



WHAT IS ADVOCACY?

→ A **DELIBERATE, STRATEGIC** AND **NON-DISCRIMINATORY HUMAN RIGHTS-BASED** PROCESS

→ FORMED AROUND **EVIDENCE** AND THE **EXPERIENCES OF AFFECTED POPULATIONS**

→ AIMED AT INFLUENCING **DECISION-MAKERS** AND OTHER **RELEVANT STAKEHOLDERS** IN ORDER TO **HOLD POWER ACCOUNTABLE**, ACHIEVE **CHANGE IN POLICY AND PRACTICE**, AND THUS CONTRIBUTE TO THE ENDING OF THE PRACTICE OF FEMALE GENITAL MUTILATION!

DELIBERATE, STRATEGIC

IN ORDER TO BE EFFECTIVE, ADVOCACY MUST CONSIST OF ORGANISED ACTIONS THAT BUILD UPON EACH OTHER TO ACHIEVE CHANGE.

NON-DISCRIMINATORY

AT END FGM EU WE SEEK CHANGE FOR ALL WITHOUT DISCRIMINATION ON ANY GROUND.

EVIDENCE

IT IS IMPORTANT THAT ADVOCACY IS ROOTED IN RELIABLE, ACCURATE AND RELEVANT EVIDENCE WHICH BOTH DEMONSTRATES THE PROBLEM AND SUPPORTS THE CALL FOR CHANGE.

HUMAN RIGHTS-BASED

FGM IS A VIOLATION OF HUMAN RIGHTS AND, THEREFORE, END FGM EU'S ADVOCACY EFFORTS TAKE A HUMAN RIGHTS-BASED APPROACH.

#BEHINDENDINGFGM

EXPERIENCES OF AFFECTED POPULATIONS

WOMEN AND GIRLS ARE ACTORS OF CHANGE AND ADVOCACY MUST INCLUDE THEIR MEANINGFUL PARTICIPATION AND EMPOWER THEM.

DECISION-MAKERS

THOSE WHO SHAPE POLICIES AND PRACTICES, SUBJECTED TO INTERNATIONAL HUMAN RIGHTS LAW OBLIGATIONS (E.G. STATES AND OTHER DUTY-BEARERS)

RELEVANT STAKEHOLDERS

ALL ACTORS INVOLVED IN POLICIES AND PRACTICES CONCERNING FGM AND GENDER-BASED VIOLENCE AGAINST WOMEN AND GIRLS.

HOLD POWER ACCOUNTABLE

THROUGH MONITORING THE WORK OF DUTY BEARERS, ADVOCACY ENSURES THEIR ACCOUNTABILITY AND THE IMPACT ON THE POPULATION.

CHANGE IN POLICY AND PRACTICE

ADVOCACY SEEKS INSTITUTIONAL CHANGE IN ORDER TO HAVE A REAL-LIFE IMPACT FOR AFFECTED POPULATIONS. WITH THE OVERALL AIM OF ENDING THE PRACTICE OF FGM AND GENDER-BASED VIOLENCE.



#BEHINDINGFGM



6 QUESTIONS TO BUILD YOUR ADVOCACY POWER

WHERE ARE WE ACTING?

We analyse the specific context we work in (e.g. EU Member States) to shape an effective and impactful advocacy strategy.

WHAT DO WE WANT?

Once having analysed this context, we set objectives, priorities with a **SMART** impact.



Specific
Measurable
Achievable
Relevant
Time-bound

WHO CAN HELP US?

It is important to consider who can help achieve these goals and to collaborate with different stakeholders and institutions.

WHAT TO SAY?

A key component of an Advocacy Strategy is the message conveyed to the audience it should include the action desired and appeal to the audience's self-interest.

HOW TO DO IT?

There are a lot of different methods to convey your advocacy message like lobbying, negotiating, giving advice, campaigning, working with the media and forming partnerships.

One example of our advisory role activities is the **[Shadow Reports on the implementation of the Istanbul Convention](#)**

For instance, we have been involved in many **online campaigns** around the need to increase EU budget for combatting Gender-Based Violence! (Find them **[here](#)**, **[here](#)** & **[here](#)**.)

HOW TO ASSESS ITS IMPACT?

It is crucial to plan, monitor and evaluate an advocacy strategy as well as measure its strengths, weaknesses, opportunities and threats.