UNCAC-BASED ADVOCACY

GILLIAN DELL – TRANSPARENCY INTERNATIONAL

Vienna, 23 September 2016
Email: gdell@transparency.org
TIMETABLE FOR TODAY FRIDAY

9:30 - 10:00  Gillian Dell on advocacy strategy
10:00 -11:30  Mathias’ Huter on transparency issues
11:30 -11:40  Short break
11:40 – 12:30  Chantal Uwimana on regional initiatives
12:30 – 13:00  Filling out planning table

12:45 - 14:00 LUNCH

14:00 – 14:15  Daniela Mineva on monitoring
14:15 - 14:30  Samuel Kimeu TI Kenya experience in monitoring
14:30 – 15:15  Gillian Dell Preparing a parallel report
15:15 – 15:30  UNCAC Coalition website
15:30 - 16:00  Breakout to discuss planning ideas
16:00 - 16:30  Questionnaire and feedback
STEPS IN PLANNING PROCESS

- Identify overall aim (or goal)
- Identify key issues and targets (or change objectives)
- Identify key actors in decision-making processes and other stakeholders (or target audiences)
- Develop key messages (by audience)
- Identify key advocacy opportunities
- Design advocacy activities
- Risks & assumptions
- Monitoring & evaluation
- Budget & resources
DEVELOP A DRAFT IMPACT PLAN

1. What are the key problems?
2. What change do you want to achieve?
3. What are your strengths and weaknesses? What chances does this process open for you? What are the risks you will be facing?
4. What activities will you organise to achieve the change you want?
5. How do you know you have achieved that change?
1. Analysis: Problems, solutions, forces and stakeholders

2. Basic Blocks
   - Aim – purpose, expected results, activities, indicators-verification

3. Assessing: risks, opportunities
   - Eg. SWOT, safety

4. Activities and resources
   - Who, what, when, resources

5. Check progress
   - Monitoring & evaluation

IMPACT PLAN

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STAKEHOLDER ANALYSIS

WHO HAS INTEREST AND POWER?

Stakeholder power / interest matrix

- High Power
  - Keep satisfied
  - Monitor
- Low Power
  - Encourage and influence
  - Keep informed

Low Interest
High Interest
STAKEHOLDER ANALYSIS

- Keep satisfied:
  - Housing minister
  - National media
  - Partner organisations

- Key players:
  - Major funders
  - Service users
  - Local authority
  - Trustees
  - Local media
  - Staff
  - Local community
  - Other funders

Influence on policy and resources

Interest in your organisation
The outcomes of this process should be visualized in a Prioritization Map.

Target groups with a high degree of influence and a high likelihood of interest should be prioritized for engagement.

CSOs facing limited resources and multiple target groups (in the “red zone”) can further prioritize according to:

- Contacts to target groups
- Knowledge about target groups and sectors
- Past experiences with target groups (also from other National Chapters), etc.
Spectrum of Allies

A huge win is to move people closer to you. Who is willing to work with you? Who is now more favourable to your point, rather than neutral? Do not try to „charm“ your hardest opponents in your direction. History shows this will not happen.
## Matching activities with expected results

**“So that”**

<table>
<thead>
<tr>
<th>KEY ACTIVITIES</th>
<th>ACTIVITY EXPECTED RESULTS</th>
<th>PURPOSE</th>
<th>AIM</th>
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</thead>
<tbody>
<tr>
<td>1. Lobby the government to develop a political financing policy.</td>
<td>1. A political financing policy is developed by the government by the end of 2014.</td>
<td>Establish a legal framework on political party donations within 2014.</td>
<td>To reform the political party funding system [example].</td>
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<tr>
<td>2. Design a media campaign for the public illustrating the damaging effects of corrupt political funding on the political system/ country.</td>
<td>2. Legislation requiring obligatory disclosure of political party funding is passed by the government by the end of 2014.</td>
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OPPORTUNITY: UNCAC REVIEW PROCESS

STAGES OF REVIEW PROCESS

- Self-assessment
- Peer review, country visit
- Country review report
- Follow-up process (non-mandatory)
AIM OF INVOLVEMENT

UNCAC NATIONAL REVIEW PROCESS

- Build public awareness of UNCAC obligations
- Communicate expectations about performance
- Enhance accuracy of assessment
- Demonstrate role of civil society in anti-corruption
- Use official platform for outreach to
  - Government
  - National public
  - International community
TYPES OF ACTIVITIES

- Parallel report / follow-up
- Letters
- Meetings
- Outreach to partners
- Communications
UNCAC addresses a crucial global & national problem

- UNCAC says you/they must do x, y, z
- You/they are not compliant with UNCAC
- Specific steps should be taken to comply with UNCAC
- UNCAC says we should play a role
- We understand the subject well and can contribute
INTERNATIONAL OPPORTUNITIES

REGIONAL MEETINGS

- UN regional meetings
- African Union
- OSCE
- Council of Europe
- Sub-regional: ECOWAS, SADC, EAEC
- RAI
- Commonwealth
INTERNATIONAL UNCAC OPPORTUNITIES

UNCAC INTERNATIONAL PROCESSES

- Implementation Review Group
- Working Group on Prevention
- Working Group on Asset Recovery
- Conference of States Parties
UNCAC COSP

CSO ACTIVITIES

- Attend COSP sessions
- Make written submissions
- Deliver oral statements
- Organise side events
- Meet government representatives
- Communicate with media

CSO IMPACT

- Resolutions
- Discourse
- Public awareness
## PREPARE A PLAN

- Identify overall aim & change objectives
- Develop advocacy plan

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TARGETS</th>
<th>ALLIES ETC</th>
<th>MESSAGES</th>
<th>TIMING</th>
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<tbody>
<tr>
<td>1. Build alliances</td>
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<td>2. Conduct research &amp; analysis</td>
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<td>3. Lobbying</td>
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<td>4. Media work</td>
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<td>5. Public campaigning</td>
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ACTION POINTS

3 -5 actions on return home

1. 
2. 
3. 
4. 
5.