

Advocacy for Impact: Gender and Education



OUR TEAM



Chattalie Jayatilaka

MSc in International Development
and Humanitarian Emergencies



Elodie Gnonlonfoun

MSc in International Development and
Humanitarian Emergencies



Marina Gutiérrez

MSc in International Development
and Humanitarian Emergencies



Justine Brice

MSc in International Development
and Humanitarian Emergencies



OUTLINE

01

Introduction

Objective and methodology

02

Best Practices

Impact and best practices of advocacy

03

Recommendations

Seven major recommendations

04

Conclusion

Summary





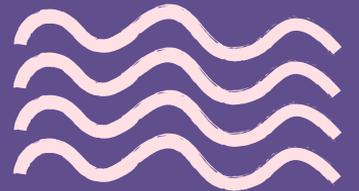
INTRODUCTION

- The power of advocacy for girls' education is one of the most powerful mobilization tools for girls often left behind.
- Best practices to design and implement advocacy strategies that are gender-inclusive, anti-racist and decolonial
- Existing gaps in advocacy practices were identified by analysing the literature surrounding advocacy, M&E, gender-inclusivity, decolonisation, and anti-racism, combined with the the qualitative key informant interviews
- The interviewees we spoke to referred to the targeted populations as 'beneficiaries' so the report makes use of the word. We are aware and conscious of the paternalistic connotation of the term.

What is the best practice for advocacy that is gender-inclusive, anti-racist and decolonial in development, with regards to issues of gender, and education?



Which advocacy approaches are most impactful, and how do organisations deduce and measure this impact?



01

DEFINITIONS



DEFINITIONS



Advocacy

A concept involving many different actors working together to coordinate an environment for political action and conduct research for policy development and implementation (United Nations Development Group, 2017).



Gender-Inclusivity

An approach where gender inequalities are identified and addressed. It considers the power relationships between gender identities and tries to break down gender binaries (WHO, 2002).



Intersectionality

"is a lens through which you can see where power comes and collides, where it interlocks and intersects." (Crenshaw, 2017).



Anti-Racism

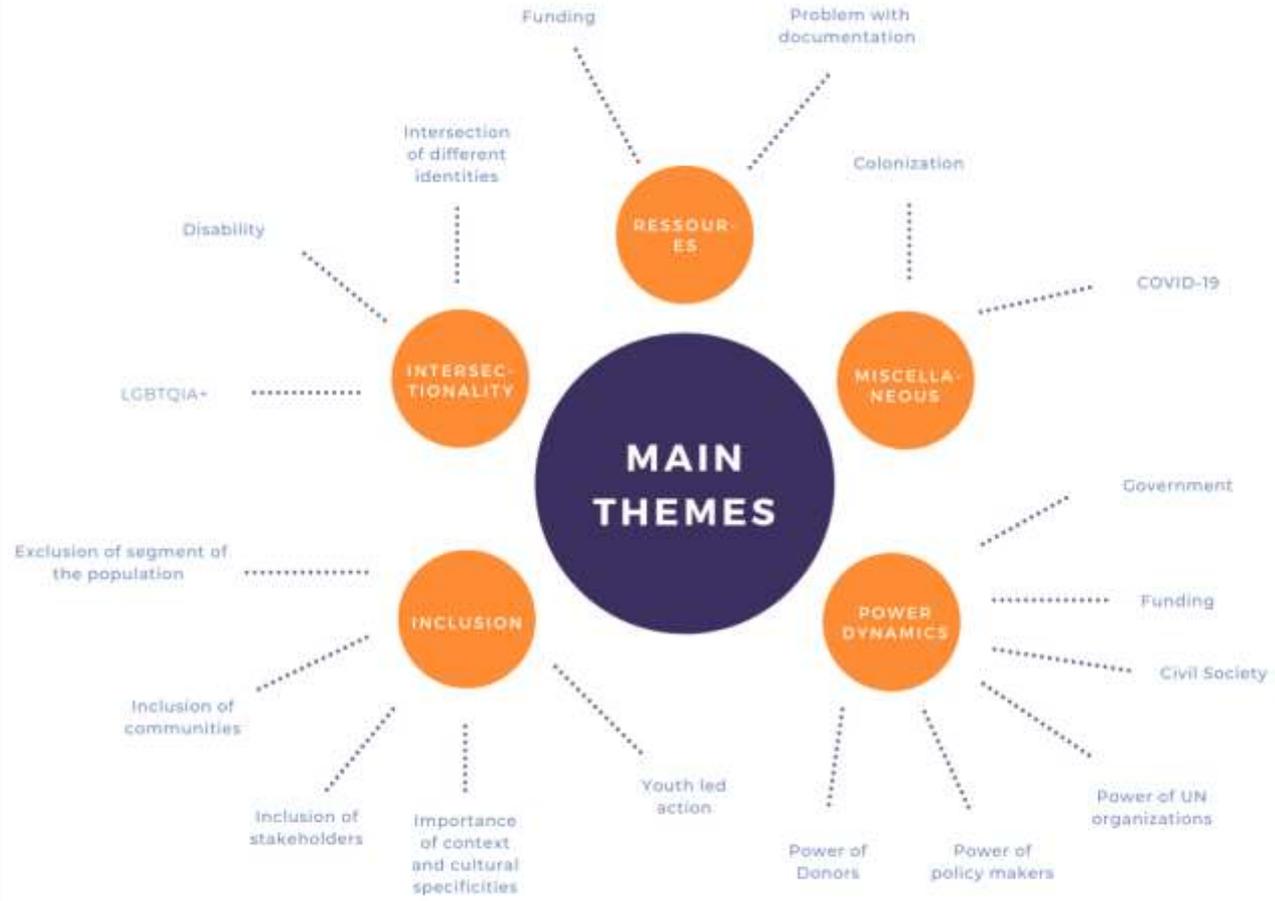
An approach to actively identify and counter racial prejudice, systemic racism, and oppression of specific groups. It includes actively changing the policies, behaviours, and beliefs that can perpetuate racist ideas and actions (Racial Equity Tools, 2021).



Decolonising Development

"Questioning and unpacking how colonial and hegemonic structures of power continue to produce contemporary inequalities and reflecting on how these highly unequal structures can be addressed." (Global Development Institute, 2018).







02



ADVOCACY BEST PRACTICES

Gender Inclusive, Anti-Racism, Decolonial and
M&E

Gender-Inclusive and Anti-Racist Best Practices and Failures



Inclusion of communities

A significant campaign success perceived by the organisations was the involvement of targeted communities throughout the project



A Lack of “Meaningful” Inclusion

However, most organisations noted that this principle was not always upheld in practice

Gender-Inclusive and Anti-Racist Best Practices and Failures



Intersectional approach

Organisations need to apply an intersectional lens to design and implement a successful advocacy campaign



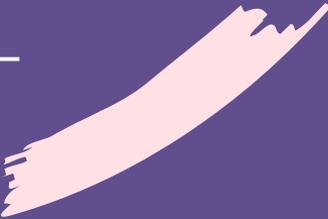
Failure to include marginalised populations

In practice, inclusion of LGBTQA+ people were lacking



“It is important to consider the **realities** and **lived experiences** of women and girls and ensure that women, **men and boys** are also part of that process”

Organisation C



DECOLONIAL ADVOCACY BEST PRACTICES

- Colonialism shapes society, gender and education through **invisibilised dynamics**.
- Advocacy without decolonisation favours vertical and transnational accountability countering IGO/NGO localisation methods.
- These lens can be **preformative** if organisations do not fully adopt decolonisation theory into their work.

01

Organisations closely connect to the SDGs and the UN definition of advocacy.

Many agree advocacy can play a key role in decolonising development.

02

03

Grassroots participation and inclusion of beneficiaries can be decolonial tool.

04

Advocacy campaigns allow for more debate and reflection on decolonial issues.

05

Organizations that enact significant internal decolonisation can create more effective change externally.

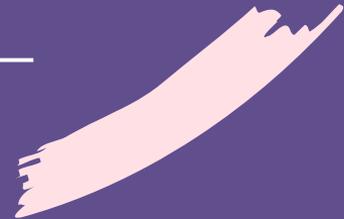
“

Decolonial advocacy “opens a window to reflect and perhaps transform ways of thinking and perspectives to include other thoughts” (Organisation K, 2022).



“We have to understand advocacy in the context of the **lived realities of marginalised people** such as marginalised youth and communities.”

Organisation I





M&E Best Practices



The Collection of Data and Documentation

- Using strong qualitative and quantitative indicators.
- Type of engagement.

Feedback from a Variety of Stakeholders

- Consider their viewpoint on how the campaign has evolved and any gaps to address to achieve meaningful transformation.

Framework to Measure the Impact of Advocacy Projects at 3 Levels

Individual
(agency and views on social norms)

Community
(Relationship within the community)

Structural
(engagement with laws, practices and policies)

Inclusion of Communities

- Communities are at the centre of advocacy campaigns.



Key Challenges in M&E

Data Gaps and Lack of Access to Data

- Focus on allocating or obtaining funds.

“

*“The budget is sporadic across advocacy campaigns”
(Organisation K, 2022)*

Lack of Accountability Mechanisms

- Relying on goodwill of states.
- There is a need to establish follow-up accountability mechanisms with stakeholders.

Impact of Advocacy Cannot be Done in Isolation

- Need to collaborate with stakeholders and partners.
- When advocating internationally, it is more challenging to view the full picture of the work completed.
- A lack of inclusion of communities.





66

“It is important to create and leverage existing opportunities to **share measurement** issues with regards to advocacy”, and to be able to **create a network of organisations** by sharing “best practices that can be used to inform the development of advocacy campaigns in the future”.

Organisation D

Collaborating with a Network of Stakeholders



1

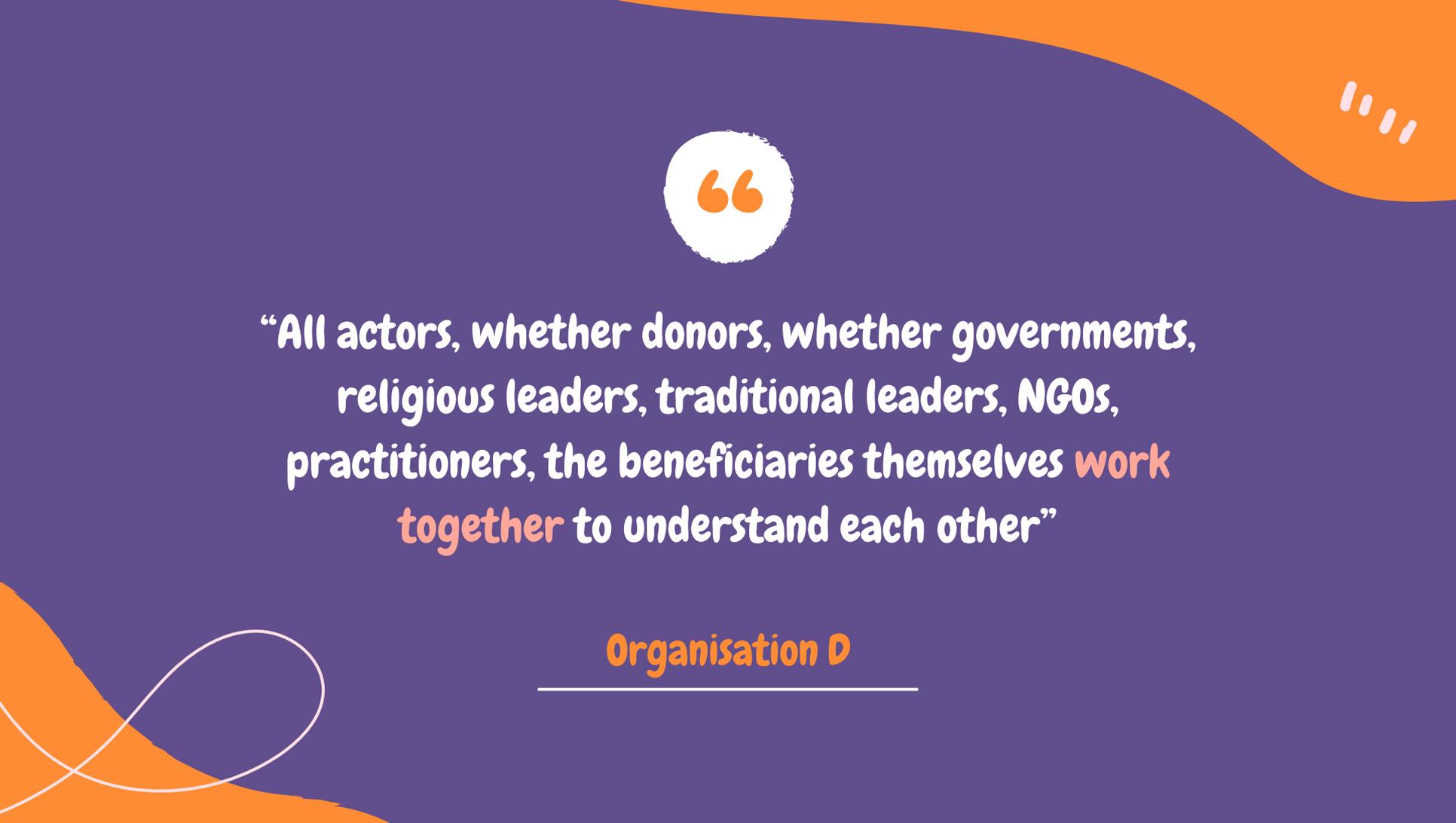
Necessary to consider the differing agendas and priorities of various stakeholders

2

Coordinate effectively between numerous stakeholders to implement effective change

66

“Sit down as a collective and agree upon the goal, agree upon some of the key considerations, agree upon the assumptions, agree upon the contextual issues that you need to take into account as you design this campaign” (Organisation D, 2022)



66

“All actors, whether donors, whether governments, religious leaders, traditional leaders, NGOs, practitioners, the beneficiaries themselves **work together** to understand each other”

Organisation D



Recommendations!

Recommendations



Decolonising Anti-Racism

All anti-racist work should be combined with a decolonial lens when possible



Involving Communities

Include communities at all stages of advocacy campaigns

Incorporate an intersectional lens to every advocacy campaign to avoid the erasure of other identities



Coordinating with Stakeholders

Consider the different agendas and priorities of the stakeholders to implement effective advocacy campaigns



M&E Reports

Establish a framework that allows organisations to evaluate the changes at three levels

Adopt an improved holistic or localised approach to the M&E process

Improve the data collection process



CONCLUSION

- The main conclusion of this report is that advocacy must be approached from a **holistic viewpoint**. Indeed, there is no 'best practice' but a combination of practices to apply.
- Best practices include:
 - **Inclusion of communities** at every stage of the advocacy campaign
 - **M&E**: taking into account the point of view of every stakeholder involved in the advocacy project



Organizations Chart



Organisation	Region/Continent	Type of Organization
A	South America	INGO
B	Asia Pacific	NGO
C	Africa	IO
D	Global	NGO
E	Commonwealth Countries	NGO
F	Sub-Saharan Africa	NGO
G.1 and G.2	Global	Fund
H	Global	NGO
I	Global	NGO
J	Sub-Saharan Africa	UN Organization
K	Global	UN Organization
L	South America, North and Sub-Saharan Africa, Middle East, Central Eastern Europe, Caucasus, Central and North Asia region	Fund and NGO



REFERENCES

- Brice, J., Gnonlonfoun, E., Gutiérrez García de Viedma, M., Jayatilaka, C. (2022) *Advocacy for Impact: Gender and Education* (London, LSE).
- Sennesael, François. "Distorted Representation of the Other, Neglected Modernity and Truncated Partnerships: Why Humanitarian Advocacy Must Be Decolonised." *Alternatives Humanitaires*, 26 Nov. 2020
- Tuck, Eve, and K Yang. "Decolonization Is Not a Metaphor." *Decolonization: Indigeneity, Education & Society*, vol. 1, no. 1, 2012, pp. 1-40