

A photograph of a woman wearing a vibrant pink headscarf with a white geometric pattern. She is looking slightly to the right with a gentle expression. The background shows a brick wall and a dark, cluttered interior space, possibly a storage area for charcoal or similar materials.

**Gender, Advocacy and
Strategic Partnerships-
the path to success!**



Outline of Session

Advocacy

- Why
- How to develop advocacy plans

Strategic Partnerships

- What, Types, Principles, How to Identify Allies

Advocacy:



What is advocacy?

“Advocacy is an umbrella term that describes various strategies – including campaigning, lobbying, research/communication and alliance-building – that are used **to influence decision-makers** and policies. Advocacy is engagement **aimed at bringing about change**” (*An Advocacy Guide for Feminists, AWID 2003*)

Advocacy = making persuasive argument for specific outcome

Advocacy in the role of gender and diversity focal points?

- Institutional change and capacity building for (effective change management) gender **mainstreaming**
- **Inter-sectoral coordination**
- More effective **gender sensitive activities**, services and operations
- **Funds** for gender equality activities and programming
- **Strategic partnerships** with women's groups and movements
- Protection from and procedures for **preventing sexual exploitation and abuse**

IPPF'S Humanitarian Approach to Advocacy

- IPPF 2018- 2022 Humanitarian Strategy is about Strengthening IPPF's SRH service delivery in humanitarian settings and championing rights. This involves mainstreaming and targeted action in relation to advocacy.
 - Advocacy and policy change to create a more enabling environment for SRH iE (niche)
 - SRH in Humanitarian to be integrated into IPPF's core work
 - Partnerships to achieve goals and targets (external enabler)

Internal	External
Developing a specific humanitarian strategy and a partnerships strategy	Integration of SRH iE and Emergencies into key global documents AMCDRR; SPHERE; SDG's
Integrating humanitarian into our advocacy and gender and inclusion strategy	Supporting NDMOs to include SRH (MISP) into national preparedness and response plans
Sensitising staff on importance of including SRH iE into our core work- events, meetings etc	Sensitising key decisions makers from government and other agencies on importance of addressing SRH during response
	Ensuring no one is left behind in response- LGBTIQ, disability, youth included in response

Developing an Advocacy Plan

- **Problem definition-** Why? What needs to change?
- **Advocacy Expected Result** - what is the ask, specific change?
- **Audience analysis-** Who are the decision makers, what is their position on the issue?
- **Self-Assessment-** SWOT/What is our comparative advantage?
- **Analysis of potential allies-** Who with?

Group Activity: Developing an Advocacy Plan

- Identify the advocacy challenge internal/external that you want to address
- **Task:** In your groups answer the following questions
 - What is the problem you want to address, why is it a problem?
 - What is the result you want to see? What change are you asking for?
 - Who is the audience for the advocacy? What is their power level? What is their interest in the issue? Is there a secondary audience?

Advocacy strategies/tactics

**Brainstorm: What strategies have you used?-
worked not worked?**

Strategies/Tactics- Should always be tailored to
the context and an understanding of the
decision makers!

Success and failure factors

- Know the issue and get your facts right
- Understand policy development and decision making processes, map and learn about decision makers and other influencers
- Look for strategic entry points, What's "the hook" to be used to amplify voices and bring others attention? Be Current
- What's the right strategy /tactics based on the knowledge of the context and key decision makers?
- Keep your message short and simple
- Forge alliances and coalitions and support to local partners
- Support women and target communities to amplify their voices
- Get resources to fund your advocacy strategy

IPPF- Addressing LGBTIQ in humanitarian settings

Key gap in humanitarian sector, very little documented, IPPF working with marginalised communities and is a SRH rights based organisation

- **Sensitisation of our team-** SOGI 101 training (from LGBTIQ issues)– Importance, values clarification
- Identifying **internal champions** at different levels including leadership
- Contribute to **building the evidence base:** Pride in Humanitarian- call to Action, Hag Report- taking out of the too hard basket, Communities of Practice within IPPF/IAWG, Using momentum from the “leave no one behind” campaign.
- **Engage** with internal mechanism across the federation sexual & gender diversity network, advocacy strategy/gender and inclusion strategy
- **Partnerships** with LGBTIQ organisation on advocacy & implementation (national & International levels)
- **Hiring LGBTIQ staff** at all levels (volunteer, field staff, HQ, etc.) and include a values clarification question in job interviews (Sri Lanka- steering committee).
- **Recruitment of SOGI advisor** to support integration across the federation-**resources**

Advocacy Takeaways

- That all gender and diversity focal points have a role in advocacy and the capacity to advocate for SGBV
- Desired advocacy outcome/purpose and the target audience must be very clear before developing strategies
- Advocacy work should be contextualised to the situation
- Look for strategic entry points

STRATEGIC PARTNERSHIP



What is partnership?

- Humanitarian Accountability Partnership (HAP) refers to : 'a relationship of **mutual respect** between **autonomous organisations** that is founded upon a **common purpose** with **defined expectations** and **responsibilities**

Why do we need strategic partnerships?

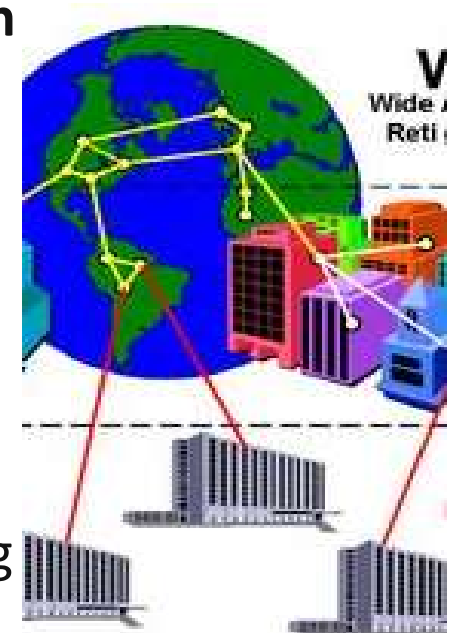
- Complex and interdependent world requires various sectors to come together to effectively respond to development challenges – no one can do it alone
- Combining of organizational cultures and competencies lead to innovative approaches and solutions
- Diverse access to networks and relationships through various sectors
- Amplify Voice different partners can bring different institutional perspectives and legitimacy

Partnership Purposes



Types of partnerships

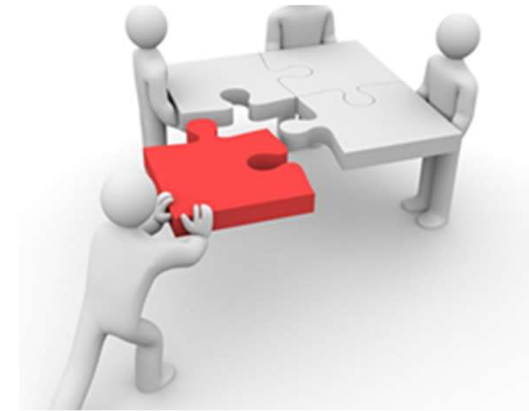
- **Networks** - The relationships among partners within networks are often **less formal or informal**. The main purpose of most networks is to **exchange information** among members and to **share experiences** in their local activities.
- **Coordination** - Relations among members are more closely linked. **Definition of specific tasks among organizations**, which require resources (for representation, management, fulfilment of specific tasks) beyond information sharing.
- **Collaboration** - Relations among members (2 or more) are **strong** with **functional** more broad ranging areas defined for **joint activities**



IPPF and IFRC collaboration

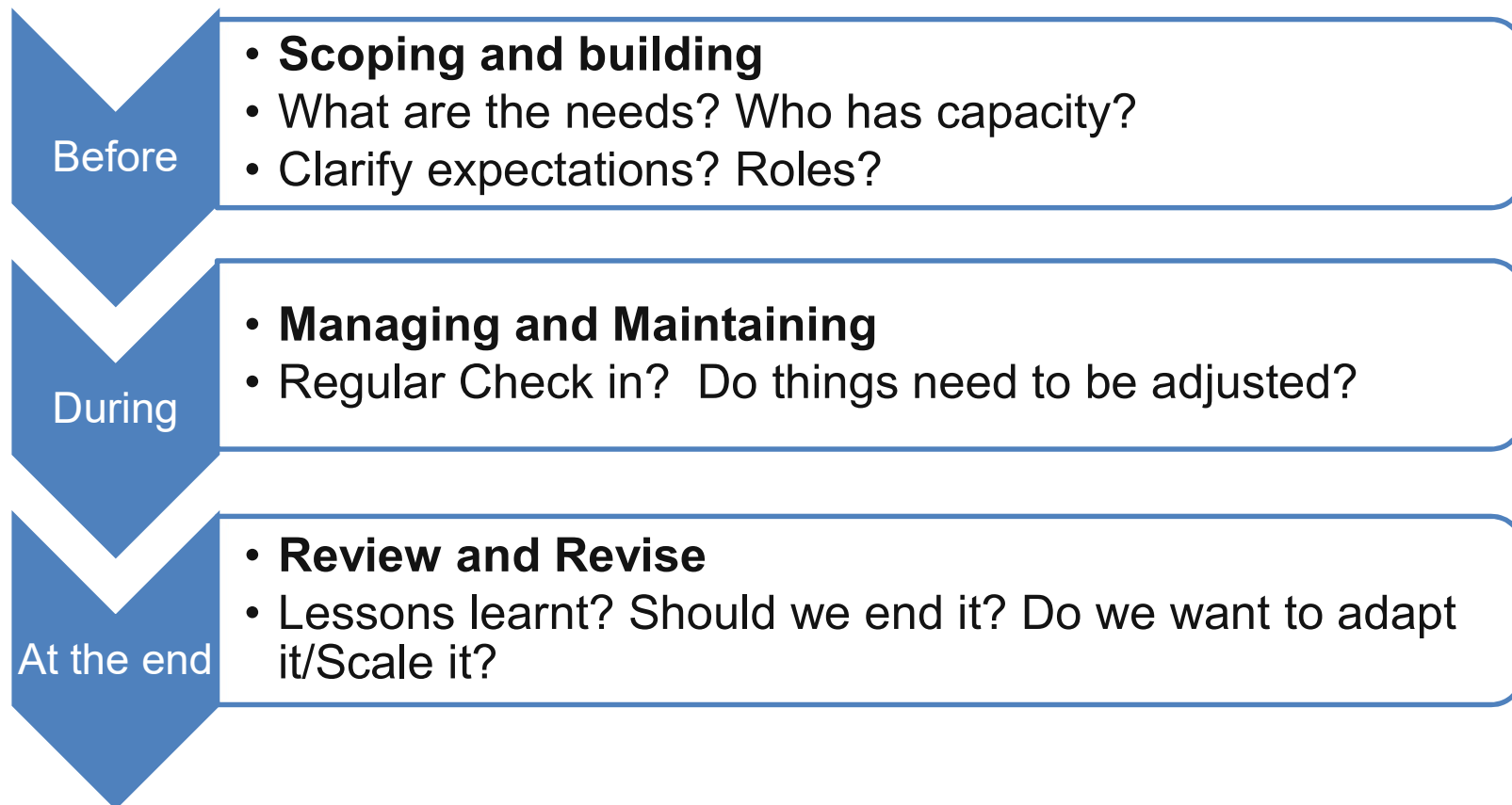
- Coordination before, during and after crisis
- Some examples
 - RCRC representatives included in SPRINT/MISP **trainings** in Pakistan, Sri Lanka, Nepal
 - IPPF MAs part of DRR East Africa sub working group which is led by IFRC
 - Sri Lanka **MoU with RC-** prepositioning, joint assessment, shared service sites for PSS
 - Philippines **joint advocacy**
 - Indonesia- **logistics** ambulance support/transport of
 - MRCS/MMWCA collaborate on MISP programme- **share volunteers**
 - RC part of **Country Coordination teams** in Kenya/Uganda

Principles of Partnership



- **Equality**- Mutual respect
- **Transparency** – Communication/Maintaining open dialogue and exchange
- **Complementarity** – build on diversity and enhance local capacity
- **Responsibility** - rights and obligations must be clear and commit to what you can deliver
- **Results Oriented**- Focus on Action

Partnership Stages/ Cycles



Group Work: Forming Partnerships

Scenario:

You are part of the SGBV response system and have been asked to work with other partners from cluster system to establish an effective referral system

Members of the cluster include: UN, NGO, CSO, Local Ministry of Women and Children's Affairs, Women's Network, Civil society networks

Task: Prepare a summary of what you think your role could be in a partnership to share with the others and a list of what you are looking for, from the other potential partners.

- **Keep in mind the partnership principles, gender and power**

Partnership Takeaways

- **Diverse** partnerships/collaborations can strengthen impact of our work
- When selecting partners should follow the key principles- mutual respect, complementarity and shared values
- Partnerships are living and evolving relationships that need investment and monitoring
- Clear communication is essential - Partners can have different expectations

Resources

- GBV AoR- Advocacy Handbook 2017

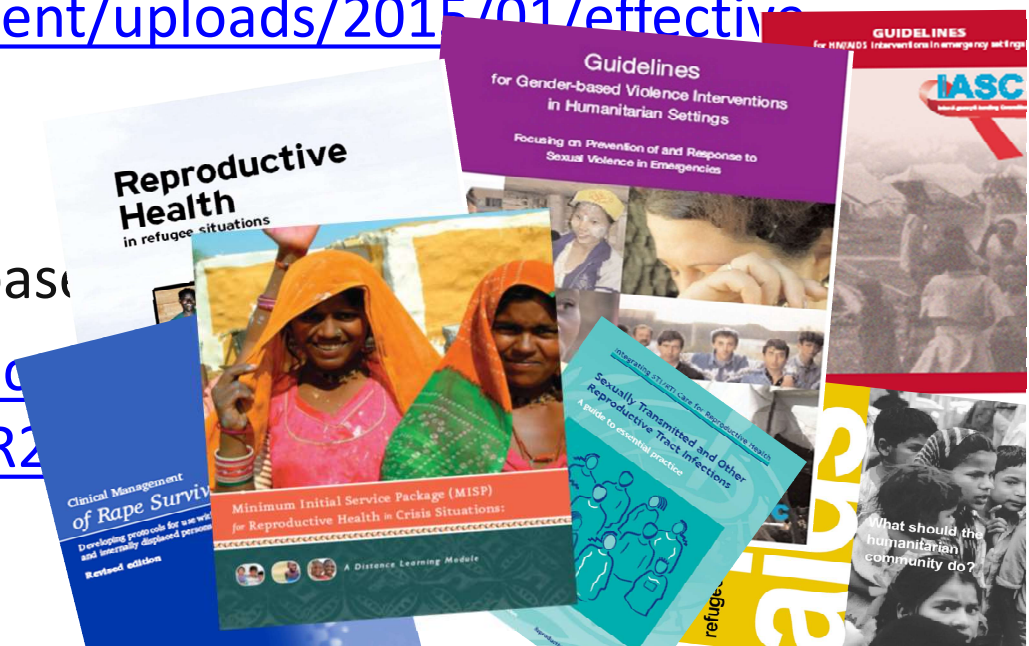
http://gbvaor.net/wp-content/uploads/2017/08/GBV-in-Emergencies_Advocacy-Handbook_final.pdf

- Guide to constructive, effective partnerships – ELHRA 2015

<http://www.elrha.org/wp-content/uploads/2015/01/effective-partnerships-report.pdf>

- Unseen, Unheard- Gender based

http://www.ifrc.org/Global/Documents/2015/07/20150707700_GBV_in_Disasters_EN_LR2.pdf



Questions? And Thank You

