

Advocacy strategy

- The aim of this exercise is to help us develop a strategy together.
- Do your best to get through as many steps as you can.
- It is completely alright if you cannot get through all of the steps. Pause and discuss the other steps before leaving the room.
- Try not to get stuck in any step, you can always come back and make changes.
- Follow the rules!

Step 1: Pick one issue

(Internet shutdowns being imposed during protests// Gender based hate speech in online spaces// Censorship of dissent through a new law forcing intermediaries to take down content)

●

Step 2: What are the human rights at stake? Name a few.

Eg. freedom of expression

●

Step 3: What is your advocacy objective?

(Eg. To get X number of states to _____ about _____ in Y country and ask for this practice to come to an end)

●

Step 4: Pick a forum

(GA committees//ITU// UNHRC session// UPR// Special Rapporteurs//Diplomatic missions// SDG Processes// CSW// IGF)

●

Step 5: Who are the stakeholders operating in this forum?

Name the ones you can think of.

●

Step 6: Pick a maximum of three advocacy targets you will engage

(Government of the country where the issue is taking place/ other Governments/ digital rights groups/ gender rights groups/ private sector/ technical experts/Commercial interests bodies/ media)

Target 1

Target 2

Target 3

Step 7: Analyse the target

	Target 1	Target 2	Target 3
Who is the target?			
Target's power/influence over the Issue (unknown, limited power, moderate power and significant power)			
Target's level of opposition to or support for the issue: (Ally, neutral, indifferent and opposed)			
Target's interest in the issue: (none, low, medium and high)			
Level of knowledge of the issue: (none, low, medium and high)			
Existing level of access to the target: (none, low, medium, high) (Start thinking about how you would go about accessing the target?)			
What do you want the target to do?			

<p>Based on what you want the target to do, what is the best possible strategy?</p> <ul style="list-style-type: none"> - Communication - Persuasion - Pressure - Other? 			
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--

Step 8: What are the documents you need to prepare to engage with these targets? Write a brief line or two about what it will contain.

-

Step 8: Which international documents or instruments will you reference?

Eg. UDHR

-

Step 9: What are the resources you need for carrying out this strategy?

-

Step 10: Who are the networks you will need help from?

National:

-

Step 11: What are the challenges you anticipate in this process?

-

Step 12: What are the risks involved in engaging in this advocacy? What can you do to address them?

-

Step 13: How will COVID factor in or affect your efforts?

-