

Mobilisation

Community mobilising for budget accountability work







concept

- 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





Mobilisation - components

- **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



A good mobilisation plan?

- 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

