

2nd EUSDR Platform Meeting
Learning Pathways to Social Cohesion – Synergies between Formal and Non-Formal Education

Workshop: From Practice to Policy Change

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Content: Definition of Advocacy
Good Practice
Elements of successful campaigns

Definition of Advocacy

The group worked out a definition of advocacy, very much alike to the [definition wikipedia](#) states. The group discussed about the difference between advocacy and lobbying. Lobbying was understood as being a process very much linked with money and power, whereas advocacy is very often much more a bottom-up process – from NGOs or initiatives trying to get heard from officials, ministries. Ideally it would be a dialogue – policy makers also addressing NGOs/initiatives for advise.

Examples of Good Practice leading to Elements of Successful Campaigns

The group gave positive and negative examples of their daily work and all agreed, that the success of a initiative/poject/etc. very much depends on the personal contact with the respective policy maker. If the person in charge (from Ministry, other officials) is engaged and interested, then the initiative can work well. If there is no engagement/interest from official side, the NGOs voice gets hardly heard.

A big problem participants from the Balkans mentioned is, that NGO work is not well known (invisible) and if known, not well perceived in the region. Very hard to reach something with these conditions.

Out of the examples given, the following conclusions and elements of successful campaigns have been defined:

- Participation
 - Choose a participatory approach
 - Try to get all affected people on board (not only the actual target group of your campaign, f.ex. a certain youth group) but also all persons/stakeholder/etc. who get affected by your campaign (officials you need support from – what does this mean for them – extra work, which benefits do they have)

- Personal Contact & networks

- Try to establish or use a good personal contacts with officials/policy makers and try to keep it (also if staff might change)
 - Create networks in order to be not dependent on one person
 - Try to get an (political) umbrella network
 - Joint efforts of unusual suspects
 - Use and create informal links
- **Publicity**
 - Go to public – make your idea known,
 - use unusual ways to communicate your idea
 - Put efforts in campaigning
 - Create horizontal platforms to exchange information
- **Innovation & Surprise**
 - Think innovative and surprise – you can make the rules when not following the way it has always been
- **Documentary & Evidence based**
 - Take care of good documentation! It is essential in case any stakeholder wants to know sth and persons change
 - Use evidence-based facts/information – this helps you to be reliable!

