Cluster Advocacy and Communication
Reminder: advocacy within the GSC

- **GSC strategy 2018-2022**: advocacy = one of the 4 pillars

- Advocacy and Communication Strategic action plan’s 3 main workflows:

1. Increase visibility and engagement
2. Support to country-level clusters
3. Advocacy on identified research topics and CoPs and WGs
Humanitarian advocacy

**Definition Advocacy:** very dependent of sector, mission of organization, cultural background.
Specific objective of cluster system: “More effective advocacy.”

Speaking with one voice on issues of common concern, in association with affected groups.
“To support robust advocacy by:

- **Identifying concerns**, and contributing key information and messages to HC and HCT messaging and action.
- **Undertaking advocacy** on behalf of the cluster, cluster members, and affected people.”

“**Minimum commitments for participation in clusters** include:

11. Undertake advocacy, and disseminate advocacy messages to affected communities, the host Government, donors, the HCT, CLAs, the media and other audiences.”

But: clusters are not advocacy and campaign platforms!
Types of advocacy and activities

Private vs public:
• Target audiences + resources + potential risks defining factors.
• Clusters: up to 80% or more private (or semi-private through humanitarian system).

Emergency (reactive) vs longer-term (proactive): in many humanitarian contexts mix of both. Even in on-set crises, advocacy on recovery and transition should start almost immediately.
Quotes from cluster teams on advocacy

“We don’t have time and resources for advocacy”

“We cannot talk with/access the decisionmakers” (authorities/donors/UN leadership)

“It is dangerous to do advocacy in this country, the authorities mistrust it.”

“We do not have enough data to do advocacy.”

“We have done a lot of activities, but we’re not seeing any change.”

“We share a lot of information with donors and spend a lot of time on it, but we’re not seeing results.”

Solution: PLANNING
Advocacy cycle

1. Situation analysis: identify the problem
2. Objectives and change definition
3. Power analysis (targets, allies and partners)
4. Key messages
5. Planning
6. Implementation
7. Monitoring and evaluation
Monitoring and evaluation of advocacy tips

- **Indicators** will depend on the type of advocacy (private vs public), but often mix of qualitative and quantitative ones.

- Ensure to have **realistic objectives** and consider **flexibility** for volatile contexts.

- **Evaluation** only possible if there is a **baseline**.
Monitoring and evaluation of advocacy tips

Examples:

• # of mentions of IDP shelter needs in key speeches, documents.

• # of advocacy products shared.

• # of partners who have joined the cluster and/or engage actively in advocacy.

• Key decisionmakers who register for our mailing list.

• Number of invitations to brief external visitors (shows increasing influence).

(And sometimes a bit of creativity is needed!)
Some pitfalls to avoid in advocacy work

• Not considering the national framework in the situational analysis.

• **Unclear** aims and objectives.

• Not knowing enough your **target audience** (and how budgets are decided).
Some pitfalls to avoid in advocacy work

• Not doing a **risk assessment**.

• No planning, no indicators, no evaluation.

• Getting the **timing** wrong!
GSC advocacy tools available

- Advocacy plan template
- Donor mapping tool
- Donor briefing guidelines (available soon)
- Master document “Key messages” (available soon)
Collaborations

Global Shelter Cluster @ShelterCluster • Mar 16
The living conditions for displaced people in Yemen are very difficult, and getting worse.

International solidarity can make a real difference for millions of displaced Yemenis.

UNHCR, the UN Refugee Agency • @Refugees • Mar 16
More support is urgently needed to ensure displaced people in Yemen are protected. #YemenCantWait

CONSULTING WITH WOMEN AND GIRLS
EQUALS
SAFER, MORE ACCESSIBLE, AND BETTER QUALITY PROGRAMMING FOR ALL

Protection, Emergency Shelter/NFI Cluster and CCCM Working Group in Afghanistan

2021 Funding
- Protection: 3.2M Reached, 12.8M FIA
- Shelter/NFI**: 1.0M Reached, 6.6M FIA
- CCCM WG***: 2.7M Reached

2022 Funding
- Protection: 16.2M FIA
- Shelter/NFI**: 4.5M Planned Reach
- CCCM WG***: 3.4M Planned Reach

$137.3M
$374M
$15M

Contacts
- Afghanistan Protection Cluster website: [Link]
- Afghanistan Shelter Cluster website: [Link]
- Afghanistan CCCM WG website: [Link]
Remember!

- Advocacy is one of the **core functions** and members are expected to contribute when they join a cluster.

- The context, objectives, targets and risk analysis will define the **type of advocacy** and the best channels.

- **Planning** is key.

- Be **realistic** and focus on what you can do well.