

## Strategic Framework for Advocacy Tasks

### Context

**What's the particular issue we are dealing with?**

e.g. forced displacement / forgotten crisis / sexual violence

**Who's involved?**

| Suspected Offenders | Victims | Civil Society | UN Organisations | State Actors | Others |
|---------------------|---------|---------------|------------------|--------------|--------|
| • ...               | • ...   | • ...         | • ...            | • ...        | • ...  |
| • ...               | • ...   | • ...         | • ...            | • ...        | • ...  |

**What are our resources for specific advocacy tasks?**

| Hard Resources   | Soft Resources   |
|--|--|
| <ul style="list-style-type: none"> <li>Earmarked budget for advocacy tasks / projects</li> <li>Earmarked human resources for advocacy tasks</li> <li>Internal / external advocacy backstopping</li> <li>• ...</li> </ul> | <ul style="list-style-type: none"> <li>Local knowledge</li> <li>Local contacts (networks)</li> <li>Strong partners</li> <li>• ...</li> </ul> |

### Strategic Options & Choices

**What are potential advocacy methods in the given context and with the given resources?**

|   |  |   |   |  |
|---|--|---|---|--|
| <p><b>Witnessing</b><br/>Through presence in the field we provide passive protection to vulnerable groups. We are there to witness.</p> | <p><b>Documenting &amp; informing</b><br/>We ensure that cases of non-respect or violation of Int. Humanitarian Law are recorded, and that the relevant instances are informed</p> | <p><b>Awareness Raising</b><br/>We ensure that multi-perspective information about the issue is systematically disseminated to make the public and relevant institutions aware of the issue</p> | <p><b>Lobbying &amp; Campaigning</b><br/>By building strategic alliances and launching advocacy campaigns we bring humanitarian issues on to the political agenda</p> | <p><b>Policy Influencing</b><br/>By directly influencing key stakeholders we spark policy changes in favour of those suffering</p> |
|---|--|---|---|--|

**What operational approach(es) can we apply to achieve our objectives?**

|                             |  |                     |                      |                     |                               |
|-----------------------------|--|---------------------|----------------------|---------------------|-------------------------------|
| Front- / backstage approach | Networking approach (collaboration with other organisations) | Empowering approach | Capacity Development | Persuasion approach | Public communication approach |
|-----------------------------|--|---------------------|----------------------|---------------------|-------------------------------|

**Who can we collaborate with?**

|                                    |                          |       |             |                            |              |
|------------------------------------|--------------------------|-------|-------------|----------------------------|--------------|
| Civil Society Representatives/NGOs | Organisations of victims | Media | UN Agencies | Government Representatives | Other Donors |
|------------------------------------|--------------------------|-------|-------------|----------------------------|--------------|

**What are potential modes of operation?**

|   |     |   |
|---|-----|---|
| <p><b>Advocacy via informal channels</b><br/>Informal meetings, personal contacts<br/>...</p> | vs. | <p><b>Advocacy via formal channels</b><br/>official meetings<br/>institutionalised, official contacts<br/>...</p> |
|---|-----|---|

### Management & Learning

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

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