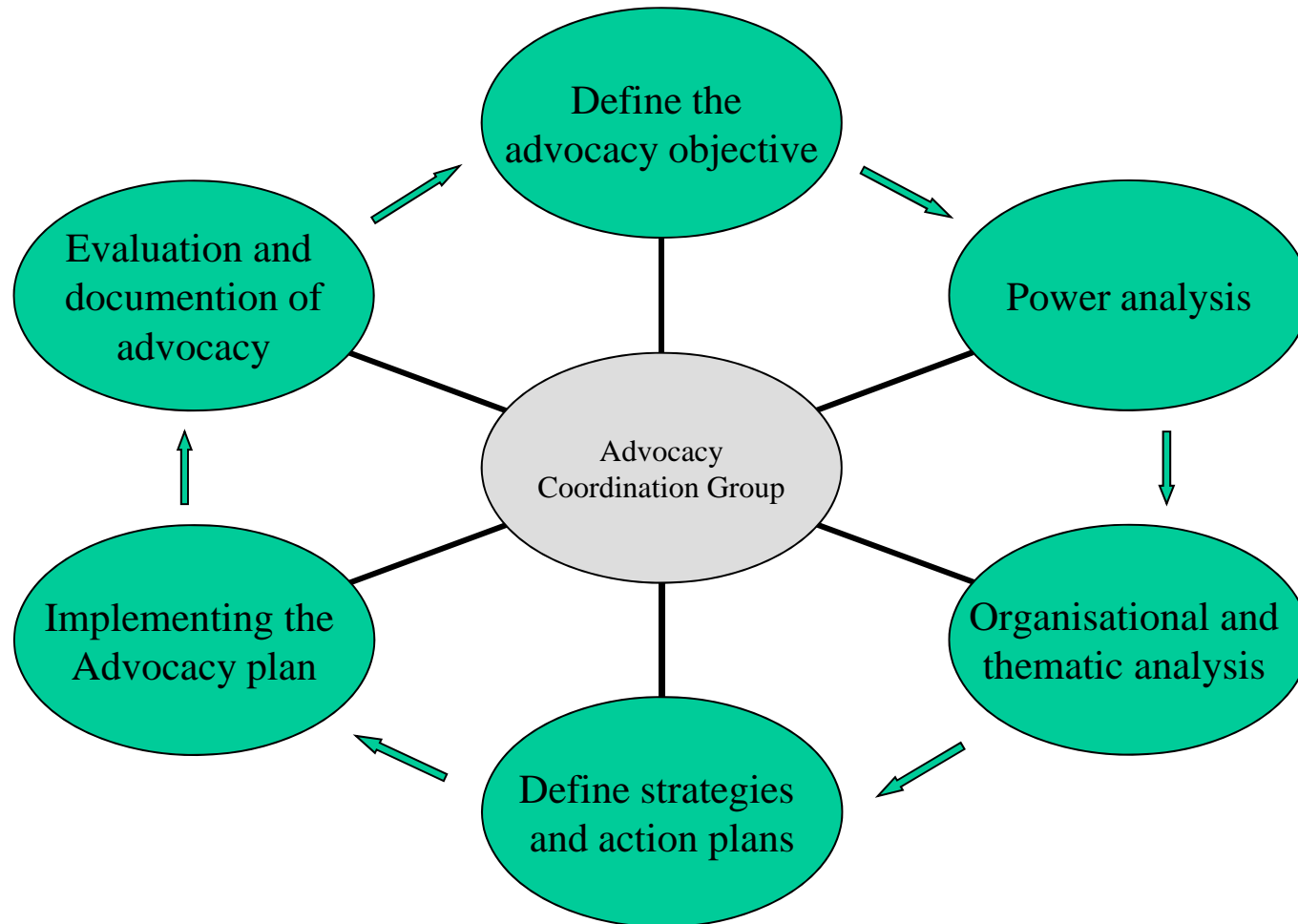


The Advocacy cycle



CONTEXT ANALYSIS

Advocacy definition

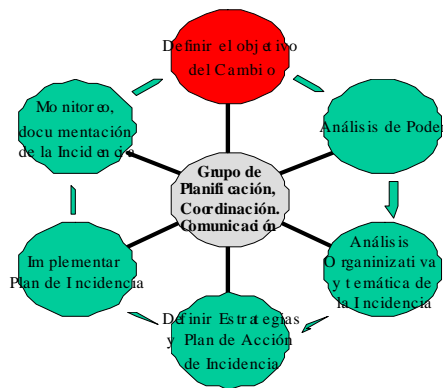


- **Advocacy** is a planned process of strategic activities of one or more organizations, which aims at social, legal, economic or political changes at local, national and/or international level. Advocacy seeks to protect and deepen rights and democracy and takes point of departure in concrete individual and/or collective rights, evidence based alternatives or social demands.
- **Lobbyism** is a specific intervention, delimited in time and scale, often to convince individuals about specific issues. Lobbyism is one of many instruments used during an Advocacy process.

Define your advocacy/change objective



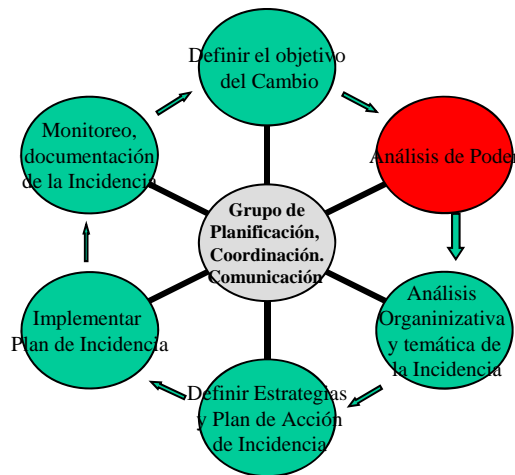
- Clear formulation of advocacy proposal.
- Why is the change important and to who?
- What are the consequences if the change doesn't happen?
- What effect will the change have at short and long term?
- Gender analysis.
- Break down the end advocacy objective into specific short term targets.
- Evidence, rights, laws, research, statistics, economy, testimonies, lessons from other countries/places etc.



Power Analysis



- Identify persons, organizations, institutions that agree, are against, or swingers.
- Power analysis provides knowledge about advocacy targets and possible allies.
- Crucial to keep the analysis simple and **repeat it** during the advocacy process.
- The power analysis provide input to formulate **different and tailor made** advocacy strategies.



Relevant stakeholders

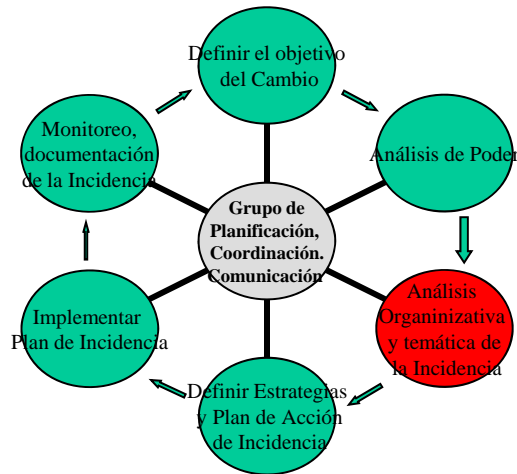
State	Market	Civil Society
<ul style="list-style-type: none"> • The Ministry of.. • The Department of.. • The Municipality of... 	<ul style="list-style-type: none"> • The Company... • The Association of Companies... • The International Company... 	<ul style="list-style-type: none"> • Organization of.. • Women's org... • The NGO... • The Research Institution... • The Student Movement... • Medias of communication.. • INGO's

Power Analysis

I N F L U E N C E	High	The Company	The Ministr... The target Periódico	Dapart- ment of... Newspaper INGO's	Television. Political parties.	Coalision. Research institution.
	Medium	Munici- pality of	Political parties Television	NGO. Union Communi- ties	University. Radio. Munici- pality of..	Women's org... NGO's County
	Low	The Church of..		The Church of..		Bilateral org.
		Very agalnst	Against	Swingers	Pro	Very Pro

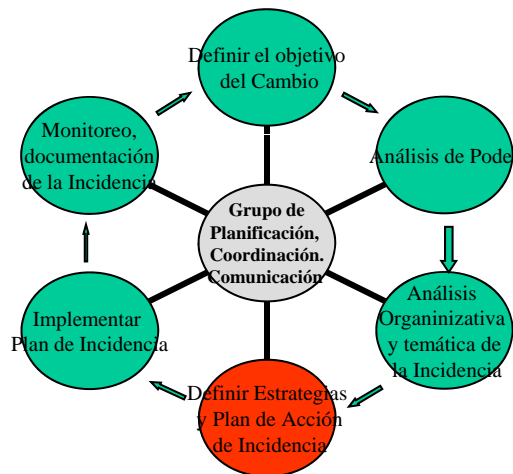
OPINION IN RELATION TO ADVOCACY

Organizational and thematic analysis



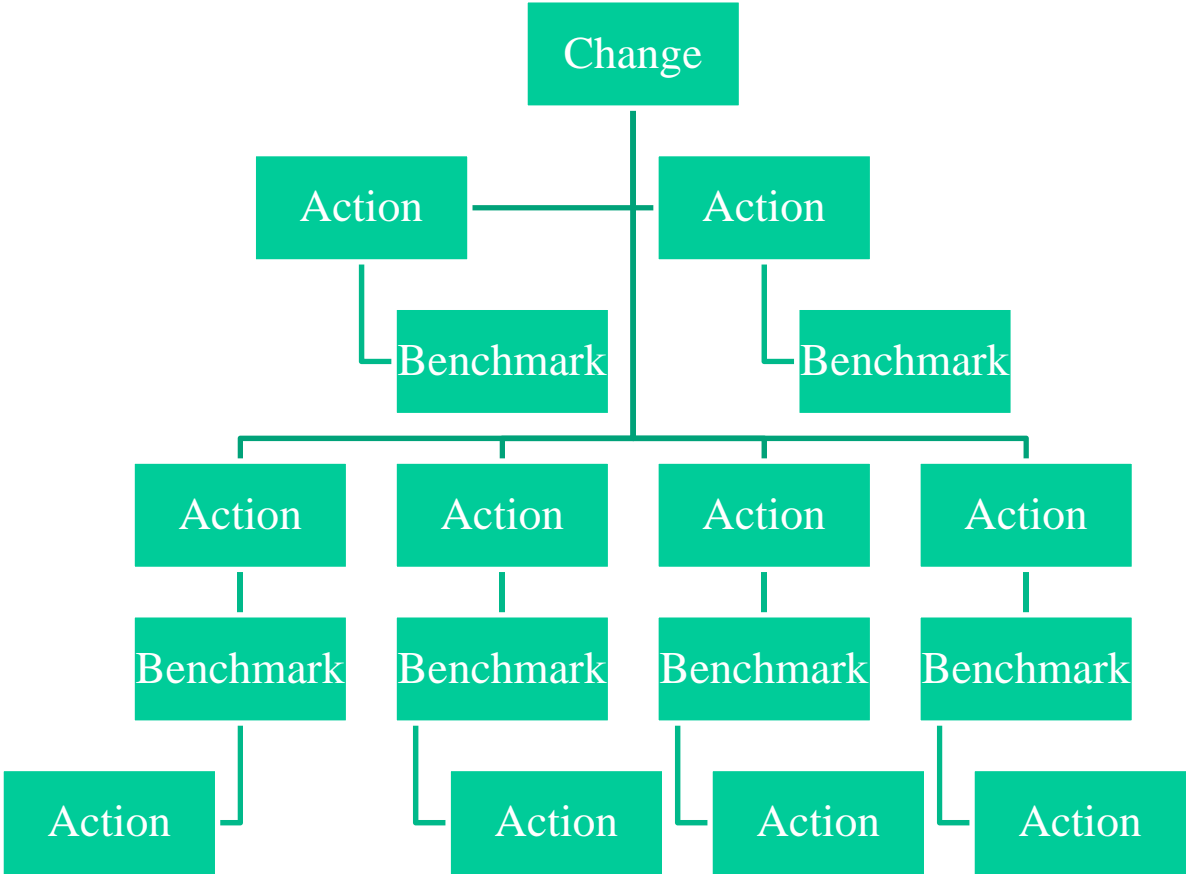
- Thematic analysis. Evidence, research, documentation, statistics, media analysis, clear arguments, etc.
- Organizational assessment (SWOT).
- Internal democracy, gender, leadership capacity, transparency, etc.
- Direct participation of constituency, consultation process, socialization
- Capacity building and ownership to the advocacy process.
- Energy, motivation and enthusiasm!
- Continuous internal and external communication.

Define strategies and action plans

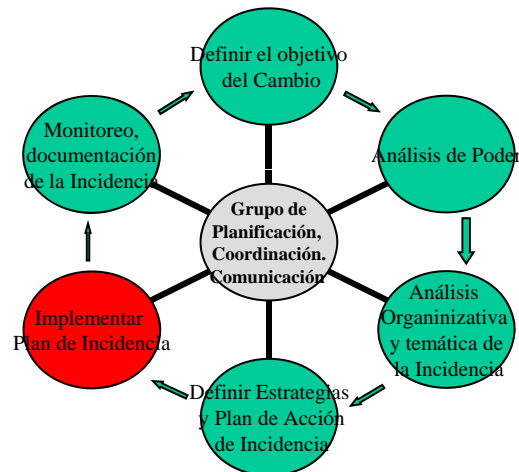


- Establish alliances according to Power Analysis.
- Seek support from research, INGO's, medias of communication, bi- and multilaterals etc.
- Extension of the Coordination Group.
- Define differentiated influencing strategies.
- Define activities, timing and responsible people related to each strategy.
- Strategic work with television, radios, newspapers etc.
- Conflict Analysis. Prevent conflicts by foreseeing stakeholders' reactions.
- Dialogue, irony, satire, creativity, happenings, demonstrations.....
- Plan (unexpected) answers and actions.

Advocacy Action Plan / Results Chain



Implementing the advocacy plan



- The overall Advocacy plan contains various action levels.
- Continuous monitoring and adjustment of strategies and plans.
- Constant communication between coalition members and with constituencies.
- Public meetings, dialogue, irony, satire, demonstrations
- Negotiations with decisions maker. Be clear about no negotiables.

Evaluation of the Advocacy process



- Analysis of each level in the Advocacy cycle.
- Analysis of successful and failed strategies.
- Include/consult constituencies and external resource persons.
- Documentation of lessons learned (internal use).
- Publish advocacy results (internal and external).
- Consider advocacy as a cyclic and forward moving process.

