

# REPORT FORM

Name of the event	"Boost your Advocacy Impact" YFJ Training on Advocacy and Campaigning	
Place and dates of the event	Brussels 09/11-12/11/2017	
Participant (s) from the Alliance	Jana Gander, VPER	

## Introduction, aims and objectives

**The organizer** The European Youth Forum (YFJ) is the platform of youth organisations in Europe. Representing 104 youth organisations, both National Youth Councils and International Non-Governmental Youth Organisations,

### **Purpose of the meeting**

The training was a capacity building event from the YFJ based on the MOs survey conducted. The objectives of the training were:

- To explore what advocacy is on various levels (processes, actors and strategies) and what impact is / how it can be measured;
- To introduce a participatory approach in advocacy work (including young people, MOs, decision-makers, partners and other partners);
- To explore what lobbying is and how to address specifically policy makers at different levels;
- To identify challenges and risks MOs are facing;
- To exchange best practices (especially on outreach and results and impact);
- To understand the relevance of European level advocacy and identify ways to link it to the national, local and organizational level;
- To develop entry points for campaign and advocacy activities (related to YFJ activities and / or identified topical own interests);

It was a non formal education training that included one evening with stakeholders from the European Commission, the Advisory Council on Youth of the CoE, Youth Partnership, Youth Intergroup and the YFJ.

## A brief report on the content

### **Session 1: Opening and introduction and YFJ dimension of the topic**

• This session aims to allow to participants to get to know each other and at the same time to strengthen the group dynamic and links between the different participants. It will also introduce the agenda, the objectives and support participants to better understand the background and context of the training, as well as to share their expectations.

YFJ Principles/ Rights Based Approach: Accountability; Equality & non discrimination; Participation; Inclusion; Transparency

### **Session 2: Common ground on Advocacy**

• This session will support participants to create a common ground on what advocacy is and related terms and concepts. At the same time, participants will be able to share their experiences related to advocacy and campaigning.

### **Session 3: Understanding advocacy on various levels**

- Understand how advocacy works on different levels.
- Understand the relevance of European level advocacy in regard to different issues.

### **Session 4: Stakeholders' Mapping**

- Identify the relevant stakeholders related to participants' advocacy work
- Discuss the role of civil society organizations on different levels, and related entry points in processes.
  - [\(Power\) Mapping](#) and Stakeholder Mapping
  - Mapping is based on a concrete Statement/Aim of a campaign: Listing all Stakeholders on all levels (Local, regional, national, European)

### Session 5: Preparing for world café

- The session is continuation of the previous one and will introduce participants to the concept of the following World Café and together identify questions and discussion points with the guest speakers.  
Profiling: Approaching stakeholders: Research about the stakeholders and prepare direct questions to ask

### Session 6: World Cafe- How do they do It?

Session in the premises of Mundo J, in the office building of the Youth Forum. The main aim of the session is to provide space for participants to meet better the work of the relevant institutions on European level, and how to better link their advocacy activities with the relevant processes on European level, thus how to better influence decision makers.

### Session 7: Organizational analysis & reflection

- Reflect on the internal democratic process connected to advocacy.
- Reflect on the internal distribution of tasks related to policy work.
- Discuss principles already in place.

### Session 8: Identifying risks and challenges for Member Organisations

- Map the potential and the challenges that youth organisations face when doing advocacy work.

#### CHALLENGES:

#### Resources

- Quality vs. Time
- Decentralization through: Capacity Building, Online Learning Courses, training Sessions in meetings
- Creation/funding for positions Campaign managers, interns, Volunteers, EVS

#### Getting MOs on board

- Involve member organisations in your ideas and events, they can be part of the process
- sharing best practices with member organisations; a process of learning

#### Board Transitions: Knowledge Transfer

- Brain drain if handover is not structured well: Methods, concepts, teambuilding
- Investing in members and volunteers: trainings
- Sending emails to introduce successors/new members
- Overlapping mandates
- Documentation, reading list and recommendations
- Forwarding contacts and any relevant material to the other members and successors
- Identify the reasons behind and come up with strategies to improve.

### Session 9: Participatory approach in advocacy work

- Understand the concept of using a participatory approach in advocacy work.
- Understand the concept of representation and how it can be emphasized.
- Connect the concepts to one's own work.

### Session 10: Sharing best practices – Mos practical stories

- Learning from one-another about different ways of doing advocacy work, practical input and learning experiences.

### Session 11: Advocacy campaign cycle and measuring the impact

- Reflect on the different stages of advocacy (planning, implementation, evaluation)

#### PLANNING

1. Set a Goal: Identify the core values, think of an idea and research
2. Define the message/goal: what you want to convey
3. Build a team: Allies and volunteers
4. Create a timeline: create a budget plan, assess future costs
5. Develop communicational activities: create a communication strategy, including media; platforms which will be used; list which stakeholders will be approached to help and how to contact them

#### IMPLEMENTATION

Flexibility and Risk Management: Have a plan A and a plan B (other options/methods to use)  
Be flexible to change certain things during the process to accommodate the needs and resources available

Engage people: 'Youth led, Youth driven' projects; Identify WHEN and WHO will convey the message to be more effective

#### EVALUATION

- Set indicators before starting
- Evaluate how media and communication was effective, whether it was beneficial, which platform was best to use, etc. (media screening, bloggers)
- Publicity and Outreach
- Evaluate what can be improved, which were the weaknesses and strengths
- Ask for feedback
- If you didn't reach your goal, see why and work on how you can achieve it through other ways or achieve the second-best thing which will help you to gradually reach your goal
- How to measure success and impact
- How is funding related to impact evaluation, and when can funding criteria be an issue for effective advocacy?

### **Session 12: Success stories on campaigning**

- How to make sure your campaign is successful?

### **Session 13: Sum up and Evaluation**

- Evaluate the training and share some closing remarks.

### **Key issues for the Alliance**

- Build stronger relations with key stakeholders
  - YFJ: already close relations through VPER, P and Tilemachos, and ACD
  - EC: relations not yet particularly close
  - UNV: keep up work, also but not only through CCIVS

Tools to be considered in/for our work:

- [Trello](#) - for task responsibilities
- [Canva](#) - if you cannot afford a designer and social media help
- [Powtoon](#) - if you cannot afford a good media team/presence
- [Design thinking methodology](#)
- [Power Mapping](#) – for campaigning and stakeholder mapping

### **The impact of the Alliance presence at event**

It was a training. It was good that Alliance was present as it showed our affiliation with YFJ. The training itself was good for keeping up relations with YFJ.

### **Conclusion, recommendations for the Alliance**

- Establish and keep up relations with key stakeholders
- create a contact list that needs to be updated regularly
- include learnings in advocacy strategy: start lobbying/advocating for Workcamps using the Changing Perspectives research
- Keep eyes open for Structured Dialogue and be active in the next SD
- Implement regular training sessions on Advocacy and Campaigning (January Meeting: Advocacy; September Joint Meeting: possibly debating and brand development)
- Be more analytical when planning campaigns (already touched through Additional Member position) and invest in terms of extra resources (possibly a communications intern/ volunteer)

### **Costs for the Alliance**

None, the training was fully covered by YFJ

### **Attachments (outcomes, programme, photos for Alliance online promotion...)**

please specify:

