

# Mobilising for Accountability work

Governance-Accountability Training

# The concept and rationale of mobilization

- What it is and Why we mobilise communities for accountability work.
- **Approaches & tools for mobilization (The How?)**



# Quotes on mobilisation

- Necessity unites.-German proverb
- The multitude which is not brought to act as a unity, is confusion. That unity which has not its origin in the multitude is tyranny.
- Government and cooperation are in all things the laws of life. Anarchy and competition, the laws of death.



# Accountability Cycle

- Getting started
- Mobilising SH
- Preparing
- Gathering evidence
- Using Evidence



# What is Mobilisation??

- What is Mobilisation??
- To Mobilize is to.....marshal/activate/rally, assemble, gather, together
- To Facilitate is to....Make easy, make possible, ease, smooth the process of, assist, aid.



## Cont..

- An attempt to bring both **human and non human materials together to undertake an action** or a set of development activities.
- **Process through which action is stimulated by a community/group itself, or by others, that is planned, carried out, and evaluated by a community's individuals, groups, and organizations on a participatory and sustained basis to improve governance**

# Would you consider the following Mobilisers..? Why?

- A platoon commander
- Shepherd
- Football coach
- Midwife
- Local Blacksmith
- Sailor
- Pilot
- Grave digger
- An Imam
- Traffic police officer

# Why is Mobilisation critical in accountability work?

**Mobilization allows people in the community to:**

- identify needs and promote community interests.
- promote good leadership and democratic decision making.
- identify specific groups for undertaking specific problems.
- identify all the available resources in the community.
- plan the best use of the available resources.
- enable the community to better govern itself.





# Key aspects of mobilization

- Mobilization is about using the supporters whom you **have organized to influence the opponents you have identified** ( **cause** social change).
- Mobilization must be seen as a **process, with each tactic building** on the next as a way to accomplish a well-defined goal and vision.
- Any effective mobilisation activity requires **public/community support & participation. Therefore, you must design actions with** the general public/community in mind.
- Effective mobilisation requires **certain people whose role will be to** keep the fire of community mobilisation burning.





# Mobilisation Can be...

- Offensive & Defensive
- Bureaucratic & charismatic
- Reactionary & pro- active



# Types of mobilisation

- Political mobilisation
- Economic mobilisation
- Joint mobilisation
- Community mobilisation
- Popular mobilisation



# Types of mobilisation tactics

- Use of **persuasion** tactics
- Use of **negotiation** tactics
- Use of **direct action** tactics



# Selection of Tactics

- The selected tactics should relate to
  1. the substance of the issue
  2. the desired change-goal
  3. the culture and history of the community
  4. the perception and organizational composition of the area
  5. the available resources
  6. the relationship between the people and decision makers
  7. the area's norms

# Types of Mobilisation activities

- Community Outreach
  - Awareness workshops
  - Skills Training
  - Home/scenario visitations
  - Adult literacy classes (REFLECT)
- Media ( electronic/print)
  - Development theatre
  - Radio Programmes
- Mobile phone - SMS
- Community/Clan Meetings
- Public hearings
- Alliances/networking/coalitions
- Dissemination of Research findings
- Campaigns – Get on Board!!/GCAP
- PRA techniques
- E-mobilising: blogging.
- Seminars





# Types of mobilisation activities/approaches (how)

- How do we mobilise communities?
- What have been the challenges??
- What lessons have we learnt??



# Tools for Mobilisation

1) Action Analysis Tool	Identifying actions, who should undertake them and their sequencing in relation to each other.
2) Working Space Tool	Identifying and clarifying the spaces you will be working in and the essential features of and actors in that space. (Invited, closed, under utilised or claimed)
3) Gatekeeper Analysis Tool	Identifying key actors you need to influence or gain support from, but who you do not have access to. Identifying gatekeepers who you do have access to and who can help gain access to others.
4) Time Line tool	A visual plan of action along a horizontal time line. Can visually show when it is most strategic to initiate action in relation to stakeholders. Also provides a flexible backwards and forwards overview of what has happened and what is planned. It can also be quickly changed to incorporate events as they unfold.
5) Network Tool	Tool for visualising a network of organisations working together and showing who is responsible for different tasks. Gives key players an overview and can assist them in the management of their network.

# Task

- Child trafficking case study