

Day 4 | Session 11: Hacking international advocacy: Strategies for effective engagement

Friday, 2 July, 2021 [6:30 - 8:00 UTC]

Objective: This session will tie up all the discussions in the previous days and move towards developing key strategies to engage in advocacy. In this practice based session, the participants will be looking at elements involved in developing responsive strategies for engaging in effective international advocacy. Moving from strategy, the session will also discuss building networks and identifying key components of different documents to be prepared for advocacy.

Session plan:

- Why is it necessary to develop a strategy for international advocacy?
- What are the key elements that a strategy must hold?
- What kinds of documentation would be necessary to engage in international advocacy?
- Elements for written submissions, policy briefers and statements
- Who are the actors that we can reach out to for support and networking?
- Communication and campaigning in international advocacy

**Reading materials and Tables are hyperlinked, please click the text to access*

Reading Materials:

Suggested Readings

1. APC, *Advocacy Strategy and Approaches: Overview*
2. World Neighbors, *A New Weave of Power, People & Politics: The Action Guide for Advocacy and Citizen Participation, Mapping Advocacy Strategies*
3. The Advocates for Human Rights, *A Practitioner's Guide to Human Rights Monitoring, Documentation and Advocacy*

Additional Readings

1. ISHR Academy, *Advocacy Roadmap*
2. APNIC, Internet governance
 1. *Intergovernmental organizations*
 2. *IGF*
 3. *I-star organizations*
 4. *AP-star organizations*
3. UNICEF, *Advocacy Toolkit: Developing an Advocacy Strategy*
4. World Health Organisation, *A practical guide to successful advocacy*
5. BOND, *The How and Why of Advocacy*
6. Zonta, *Gender Based Advocacy*

Representations:

1. Advocacy Strategies
2. A Strategic Approach to Advocacy
3. List of Regional and International Groups Dealing with Advocacy

Samples:

1. APC, *APC at the Human Rights Council 43rd session: Briefing on the deteriorating human rights situation in India*
2. APC, *India's constitutional and civic space crisis addressed at HRC43 side event*
3. APC, *Written statement by the Association for Progressive Communications on the right to education and the internet*
4. APC, *Human Rights and the Philippine Digital Environment: Joint Submission to the Universal Periodic Review of the Philippines*
5. APC, *Statement at HRC draws attention to draconian and discriminatory measures in Sri Lanka*

6. APC's submission to the OHCHR, *Bridging the gender digital divide from a human rights perspective*

Presentation Slide

Read Day 4 Summary Here

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