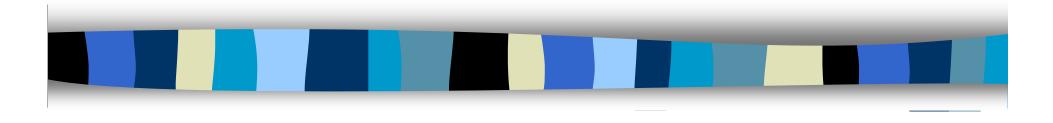
Mobilisation



Community mobilising for budget accountability work







Mobilisation refers to all the different ways you could engage with other stakeholders to get them involved in the change you want to bring about.

 Involves different methods and activities depending on what you want to mobilise other stakeholders to do.

rationale

"In order to have people-centred development, there is need to make all stakeholders participate, all service providers must be accountable, committed and both receivers and providers of services must be transparent."

Mary John Mwingira 2007

Mobilizing

Are Google and the US state department gate crashing the global grassroots internet freedom initiative?

A renowned internet activist shares his concerns with Al Jazeera.





Approaches for mobilisation

networks, coalitions and alliances, e-forums, mobilisation campaigns and working with the media, community outreach, through existing structures and institutions

- Contextual
- Strategy ought to be informed by pertaining power dynamics, challenges / constraints





- Mobilising Stakeholders
- Working with Gatekeepers
- Raising Awareness amongst Stakeholders
- Creating Partnerships
- Organising Networks
- Building Trust, Credibility and Commitment

What do you want stakeholders to do?

 Give you access to information, accountability spaces or other stakeholders

Help you to gather evidence on whether an obligation has been met

Join you when you use the evidence to call leaders to account

Make the critical decisions that will bring about your desired change



- Stakeholder dialogue
- Capacity building initiatives (in-built)
 - rights, capabilities, skills and tools
- Representation and gender sensitivity
- Information sharing and understanding power hierarchies
- Flexibility, conflict management options
- Activity plan and roll-out strategy

