

Advocacy: principles and practice

ICT4D policy development workshop
CIVIC 2.0
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Advocacy: principles and practice

- Advocacy in policy process
 - Development → implementation
- Associated with democracy
 - Making voice heard
 - Involvement of numbers of people
 - Broadly relevant issues
 - Attainment of economic and social rights
- Policy/advocacy at all levels
 - Dynamic tension
 - Multifaceted engagement

Advocacy: principles and practice

Policy advocacy

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• direction
in
policy implementation



• moving policy / interest forward

Advocacy: principles and practice

- "... the act of speaking or disseminating information intended to influence individual behaviour or opinion, corporate conduct, or public policy and law".
- direct and indirect
- partisan and non-partisan [political activity].
- Individual/organisational

(Voluntary Sector Public Policy Toolbox)

Advocacy: principles and practice

Why advocacy?

- Differentiation
 - Approaches/policy objectives
 - political or economic
 - What to do about the problem?
- Tension → negotiation/trade offs
→ Advocacy

Advocacy: principles and practice

Why now?

- Expanded involvement in civil society/Non-Govt. sectors
 - emergent/traditional
 - Issue identification; agenda setting
 - Strengthen in numbers -collectivity

Advocacy: principles and practice

What is involved?

- use of several tools
 - relations with the media, the Government, local government and European institutions; campaigning;
 - relations with the private sector;
 - partnerships/coalitions
 - Monitoring
 - Strategic planning

Advocacy: principles and practice

Identifying the issues

- Global/ regional considerations
- National developmental imperatives
- Policy frameworks
 - ICT Strategic Plan
 - Telecommunications Policy
 - Cross-sectoral integration
 - Strategic policy convergence

Advocacy: principles and practice

Strategic ICT Plan + Telecoms Policy

- Access/appropriation
- Affordability
- Infrastructure
- Computer (ICT) Literacy
- Advanced use of ICT's
 - Education
 - Business development
 - Public administration
 - Private and public sector efficiency

Advocacy: principles and practice

- Issue areas
 - E-inclusion (affordable access)
 - Education and training
 - Network Readiness
 - E-government
 - E-business and development of ICT industries
 - Research and innovation
 - Cultural content and creativity
 - Legislative and policy framework

Advocacy: principles and practice

Advocacy aim ...

- Qualitative shift

 - ICT access, availability, affordability
(Tele-density → bits per capita)

 - ICT literacy

 - Economic application

 - Individual and collective appropriation

- From ICT primary products to advanced ICT use

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- Advocacy in practice

Advocacy: principles and practice

- Point of departure
 - Communities of interest
 - Organisation, public, private, NGO
 - Sector
 - Geographical community
- Roles
 - Identify needs - Infrastructure, expertise, regulation, policy
 - Identify fundamental barriers
 - Identify solutions

Advocacy: principles and practice

- Creating/mobilising/identifying a community of interest
 - Evident if issue is clear
 - individual, peer and community
- Definitions required
 - The issue
 - The focus of advocacy
 - Nature of the problem?

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Definitions cont'd

- Where does the power lie
 - Within the community – not obvious/willing/the politics of advocating
 - National, local ...?
- Champion for the cause
 - The benefit?
 - Making the best case
 - Finding allies

Advocacy: principles and practice

- Preparation for advocacy
 - Training, tasking
 - Advocacy Leadership Skills
 - Empathy
 - Listening
 - Written & oral communication
 - Critical reading & thinking
 - Collaboration

Advocacy: principles and practice

Preparation cont'd

- Consensus-building
- Problem-solving
- Conflict resolution
- Strategic planning
- Growing leadership
 - Assisting participation
 - Networking
 - Overcoming fear

Advocacy: principles and practice

- Advocacy strategies and activities
 - Communication
 - Public speaking
 - Letters, Advertising
 - Media
 - Internet
 - Social networks
 - Partnership
 - Coalitions, joint ventures

Advocacy: principles and practice

Strategies cont'd

- Negotiation
 - Meetings
 - Regulators
 - Demonstration
- Documentation
- Addressing Challenges – Funding, Staffing

Advocacy: principles and practice



Advocacy outcomes
Empowerment in discourse
Enhanced decision-making
Development achieved

Thank You