# Tool 2.1.10 - IFRC Regional Office Europe

# Advocacy Resources

**HD Policy Guidance**

* IFRC [HD policy and explanatory memorandum](https://fednet.ifrc.org/en/resources/policy-strategy-and-knowledge/HD/hd-policy/) (2009)​
* 2023 IFRC influencing priorities (internal)​
* [Tbilisi commitments](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftrello.com%2Fb%2Frzmnmn2i%2Ftbilisi-commitments&data=05%7C01%7CAnna.BOWEN%40ifrc.org%7C93984ac25dbc4b695d7f08dbb0696e5d%7Ca2b53be5734e4e6cab0dd184f60fd917%7C0%7C0%7C638297739175173896%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=19XQ%2Bqeu%2FM13gKKdfNVLD4QQpYYNrN7PLgp4gJx%2BlJc%3D&reserved=0), Europe Regional Conference 2022​
* Movement [statutes, policies & statutory meeting resolutions](https://rcrcconference.org/)

**Tools and templates**

* IFRC: [Practicing HD (an introduction)](https://fednet.ifrc.org/FedNet/Resources_and_Services/Human%20Diplomacy/International%20relations/1228900-HumanitarianDiplomacy-EN-HR.pdf) (2012)​
* IFRC Protocol Handbook (3rd ed.) [part 1](https://ifrcorg.sharepoint.com/:b:/r/sites/OurIFRC/GMM_Compendium/Humanitarian%20Diplomacy,%20Representing%20the%20Collective/Humanitarian%20Diplomacy/Protocol%20Handbook%20Part%201%20(version%20of%2022%20Nov).pdf?csf=1&web=1&e=rBtQmf)and [part 2](https://ifrcorg.sharepoint.com/:b:/r/sites/OurIFRC/GMM_Compendium/Humanitarian%20Diplomacy,%20Representing%20the%20Collective/Humanitarian%20Diplomacy/Protocol%20Handbook%20Part%202%20(version%20of%2022%20Nov).pdf?csf=1&web=1&e=F7XYw9)​
* [IFRC HD toolkit](https://ifrcorg.sharepoint.com/:f:/s/IFRCPolicyWorkspace/EofAdtRsX6NJp3ZR73u_KusBobSjHgkWKfhgoJup6hwTAQ?e=1xgpUz)including Strategy Template​
* Stakeholder mapping template​ (available upon request)
* HD/advocacy workplan – plan-on-a-page template​ (available upon request)
* HD/advocacy working group Terms of Reference template (available upon request)

**Capacity strengthening**

* Access to IFRC Learning Platform, specifically:​
  + [Getting ready for RCRC advocacy](https://ifrc.csod.com/ui/lms-learning-details/app/course/e18da830-f2aa-463e-93b6-a06113182acd)​
  + [Strengthening the auxiliary role through law and policy](https://ifrc.csod.com/ui/lms-learning-details/app/course/1185d7e3-91f6-4ae1-89e2-61518480497f)​
* Disaster Law Program: “Legislative Advocacy Toolkit” and learning modules (access via DL [toolbox](https://disasterlaw.ifrc.org/toolbox))​
* Bilateral HD support/advocacy workshop/skill sharing & strengthening​
* External [Diplo HD Diploma course](https://www.diplomacy.edu/course/humanitarian/) ​

**Advocacy planning guide**

| **Question** | **Advocacy objective** | **Tools to guide planning** |
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| 1. What do we want? What do we want to have happen? | To understand the situation | 1. Problem & solutions tree 2. Planning research 3. Generating evidence base 4. Choosing advocacy priorities |
| 1. Who can make it happen? | To understand stakeholders (target audiences), their relative power and how change happens | 1. Mapping stakeholder interests, influence & importance 2. Mapping stakeholder power (relative) 3. Mapping targets |
| 1. What do they need to hear? | To reach a specific audience (primary & secondary messages for each target audience) | 1. Evidence-based messaging |
| 1. Who do they need to hear it from? | To identify the right messenger for each target audience (institutions & individuals) | 1. Choosing messengers strategically |
| 1. How can we make sure they hear it? | To identify processes, opportunities & entry points | 1. Choosing best channels (comms) 2. Identifying & planning opportunities 3. Lobbying 4. Negotiating |
| 1. What do we have? 2. What do we need? | To recognise/assess capacities (resourcing) & work out how to address gaps | 1. Advantages, challenges, threats, opportunities, next steps (ACT-ON model for assessing internal advocacy capacity) |
| 1. How do we begin to take action? | To set goals & interim outcomes & develop an action plan (including responsibilities) | 1. Being SMART (Specific, Measurable, Achievable, Results-based, Time-bound goals and interim outcomes) 2. Advocacy action planning (activities linked to interim outcomes & goals) |
| 1. How do we tell if it’s working? | To monitor & evaluate advocacy | 1. Using ‘log-frames’ to plan advocacy action? 2. M&E plan to capture users of data, how it will be used, data collection tools, & responsibilities, indicators, targets, assumptions) |

Adapted from the *Nine Questions Model* by Jim Shultz, the Democracy Center

**Contact**

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