European Network Against Racism
Making a difference in ethnic and religious minorities’ lives, across Europe
Groups of concern

- Roma
- Muslim
- Jews
- People of African Descendent/ Black Europeans
- Migrants
Political recognition of specific forms of racism

- Anti-gypsism
- Islamophobia
- Antisemitism
- Afrophobia
- Anti-migrant racism
Discriminatory experiences

- Direct discrimination
- Indirect discrimination
- Structural discrimination
- Harassment (jokes/stories)
- Hate speech/crime
Your opinion

What does advocacy mean for you?

What is your advocacy super-power?
What is advocacy?
Advocacy is a strategic process to influence the policies, practices and behaviours that affect people’s lives.

What is advocacy?

- Giving people a voice
- Building Evidence
- Positive change in Society
- Influencing people with power
Advocacy Model

**Advocacy Toolbox**

- **Research, Analysis & Strategy**
- **Reports & Briefings**
- **Lobbying**
- **Seminars & Conferences**
- **Media Work**
- **Exposure Visits**
- **Active Website**
- **Networks & Alliances**

**Public Campaign**

- Mass lobbies, public meetings
- Events, dramas, stunts, exhibitions
- Celebrities, famous people
- Leaflets, posters, videos, social media
- Letters, postcards, emails, petitions, tweets
How to get started?

1. Choose your issue
2. Find who can implement your demand(s)
3. Define your objective(s) and method
4. Draft your message(s)
5. Seek allies and partners
Advocacy is a process
Advocacy Planning
How to get started?

1. Choose your issue
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5. Seek allies and partners
1) The problem to solution tree
1) From a concern to a precise demand

Overall Problem

Specific Problem

Consequence 1
- Cause (a)
- Cause (b)

Consequence 2
- Cause (a)
- Cause (b)

Consequence 3
- Cause (a)
- Cause (b)
1) From a concern to a precise demand

Overall Objective

Specific Objective

Result 1
- Activity (a)
- Activity (b)

Result 2
- Activity (a)
- Activity (b)

Result 3
- Activity (a)
- Activity (b)
How to get started?

1. Choose your issue
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4. Draft your message(s)
5. Seek allies and partners
2) Stakeholder Analysis

- High power to influence change
- Easy to influence
- Difficult to influence
- Little power to influence change
2) Stakeholder Analysis

- **Easy to influence**
  - **Satisfy**
    - e.g. Media
  - **Inform, consult, involve**
    - e.g. practitioners, social workers

- **Difficult to influence**
  - **Monitor**
    - e.g. public administration
  - **Influence**
    - e.g. Policy-maker

- **High power to influence change**
- **Little power to influence change**
2) Power Mapping
How to get started?

1. Choose your issue
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3. Define your objective(s) and method
4. Draft your message(s)
5. Seek allies and partners
3) Define your objective

- **S** Specific
- **M** Measurable
- **A** Achievable
- **R** Results oriented
- **T** Timebound
3) Advocacy Model

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5. Seek allies and partners
4) Message drafting

1. Appeal to the heart
   Why should they care?
   - Communicate the need and what needs to change

2. Appeal to the head
   What can change?
   - With inspiring examples and strong ideas of what’s possible

3. Appeal to the hands
   What can they do?
   - What are you asking of your target audience
5) Allies and Partners
6) The ladder of involvement

- Leaders – join the team and dedicate time to taking the campaign forward
- Activists – volunteer to take up specific roles
- Promoters – actively share what you are doing with others
- Supporters – show their support, e.g., liking your Facebook page
- Understanding – People understand the issues
- Awareness – People know about the campaign
When is advocacy relevant?

- Your reasons for taking a particular stand: What is your ask?
- Reasonable chances of success
- Your legacy x your credibility
- What is the added-value of your request?
- On whose behalf are you speaking?
- Which are the risks?
- Which are your resources?
Is advocacy important for my work?

- Take a look at your agenda first
- Exploring **opportunities** to put your demands forward: new demand or supporting existing agendas?
- Understanding the process: can I wait?
Advocacy tips

- Well prepare your 1-on-1s:
  - Who are you talking to
  - What do they need
  - Which importance do they have in the decision-making process
  - Who are their allies

- Pitch: your advocacy ask

- Hand-outs: one pager

- External communication: When is it needed?

- Follow-up, be regular and consistent

- Monitor and assess: don’t be humble of your success
Good practice examples
Ashley Community Housing
A housing association to empower and integrate refugee tenants

Long-term inclusion perspective
Developmental rather than humanitarian paradigm
Emphasising the contribution refugees make to the city
Addressing private actors and local authorities

https://www.youtube.com/watch?v=G5O4KkOE_vo
Politicisation by representation of migrants

Daily Express ran 22 negative front page stories about asylum seekers and migrants in one month - BREXIT
Utrecht Refugee Launch Pad
Shared student accommodation

- Strong involvement of the local community
- Mutual support instead of growing alienation
- Fostering language and entrepreneurial skills for refugees and local residents
- Serving as an example in a European partner programme

https://www.youtube.com/watch?v=Mu21-kzEfkk
Refugees Welcome – flat share platform
Refugees joining shared flats as equal mates

Simple and pragmatic solution to big problem
Engaging refugees in own volunteer and work force
Attempt to combine struggles of different groups for affordable housing in joint advocacy

http://www.refugees-welcome.net/
STAR – Campaign Toolkit
Access for refugees and asylum seekers to universities

Thank you!

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