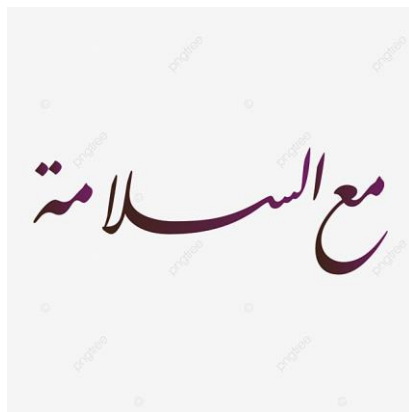
BIBLIOGRAPHY:

In preparing this advocacy training, the following materials were extensively used:

- Manual de advocacy, Centrul de Resurse pentru participare publică, București, 2015, available at: https://cere.org/wp-content/uploads/2018/02/Manual_advocacy.pdf
- A New Weave of Power, People & Politics - Lisa VeneKlasen, Valerie Miller, Lisa VeneKlasen, Valerie Miller, available at: <https://justassociates.org/all-resources/a-new-weave-of-power-people-politics-the-action-guide-for-advocacy-and-citizen-participation/> available in English, French, Russian, and Spanish

Both are available online and are dedicated to increase advocacy skills for grassroots and civic organizations.

GOODBYE! لَسَّالَامُ لَيْكَ



السلام عليكم

Au revoir!

Palaam na po!

до побачення!

La revedere!