



Outreach and Advocacy Strategy

Note: October 2010 Version, to be elaborated at country-level and regularly reviewed and adjusted over the remaining lifespan of the project.

1. Background

The Conflict Sensitivity Consortium was established to improve policies and practices in support of conflict-sensitive approaches (CSA) among NGOs, donors and policy-makers. It aims to share understanding of CSA across a network of national and international development, humanitarian and peace building organisations, to strengthen expertise and capacity amongst organisations to institutionalise and implement CSA, and to derive lessons and recommendations for putting conflict-sensitivity into practice across a range of contexts and sectors. In this regard the CSA project can be seen as a learning project targeting both practitioners and policy-makers. Progress has been made on the ground in Sri Lanka, Kenya and Sierra Leone, as well as in the UK, in advancing the concepts and practice of conflict sensitivity, but the project has not yet engaged systematically in sharing experience and learning in the policy sphere, and particularly with DfID. The project has now reached a point where practical lessons and recommendations are being generated, and a learning strategy has been developed to synthesise and share learning with stakeholders at field and UK levels. The corollary process is to develop an outreach and advocacy strategy so as to engage with key stakeholders to influence their policies and practices.

2. Overall Consortium Strategy

The following strategy outlines how the Consortium will share learning, analysis and practical recommendations with peer agencies, donors, policy-makers and other relevant stakeholders in-country and in the UK. The strategy is intended to provide an evidence-base to support country-based staff and civil society partners to engage with policies of key donors/government around CSA in the focus countries and to influence the practices of development, humanitarian and peacebuilding actors. It is deliberately light, providing a broad framework that can accommodate context-specific strategies in each of the focus countries for the CSA project (see details below). It is not intended as an overly technical or prescriptive strategy, and it represents a shift from formal advocacy approaches which stress the 'you should/you must', to more informal engagement which creates learning opportunities and engenders debate about good practice at all levels. It is important to note that the project explicitly set out to "complement (and help shape) efforts by DfID to promote conflict sensitivity both internally and externally".

We propose a 6-point strategy that involves:

1. Drawing on the Consortium's Learning Strategy, extrapolate learning from practical experience of applying conflict-sensitivity to humanitarian/development/peacebuilding programming in Kenya, Sierra Leone, Sri Lanka and the UK.

2. Analysing the institutional blockages to uptake of CSA in Kenya, Sierra Leone, Sri Lanka and in the UK. In the UK for instance, the initial focus in FY03 will be upon DfID; with a view to applying similar analysis to other key institutional donors such as the EC, USAID etc. in FY04.
3. Synthesising lessons from practical experience at country-level and from the analysis of institutional blockages, and shape outreach and influencing messages on that basis.
4. Meetings with policy-makers in each of the core countries to share findings on an ongoing basis, ensuring that a range of policy-makers is aware of the project and engage in outreach and policy workshops (this is already happening in an organic way in each of the countries and in London, and should not necessarily be seen as a separate activity).
5. Using workshops formats in-country and in London to present findings, key learning, and practical recommendations and to stimulate debate about CSA among senior NGO, DfID and other donors' staff.
6. Sharing project findings and learning with interested peer agencies/ networks, through informal and formal channels, and use opportunities to provide technical expertise on CSA and influence sector-wide and agency-specific strategies, standards and tools (again, this is already happening in an organic way in the different countries, such as with Sphere and Comic Relief incorporating Consortium's recommendations in the UK).

3. Country-Level Outreach and Advocacy Strategies

A simple framework has been developed for the outreach and advocacy strategies that are under development by each of the 4 country consortiums. The aim is to provide coherence and structure across the strategies developed in the 4 countries. The structure is designed to encourage a focus upon the context for awareness-raising, outreach and policy influencing, and the process whereby this will be achieved. Nevertheless, it is recognised that the situation is very different in all four contexts – in terms of the political space to advocate on these issues, the most effective media for communication, and the practical feasibility – so the four strategies will inevitably look and feel different. The four country consortia have already developed some of the information and plans, but more work will be done across the overall Consortium to finalise the framework at country-level over the coming weeks.

3.1 In-Country Context for Outreach and Policy Influencing

UK

to be elaborated by country consortium in FY03 Q3

Kenya

to be elaborated by country consortium in FY03 Q3

Sierra Leone

to be elaborated by country consortium in FY03 Q3

Sri Lanka

to be elaborated by country consortium in FY03 Q3

3.2 In-Country Outreach and Policy Influencing Process (targets + processes)

UK and international targets:

UK government, especially DFID (*need to specify which departments within DfID*) but also FCO and MoD ECHO, EU and other agencies such as Oxfam, Red Cross, Christian Aid, Comic Relief, UN departments.
to be elaborated by UK consortium

UK and international processes:

e.g.: fragile states agenda, aid-effectiveness, MDGs, statebuilding & peacebuilding, etc.
to be mapped and elaborated by UK consortium

Kenya targets:

e.g. Department of National Cohesion and Integration
to be elaborated by country consortium

Kenya processes:

to be elaborated by country consortium

Sierra Leone targets:

to be elaborated by country consortium

Sierra Leone processes:

e.g. Development Aid Policy review
to be elaborated by country consortium

Sri Lanka targets:

to be elaborated by country consortium

Sri Lanka processes:

to be elaborated by country consortium

4. Costed Outreach and Advocacy Plan

There is a total budget of £70,000 available for outreach and advocacy in FY03 and FY04. For FY03 these funds have already been allocated between the 4 countries, each receiving an equal amount of £7,500. FY04 funds, totalling £40,000, will be allocated between the 4 countries in FY03 Q3. The table below summarises key activities tentatively planned for outreach and advocacy in FY03 and FY04 in each country. The details of the budget and activities are in draft and will be reviewed and elaborated in accordance with the country-level strategies to be finalised in FY03 Q3, and in view of emerging opportunities.

Note: The costed plan below does not include the many ongoing outreach and advocacy initiatives that do not require specific budget associated. These will be captured in the finalised country-level strategies and plans to be completed in the next quarter.

Activity	Budget FY03	Budget FY04
KENYA ACTIVITY 1: Workshop with policy makers: World Vision and ActionAid will lead this process, and will develop a more detailed plan. In addition the consortium plans to engage the Department of National Cohesion and Integration Commission in the debate of conflict sensitivity and how government can adopt this approach.	£4,800	
KENYA ACTIVITY 2: Present findings, learning, practical recommendations and stimulate debate about CSA among senior INGO and DfID staff: a. Cost of training INGO staff (Members Country Directors, National representatives and Senior Management Team trainings on CSA) and meetings to synthesise findings.	£5,300	

b. Cost of a Consultative forum on CSA debate with the donor community in Kenya		£3,000
KENYA ACTIVITY 3: Sharing project information and learning with interested peer agencies/ groups, through informal and formal channels. Cost of public launch of the participatory conflict analysis findings and presentation on the opportunities of CSA and a public launch of the Kenya CSA toolkit		£3,000
SRI LANKA ACTIVITY 1: Hold a “CS forum” where practitioners, academics, donors and other stakeholders come together for discussion on CS, to better understand their position in the current context. This will be an opportunity for the Lanka Consortium to share findings related to context analysis and donor policy review. The intention would be to focus on those who are familiar with CS and who the Consortium has working relationships with, with the intention of expanding the forum in FY04.	£7,500	
SRI LANKA ACTIVITY 2: Support a 2nd forum, with an expanded group of practitioners, donors and policy-makers not familiar with CSA – including preparatory and follow-up engagement to sustain awareness-raising and support practical uptake of CS		£10,000.
SIERRA LEONE ACTIVITY 1: Launch events with consortium partners, donors and leaders from target communities, providing opportunity for exchange of learning and debate around CSA policy and practice and Video screenings in the target communities to stimulate discussion and raise awareness of CS principles. Note: the video has been produced by the Sierra Leone Consortium.	£2,166	£2,000
SIERRA LEONE ACTIVITY 2: Consultations with partners and policy-makers on Development Aid Policy review findings and for updating key advocacy/ outreach/ learning issues and targets.	£1,300	
SIERRA LEONE ACTIVITY 3: Regional umbrella meetings in each region (4) as an ongoing part of the consultative process and as an additional method to gain feedback from the target communities.	£1,666	£2,666
SIERRA LEONE ACTIVITY 4: Printing of brochures and handouts (to be distributed to partners and broader audiences attending meetings/ video screenings).		£1,000
SIERRA LEONE ACTIVITY 5: Outreach meetings in each of the 4 regions to continue dissemination of information to communities and to keep learning from communities.		£2,333
SIERRA LEONE ACTIVITY 6: Training of trainers for video screening exercise.		£1,000
SIERRA LEONE ACTIVITY 7: Printing and disseminating copies of the DVDs		£1,333
SIERRA LEONE ACTIVITY 8: Ongoing Radio and TV discussion programmes to disseminate information and gauge public awareness and understanding through national radio/TV phone-in component.		£1,000
UK ACTIVITY 1: The UK Consortium will first undertake an analysis of the institutional blockages to CSA within DfID. It is proposed that this research is carried out by International Alert, who will assess the learning, best practice and constraints to institutionalising CSA for DfID. The research will combine desk-based research examining DfID’s own policies, learning, and practice with informal interviews with SDFID/CHASE staff working in development, early recovery and humanitarian policy and action. This will include managers, advisors and in-country personnel. Where interviews are convened in core countries for this project, they will include the in-country advocacy lead so as to ensure ownership and coherence.	£5,000	
UK ACTIVITY 2: The findings of the DfID institutional analysis will feed directly into the outreach and advocacy strategy of the CSA Consortium. The UK Consortium will convene a seminar involving senior DfID policy-makers and other high-level stakeholders from the development, humanitarian and peacebuilding communities in order to discuss and validate the findings of the analysis, to spark debate and suggest modalities for future engagement.	£1,500	
Detailed outreach and advocacy plans for Year 4 are still being developed by the UK Consortium; however indicative plans include further analyses of blockages in key institutions and also linking advocacy to the planned development by the Consortium of practical guidance for operationalising CSA.		£10,000
TOTAL	29,232	37,332