



Concept Note

Campaign Management Training – Africa Chapter

Nairobi, Kenya

Background:

In January 2019, a learning needs assessment of the African Chapter of the Global Alliance of NGOs for Road Safety was conducted to understand the trends, needs, and priorities, in order to identify initiatives that will strengthen the voice of NGOs in Africa, and work towards achieving regionally relevant targets both individually and collectively. The findings of the assessment are meant to help shape the capacity-building component of the Alliance Empowerment Initiative specific to the African region. One of the key recommendations was targeting and localizing capacity building with priority on collecting and using reliable data for advocacy in road safety in order to improve the performance of African NGOs.

The Alliance piloted a training on campaign management in February 2020 and ten NGOs from ten countries in Africa participated in the event in Stockholm, Sweden. From the training evaluation and feedback, a similar but targeted and customized training was recommended for different regions including Africa, Asia, Latin America and Eastern Europe. With the newly created Africa Chapter, the training will be rolled out in Africa by the end of 2020. This is aimed to build the capacity of Africa NGOs to collect and use reliable data to articulate their advocacy messages that resonate with the African context and addresses familiar challenges. The training will help improve resource mobilization for coordinated implementation of collective but specific campaign and advocacy activities to help accelerate progress towards SDG targets 3.2 and 11.2 by holding African governments accountable to commitments they make on road safety.

General course outline

The pilot training on campaign management followed a general course outline to accommodate NGOs from different countries and backgrounds as shown below:

1. Knowing how to identify and isolate an issue for a campaign
2. Setting clear vision of the change you want to make
3. Build a knowledge bank on the campaign issue
4. Create a pool of resources and support
5. Map out potential obstacles and opponents
6. Planning for action
7. Campaign tactics and getting your message across
8. Evaluating campaign performance, reflection and improvement

Customizing the Africa Campaign Management Training

Campaign management training seeks to inspire NGOs in Africa to run road safety campaigns and guide them through the process by helping them to plan, execute and evaluate campaign activities. By taking this training and applying the concepts discussed, it will increase the chance of the NGOs to make an impact in their countries and Africa in general. The course is designed to help the NGOs to integrate new skills and knowledge into their ongoing advocacy activities to create more robust and innovative advocacy strategy for road safety advocacy in Africa.

Training needs assessment

In order to tailor the training agenda to Africa specific needs, a further analysis of the training needs was done by reviewing feedback and evaluation reports from the first training in Sweden, as well as holding follow up discussions with African NGOs. The assessment identified areas of need and suggestions on how to address the gaps.

Expected outcome

Enhanced knowledge and skills and actions of African NGOs to plan and execute successful campaigns by familiarizing with a range of tools and techniques that will communicate a robust road safety message help to drive change in the African region.

Objectives:

1. To understand the magnitude of the problem faced by vulnerable road users in Africa;
2. To examine level of policy development to address the problem;.
3. To identify specific advocacy action items to execute regional and national campaigns to protect address the problem;
4. To identify and propose specific areas where urgent action is needed to protect vulnerable road users;

5. To create specific demands that will address the problem and derive commitments from authorities to take action;
6. To develop an advocacy model that can be replicated and scaled up to promote non-motorized transport systems and to protect vulnerable road users in Africa.

Customized Course content

1. A review of findings from a pre-training mini-study on the problem of vulnerable road users and current level of policy development to address the problem
2. Reflections on the magnitude of the problem and Africa situation; An overview of UNEP "Share the Road Program" and applicability to NGOs work and campaigning.
3. Alliance campaign management strategy - Africa Building block of a successful campaign.
4. Campaign methods, tools and techniques for vulnerable road user awareness and advocacy in Africa and explore potential plug in areas for NGOs to collaborate with partners.
5. To draft an action plan to implement a post training campaign project in home country.

Application of the training

The training will have an immediate application to renew the focus of the Alliance #committoact campaign in Africa. It will tap into the gains and commitments which have been achieved so far in Africa and seek to use innovative techniques that are contextually appropriate to campaign and secure more commitments in Africa. At the end of the training, the participants will develop an action plan geared towards campaigning for specific road safety demands and pursuing corresponding commitments from government.

With this training and action plan implementation, the campaign will aim to feed onto the 6th UNGRSW 2020. By this time the NGOs will have worked and engaged communities and key stakeholders in amplifying their demands, drafting the commitment and engaged their governments. The UNGRSW will be marked by handing over of signed commitments by government officials and an agreement on commitment tracking schedule between government and NGOs.

Mentoring and Seed Grant

The implementation of campaign action plans drafted will be supported in two ways;

- Seed grants from the Alliance seed grant program,
- Mentorship from the Alliance Mentor program

Date: 21 - 23 October 2020 **Venue:** Open Institute, Nairobi **Participants:** 25

Full training Agenda will be shared soon.