



**III INTERNATIONAL
TRAINING ON YOUTH
ADVOCACY
AND LEADERSHIP**

12-15 April 2023
Copenhagen, Denmark



**Nordic
Culture Point**

slido



Advocacy


① Start presenting to display the poll results on this slide.

15.4.2023

Youth Advocacy at regional level

Youth advocacy at the regional level involves engaging and mobilising young people to advocate for their rights and interests at the regional level.

This could include advocating for policies and programs that support youth development and addressing issues such as education, employment, health, and social welfare.

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- One of the varieties of promoting public interests is **advocacy**.
 - **Advocacy is the purposeful actions of various actors with the aim of changing existing policies or decisions of elites**, governments and state institutions by encouraging civic participation in promoting the public interest. It is generally a flexible, dynamic process where the context, actors, and goals of action may change. A distinctive feature of advocacy as a way to promote public interests is that it is directed at state institutions that make decisions. That is, the ultimate goal of advocacy is the adoption of a specific decision at the state level.

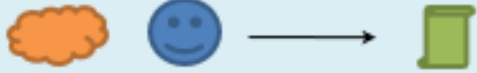

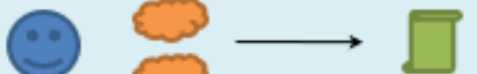






ADVOCACY

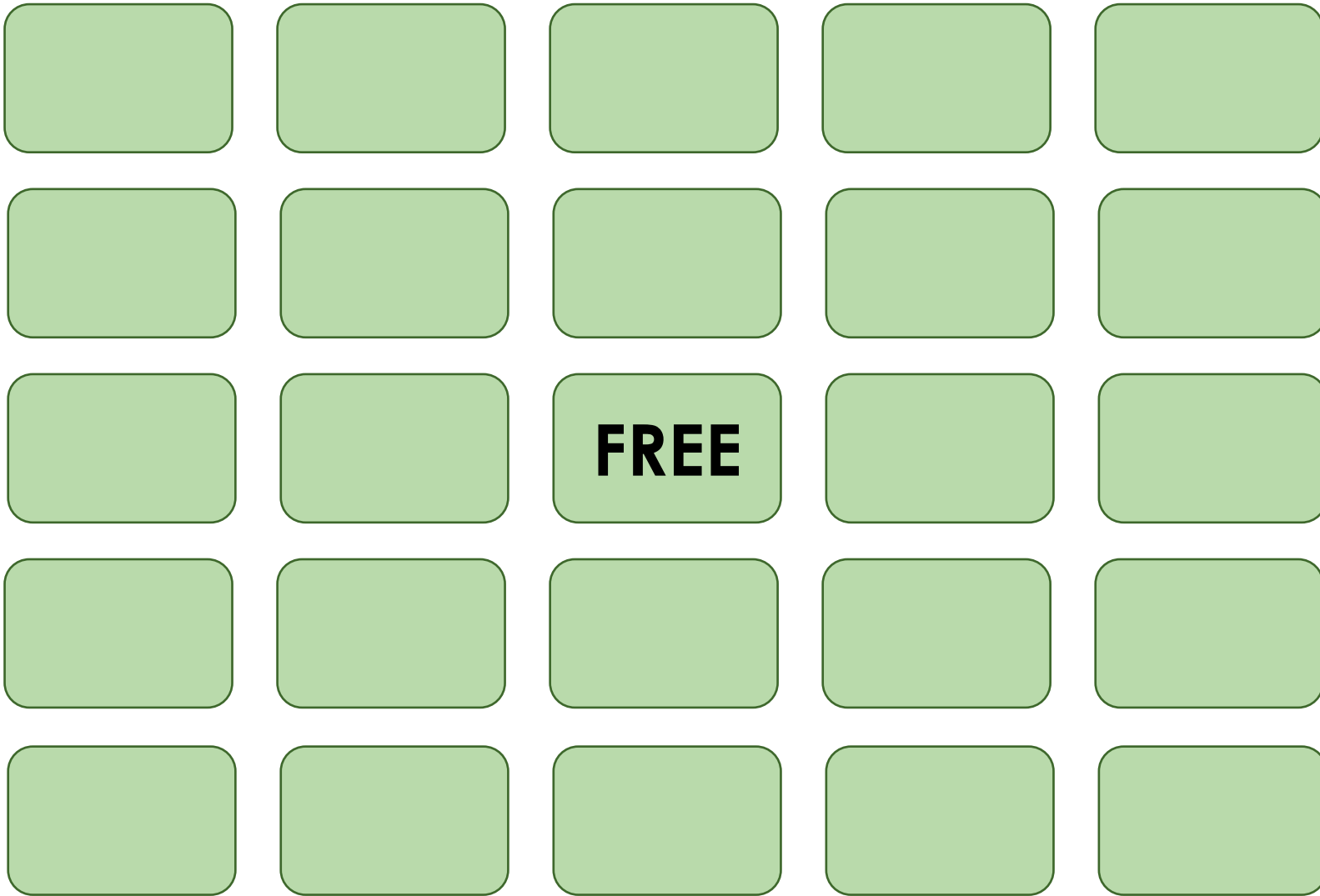
The purpose of the action is the adoption of a law on the prevention of domestic violence

LOBBYING

The purpose of the action is to draw public attention to the problem of sexism and the objectification of women in advertising in order to reduce the number of such advertising.

THE ROLE OF ADVOCACY ORGANIZERS

ROLE	CHARACTERISTIC	
Be a representative	Express people's opinions	
provide an opportunity	Talk with people	
Be the go-between	Help people express their opinion	
Be a negotiator	Facilitate communication between people	
Be an example to others	Demonstrate strategy to people	
Be a negotiator	Know how to come to an agreement	
Build a network of contacts	Create a coalition (bring together like-minded people)	
 Organiser of advocacy	 Persons/institutions who made decisions	Stakeholders (interested in changes)



This bingo card has a free space and 24 words: I like helping others, I have choices in my life, I have the right to say no, I speak up for myself, When I am angry I take a break, I make my own decisions, I pick what activities I want to join, I take responsibility for what I do, I can talk about my goals and dreams, I have a right to go to college, I want a job or to volunteer, I never give out personal information, It's ok to ask for help, I feel good about my future, I have the right to pick where I live, I have the right to be listened to, I choose my own friends, I have the right to get information in plain language, I speak in a calm and respectful tone, I have my own private space, I have dreams and goals, I know what I need, I work on my self-advocating skills and I am not afraid to speak up.

I enjoy learning new things	I don't talk to stranger	I have my own private space	I always keep my door locked	I have my own money
I take responsibility for what I do	I have the right to be listened to.	I never give anyone my keys	I have choices in my life	I have the right to pick where I live.
I want a job or to volunteer	I always carry I.D.	Free!	I have the right vote	I enjoy planning my meals
I wait for my turn to speak	I am a good listener	I believe everybody makes mistakes	I have the right to get information in plain lanugage	At night I always walk with a friend
I am not afraid to speak up	I make my own decisions	I have the right to say no	I have dreams & goals	I respect others



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Lack of Selfies team

Deferent treatment

Mental health

Hate speech

Lonely people

Inequality

Environment problems

Lack of water

Unemployment youth people

Bulling

Lack of education

Poverty

Crimes

Domestic violence

Lack of transparency of the government

refining

support of experts, friend, and pets

Love and support

education

respect of the law and freedoms

explain the values and responsibilities.

improvement of decision-making process and political will

raise awareness.

creation of green and youth friendly jobs

conducting community awareness content

chance of social economics system

WAKE UP!

No place for tough time

Give

Road on the dream

clear mind clear sea

Sea is humanities mirror

**List of DO's
and DON'Ts when they are talking to authorities:**

- DO set **clear goals**
- **DON'T just defend your side of the story:** explain opposing points of view, even if, in doing so, you explain why you feel they are mistaken.
- **DO give accurate information.** That is what will build you trust with them.
- DO be transparent and honest.
- DON'T be adversarial or confrontational: decisions are made consensually.
- DON'T be aggressive – it will always backfire on you.
- DO provide solutions, not just problems
- DO be sensitive to cultural norms: lobbying is done differently in different countries. What works in the UK might be offensive in Latvia; what works in Italy, won't work in Finland.
- DO think about language problems: make sure your interlocutor speaks the language you do.
- DO research your audience.
- DON'T be naïve: show that you understand where they are coming from – that budgets are limited, transparency is essential
- DO show them that you understand the divergence of opinions – but know your facts, your evidence, your science. **MAKE STRONG ARGUMENTS!**
- DO pull emotional heart strings: There is a lot of empathy with NGOs – less for big companies



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MY ACTION PROJECT



EXERCISE

Draw a pyramid.

YOU have to develop your **“CAMPAIGN FOR SOMETHING...”** (Sale, animal welfare, anti-tobacco campaign, etc.), draw up the content, budget, make a plan, conduct a risk assessment and include an element of monitoring and evaluation.

Consider every detail when planning your campaign for advocacy projects.

Once your campaign plan is ready, start visualizing – **creating posters** as visual support and adapting your main message / message of the campaign you have in mind.



Power/Influence Analysis

Objective: To understand power structures and how they can be used to influence and implement change.

This activity should stimulate discussion about who has power and what form power takes. It is important to distinguish between those who formally hold power (eg government officials) and those who informally hold power (eg large companies, the media, shady "deciders").

Step by Step:

- **Step 1. Draw a pyramid.**

Draw a pyramid (triangle) on a flip chart. The top represents the strongest, the bottom the least powerful.

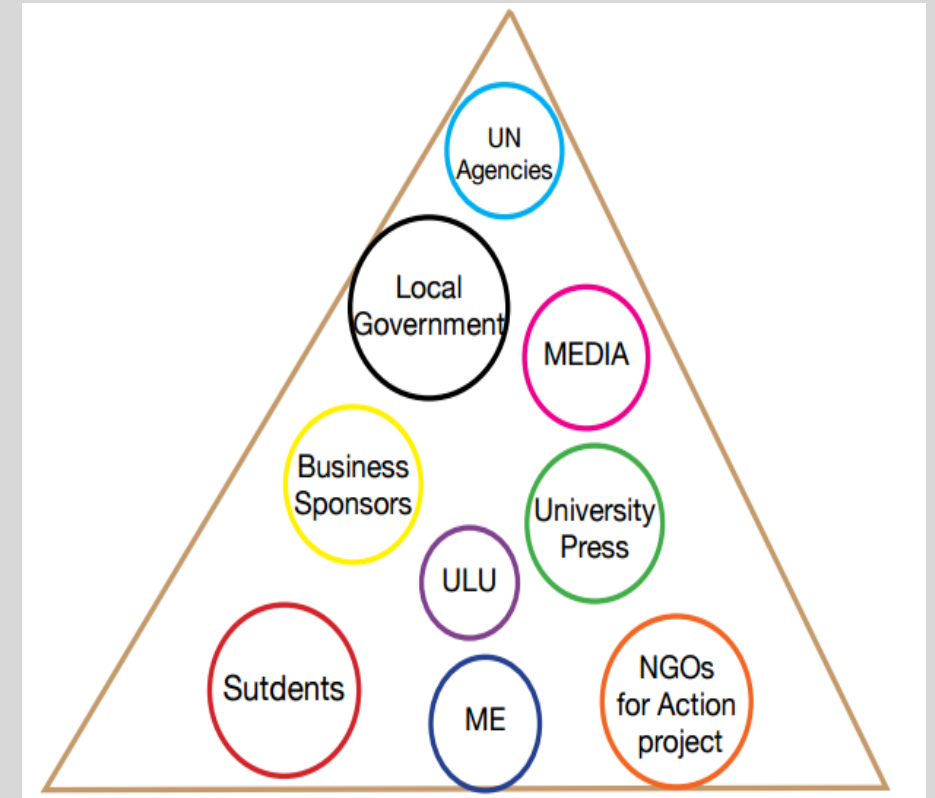
- **Step 2. Identify stakeholders.**

Identify anyone who can influence policy or action on your chosen issue (e.g. individuals, groups, organizations). Write them on pieces of paper and place them on the pyramid accordingly.

- **Step 3 – Position.**

The position on the pyramid is very important. The distance between the two circles not only represents the level of power, but also the close (or distant) relationship between the stakeholders. You can use different colors and sizes to describe other stakeholder variables.

- **Step 4 – Position yourself on the diagram.**



The SWOT Matrix

Strength
GOOD NOW
Maintain, Build, Leverage

Weakness
BAD NOW
Remedy, Stop

Opportunity
GOOD FUTURE
Prioritise, Optimise

Threat
BAD FUTURE
Counter

SWOT/BEEM

Objectives: To identify the strengths and weaknesses of the project or methodology and develop a strategy to build on the strengths and reduce the weaknesses.

Definition of SWOT

S = Strengths
W = Weaknesses
O = Opportunities
T = Threats

Problem Tree: The “why?” exercise

Objectives: To get to the root of a problem in order to tackle it in an appropriate way.

Step-by-Step:

Step 1 - But why?

Identify the primary problem that you want to address and find the causes of. Start asking yourself why this occurs and try to find at least two possible reasons. Each time you identify a cause keep asking “but why?” until you can go no further.

What you will end up with is a web of causes that display the various roots of the problem you are trying to address with your campaign.

Step 2 - Intervention

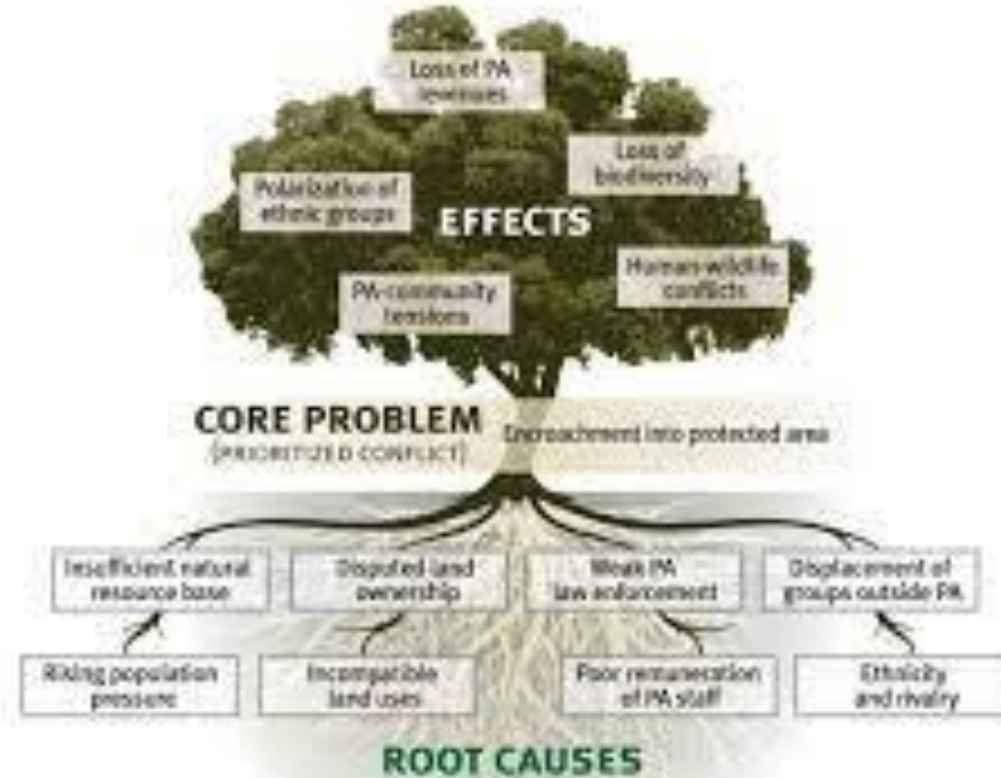
Decide which of the many causes you can address and the type of intervention they would require. These can be turned into objectives of your work.

You can expand this exercise further if you want to tackle immediate needs that arise from the initial problem.

Step 3 – Adding effects

Think of the negative consequences the problem has and add branches to the tree. Each consequence will lead to other effects, so the branches go higher and higher. Decide which of the many short term consequences you can address to lessen the effects of the problem.

Write your causes and effects on post-it notes so you can move them (or remove them!) go as necessary.



Technical ability

Networking

Harmony

Economic

Management

Marketing

Patience

Public speaking

Social skills

Negotiations

Where to find
business partners

Strategic thinking

Visioning



<https://forms.office.com/r/7xyxwKmauG>

15.4.2023

Feedback

Dear Participants,

Please fill out the feedback form by answering the questions asked.

This will not take more than 5 minutes, but it will help us evaluate the work done and improve the result in the future!

Thank you for your contributions