

Day 5 | Session 10: Spreading the message: Strategies on advocacy and communication

Date: Friday, 24 September 2021 [6:30 am - 8:30 am UTC]

Resource Persons: Edmund Bon, Nurina Savitri & Nalini Elumalai

Strategic advocacy with courts, legislatures and international forums have played an instrumental role in shaping the digital policy ecosystem, and in developing a free, open and rights-respecting internet. The success of strategic advocacy is contingent on the political and social set-up in each country, but common themes and tools apply across nations. It is essential therefore to hear from individuals who have been involved in campaigns, policy processes and strategic litigation across a variety of digital issues to gain different perspectives.

This unit will start with an overview of the different kinds of advocacy initiatives that groups have undertaken to effect changes in both enacted ICT laws and draft laws. Discussions will include addressing stakeholders and developing documents for the initiatives. Strategies for public campaigning and key considerations for engaging in strategic litigation will be shared. This will be followed by two breakout groups. One group will specifically look at how public campaigning can be developed, while the other group will dive into strategic policy advocacy targeting decision makers.

Key points of discussion main session (45 minutes):

- What is policy advocacy?
- Who are the different stakeholders to consider when advocating for ICT laws and policies?
- What are the kinds of advocacy initiatives that can be undertaken to effect change in ICT laws and drafts (national, regional and international)?
- What are some of the challenges and risks you might encounter while undertaking such advocacy?
- Engaging in strategic litigation - things to think about (when and how to engage, finding allies etc.)

Session exercise:

This session will have two breakout groups of 12 participants each.

Breakout room 1: Policy advocacy

There will be presentation on policy advocacy aimed at decision makers, including the how to begin advocacy, identifying stakeholders, preparation of documents etc. This will be followed by an exercise for participants.

Exercise 10A: Group 1: Developing a policy advocacy strategy

The group will brainstorm about what is needed for carrying out policy advocacy directed towards decision makers on a particular ICT law or policy.

[Group 1 Exercise sheet](#)

Breakout room 2: Public advocacy

There will be a presentation on how to develop and run a public campaign, including the various steps involved in planning, target audience, key messaging etc. This will be followed by an exercise for participants.

Exercise 10B: Group 2: Developing a public campaign

This group will discuss the different steps involved in developing and implementing a public or social media campaign for an anti-fake news law to bring awareness to that particular law.

[Group 2 Exercise sheet](#)

Reference materials:

1. [Table 7 - Map on UN spaces for advocacy](#)
2. [Table 8 - Map of UNHRC spaces](#)
3. [Table 9 - Status of ratifications and reservations](#)

Suggested readings:

1. APC, *The APC ICT Policy Handbook (Second Edition)*
2. Eóin Young & Lisa Quinn, *Making Research Evidence Matter: A Guide to Policy Advocacy in Transition Countries*
3. ISHR Academy, *Risks in Engaging with the UN*
4. Activating Malaysians - The D-I-Y Toolkit
5. Strategic litigation training for lawyers: A facilitator's manual

Additional Readings

1. APC, *APC Internet Rights Charter*
2. Johanna Eve Simeant, *Interpreting the Rise of International "Advocacy"*
3. Shannon O'Connell, *Policy Development and Policy Advocacy*

[Presentation Slide - Edmon Bon](#)

[Presentation Slide - Nalini](#)

[Read Day 5 Summary Here](#)

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