# **Introduction**

There will be a range of problems, pre-requisites, approvals, and risks that are outside of the RC control, and there will need to be advocacy to various stakeholders which if successful will contribute to the success of the rental programme. These may have been identified in particular from the sub-steps related to:

* The problem tree and a solution tree that was used when formulating the programme objectives (SoP 2.1.1-2.1.3 Overall Programme Design).
* Risks and mitigations (SoP 2.1.9)
* Contextual analysis sub-steps related to general Understanding of Context (SoP 1.1.1), Vulnerabilities, Needs and Capacities (SoP 1.1.4), Rental Housing Market Assessment (SoP 1.1.6), Security of Tenure Assessment (SoP 1.1.7), Risk Assessment (SoP 1.1.8).

Where humanitarian diplomacy colleagues exist or colleagues with communications and advocacy backgrounds exist they should be consulted and support sought.

Tools and Examples from the toolkit, that may be useful to assist here include:

* 2.1.10\_Tool\_IFRC ROE Advocacy Resource List.docx
  + A list of useful advocacy resources prepared by IFRC Regional Office Europe
* 2.1.10\_Tool\_TEMPLATE Advocacy Priority Plan-on-a-Page.docx
  + A template to develop an advocacy work plan
* 2.1.10\_Tool\_TEMPLATE Advocacy strategy.docx
  + An advocacy strategy template including timeline and plan of action sections

# **Recommended process**

The process is similar to that described in SoP 0.1 –Advocacy & Coordination – “Winning Space” for Rental Assistance. However, in this sub-step we are focused on external advocacy and on aspects specifically related to the success of the programme.

1. List out the key advocacy objectives that are directly related to the success of your rental assistance programme. This may relate to, amongst others:
   1. Enablers and barriers to the target population accessing the rental housing market
   2. Needs related to the delivery of rental assistance programming
   3. Enablers and barriers related to achieving the outcomes of the rental assistance programming, particularly related to the exit strategy.
   4. Needs of the target population more broadly
2. Identify the targets for advocacy (decision makers) and consider their priorities and interests.
3. Identify allies and consider partnerships, networks and alliances that may strengthen your advocacy
4. Develop evidence-based messages and clear calls to action.
5. Identify the best messenger for each target audience (who is best placed, with knowledge and influencing power) – this can range from leadership, technical leads and field delegates,to volunteers and members of the affected community

Identify the best communications channels, opportunities and entry points to deliver your messages (e.g. bilateral meetings and correspondence, multilateral forums, media, etc.); timing is important. Prioritise your advocacy objectives related to their importance to the success of your programme. The following page illustrates a table that could be generated as part of planning for advocacy. Note that advocacy is an activity and needs to be appropriately resourced and will take time to have impact. If it is essential that the government gives approval for part of the rental programme to go ahead then the impact of the delay in waiting for approval or it not being granted should be carefully planned for.

See the toolkit tools for other templates related to advocacy work plans and strategy.

| **Ref** | **Advocacy objective** | **Issue** | **Targets for Advocacy & Interests** | **Allies** | **Message and advocacy points** | **Dissemination / Medium** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | Financial regulator to relax the know your customer requirements (KYC) for migrants to allow UNHCR refugee card for ID requirements | The know your customer regulations (KYC) of the financial regulator for mobile money payments currently requires specific ID to be shown that many in the programmes’ target population of refugees do not have. | National financial regulator – wants to avoid money laundering and funding crime. | Those humanitarian actors engaged in multi-purpose cash assistance (MPCA)  Mobile money financial service providers | UNHCR ID uses biometric ID and is secure.  Funds being provided are small and relatively small and time limited  Could be a temporary relaxation. | Meeting with financial regulator  Meeting with government representatives |
| 2 | More property owners are willing to rent to target population. | Some property owners are hesitant to rent to target population because they are migrants. | Property owners – interested in no-hassle tenants, profit, presenting socially as “good” landlords.  Letting agents – interested in no-hassle tenants, profit, presenting socially as “good” landlords. | Host community who are currently hosting migrants.  Migrant rights and service provider groups. | Promote empathy, through sharing success stories of positive migrant & property owner rental relationships | Engagement with National Landlords Association  Engagement with Letting Agents Association. |
| 3 | Government approves livelihood programming for target population. | Some parts of the exit strategy are limited if the government does not allow the target population to develop livelihoods. | Government – interests: need to play to domestic population to show they are protecting jobs for host population.  Host population – livelihood opportunities | Migrant rights and service provider groups. | Migrants are a net benefit to economy  Often undertake jobs that domestic population will not do.  Highlight the areas migrants normally work in. | Government meetings with senior NS and wider humanitarian leadership. |
| Etc. |  |  |  |  |  |  |