



Alliance
Empowerment
Program



east
Eastern Alliance for Safe
and Sustainable Transport

SHAPING POLICY TRAINING

FROM CAMPAIGNING TO ADVOCACY

27-28 JULY 2021



WELCOME REMARKS

Lotte Brondum
Global Alliance of NGOs for Road Safety

OBJECTIVES

1. To compare and contrast between Campaigning, Lobbying and Advocacy
2. To describe the legal framework for policy change
3. To explore policy research and information sources
4. To develop a course of action towards policy change.
5. To shape Love30 #StreetsforLife into an advocacy movement

AGENDA

1. Getting started
2. Overview of Campaigning, Lobbying Vs Advocacy
3. Overview of policy and legal process
4. Policy research and information sources
5. Developing a course of action towards policy change.
6. Application to Love30 #StreetsforLife
7. Group presentations
8. Looking ahead: Head of States Meeting

UNGRSW BALANCE SHEET

GAINS

LOSSES



SESSION 1

OVERVIEW– CAMPAIGNING/LOBBYING/ADVOCACY

Patrick Kinyanjui
Global Alliance of NGOs for Road Safety



WHAT IS THE DIFFERENCE?

Actions, events and activities to achieve a change and to raise awareness on a specific issue working more widely across organized groups or people



CAMPAIGNING

Strategic, formal and informal means of influencing specific decision makers on an specific issue



LOBBYING

Actions that aim to change attitudes, policies and practices



ADVOCACY

WHAT IS THE RELATIONSHIP?

Campaigning includes lobbying those in power to make changes, and a combination of a number of actions to **build public support** for change

CAMPAIGNING

Lobbying is one kind of advocacy with the goal of **persuading** governments and its leaders to take a particular position about a specific piece of legislation

LOBBYING

Advocacy is any plan that attempts to influence policy makers and stakeholders through activities designed to increase public attention

ADVOCACY

WHAT IS THE CONNECTION?

Campaign

Public events: demonstration, petitions, vigils, exhibition, distribution of brochures and posters, publicity, lobbying



Lobbying

Face to face meetings and discussions, direct incentives, diplomacy, personal letters.



Advocacy

Research, policy analysis, resource mobilization

THE HOW

PREPARATION



IMPLEMENTATION



MONITORING & EVALUATION



What do you want to change? Who are you trying to influence? Identify the problem, the target(s)/key decision makers

What can affect decision making? Which other organizations have the same aims? Identify and involve allies, organize partnerships and agree roles

What is your message? Who will do it? Set goals and objectives
Strategy/Actions

What to do? How to do it?
Identify and mobilize the required resources. Carry out a set of planned activities - Action plan

SESSION 2

OVERVIEW POLICY AND LEGAL PROCESS

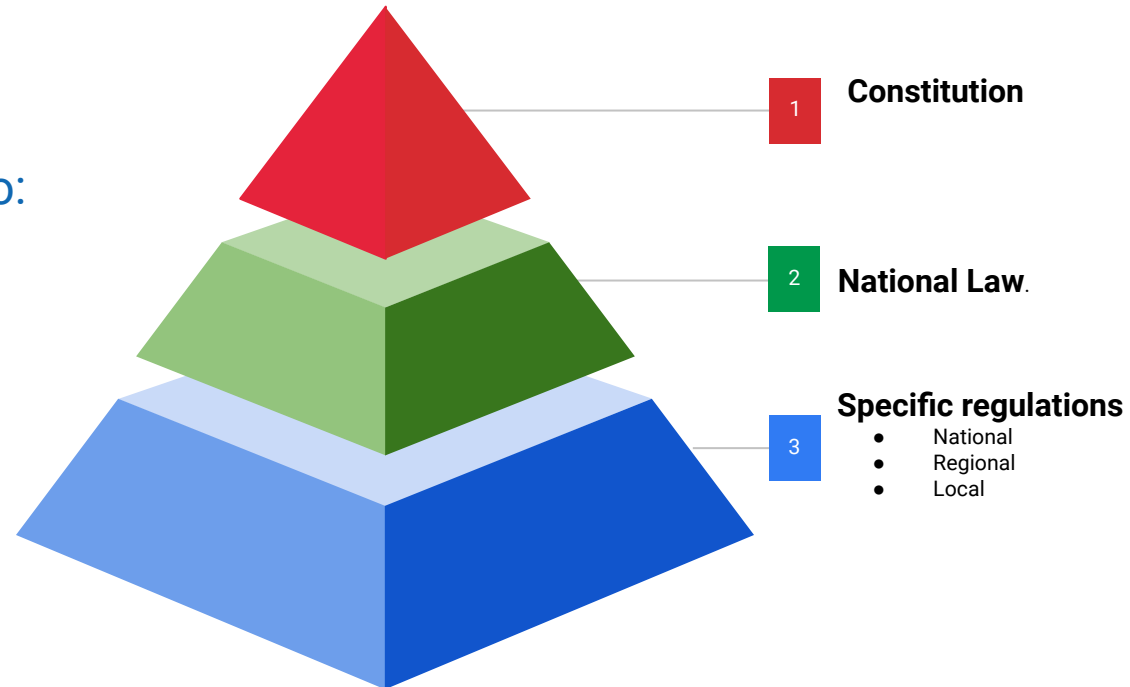
Valeria Motta
Global Alliance of NGOs for Road Safety

ASKING THE KEY QUESTIONS

- Do you know what is your country's legal system/hierarchy?
- Do you know why or how this affect your advocacy plans?
- Do you know how laws/regulations are created in your country?
- Do you know where to look for information?
- Do you know who can be your technical allies?
- What else you need to ensure besides the approval of the law/regulation?

NAVIGATING YOUR LEGAL SYSTEM/ORDER

1. Federal or unitary system
2. Competencies according to:
 - a. Constitution
 - b. National law
 - c. Regulations
 - i. National
 - ii. Regional
 - iii. Local





Anne Hidalgo - Paris Mayor



HOW CAN LAWS/REGULATIONS BE DEVELOPED IN YOUR COUNTRY?

Depending on your system there are different types of initiatives:

- Presidential: comes from the Executive Power, President, Ministers or executing agencies - e.g. Road Safety Agency
- Legislative: comes the legislators, this can be from a block of a party, a special commission or one legislator
- Popular: in some countries, specially those with continental law, laws can be created by civic or society initiatives- it involves a number of signatures and some special matters might be out of scope



Politicians --- but only the good ones ;)

WHAT IS NEXT?

- Does it need a specific regulation
- Is there a budget in place
- Who is the authority to implement it?
- Do you need an enforcement law?

SESSION 3

POLICY RESEARCH AND INFORMATION SOURCES

EASST



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RECAP

1. The AIM of Campaigning, Lobbying and Advocacy is similar but the PROCESSES are different
2. Advocacy essentially has policy change process as the core mandate
3. An understanding of the legal framework is essential to advocacy
4. Policy analysis, research and information are key elements of advocacy process

POLICY STATUS POLL

How would you describe the current policy status on speed regulation in your city or country (check all that apply)

- a) Discussion stage: It is currently an issue that is highly visible and a subject of discussion
- b) Decision stage: It is now a formal agenda which the government has decided to address
- c) Formulation stage: Government is currently examining various options for possible solutions
- d) Adoption stage: Decision is currently been made by government to address the problem
- e) Implementation stage: Policy implementation parameters have been established
- f) Evaluation stage: Policy has been evaluated/or is being evaluated for effect
- g) I am not sure

SESSION 4

DEVELOPING A COURSE OF ACTION TOWARDS A POLICY CHANGE

EASST

SESSION 5

APPLICATION TO #LOVE30

Global Alliance of NGOs for Road Safety

NGO OUTREACH



Streets for Life

#Love30



REACH

112 million people saw campaign messages
368,793 people directly involved



DIGITAL ENGAGEMENT

953 Global Rally **viewer**
5 million estimated Twitter Storm **reach**



COMMITMENTS

21 SMART commitments
by policy makers for specific actions



ENDORSEMENTS

More than 100
policy makers endorsements for 30 km/h

ACTIVITIES

78% of NGOs pushed for local or national **commitments**



39%
secured a specific
commitment



74%
obtained policy maker
endorsements



65%
mobilized
communities

100% of NGOs intend to follow up on their 30km/h progress



NGOs

63 NGOs in
44 countries
received small
grants toward
activities*

THE DEBATE: #LOVE30 #STREETSFORLIFE

“How do we turn the UNGRSW gains into meaningful/practical advocacy initiatives”

- Africa 3 groups
- Asia 2 groups
- LAC 1 group
- Europe/N America 1 group + T&T



INSTRUCTIONS FOR BREAKOUT SESSION

1. Each group to have a rapporteur and a moderator
2. Moderator guides the debate to ensure that group members contribute their diverse views and use the time efficiently
3. For each area discuss, agree and report on at least 3 practical ways NGOs can apply
4. Identify any challenges you foresee and possible ways of overcoming them
5. Rapporteur records the summary of the key points and will present during plenary.

PRACTICAL APPLICATION FOR NGOS

Discussion Areas



How will you build upon the engagements leveraged across UNGRSW



How will you share initiatives to create a bank of experiences and opportunities



How will you ensure the #StreetsforLife integration at other important global moments

PLENARY PRESENTATION

APPLICATION TO #LOVE30#StreetsforLife

Global Alliance of NGOs for Road Safety

SUCCESS MEASURES

Governments present commitments at the High-Level Meeting in July 2022

Multiple UNRSC advocacy campaigns and moments pushing for 30 km/h streets under the #StreetsforLife and #Love30 banner

Commitment for and implementation of city-level and national-level 30 km/h policies/legislation for 30 km/h

30 km/h campaign picked up in other sectors

LOOKING AHEAD

HIGH LEVEL MEETING 2022

Liz Man
Global Alliance of NGOs for Road Safety

CONNECTING AGENDAS & LEVERAGING OPPORTUNITIES

- **OCTOBER: Launch of Global Plan & Decade of Action**
- **MARCH tbc: #CommitToAct week of action**
- **JULY: High-Level Meeting**

- *AUGUST: International Youth Day*
- *SEPTEMBER: World Habitat Day*
- *OCTOBER: World Cities Day*
- *NOVEMBER: World Children's Day*
- *OCTOBER - MARCH: #CommitToAct build up*
- *NOVEMBER: World Day of Remembrance*
- *NOVEMBER: COP26*
- *MAY: Yellow May*
- *JUNE: World Bicycle Day*
- *JUNE: World Environment Day*



Training evaluation and testimonials

Global Alliance of NGOs for Road Safety



THANK YOU