

## Overview

Effective Advocacy is the cornerstone of sustainable change and provides organisations with the opportunity to inform, influence and shape public policy and decision-making, institutional practices and public opinion. Designed for practitioners working in humanitarian and development contexts, as well as for those working in governmental or non-governmental organisations, this course offers hands-on skills enhancing the participants' capacity to bring about real change.

This course provides you with a practical introduction to Advocacy, its conceptual underpinnings and real-world applications. It showcases how evidence-based research adds crucial value to institutional and social change processes. It highlights how alternative Advocacy interventions can be effectively employed; it also addresses some of the potential challenges and pitfalls associated with designing and implementing Advocacy interventions.

Achieving strong Advocacy results requires a deep understanding of how change is brought about at different levels within society. We will discuss the process of assessing needs and doing research for Advocacy purposes. This includes planning effective strategies for collecting, analysing, and disseminating data for under-resourced or disadvantaged communities on a local, national and international stage.

Balancing theory and practice, the course provides the chance to develop, refine and sharpen your own ideas with the support of the expert facilitator and your fellow participants. You will formulate project proposals which will benefit yourself, your organisation and the people your efforts will be impacting on. A number of field visits and exposure to expert visiting lecturers further enhances the learning and understanding processes in this diverse subject area.

Moreover, participants will develop a SMART project proposal that could enhance their organisation's capacity to do evidence-based Advocacy. Individual projects are then presented to "donor" panels (which include the trainer and associates) that provide participants with professional and constructive feedback for how to design a project that best serves their organisation's needs and aims.

This unique course, especially designed for the NGO Management School in Geneva, Switzerland is the result of many years of professionals' collaboration in field-based projects examining the interaction between action research and Advocacy.

## Learning Outcomes

Following this course, participants will have a firm understanding of the concept of Advocacy and its relevance for programmatic and operational planning. More specifically, participants will:

- Be able to formulate the relevance and added value effective Advocacy can bring to their organisation and its mandate
- Identify different types and approaches to Advocacy and how each can be applied in different contexts
- Assess the relevance of different stakeholders to the process of advocating for change
- Enhance their Advocacy with evidence-based research and analysis as well as effective communication
- Map, design and implement multidimensional Advocacy strategies and individual interventions
- Develop Advocacy-related project proposals
- Assess how specific network or partnership opportunities can contribute to achieving your organisation's Advocacy goals
- Incorporate effective Advocacy into your organisation's existing programs and initiatives
- Have the ability to engage new techniques to showcase research findings
- Identify improved leveraging of international resources for local capacity building

## Programme

Prior to starting the course participants are expected to send in a project concept note for the Advocacy project they will be working on for the entire week.

Day 1	<p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Expectations</li> <li>• Brainstorming the course hypothesis</li> <li>• Introduction to the concept of case studies</li> </ul> <p><b>Definitions</b></p> <ul style="list-style-type: none"> <li>• What are the different organisations involved in advocacy? (NGO, governmental, think tanks, etc.)</li> <li>• What are these organisations' structures? (funding, hierarchy, liaisons, ideologies of success, etc.)</li> </ul> <p><b>Linking Research to Advocacy</b></p> <ul style="list-style-type: none"> <li>• What are the conceptions of the link between research and advocacy?</li> <li>• What are types of research methods and what purpose do they serve?</li> </ul> <p><b>Case Study I</b></p> <ul style="list-style-type: none"> <li>• Presentation and discussion</li> </ul> <p><b>Kick-off for individual Advocacy Project Proposal</b></p> <ul style="list-style-type: none"> <li>• Participants present their project concept notes they will work on during course. Initial feedback from fellow participants will</li> <li>• help put each proposal in context and map out its scope.</li> </ul>
Day 2	<p><b>Advocacy Campaigns and Tools</b></p> <ul style="list-style-type: none"> <li>• Strength and weakness assessments of examples of Advocacy campaigns and the tools involved, including new web-based, social</li> <li>• Media and traditional humanitarian diplomacy, etc.</li> <li>• Modes of action and negotiation techniques</li> </ul> <p><b>Creating Advocacy Strategies</b></p> <ul style="list-style-type: none"> <li>• How to start communications and media-based campaigns</li> <li>• Importance of alliance building</li> </ul> <p><b>Guest Speaker</b></p> <p><b>Advocacy Limitations</b></p> <ul style="list-style-type: none"> <li>• What criteria are needed for an advocacy strategy?</li> <li>• What are advocacy's limitations?</li> <li>• How to build an effective strategy despite those limitations</li> </ul>

## Training Methodology

A participant-oriented methodology is applied to this course featuring structured learning experiences, facilitated self-learning, discussions and group work. Your own individual project is in the foreground and each participant will be able to take away their own project proposal framework.

## Participants

This training course is designed for those who already have some experience in Advocacy-related work. It has been designed in particular for:

- Humanitarian and Development Practitioners
- Project and Program Managers
- Policy and Decision Makers (Field and HQ)
- Communications Professionals
- Researchers
- Heads of Missions and Field Coordinators
- External Relations Personnel

## Post-course Coaching

All participants will receive one individual consultation for this project as well as consolidated feedback on their project work.

## Included Services

Course fees include tuition, training materials and handouts, lunch & coffee breaks, and a course certificate.

## More Information

For further information about this retreat, please contact us: [courses@ngomanager.org](mailto:courses@ngomanager.org)

## Programme (continued)

Day 2 <i>(continued)</i>	<p><b>Case Study II</b></p> <ul style="list-style-type: none"> <li>• Presentation and discussion</li> </ul> <p><b>Independent Work</b></p> <ul style="list-style-type: none"> <li>• Students start drafting their own Advocacy project proposals based on lessons learnt introducing needs analysis, stakeholder mapping tools, etc.</li> </ul>
Day 3	<p><b>The use of information in evidence-based Advocacy</b></p> <ul style="list-style-type: none"> <li>• A critical view of concepts</li> <li>• Real life examples</li> <li>• Revisiting the course hypothesis</li> </ul> <p><b>Case Study III</b></p> <ul style="list-style-type: none"> <li>• Presentation and discussion</li> </ul> <p><b>Research Cycle, Methods and Techniques</b></p> <ul style="list-style-type: none"> <li>• What are the research cycle, methods and techniques and how they bear on mobilisation campaigns?</li> <li>• How do research techniques fit into the different organisations' Advocacy needs?</li> <li>• What role do humanitarian, development and other institutions play in information gathering, analysis and sharing?</li> <li>• Ethical considerations for data collection and dissemination</li> </ul> <p><b>Independent Work</b></p> <ul style="list-style-type: none"> <li>• Students add a "concrete" Advocacy strategy to their project</li> <li>• Based on lessons learned from the course so far</li> </ul>
Day 4	<p><b>"Field Trip"</b></p> <ul style="list-style-type: none"> <li>• Presentation by an expert institution in Geneva on their advocacy strategy</li> </ul> <p><b>Poster Presentations</b></p> <ul style="list-style-type: none"> <li>• Participants present a slide or poster illustrating their Advocacy project in the making</li> </ul> <p><b>Case Study IV</b></p> <ul style="list-style-type: none"> <li>• Presentation and discussion</li> </ul> <p><b>Independent Work</b></p> <ul style="list-style-type: none"> <li>• Participants add the final touches to their project proposal and poster or slide</li> </ul>
Day 5	<p><b>Assessing Advocacy Strategies</b></p> <ul style="list-style-type: none"> <li>• How do advocacy strategies work in practice?</li> <li>• How to evaluate and change strategies in use?</li> </ul> <p><b>Independent Work</b></p> <ul style="list-style-type: none"> <li>• Students prepare for their project presentation</li> </ul> <p><b>"Donor" Panel Presentation</b></p> <ul style="list-style-type: none"> <li>• Students present their project proposals</li> <li>• Feedback round from the panel</li> </ul> <p><b>What is the Added Value in Linking Research and Advocacy?</b></p> <ul style="list-style-type: none"> <li>• Closing Debate: the hypothesis testing</li> </ul> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Lessons learnt and individual ways forward</li> <li>• Future follow ups of projects proposed via group account</li> <li>• Assessing course and instructor</li> </ul>

## Practical Info

- Duration & timings: 5 days, 09h – 17h
- Non-OECD fee: 1,220\* / 1,420 Swiss francs (CHF)
- OECD fee: 1,510\* / 1,760 Swiss francs (CHF)
- Location: Geneva, Switzerland

\* **Early bird fee:** book 2 months before the course starts to benefit from the reduced rate