



Workshop On Advocacy Techniques

Workshop Report
July 20th, 2006

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Overview:

This is the report of an advocacy workshop held in Islamabad, organized by Oxfam GB as PHF moderator, on July 20th, 2006 to discuss the various advocacy techniques that can be used in order to address the various humanitarian issues in Pakistan in the best possible manner by the PHF.

This workshop was organized as result of decisions reached earlier during a quarterly meeting of the Pakistan Humanitarian Forum on the 1st of June 2006. It was decided that PHF moderator will be responsible for strengthening of the PHF stand on various advocacy issues and develop an advocacy policy with the consensus of the members. The meeting was an initiative towards achieving that goal and was attended by members from various PHF members who presented case studies and also discussed the various humanitarian issues for advocacy that will arise in the coming months in Pakistan.

Introduction:

In accordance with the work plan agreed upon by the members of the Pakistan Humanitarian Forum (PHF) during the last PHF meeting held on 1st June 2006, Oxfam GB arranged a workshop on advocacy techniques that was held on the 20th of July 2006. This report summarizes the workshop activities and recommendations.

This workshop report will be shared among PHF members.

Workshop Objectives

1. To provide an introduction to advocacy work
2. To begin to lay the foundations for PHF to develop its own advocacy strategy

Methodology

The methodology of the workshop was participatory. The participants were encouraged to come up with their ideas and suggestions regarding the various case studies and presentations.

Workshop Description:

The workshop agenda is attached in (Annex-1). The workshop started at 9:30 am with a welcome address by Ms. Farhana Stocker (Country Rep. Oxfam GB) followed by an introduction of participants. The list of participants is attached in Annex-2. Ms. Kate Simpson (Team Leader-Advocacy, Media and Communications Team, Oxfam GB) facilitated the workshop. The presentations of the participants are attached in Annex-3.

Session 1: What is Advocacy?

Ms Kate Simpson of Oxfam GB gave a presentation on the above-mentioned subject. The immediate objective of the session was to provide the participants with an introduction on how advocacy work is conducted, describing various planning processes, tools and lessons learnt. The aim of the presentation was to give an introduction of the various steps that are involved in conducting effective advocacy work. These steps comprised of problem identification, power analysis of the environment, strategy development, refining of strategies and creation of action plans and the eventual implementation and monitoring of those plans.

Outcome: The participants were able to learn how to identify the causes of the problems and distinguish the impact of the solutions on various stakeholders. They were able to determine the varying agendas that each stakeholder may have in a situation that requires advocacy. The participants also recognized that decision makers have to deal with a range of pressure groups which impact their decisions in direct proportion to the influence they exercise.

Session 2: Case Studies Review

Session 2 comprised of two case studies that were presented by PHF members regarding their experiences with advocacy for certain issues.

Case study#1

The first case study was presented by Fatima Naqvi (Oxfam GB), which was regarding the fishing rights of fisher folk in Sindh. She said that fisher folk in Sindh have to deal with an exploitative contract system which denies them their due share, as the contractors do not allow them to sell the catch in the open market. Oxfam GB along with its partners launched an advocacy campaign to highlight the plight of the fishing communities and gather support to abolish the contract system in order to protect the rights of the fisher folk in Sindh. The campaign mainly targeted the Provincial Government of Sindh as well as the Federal Government as they were the decision makers; the media and general public was targeted to create a pressure group that would expedite the decision-making.

In order to build up the case for the fishing communities, information was gathered in a systematic manner; research was conducted on the contract system, case studies of the fisher folk were documented, context analysis of the situation was done. The campaign's strategy was to conduct a high profile advocacy campaign through mass mobilization of the fishing community, conducting rallies, having one on one meeting with the concerned government officials and involving other civil society players, thus highlighting the issue. Although the campaign was very successful, the contract system is still in place.

Lessons Learnt:

This strategy allowed all stakeholders to become more aware of the issue and this achievement did not necessarily mean that the prime objective of the

campaign was achieved. Although the Government in principal committed to abolish the contract system, it was never carried through.

Next Steps:

There is a need for regular follow-up of the issue, thus monitoring any change in the situation or the absence of it as well. Alternate strategies need to be developed which will be more effective in achieving the goals.

Case Study#2

Ms. Sana Malik (World Vision Intl.) presented the second case study, which was WVI on-going advocacy campaign in collaboration with Save the Children-UK regarding the children who were orphaned in the earthquake and are currently residing in ASHIANA. The objective of the campaign is to stop the government's decision to place these children in SOS villages and promoting the concept of community based care. Ms. Sana said that WVI believes that in our society the concept of extended family is present, which allows orphaned children to grow up in a healthier environment as compared to orphanages and SOS villages. Since there are not orphans present that do not have an extended family and are alone, therefore there is no need to place them in such institutions.

World Vision Intl. adopted a strategy to use high profile advocacy techniques to highlight the issue and to gather support from the concerned quarters. According to Sana Malik the strategy so far has not produced any promising results, as ERRA is more inclined towards SOS villages that have a stronger lobby in ERRA.

Next steps:

Although WVI will continue its advocacy campaign to promote CBC, they will also look into a contingency plans. For that they are trying to obtain the TORs of the SOS villages, so that they can make suggestions for changes with reference to the earthquake orphans.

Session 3: Humanitarian Priorities

Session 3 aimed at exploring two of the humanitarian priorities for the coming months regarding the earthquake and the formation of the National Disaster Management Authority (NDMA).

Presentation 1:

Sebastian Justine (Catholic Relief Services) gave a presentation on the post-earthquake scenario. The upcoming challenges of the NGOs/INGOs highlighted are as follows:

- Natural Resource Management, Deforestation
- Provision of Winterization materials
- Logistics & Transportation
- Clearance of Roadways
- Access to Areas
- Dependency among communities
- Community Participation

- Law & Order and Security
- Female HR related issues
- Support from ERRA & Other Government Structures
- Coordination among stakeholders
- Lack of Implementing Partners & their Capacities
- Lack of Trust among stakeholders- Communities & NGOs, INGOs
- Imparting knowledge & Skills
- Uniform Labor Rates

Outcomes:

The participants agreed that there was a lack of clarity on what the government's policy is on various earthquake related issues. The participants said that their respective organizations were individually dealing with the above-mentioned issues and there is a need for more coordination among the INGOs/NGOs, which will help in addressing them. Few of the major issues that were identified in the discussion were as follows:

- The lack of clarity on Governments policy on: right to information, compensation strategy, relocation and transitional shelters
- Pace of reconstruction and the lack of information regarding codes of construction.
- Accountability of NGOs etc.
- Certain degree of disconnect among the various provincial and state government bodies and the ERRA, which needs to be addressed .

Presentation 2

Nuanehal Shah (UNDP) gave a presentation regarding the establishment of the National Disaster Management Authority (NDMA). The presentation outlined the expected outcomes of the establishment and the broad functions of the NDMA. Mr. Shah also gave a brief outline of the composition and the functions of the National Disaster Management Commission (NDMC) as well as the its provincial bodies. He said that the composition of the NDMA is based on the lessons learnt from the post-earthquake experiences of disaster response which are the need for:

1. Participation of all
2. Leadership & rapid response
3. Strategic coordination at the world level
4. Clear mandate
5. A local approach to disasters
6. The spirit of volunteerism
7. Role of media
8. Relations between government and stakeholders
9. Clear exit strategy
10. Building codes for safe construction
11. Permanent Disaster Management Authority
12. Transparency in expenditures

Outcomes:

The PHF members agreed that there is a need for representation from the civil society on the National Disaster Management Commission (NDMC). There is a need for analyzing the law document regarding the NDMA, and the

government needs to do that in consultation with civil society members who are already invested in the disaster management activities. It was decided that Oxfam GB would share the draft NDMA document among the PHF members and they would give their comments/recommendations on the document. Once the comments are collated then they would be taken up with the concerned government officials in a meeting that would be arranged by Oxfam GB.

Session 4: Group Session

In session 4 the participants decided to apply the lessons from session one to the Post-earthquake priorities. They first agreed on a joint objective, which was the need for good quality winter planning to be implemented and resourced. They participants made a power map of the situation, identifying ERRA and the provincial/state government as the major players; having a certain degree of disconnect amongst them. The participants decided that the key message that needs to be delivered to them is “winter planning is an urgent priority”.

The participants identified the following influencing agents:

- Donors
- UN
- Other ERRA cells
- Meteorological department
- P.M secretariat
- Experts in seismology etc
- IASC

The following tactics were agreed upon:

- Demonstration of risk and problems arising incase winter planning is not done.
- Donors can be asked to pressurize ERRA to take notice of the situation by linking conditionality.
- The IASC can be more proactive.
- PHF members can raise the issue at all forums, giving it more visibility.
- Contingency meetings can be arranged with various stakeholders
- NGO conference can be organized

Outcomes: It was acknowledged that even though participants prioritized getting monsoon plans in place, that the opportunities for influencing and developing fully blown PHF strategy were limited due to the urgency of the issues. A basic advocacy approach would be taken using some of the existing work of PHF members, particularly Oxfam’s role on ERRA’s Transitional Relief Cell and the IASC.

Session 5: Feedback from the participants and Closing:

At the end of workshop a session was held with the participants for their feedback. This session helped in evaluating the workshop. All the participants were satisfied with the workshop and facilitation and expressed that workshop indeed met their expectations. One participant expressed the need to have more advocacy related exercises like role playing, where they can act out various scenarios which could help the participants in understanding how to deal with various situations during their advocacy activities. Some participants suggested that if follow up workshops are to be conducted then there should be representation of the management of the PHF member organizations to ensure management buy in to the decisions reached during the workshop. Participants expressed the need for more information sharing and regularity in communication among the PHF members.

Decisions reached at the end of the workshop:

- The follow-up workshop should have representation from the management of PHF member organizations Formation of Advocacy sub-committee that takes the lead in addressing key advocacy issues on behalf of PHF
- Commitment of the PHF members in building the capacity of the members of the Advocacy committee to engage in on-going advocacy issues in the country (i.e. trainings, exposure visits etc)
- Developing guidelines for advocacy work of PHF including sign-off procedures, agreement on tactics for advocacy
- All organizations need to study the NDMA documents and give their comments.
- Proactive advocacy on the winter planning for earthquake affected areas needs to be carried out by PHF members at all forums.
- There needs to be a dialogue among the senior management of PHF member organizations regarding the advocacy strategy of PHF and management's commitment towards the formulation of a joint strategy.

In the end of workshop facilitators thanked the participants for their time and active participation in the workshop.

ANNEX 1:

AGENDA

Time	Description
8:50 a.m	Welcome and introduction of Participants
9:00 a.m – 10:45 a.m	Session one: What is Advocacy? Discussion on tactics, tools and planning etc.
10:45 a.m – 11:00 a.m	Tea Break
11:00 a.m –12:30 a.m	Session two: Case Studies Review Two case studies of effective advocacy work in Pakistan will be presented by invited guests /PHF members, followed by discussion regarding why certain approaches are working in Pakistan while others are not.
12:30 a.m – 1:30 p.m	Lunch
1:30 p.m – 3:00 p.m	Session three: Humanitarian Priorities PHF members will give presentation on two key areas i.e. earthquake and the new National Disaster Management Authority (NDMA), likely to require attention over the next twelve months. Discussion will focus on issues emerging for advocacy.
3:00 p.m – 5:00 p.m	Session four: Group Session The participants will choose one of the topics presented before and begin applying the lessons of session one to it. The participants will then do a power map on the issue, identifying key messages and suitable tactics to be adopted.
5:00 p.m – 5:30 p.m	Concluding Session: Evaluation of the day. Identify next steps to be taken towards formulating a broad framework for advocacy strategy.

ANNEX-2

PARTICIPANT LIST

Sr. #	Participant Name	Organization
1	Mr.Mubashir Ahmed	Concern
2	Ms.Rehana Khilji	Concern
3	Ms. Monaza Siddique	Save the Children-UK
4	Makiba Yamano	World Vision-Pakistan
5	Ms. Sana Malik	World Vision-Pakistan
6	Ms. Pashmina Naz Ali	World Vision-Pakistan
7	Manuel Rothe	German Agro Action
8	Rubina Zulqarnain	CWS-P/A
9	Mehvish Abbas	CWS-P/A
10	Atfah Pervez	Care International
11	Sebastine Justine	CRS
12	Samina Sardar	Focus
13	Naunehal Shah	UNDP
14	Syed Shiraz Ali Shah	UNDP
15	Andy Naslas	Save the Children-Sweden
16	Yamina Mokrani	Oxfam GB
17	Fatima Naqvi	Oxfam GB
18	Huma Arif Khan	Oxfam GB