

## Interdisciplinary Programmes

Academic year 2021-2022

## Advocacy for Policy Change

**MINT181 - Autumn - 3 ECTS**

**26 & 27 November**

## Course Description

- Designing an effective advocacy campaign
- Context analysis and stakeholder mapping
- Developing a compelling narrative
- Effective advocacy tactics and tools
- Measuring outputs vs. outcomes

> **PROFESSOR**

[Christophe Lecureuil](#)

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## Syllabus

### Course Requirements

*Requirement 1:* Attendance in all parts of the workshop is required and students are expected to actively participate during the workshop, individually and during group work.

*Requirement 2:* Students are required to work in groups on a real-life advocacy campaign.

### Course Evaluation

Performance in the course will be evaluated both on individual participation (50%) and in group work preparation/delivery (50%).

### Recommended Reading

- *Body of Knowledge for Public Affairs*, Paul A. Shotton, The Hague University of Applied Sciences (2020)
- *Advocacy Strategies in Global Governance: Inside vs. Outside Lobbying*, Lisa Maria Dellmuth and Jonas Tallberg, Stockholm University (2015)
- *Towards responsible lobbying*, AccounAbility and the Global Compact (2005)

## **Overview of the course**

This workshop will cover the global context for advocacy, and which trends have emerged over the past few years impacting campaigning in the long-term. The notion of trust will be discussed as a key pillar for advocacy organisations.

This workshop also focuses on the five key steps to design an advocacy strategy from start to end. Particular attention will be paid to the following:

- Defining the outcome of an advocacy campaign using the “Logic Model/Theory of Change”
- Analysing the context/actors and understanding stakeholder management
- Designing an impactful narrative through tools such as the “Messaging Architecture”
- Using effective advocacy tactics and tools
- Evaluating and measuring the impact of an advocacy campaign
- Key success attributes of top advocacy professionals

Theory will be mixed with practical tools used by real-life advocacy organisations. Case studies and best practices ranging from the NGO, International Organisations and the private sector communities will be presented and discussed. The students will be asked to work in groups on real advocacy campaigns and use some of tools/templates presented during the workshop.

Finally, some perspectives will be provided in terms of the knowledge and skills required to pursue a career in the field of advocacy.