

Advocacy Tools and communication strategies

Basic framework, methodologies and
examples



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Advocacy Tools



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What is advocacy?

Advocacy is: "a political process by an individual or a group which aims to influence public-policy and resource allocation decisions within political, economic, and social systems and institutions.

Advocacy can include many activities that a person or organization undertakes including media campaigns, public speaking, commissioning and publishing research..."

source: Wikipedia



The goals of advocacy

Advocacy can be a useful tool for moving this forward by:

- Increasing the strength of communication efforts in a targeted way, with a key purpose
- Seeking to provide key arguments and messages
- Being change oriented
- Using specific methods and tools to define and promote a particular cause
- Appealing to people

source: https://www.ciard.info/resources/advocacytoolkit/tool_1



How to organize an advocacy strategy

1. Choose a policy issue
2. Make your issue personal
3. Become a "Subject Matter Expert"
4. Create a legislative ask
5. Practice, Practice, Practice
6. Partner with others



Examples of advocacy

- The blog of the CGIAR ICT-KM Program provided numerous posts aimed at advocacy towards better sharing of agricultural knowledge
- European Union - Open AIRE initiative
- IAALD connects a growing community of professionals from more than 75 countries - all with a strong interest in agricultural information and knowledge management; collaborates with members and many other partner organisations to facilitate learning opportunities; communicates and advocates the value of knowledge and information sharing; and convenes agricultural information professionals worldwide through face-to-face meetings and social networking opportunities.
- Electronic Information for Libraries EIFL-Open Access Program works in collaboration with libraries in more than 60 developing and transition countries in Africa, Asia, Europe, and Latin America. It enables access to knowledge for education, learning, research and sustainable community development. EIFL is an international not-for-profit based in Europe with a global network of partners. They run a wide range of programs and events designed to increase access to knowledge.



Useful links for advocacy tools:

https://www.ciard.info/resources/advocacytoolkit/tool_5

<https://www.lobbyists4good.org/about>

https://www.advocacyaccelerator.org/wp-content/uploads/2016/05/CatalystsforChange_Resources.pdf

<https://www.ncbi.nlm.nih.gov/books/NBK195431/>

<https://bolderadvocacy.org/resource-library/tools-for-effective-advocacy/>



Communication strategy



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How to build a communication strategy

The Communication Strategy is the set of actions and tools, to achieve specific objectives. Its action is addressed to a specific audience (target group). It is an action plan for informing the target audience of your project about events and outcomes.

The strategy varies in size and content according to the scale of the project, the participants' and stakeholders' needs, and the team's available means. The plan should take into consideration the local use of social media.



Goals of communication

Communication activities are developed to promote the project, its results, and outcomes, partner activities in the project, and cooperation actions between the partnership and the stakeholders. Dissemination is based on giving value to the partnership's capacity to create joint products and results by emphasizing the project's core values.

A Communication Plan attempts to answer the following:

- What? (key messages, activities, results)
- Who? (partners, stakeholders, professionals, media)
- To whom? (target audience)
- When? (timeline, tools, and professionals, actions)
- How? (which activities, tools, and communication channels will be used)



Goals of communication

Main goals:

- To inform about all the project's actions and events to those who want to participate.
- To engage experts and relevant stakeholders, for example, local authorities, local activists, researchers, universities, NGOs, and other foundations in the project's topic and goals.
- To encourage the participation of people not directly involved in the project as active practitioners.
- To inspire, motivate and raise awareness on specific topics.
- To bring the audience in contact with means and ways to explore their creativity, imagination, and local/international mobilization.



Examples of communication strategies and advocacy tools



Students in a suburb of Athens, design their own posters, radio spots and communication strategies in order to promote the Hadrian Aqueduct as an environmental and cultural monument and as a commons in their neighborhood.

Photos: commonspace. Project: Cultural H.ID.RA.N.T., UIA Year:2021



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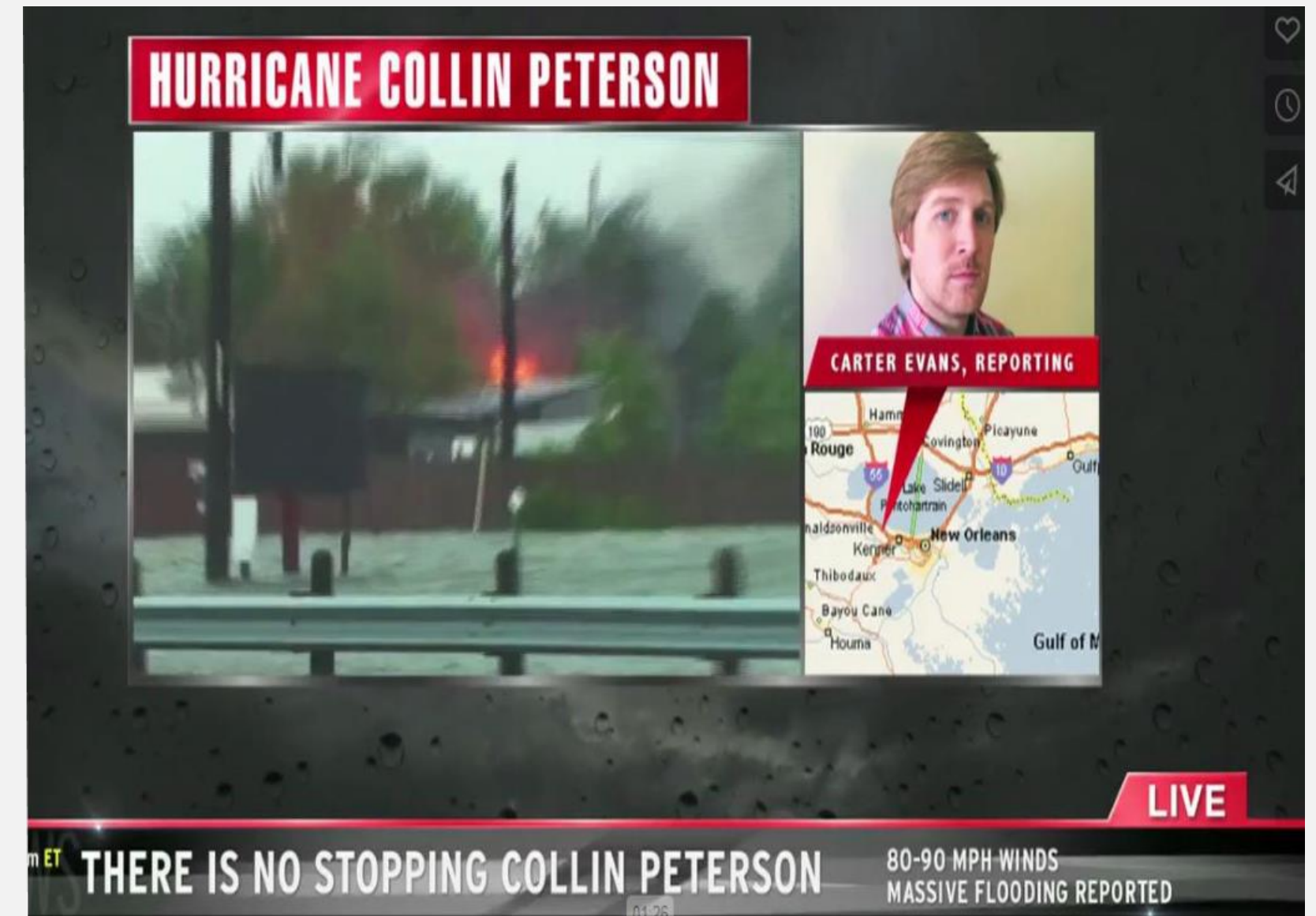
Examples of communication strategies and advocacy tools

Climate name change-350 Action

Since 1954, the World Meteorological Organization has been naming hurricanes and extreme storms with usual names.

To increase awareness of climate change and its link to extreme storms, 350 Action created a petition asking the World Meteorological Organization to change their current naming system of storms from randomly **selected names, such as Katrina and Sandy, to the names of actual United States policy makers who deny climate change.**

An online video drove to Climate NameChange.org, where viewers could sign the petition, learn about climate change deniers and tweet at them directly.



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