

Strategic Framework for SDC's Advocacy Tasks

Context & Resources: Elevating awareness for dividing and connecting factors

What's the issue at stake and who's involved?

Issue at stake	Actors	Agenda / Position
e.g., tensions, conflict lines, triggers ...	Actor x	...
	Actor y	...
	Actor z	...

What are our resources?

No specific resources	Specific budget for advocacy tasks / projects	Internal Backstopping through SDC Experts	External Backstopping
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Strategic Options & Choices

What are adequate advocacy measures and objectives in the given context and with the given resources?

Witnessing Through presence in the field we provide passive protection to vulnerable groups. We are there to witness.	Documenting & informing We ensure that cases of non-respect or violation of Int. Humanitarian Law are recorded, and that the relevant instances are informed	Awareness raising We ensure that multi-perspective information about the issue is systematically disseminated to make the public and relevant institutions aware of the issue	Lobbying & Campaigning By building strategic alliances and launching advocacy campaigns we bring humanitarian issues on to the political agenda	Policy Influencing By directly influencing key stakeholders we spark policy changes in favour of those suffering
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What operational approach(es) can we apply to achieve our objectives?

Open or behind the scenes approach	Collaboration approach with other organis.	Empowering approach	Organising approach
Public communication approach	Persuasion approach	Contestation approach	Litigation approach

Who can we collaborate with?

Civil Society Representatives/NGOs	Organisations of victims	Media	UN Agencies	Government Representatives
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Through which channels can the advocacy tasks be carried out?

Informal Channels (Informal meetings, personal contacts, etc.)	Formal Channels (Official meetings, diplomatic interventions, convocations, official statements, etc.)
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Steering & Learning

How can we ensure the process is steered adequately and the experiences are capitalised on?

Advocacy Guidelines & Checklists	Risk Management Measures	Monitoring Tools	Lessons Learned / best practices
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