

ISHR

Live Webinar|

HRDAP, 2023

 International Service
for Human Rights

For more information, please visit: <https://www.ishr.ch/>

- Week 7 -

How to develop an advocacy
strategy?

SPEAKER

Marianne Bertrand Campaign and Mobilisation Manager at ISHR

Marianne (she/her) joined ISHR in June 2019 and tries to expand the reach and influence of ISHR advocacy work with participatory campaigns and by building and mobilising communities of support. Previously, Marianne worked at Peace Brigades International and Amnesty International in the Americas and with the UN Special Rapporteur on Human Rights Defenders. She holds a Master degree in International Affairs from Sciences Po and an LLM in International Human Rights and Humanitarian Law from the University of Essex.



SPEAKER

Tess McEvoy

Programme Director and Legal Counsel at ISHR

Tess McEvoy (she/her) leads ISHR's work on LGBTI rights defenders as well as ISHR's legal protection work. She also co-leads ISHR's legal team which engages in strategic litigation for the protection of human rights defenders. She is located in New York and engages with UN mechanisms including the General Assembly and the Commission on the Status of Women.

Before joining ISHR, Tess worked with leading international law firm DLA Piper, and with community legal centres working on womens and refugee rights. Tess holds a Juris Doctor from Murdoch University and a psychology degree from University of Western Australia.



Learning Objectives

After completing this webinar, you will be able to:



Objective 1

Understand what advocacy is, and what makes it unique as a tool

Objective 2

Develop thinking on how to strategize to achieve your goals



**WHAT IS
ADVOCACY?**

WHAT IS ADVOCACY?



WHAT IS ADVOCACY?

A process carried out by an individual or a group, which normally has the objective of influencing the behaviour or decisions of another person or group of people.



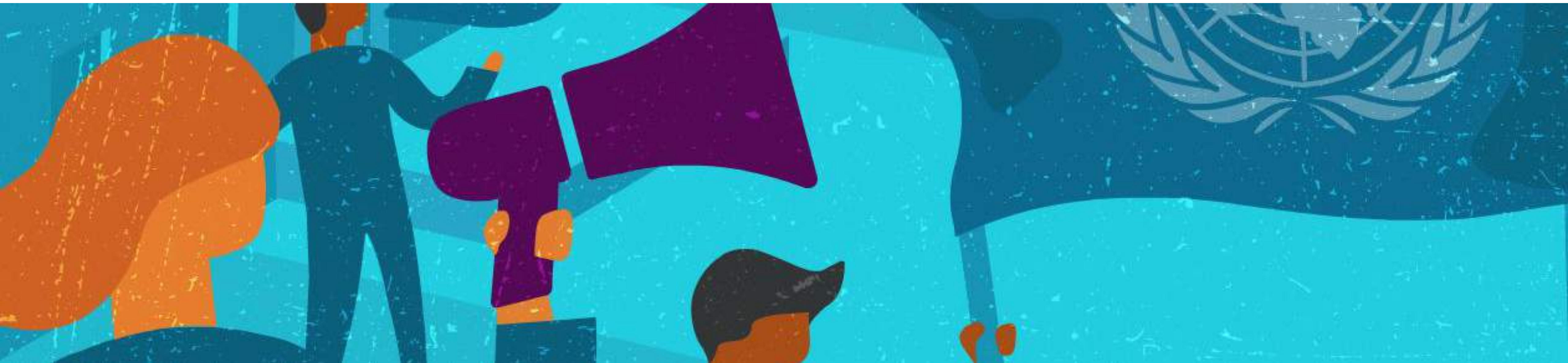
HOW IS ADVOCACY DIFFERENT FROM ...

Advocacy aims to get people (usually decision makers) to act.

Education aims to build knowledge, awareness, or information.

Information doesn't have power in and of itself. It is how you use it.

A campaign is an organized course of action to achieve change. It uses a range of tactics and methods, one of them is advocacy.



AN EXAMPLE: RENEWAL OF THE IE SOGI*

**Independent Expert on protection against violence and discrimination on the basis of Sexual Orientation and Gender Identity (IE SOGI)*

#RenewIESOGI

AWARENESS RAISING & EDUCATION

- ✓ Global calls;
- ✓ Whatsapp group;
- ✓ Email group
- ✓ Developed campaign materials for the coalition

ADVOCACY

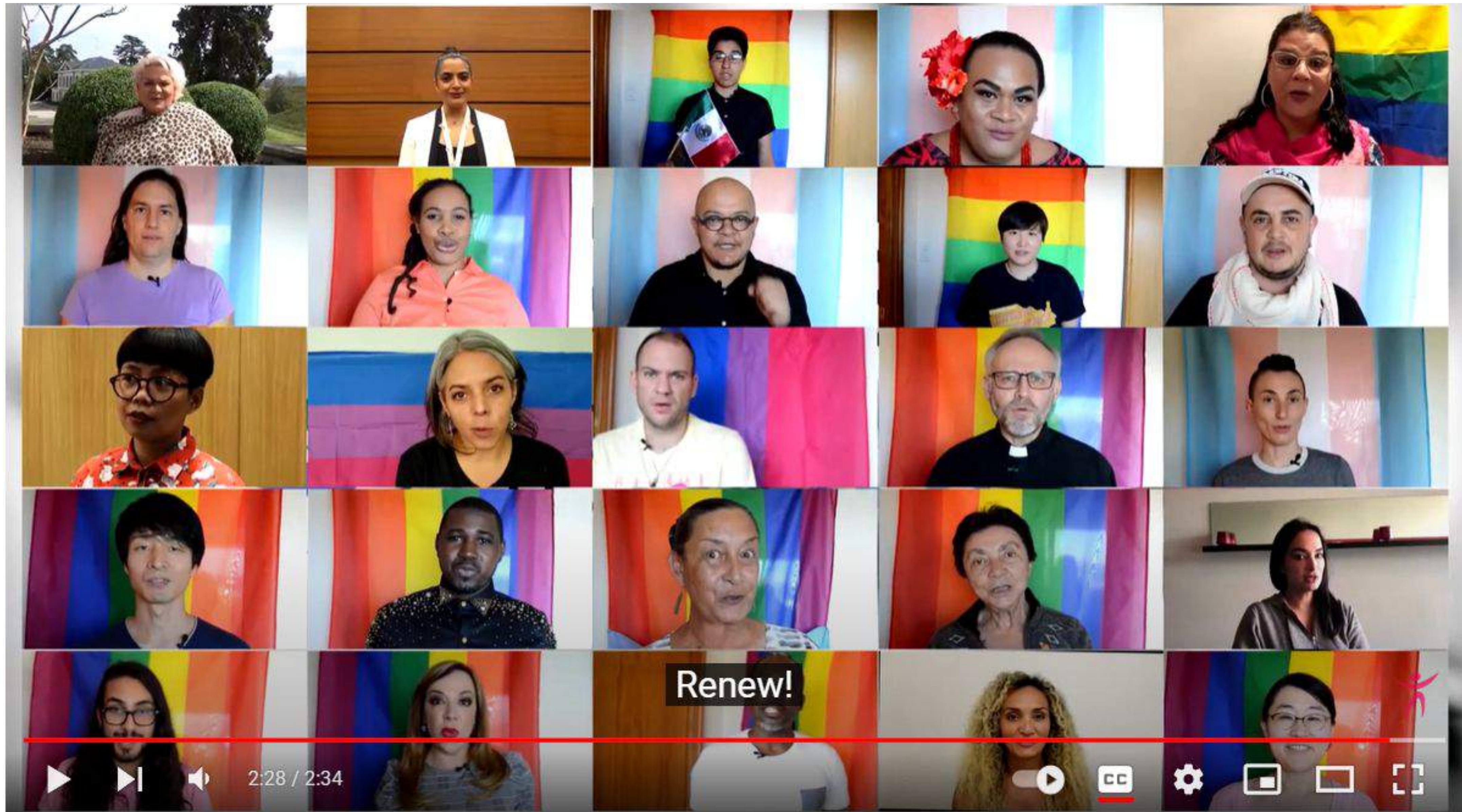
- ✓ Lobbied HRC Members at the national level, and international level
- ✓ Made a public statement calling for the renewal

All of these elements and more

=

The Campaign

#RENEW IE SOGIE



11



STRATEGIC ELEMENTS

Multiple tactics
& points of
leverage

Coalitions

Windows of
opportunity

Research &
facts

Participation &
ownership

Legitimisation

<https://www.ishr.ch/news/jo-becker-5-ways-successful-human-rights-mpaign>



**STEPS TO
DEVELOP AN
ADVOCACY
STRATEGY**

BEFORE STRATEGIZING



STEPS TO DEVELOP AN ADVOCACY STRATEGY

Step 1

What is the
change we want
to see?
(end result/impact)



STEPS TO DEVELOP AN ADVOCACY STRATEGY

SMART = SPECIFIC, MEASURABLE, ACHIEVABLE, RELEVANT, TIMELY



“In September 2023, the 16 candidate States to the UN Human Rights Council elections make concrete and public commitments for human rights protection”

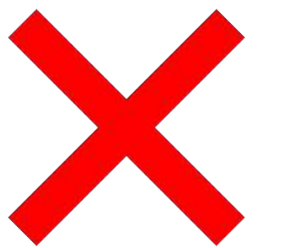
“In the 52nd session of the HRC, at least 30 member States vote in support of the resolution on Nicaragua”

“By March 2024, Saudi Arabia adopts at least one recommendation to release detained human rights defenders during its UPR and takes steps toward releasing them, including releasing X (individual) by X (date)”

“On September 2023, a minimum of 4 countries ratify the Escazú Agreement”

Step
1

What is the change we want to see?
(end result/impact)



Bad examples:

“At the end of the campaign there is less impunity in Mexico”

“Raising awareness about torture in China”

STEPS TO DEVELOP AN ADVOCACY STRATEGY

Step 2

Map the actors

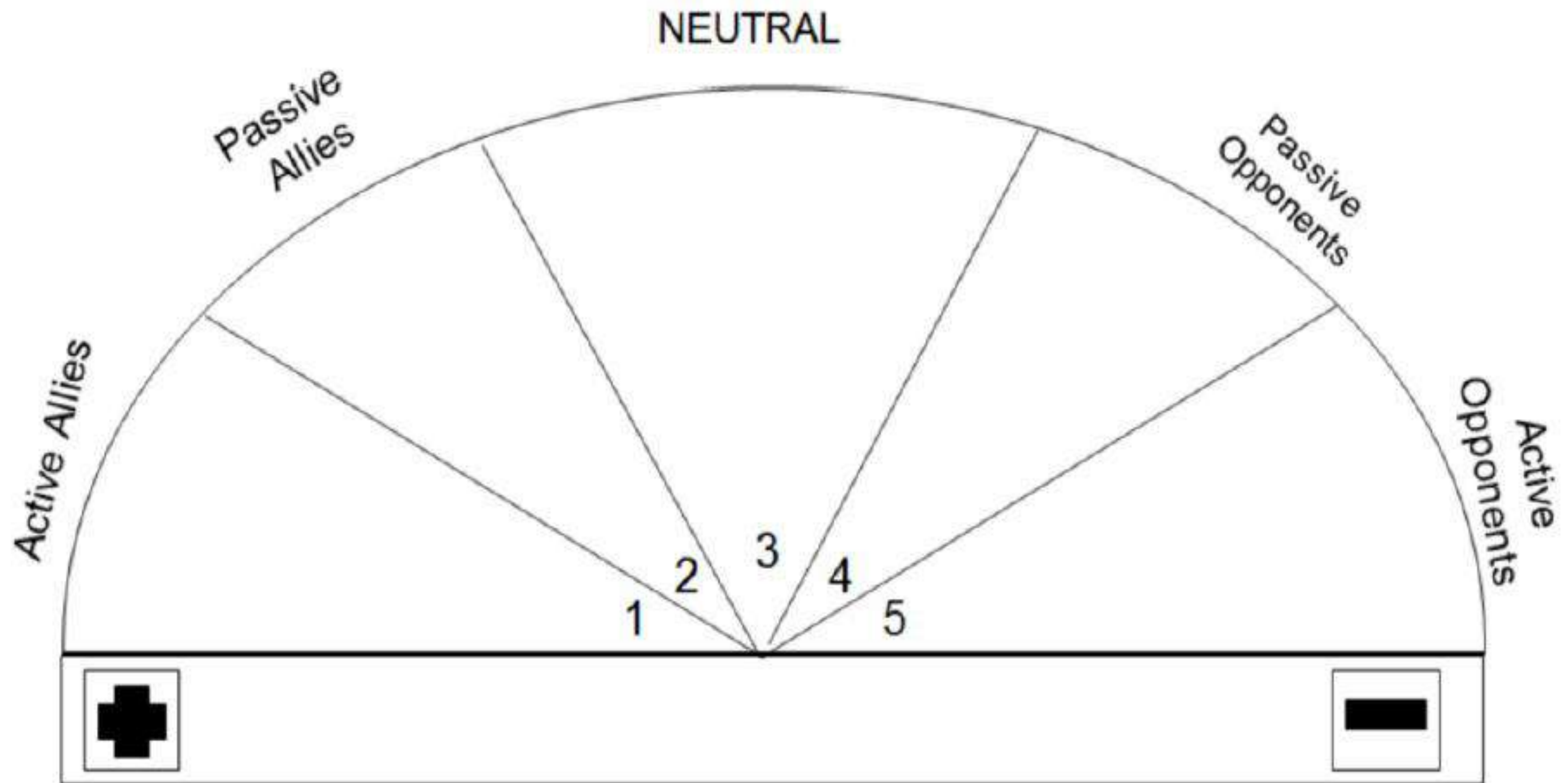
- ▣ *Identify the key actors who have influence on/around the issue*
- ▣ *Analyse these actors*
- ▣ *Understand relationships amongst the actors*
- ▣ *Situate yourself in its map of actors*
- ▣ *Identify allies*



STAKEHOLDER MAPPING

IDENTIFY THE KEY ACTORS WHO HAVE INFLUENCE ON/AROUND THE ISSUE

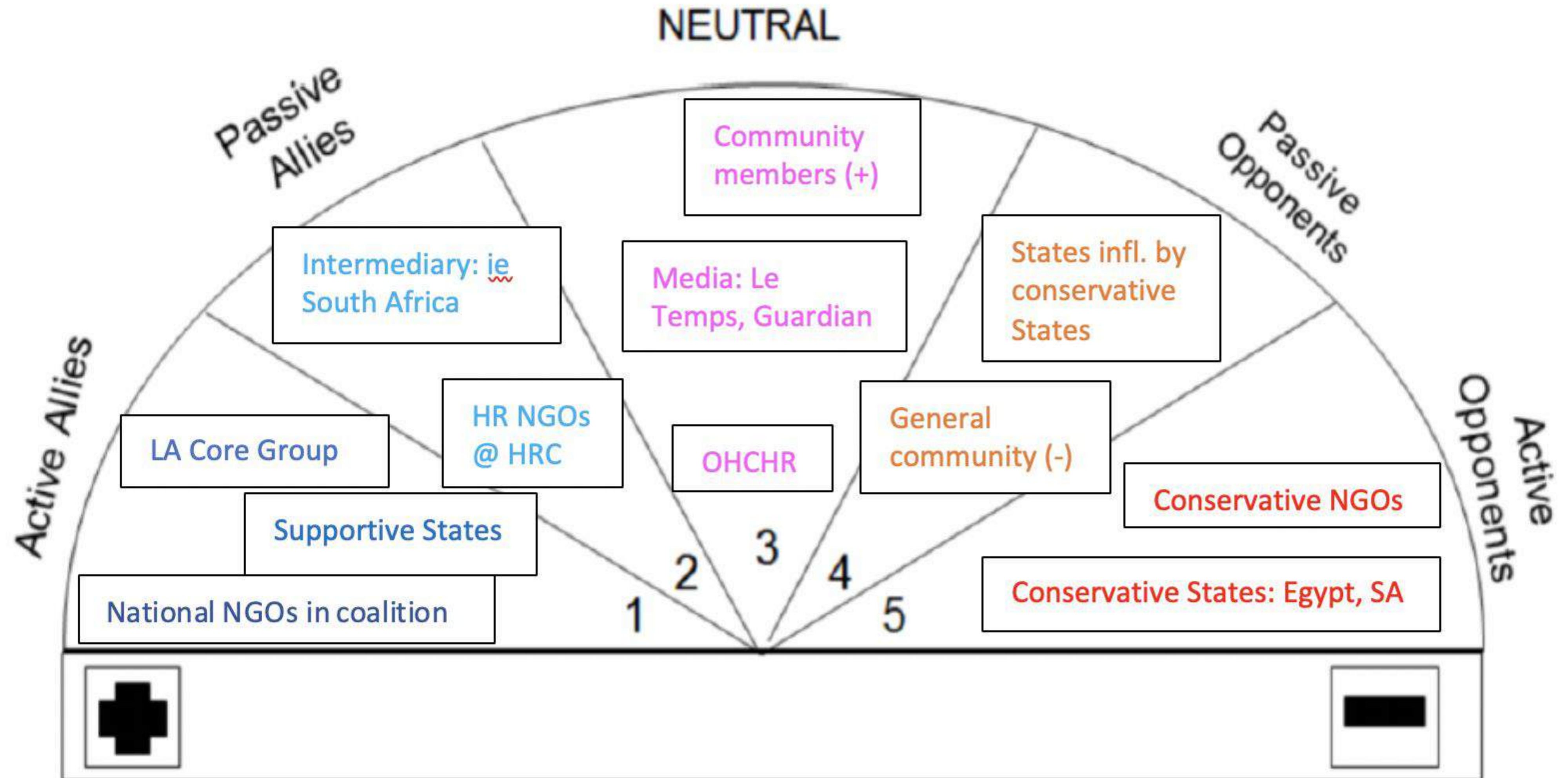
Step 2



STAKEHOLDER MAPPING, AN EXAMPLE - IE SOGI

IDENTIFY THE KEY ACTORS WHO HAVE INFLUENCE ON/AROUND THE ISSUE

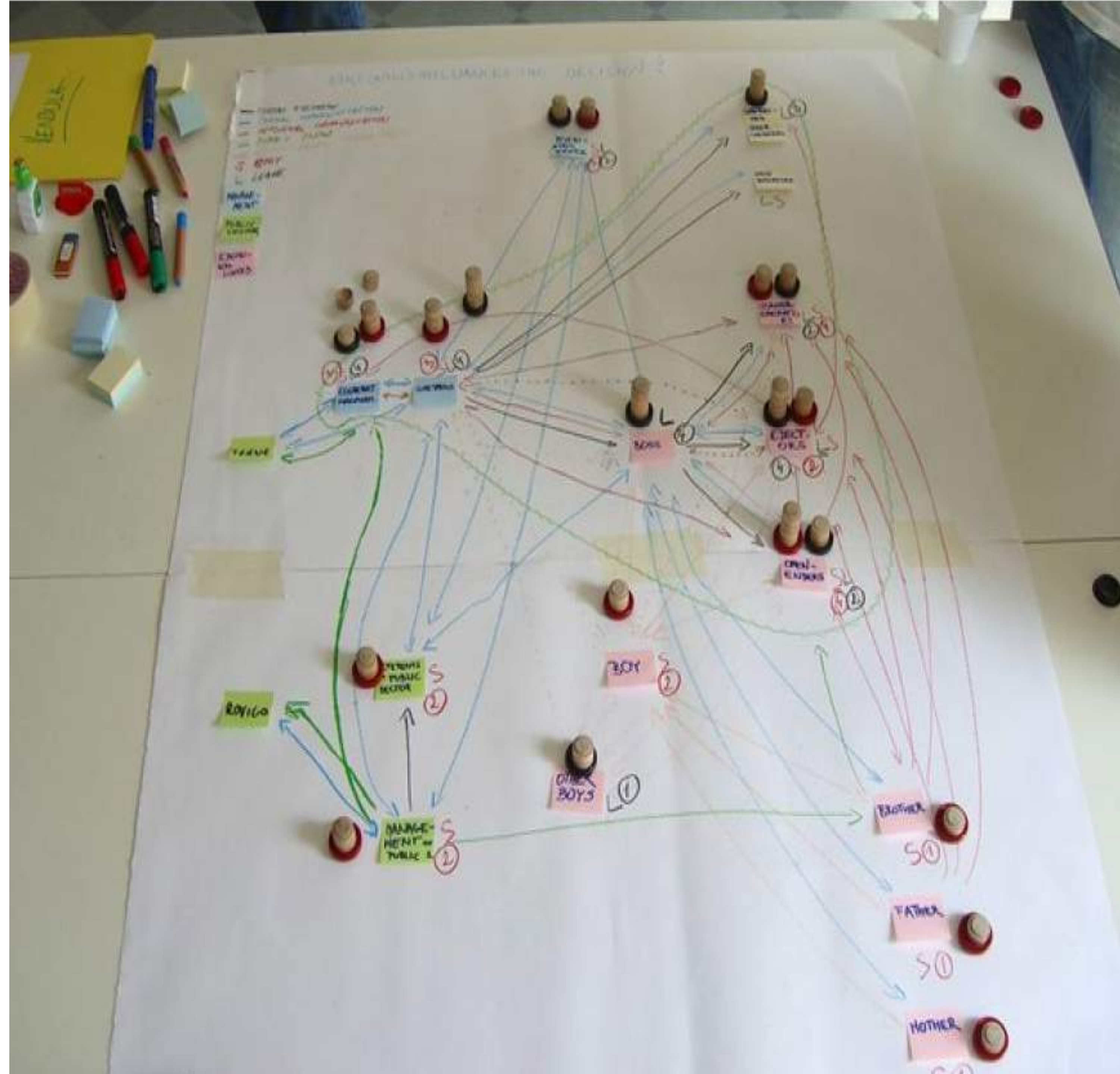
Step 2



ANALYZE THE ACTORS!

Step 2

- Identify the key actors who have influence on/around the issue
- Analyse these actors
- Understand relationships amongst the actors
- Situate yourself in its map of actors
- Identify allies



Step 2

Example:

#MecanismoPara
Nicaragua

#MecanismoPara Nicaragua

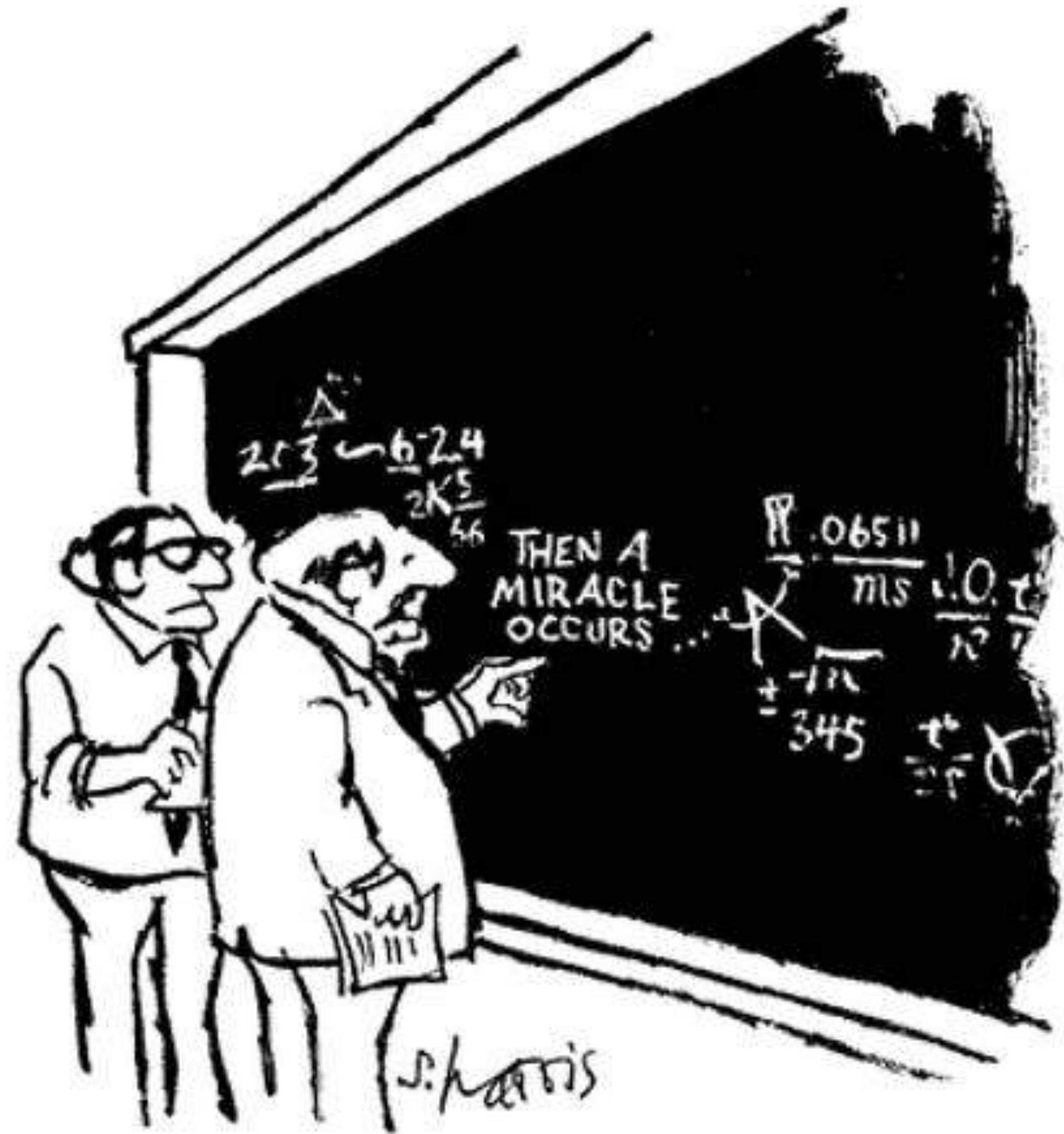
Region	Country	HRC membership Term	Ally/swing/opponent	VOTE FORECAST			ADVOCACY GOAL	Who reaches out?	Comments/updates on State position	HRC40 vote	HRC43 vote	HRC46 vote	HRC47 Joint Statement	HRC48 Joint Statement	Position on Nicaragua (based on statements at HRC46, 47, 48)	Position on country situations (Venezuela, Burundi, Eritrea, Sri Lanka, Afghanistan, Syria, Philippines, Myanmar, Belarus)													Objective criteria / New members pledge	Attended inauguration?	UPR Recommendation?	Contact point	
				SCENARIO 1	SCENARIO 2	SCENARIO 3										Overall position	Vz	Bu	E	SL	A	S	P	M	BI	Vote on Yemen							
Africa	Benin	2022-2024	Swing	ABST	ABST	NO	ABST to YES	ISHR								Supports regime	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	X			no		
Africa	Cameroon	2021 /2022-2024	Swing	ABST	ABST	NO				ABST	ABST	ABST				Supports regime	negative	A	N	N	A	A	N	N	A	A	ABST				no		Francoise Kouame francoiskouame@hotmail.com
Africa	Côte d'Ivoire	2023	Swing	ABST	ABST	NO	ABST to YES	HRW				ABST				Supports regime	mixed	N/A	A	A	A	Y	Y	Y	N/A	N/A	ABST	X			no		
Africa	Eritrea			VOTE FORECAST							NO	NO	NO			Supports regime	negative	N	N	N	N	N	Y	Y	N	Y	N	NO			Continue actions (3)		
Africa	Gabon							ISHR					ABST			Supports regime	negative	N/A	N	A	A	A	Y	N/A	N/A	N/A	NO				no		namambou@yahoo.com
Africa	Gambia							HRW: ISHR								Supports regime	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a				no		
Africa				TOTAL	SCENARIO 1	SCENARIO 2	SCENARIO 3									Supports regime	negative	A	N	A	A	A	Y	N/A	Y	A	NO				no		Akram Ashyabani mission.ityee@bluewin.ch
Africa				YES	19	18	17									Supports regime	mixed	N/A	N	A	Y	Y	N	N/A	N/A	Y	ABST	X			no		Mr. Loudon Matiya matiyad008@yahoo.com
Africa				NO	7	11	23									Supports regime	negative	A	N	A	A	A	Y	N/A	Y	A	NO				no		Mme. Warda Mohamed Khouye wardabeta@gmail.com
Africa				ABST	21	16	6									Supports regime	negative	A	N	A	A	A	Y	N/A	Y	A	NO				no		
Africa	Namibia	2022	Swing	ABST	ABST	NO	ABST to YES	HRW: ISHR					ABST	ABST		Supports regime	mixed	A	A	A	A	Y	Y	N/A	Y	A	ABST			no		Jerry Mika jerrymika@gmail.com	
Africa	Senegal	2023	Swing	ABST	ABST	NO	ABST	ISHR					ABST	ABST	ABST	Supports regime	negative	A	A	A	A	A	Y	A	A	A	NO	X		Effective collaboration with HR bodies, NHR; ratification of OP-CEDAW and ICED			
Africa	Somalia	2021 /2022-2024	Opponent	NO	NO	NO							ABST	NO	NO	Supports regime	negative	A	N	N	N	A	Y	Y	N	Y	A	NO			no		Hussen Abdi gerevamission@mfa.gov.so
Africa	Sudan	2022	Swing	ABST	ABST	NO	ABST to YES						ABST	ABST		Supports regime	negative	A	A	N	A	Y	Y	N/A	Y	A	NO			no		H.E. Osman Abubakr Mohammed (DPR) osmanabubakr@hotmail.com	
Asia-Pacific	China	2023	Opponent	NO	NO	NO							ABST	NO		Supports regime	negative	N/A	N	N	N	N	Y	N	N	N/A	N/A	NO	X		no		
Asia-Pacific	India	2021 /2022-2024	Swing	ABST	ABST	ABST	ABST	ISHR					ABST	ABST	ABST	Supports regime	mixed	A	A	N	A	Y	Y	N	A	A	NO		X	violence against women (2); right to health and education (2)			
Asia-Pacific	Indonesia	2022	Swing	ABST	ABST	ABST	ABST	ISHR					ABST	ABST		Supports regime	negative	A	A	A	A	A	Y	Y	N	A	NO	X		Strengthen NHR; protect access to information; access to info; continue action			Anindito Primasto anindito.primasto@mission-indonesia.org
Asia-Pacific	Japan	2022	Ally	YES	YES	YES		HRW		YES	YES	YES	X		Criticizes it	positive	Y	Y	Y	A	Y	N	A	A	Y	ABST	X		FoE, media, peaceful assembly, electoral reform			Shuichi Nishino shuichi.nishino@mofa.go.jp	
Asia-Pacific	Kazakhstan	2022-2024	Swing	ABST	NO	NO	ABST	HRW								Supports regime	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a				no		
Asia-Pacific	Malaysia	2022-2024	Swing	ABST	ABST	NO	ABST	ISHR								Supports regime	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	X			no		
Asia-Pacific	Marshall Islands	2022	Ally	YES	YES	YES		ISHR			YES	YES	X	X		Supports regime	positive	Y	Y	Y	Y	Y	N	Y	Y	YES	X			no		H.E. Doreen Debum (Ambassador) ddebun@mfa.mt	
Asia-Pacific	Nepal	2023	Swing	ABST	ABST	ABST							ABST	ABST	ABST	Supports regime	negative	A	A	A	A	A	Y	A	A	A	ABST	X			no		Mr. Utam Shahi utamshahi@gmail.com
Asia-Pacific	Pakistan	2023	Swing	ABST	NO	NO										Supports regime	negative	A	N	N/A	N	N	Y	A	Y	A	NO			Continuing action (2 remain)			
Asia-Pacific	Qatar	2022-2024	Swing	ABST	NO	NO	TBC									Supports regime	?	A	N/A	N/A	N/A	N/A	N	Y	N/A	N/A	n/a			Trafficking, NHR			Informal: Jeong A-yu
Asia-Pacific	ROK	2022	Ally	YES	YES	YES		HRW			YES	YES	X	X		Supports regime	positive	Y	Y	Y	Y	Y	N	N/A	Y	Y	YES	X		Electoral/judicial independence; access int HR mech to country; journalists and HRDs (EndReprisals, FoE/FoA, stop violence)			Ms. J. Hyun Yoo hyun.yoo@mofa.go.kr
Asia-Pacific	UAE	2022-2024	Opponent	ABST	NO	NO	TBC		Heard that they might ABST (or vote Yes?)							Supports regime	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a				no		
Asia-Pacific	Uzbekistan	2023	Swing	ABST	ABST	ABST	ABST							ABST		Supports regime	negative	N/A	A	A	N	A	Y	N/A	N/A	A	NO				no		uzbekistan@bluewin.ch
EEG	Armenia	2022	Swing	ABST	ABST	ABST	ABST to YES?	ISHR								Supports regime	positive	N/A	Y	Y	Y	Y	Y	N/A	Y	A	ABST	X		ratification ICED, Op-CEDAW			Mr. Arsen Kotaryan arsen.kotaryan@mfa.am
EEG	Lithuania	2022-2024	Ally	YES	YES	YES										Criticizes it	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	X		FoE/FoA (2); political prisoners and detained journalists			
EEG	Montenegro	2022-2024	Ally	YES	YES	YES										Criticizes it	?	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	X		ratification of OP-CRC and ICED			Prof. Crven Kostic
				TOTAL	SCENARIO 1	SCENARIO 2	SCENARIO 3																										
				YES	19	18	17																										
				NO	7	11	23																										
				ABST	21	16	6																										

STEPS TO DEVELOP AN ADVOCACY STRATEGY

Step 3

What needs to happen to make this change?

- Identify what needs to happen for your objective to be reached. Imagine you are starting at the end of your endeavor and are walking backwards.



"I think you should be more explicit here in step two."

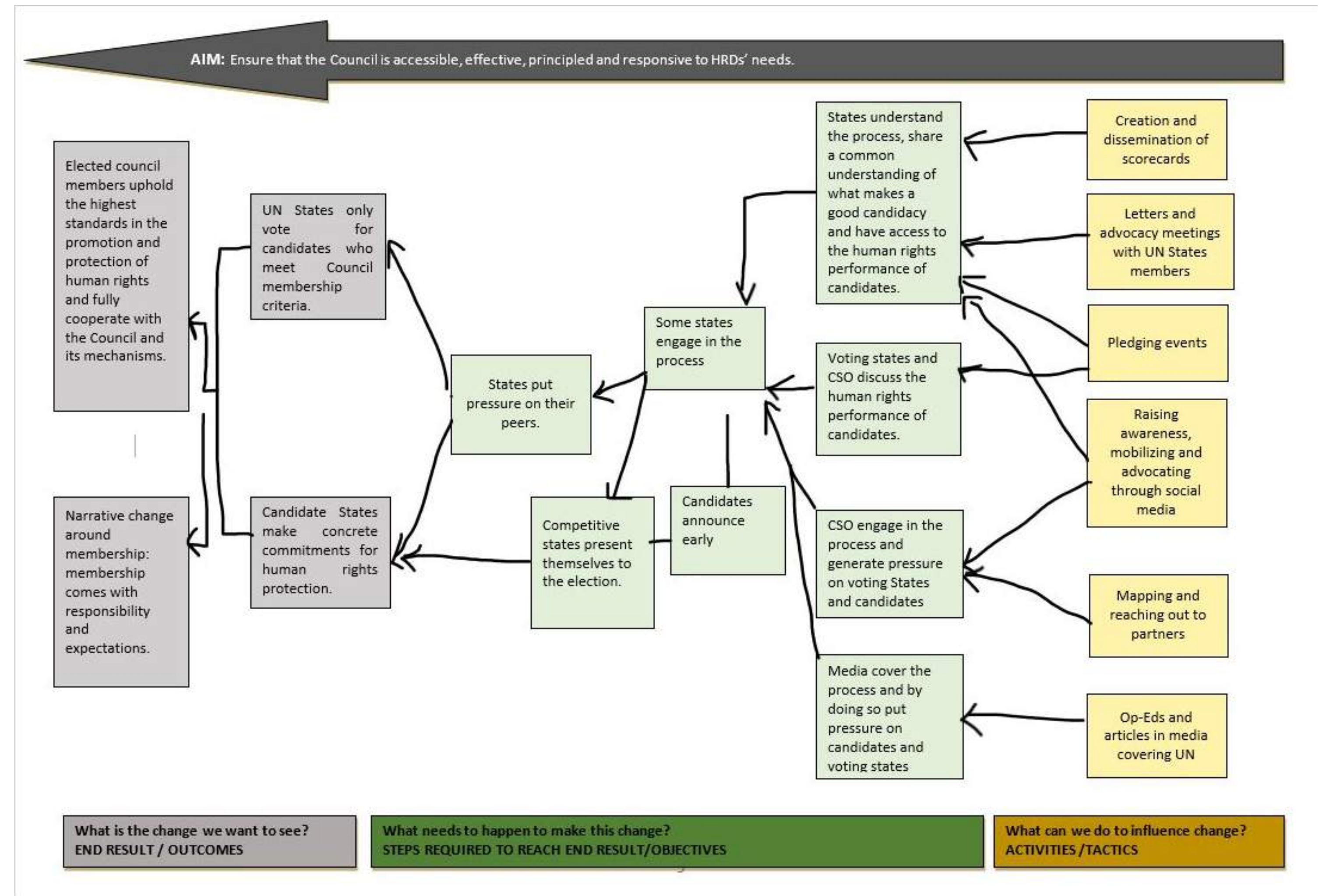
STEPS TO DEVELOP AN ADVOCACY STRATEGY

Step 4

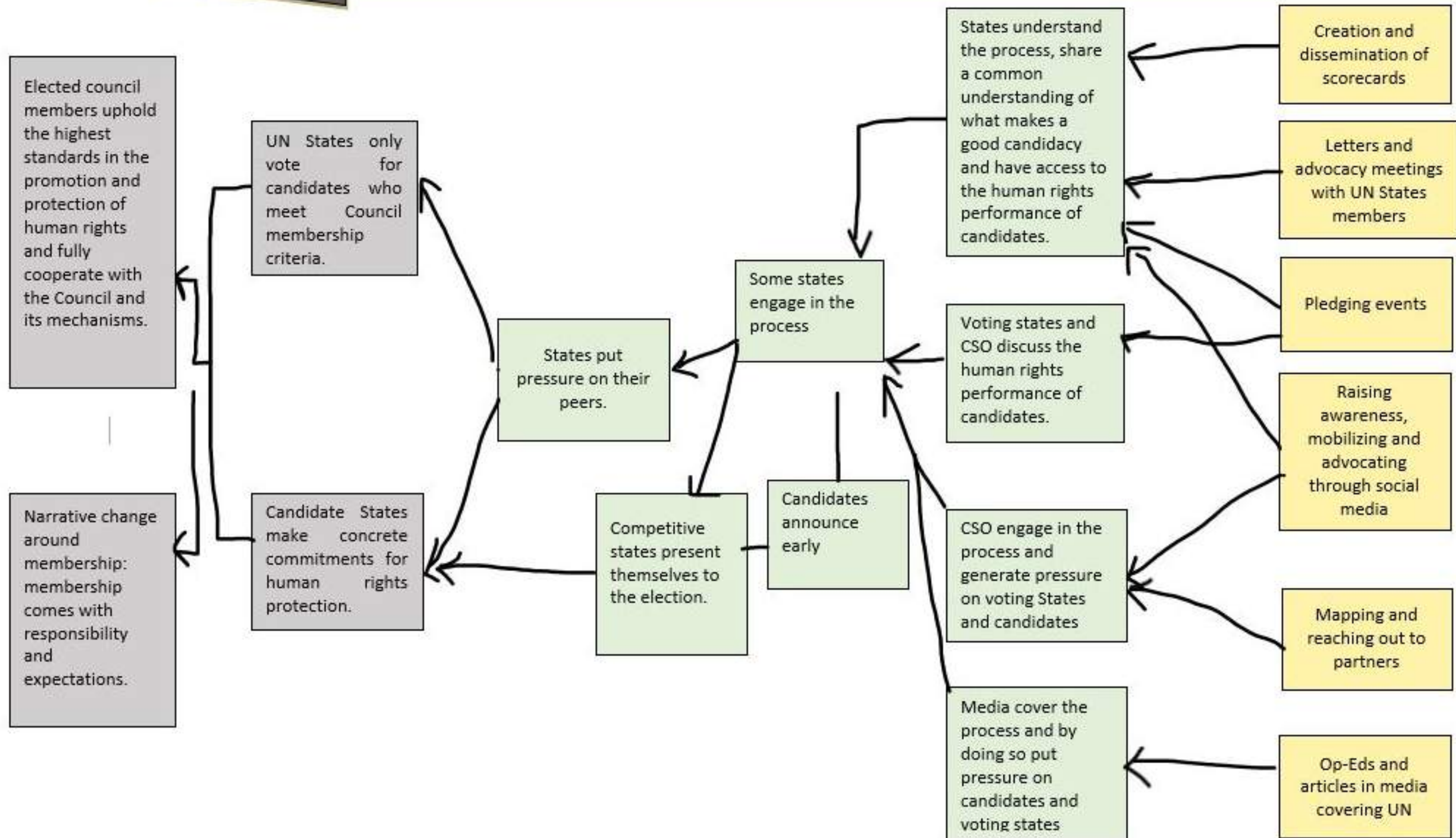
What can we do
to influence
change?
(activities and
outputs)



AN EXAMPLE: A THEORY OF CHANGE



AIM: Ensure that the Council is accessible, effective, principled and responsive to HRDs' needs.



What is the change we want to see?
END RESULT / OUTCOMES

What needs to happen to make this change?
STEPS REQUIRED TO REACH END RESULT/OBJECTIVES

What can we do to influence change?
ACTIVITIES/TACTICS

STEPS TO DEVELOP AN ADVOCACY STRATEGY



Step 5

How do we measure change/progress/ impact?

▮ *Develop a framework to monitor and evaluate progress:*

- ✓ *what information do you need in order to assess progress?*
- ✓ *How will you get that info?*
- ✓ *What are the “signs of success”?*
- ✓ *How will you capture evidence of these successes?*

Milestones Indicators

Examples:

Objective ▮ *call for the Government of Saudi Arabia to release political prisoners*

Indicator:

X prisoners have been released by Y date.

Objective ▮ *call for the Government of Nepal to repeal laws restricting the rights of human rights defenders*

Indicators:

X laws have been changed OR

Y steps have been taking toward changing X laws.

YOUR THEORY OF CHANGE

Take a look at your advocacy objectives and revise your theory of change following the 5 steps we have shared:

- Revise your objectives: what is the change you want to see?
- Have you mapped out all the actors & analysed their relationships to each other?
- What needs to happen to make this change?
- What can you do to influence change: are the tactics clear?
- How are you going to measure change/progress/impact?



QUESTION AND ANSWERS

