# Table of contents

Acknowledgements ....................................................................................................................... 3

Background .................................................................................................................................. 4

Methodology .................................................................................................................................. 5

Training Agenda ............................................................................................................................. 5

Sessions and Results ....................................................................................................................... 6

Impact on Participants’ Learning and Knowledge ......................................................................... 13

Conclusion ..................................................................................................................................... 14

Annexes ......................................................................................................................................... 15

  Annex I: Training Team ................................................................................................................... 15

  Annex II: List of Participants ......................................................................................................... 16

  Annex III: Training Agenda ......................................................................................................... 17

  Annex IV: Summary of Evaluations .............................................................................................. 18
Acknowledgements

This report was written by Emmely Benschop and Nienke Vermeulen of The Hague Academy for Local Governance (THA) who were also the facilitators of the training. The African Diaspora Policy Centre (ADPC) would like to thank both individuals and THA for the continued partnership in delivery of the trainings. Special thanks go to Babah Tarawally who once again served as an expert trainer. As both a member of the diaspora and an individual who has actively used various lobbying and advocacy tools and techniques in an effort to mobilise support in response to the impact of Ebola in Sierra Leone, Babah’s experiences remain invaluable inputs to the training.

Additional thanks goes to all participants who took part in the training. This group of participants were equally energetic and vigorous in their participation clearly showing their passion and commitment to effect change through their respective organisations. Last but not least, we would like to acknowledge the efforts of Sari Holtland ADPC Project Intern for her support during the organisation of the training. Sari spent several weeks systematically and diligently interacting with all participants in order to ensure their participation in the training, and also served as rapporteur.

Lastly, it is important to acknowledge the financial contributions of the Ministry of Foreign Affairs of the Netherlands, and the Gemeente Den Haag. The financial resources availed for this initiative has made it possible for ADPC to facilitate the transfer of critical skills and competencies to a group of dynamic diaspora organisations who strive to facilitate the socio-economic development of their respective countries of origin.
Background

From **19-23 October 2015** ADPC held the second Lobby and Advocacy workshop of the Diaspora Academy. The Diaspora Academy Programme (DAP) is a three year initiative that was launched in May 2014 by the African Diaspora Policy Centre (ADPC) in cooperation with The Hague Academy for Local Governance (THA) and The Network University (TNU). The project provides capacity building for diaspora organizations in three thematic area: Peacebuilding, Advocacy & Lobbying and Smart Partnerships/Networking.

The overall objective of the ‘Diaspora Academy Programme’ (DAP), which is the first of its kind in Europe, is to help diaspora development practitioners and organisations gain access to targeted knowledge, useful and relevant information, viable contacts, and networks that help to further boost their contribution to the overall development of their countries of origin. Many diaspora organisations currently lack the skills, insights and experience to construct strategic alliances with potential partners and stakeholders and to get their voices heard in places of relevance. In many cases, they also lack access to decision making and negotiation tables and remain outside the established development cooperation circles. As a consequence, their message and the group of people they represent are not taken into account. Therefore, the diaspora advocacy and lobby training course was developed as part of the DAP to support diaspora organisations to design and implement lobby and advocacy strategies and to formulate their priorities effectively.

The knowledge and skills gained in this course, should help diaspora to better advance their key issues of concern, thus increase their influence within development cooperation circles both in the host and home countries. Gaining advocacy and lobbying competencies will also increase the voice of diaspora in development debates at different policy levels and build strategic partnerships and alliances with like-minded organisations and other stakeholders. Consequently this course will help participants:

- Understand and influence the public policy making process;
- Analyse the opportunities and challenges for diaspora participation in their home and host countries;
- Draft an advocacy and lobby Action Plan to further the goals of their organisation;
- Gain knowledge of and make use of different advocacy and lobby tools.

### Profile of Participants

The training group consisted of nine people from different host and home countries, from Nigeria to Burundi and The Netherlands to Hungary. In addition, they had different professional backgrounds, the group included writers, NGO staff and legal councils.

Like in the previous course, which took place in April 2015, this variety of backgrounds proved to be very enriching for the discussions and allowed participants to learn from each other and build lasting networks with people they might otherwise not have met.

**NOTE:** See Annex II for the Participant List with details of country of origin and residence. A complete Participant Profile is available and can be accessed from the ADPC website at: [http://www.diaspora-centre.org/publications](http://www.diaspora-centre.org/publications) or simply email: info@diaspora-centre.org for a copy.
Methodology

The Diaspora Lobby and Advocacy course uses a collaborative learning approach, resulting in highly interactive sessions which provide ample space for discussion and exchange of experiences amongst participants.

Different methods are applied to achieve a high level of interaction. Throughout the course, participants work in different small groups of 3-4 people. This facilitates networking and helps them to understand different points of view and triggers a broad exchange of experiences and insights.

In the design of the different training sessions approximately 1/3 of the time is reserved for lectures, 1/3 for interactive methods and 1/3 for open space for input and discussing questions of participants. Interactive methods consist of small-group discussions, role-play, analysis of case studies, assessments of own context and debates. For instance, several problem tree and brainstorming exercises are included for participants to immediately apply and internalize the material learned. The course ends with an interactive “World Café” session, which allows participants to discuss final outstanding questions and plan for next steps with their fellow participants.

Other important elements that help stimulate interaction are the joint lunches and the joint dinner that are part of the training courses. Not only do these provide participants with more time for networking, they also help to create a collegial and professional environment in which participants feel free to ask questions and share their thoughts regardless of their position or rank.

Training Agenda

The contents of the training¹ took into account the learning objectives as set out in the original DAP proposal, but was adapted based on the feedback of the first group and the learning needs of the current group. The most important changes from the previous course were that more time was reserved for the sessions on power and the (social) media workshop. Also, extra time was allowed for discussions on funding and crowdfunding was included as a topic in the (social) media workshop.

Training Resource Persons and Material

The training was delivered by three experienced trainers: Emmely Benschop, Nienke Vermeulen and Babah Tarawally whose profiles are available in Annex I.

Materials developed for the training were distributed in hard-copy and on a flash drive to the participants. The material in question included:

¹ See Annex III: Training Agenda
In hard copy: A Participants Manual, containing the course agenda, useful information about The Netherlands and background material;  
On a USB flash drive: PowerPoint presentations and exercises for all sessions.

Sessions and Results
The following section provides a brief overview of the constituent elements of the course programme and the discussions that took place during the course.

Introduction to diaspora advocacy and lobby
The course started with a word of welcome by the director of ADPC, Dr. Awil Mohamoud, followed by an introduction by Nienke Vermeulen of The Hague Academy for Local Governance, who explained the course schedule and introduced the other trainers Emmely Benschop and Babah Tarawally. The focus of the day was on getting to know each other, creating a common language and understanding of the basic concepts of Lobby and Advocacy, and an exchange about the opportunities and challenges for diaspora participation. There was also time included for formulating personal learning objectives. The main learning objectives shared / challenges faced by participants and what they hoped to address during the course were:

- Stakeholder engagement
  An important reason for many of the participants to attend this training is to be recognized by the people in power. For example, a participant mentioned that he finds it hard to engage the government in the projects of his organization (e.g. organizing a book festival for children). Another participant illustrated this by the example of his organisations’ activities with respect to combatting climate change. He explained that the people in Africa have been negatively affected by climate change and the problem is getting worse. According to him, the so called “top-boys” in government and business do not care about what is happening on the ground, and therefore he was hoping to get equipped with skills and tools in order to get these people on board. While another participant presented a different view, by saying that he wasn’t that interested in influencing the government, but expressed the hope that his presence in the course would help him to learn how to better influence his community back in Sierra Leone.

- Funding
  Another central challenge that many participants mentioned was getting their activities funded. A participant shared the example of the refugee crisis in Hungary. Because of the huge influx of refugees in Hungary a lot of funds are needed to ensure that there is proper shelter and services to support refugees. However, the government and private sector are not willing to provide much support due to their own financial problems (related to the financial crisis). Therefore their organization needs more experience with lobbying for funding. A participant expressed the hope that the course would result in ideas on getting access to EU funding, by forming partnerships for example.
The facilitators agreed that funding of lobby and advocacy is important, but also wanted to manage expectations: the issue of fundraising is so broad that it would require a separate course. However, to allocate more time for discussions on the topic and pointed out that although the Lobby & Advocacy course does not have a particular focus on funding, many of the theoretical and skills based sessions that are part of this course will be useful for getting better at fundraising.

- **Being taken serious**
Some participants deal with feelings of powerlessness and feel that they are not always taken serious in the countries in which they currently live. They mentioned that back home, in the community where they come from, they have power, because the community knows their background and they are well connected. Diaspora needs to develop themselves and join forces to address this problem. All participants agreed on the importance of building a strong network and that the Diaspora Academy Programme in general and this course in particular could be a good starting point for building such a network.

In Babah’s session many of these challenges mentioned by the participants were addressed. Some of the main lessons learnt during his session were, the importance of:

- **Being able to blend and match your norms and values with that of your host country**
In London, for example, there are many immigrants. They have their own culture, their own business, which makes it easy to stay in your own circle, your comfort zone. However, Babah made the point that if you want to influence the British government and law and engage policy makers, you need to step out of this safe and comfortable circle and take part in British society. When you do this you have to pay attention to what you look like and have to be very representative: it is better to be overdressed than underdressed. Also, well integrated diaspora can help others to bridge the gap between the immigrants culture and that of the host country.

- **Being optimistic but realistic**
Although we sometimes face challenging realities, it is important to stay optimistic. Optimism helps you in setting inspiring goals and in seeing opportunities. According to one of the participants: “Sometimes people say, think out of the box. I say, destroy the box and then you see endless possibilities. This is what life makes exciting.” Another participant pointed out that it is important to be realistic at the same time, because being overly optimistic could lead to deception.

- **Networking - networking - networking**
Building networks starts with getting a small group of people to join your cause and then scaling up from there. A participant illustrated this point with the following example: “When I see a poor girl in Burundi, there is my heart. I have no power over the president of Burundi, but I hope that by working together with others we can help give this girl more opportunities in life. With a small group of people, we can teach others, and in turn, they will teach more people. In time, this process will result in a big group of supporters of improved access to education for girls in my country.”.

Understanding power

“If you think you are too small to make a difference, try sleeping with a mosquito.”
— Dalai Lama XIV

The second day discussed the concept of power and aimed to equip the participants with the tools to analyse and influence power relations in order to achieve their objectives. Some of the main lessons learnt during this day were:

Power may have different meanings
Participants shared various thoughts on the concept of power as below:

- “I see power as both negative and positive, it depends on the institutions and the people that have the power.”

- “Power is not a static thing, it can be fluid and accumulative, people who are seen as powerless or weak, can acquire power over time. What came to my mind, was the Niger delta. People were begging, but over a period of time, with active advocacy, but unfortunately also with militancy, they transformed their situation. Today, you cannot call them powerless anymore. So it can change, you can become powerful.”

Nobody is powerless
The participants were asked to think about what powers they possess (in terms of positional, social and personal power). A participant expressed: “I have a very good network, and people know I am very well connected. That gives me social power. Also, I am very passionate. This is part of my personal power and is why people believe and support me”

Another participant in turn expressed that: “In Italy, people looked at me and thought, why should I give this man money for his projects, he is already poor himself, why would he give money to other poor? Therefore, I started using my personal power: my writing skills. From the money I earn with my books, I finance my projects and create more understanding of the issues I am advocating for at the same time.”

The power cube
The participants were subsequently asked to analyse in which spaces of power they operated (closed, invited or claimed), on with or against what forms of power they were working (visible, invisible or hidden) and on what levels they worked (household, local, national or international). The responses differed, for example one participant expressed that: “In our projects, we used to have different local communities we had to supervise, but now they became more independent. We have been actively working on building the power of these communities, and now they have become our equals, our allies. We were working in a claimed space, but made sure to invite the beneficiary communities to this space, in order to build their power”.

Emmel noted that sometimes you have (alliances of) organizations that claim spaces which have a closed
character (e.g. the beneficiaries are not invited to take part and join the decisions made). This is the opposite of the situation indicated above; the communities supported by the organization were actively invited and supported to take part in decision-making, whereby they gained confidence and skills and independence. For Lobby & Advocacy organisations it is especially important to be aware of your internal power structures and to make sure you involve the people you are supposed to represent in your decision making processes.

A participant mentioned that if you claim space for yourself, this often leads to access to invited spaces. If you use your claimed space effectively, you have a good chance of getting an invitation to official decision making arena’s, as happened with her organization.

Another participant pointed out that as diaspora organisations, you almost naturally work at different levels. You might say you work on the local level, but even so, you are working on issues that make you engage with the national level and also international, bilateral cooperation between two countries. All levels are interconnected.

**Designing an advocacy strategy**

During the third day the participants worked on their advocacy strategies in a step-by-step manner. Some of the main lessons learnt were:

- Set high but attainable targets. If you set small attainable sub-goals, no goal is too big for you to achieve. However, if you want to achieve big change, it is key to focus on building a strong network.

- If you want to change something in your country of origin, it is important to partner with local organisations and to use their knowledge. A participant illustrated this point with a concrete example: “My organization is based in Nigeria, but I live in Italy. Therefore I am always partnering with a local organization because they know the field. Sometimes I tell them what to do and then they say, no that is not how it works here. They know how to reach the people that ‘count’. There was a time we did a little project for the widows in Nigeria. We were trying to organize an event and wanted to have the governor as a guest speaker. I had an idea on how to reach him (go to his house wearing a nice suit), but the local coordinator said, ‘I just call him and he will come, because elections are coming up and otherwise we will not vote’. He did this and the Governor instantly agreed to come.”.
- When you do a stakeholder analysis, make sure you include the formal powers, as well as the informal powers. In order to achieve your goals, you need to look at who holds the de-facto, the real power, who holds the power on paper is much less important. It’s often difficult to find out who really calls the shots from abroad, local organisations are often much better aware of this and their knowledge is therefore crucial to your work.

- Try to capture the issue that you work on in only a few sentences, in a clear central message. Make it as concrete as possible. Also, try to make it positive, as it is more inspiring to work for something, then against (e.g. taking action for peace, instead of against war).

**Taking action**

The focus of this module was working with (social) media as lobby & advocacy tools. Key lessons learnt were:

**Social media tips & tricks:**

- Social media is a dialogue. You have to continue engaging with social media. Just creating a Facebook page won’t get you there, you need to constantly feed it with new information.

- Pictures are very important, as they can serve as proof of your work and can help make a message stronger by visualization of your point. However, because they can be so powerful, you need to look at a picture critically before you put it online and make sure it delivers the right message. Also, they need some explanation, don’t just put a picture on Facebook, Twitter or Instagram without a comment.

- If you are not social media savvy yourself, appoint an intern to handle your social media for you.

- Use personal stories. For example, Babah mentioned he used the story of his mother’s house being surrounded by houses in which people had Ebola in his campaign to help the people in Sierra Leone overcome the Ebola outbreak. Personal stories often touch people.

**Traditional media tips & tricks:**

- Make sure the media has a reason to visit your project. Find an interesting angle to make your project newsworthy.

- Make sure your website is up to date, so the media can get additional information from there.
- Show pictures of your activities, give numbers of people that benefitted from your actions, you need to showcase what you are doing.

- Reserve money that you can use to get media coverage (e.g. for radio commercials, google advertisements, etc.).

- Think about how you can reach people from outside your network to attend your events or join your cause.

- The person interacting with the media doesn’t necessarily have to be you or the director of your organization. Find someone in your organization who is media genic, that is, someone who has qualities or characteristics that are especially appealing or attractive to mass media.

- Make sure you dress properly for television-interviews and practice beforehand with what you want to say, for example in front of the mirror or in front of your family / friends.

- Don’t use acronyms or jargon, but simple language.

- Don’t let the journalist/cameraman annoy you – never show on camera that you are annoyed no matter what they ask you always stay polite.

Crowdfunding tips & tricks:
- Add a specific time limit to your campaign – if you haven’t reached it after a certain amount of days, quit the campaign. Don’t ask for too much money. Make use of your network to get a few first people to donate and generate more publicity for your campaign, then others will follow.

- Reporting is so important, spend a lot of time on this. People want to see where their money goes. Make sure to thank the people who contributed to your action.

Next steps
On the last day of the course participants were asked to discuss some of the remaining questions. They chose 3 different questions and worked on each of them during three rounds of discussions. Below is a summary of the outcomes:

Subgroup 1: How to raise more funds for our lobby & advocacy efforts
Crowdfunding is important for putting into practice what we have learned this week. There are many free online courses for crowdfunding. In case you do crowdfunding you need to be specific, know your target group and use language that appeals to your target. Another important point is to make sure that people will trust you and will rely on you to spend their money well. If you don’t think you have this quality yourself, choose someone else who can be the ‘champion’ for your organisation.
Another option is to try to access EU funding. The trick here is to find the EU working groups that are related to your issues and find out which NGO’s are taking part in these groups and already receive funding. Then create a partnership with this NGO, as you have to show the top of the EU or UN that you have are allied to an already accepted group. Once you are part of the ‘club’, you will get invited to meetings, seminars, etc. and there you can advocate for your cause. If you apply for a grant of the EU or UN and if you are a member of one of these groups, especially when you do it in a consortium with other organisations that are part of this group, you have a much higher chance to get that funding.

The group was cautioned that the UN and such big international organisations often have their own agenda. For example while every UN organization has a country mandate this is based on its international organisational mandate that shapes the focus of their in-country programming. In this regard, it would be important not to blindly reshape your organisation’s focus to fit into their plans. While exploring common grounds of programming it is important to maintain organisational focus and integrity.

Emmely mentioned that the EU is trying to build support for its development spending in Europe. They try to involve civil society organisations and local authorities to inform the general public about the need for North-South cooperation on global issues such as climate change. Diaspora organisations would be ideally positioned to take part in such awareness raising issues, as they form a natural bridge between communities in the North and South. The EU term for these types of activities is DEAR (Development Education and Awareness Raising). Something to look into for many of the organisations represented in this course as a potential avenue to get access to EU funding.

**Subgroup 2: How to reconcile donor agenda’s, with the agenda of your organisation**

The discussions in the group revolved around two main points:

- Power – donors have a lot of power because they have the money we need for our projects
- Lobbying – you need to reach this powerful group in order to convince them of your ideas

In order to reach the powerful groups, carrying out research is important – you have to know what is of interest to your donors so that you can find an angle to your project proposals in line with the donor interests. You also need to find a project leader with strong communication skills, that is able to connect with the donor well. Finally, it is important to keep in mind that compromising is a big task within lobbying. However, the challenges is to do this without compromising the core values, credibility and effectiveness of your organisation.

**Subgroup 3: What can we do to build an EU wide network of diaspora NGO’s**

The main question the third group focussed on was on how the participants can continue to practically support each other after this course? A common feeling was to start with doing some research, to find out if there is already a network of diaspora NGO’s which they could join, in order to not reinvent the wheel. The next step would be to set up a communication platform: a
professionally managed Facebook-page on which information is shared, such as opportunities for funding, interesting meetings, conferences and trainings. Next to the Facebook platform, an annual meeting needs to be organised, to meet each other face-to-face.

Emmely mentioned that from her experience, such platforms will only work when the participants themselves are very engaged and when there is at least one enthusiastic volunteer that agrees to take the lead and regularly updates the page with new information, starts discussions, etc. Dr. Awil Mohamoud highlighted that ADPC set up a European diaspora platform some time ago. This platform is now led by Afford in the UK. They provide services to diaspora organizations across Europe. The UK participants agreed that they would take the initiative in trying to make the platform work. They planned to schedule a joint meeting after the course with Afford, to discuss the possibilities to link to the existing platforms. The rest of the group would be informed after that meeting and next steps will be decided upon.

**Closing**

Closing remarks were provided Dr. Awil Mohamoud. During the closing Dr. Mohamoud asked the participants how they felt after this course. A participant expressed that: “We came here to be enhanced – and this training course and the opportunity to engage with the trainers and my fellow participants has certainly enhanced me.”. Other participants agreed and said the course had transformed their thinking and had contributed to building their skills and resulted in a very valuable network of likeminded people. Emmely and Nienke closed the course by thanking all the participants for their active participation and valuable contributions and by thanking ADPC for the good cooperation in the preparations of the course.

**Impact on Participants’ Learning and Knowledge**

For the final evaluation of the training course, a comprehensive questionnaire was used, including a section on the overall programme and assessment per session. The participants were asked to fill in the evaluation questionnaire on the last day. Overall, the participants were very satisfied with the course. As in the previous course, the sessions on power generated some very lively debates and provided the participants with many useful insights, as was expressed by one of the participants “I think the lesson on different forms of power is the core of this training”. The session on challenges of diaspora lobby and advocacy was also valued by the participants, they valued the opportunity to exchange their experiences and learn from Babah. Another session that the participants really enjoyed was the (social) media workshop, which according to one of the participants was: “Practical, useful and entertaining”. Finally, the participants were very happy with the final “World Café” session: “The structure and setting for this exercise enabled participants to work simultaneously in various teams, generate and share ideas.”

A detailed summary of the evaluations can be found in Annex IV.
Conclusion

The course was very much appreciated by the participants, and all of the sessions received very good scores and feedback. In general, the course inspired them and supported their thinking about how to move the advocacy and lobby activities to the next level. Of course, the real impact of this course can only be measured when the participants return to their countries of residence and continue their work. The networking activities facilitated by ADPC as part of the Diaspora Academy, will help to reinforce the lessons learnt and facilitate a continued exchange of experiences, which was the aspect of the course that the participants perhaps valued most.
Annexes

Annex I: Training Team

The following experts were included in the training team:

Emmely Benschop is team leader at The Hague Academy for Local Governance. She is an experienced facilitator of training courses on public sector reform processes for governmental and non-governmental organisations in various countries around the world. Emmely has (co-)authored a range of training manuals and has developed innovative training courses on issues such as Decentralisation in (Post-)Conflict Situations, Youth Leadership and Public Participation and has taken a leading role in the design of this course. Emmely has a background in Organisational Psychology and International Relations. Prior to joining The Hague Academy, Emmely was employed at The Netherlands Embassy in Jakarta, Indonesia, dealing with issues ranging from post-tsunami reconstruction to supporting (local) election processes. Furthermore, she has worked as a policy officer at the Ministry of Interior Affairs, where she has contributed to two major public sector reform projects. In the Diaspora Lobby and Advocacy programme, Emmely was responsible for facilitating the sessions on Understanding Power and Public Decision making, and Advocacy strategy: Taking action.

After fleeing Sierra Leone civil war for the Netherlands 19 years ago and spending the first seven of those years filing an asylum application, Babah Tarawally began working for independent media outlets in Africa, contributing stories and columns to several newspapers and magazines. Alongside this work, he worked for Free Voice (now called Free Press Unlimited), a Dutch organization that support press freedom in Africa, Asia and Latin America. He worked for Free Voice from 2004-2010 as the project officer for Africa. In 2011 he worked as the Program Coordinator for Winternachten-Writers Unlimited Festival, Dutch biggest international literature festival. His novel 'De god met de blauwe ogen' (The blue eye god) was published in 2010 by KIT publishers. Babah Tarawally is presently working as a freelance journalist and on his second novel 'The missing hand.' In the Diaspora Lobby and Advocacy course, Babah was responsible for facilitating a session on Challenges and Opportunities for Diaspora Advocacy and the workshop on Social Media (as part of the Advocacy strategy: Taking action session).

Nienke Vermeulen is programme manager at The Hague Academy for Local Governance since January 2011. She holds an MSc degree in Cultural and Social Anthropology from the University of Amsterdam. Nienke is an all-round trainer with expertise in the field of local governance, human rights and social justice in (post-) conflict settings. She has led the design, facilitation and implementation of a variety of courses and workshops for multi-cultural groups. In the past, Nienke worked as a researcher for Amnesty International and was, as a programme coordinator for Justice and Peace Netherlands, responsible for capacity building and advocacy programmes in several different countries, such as Rwanda, Pakistan, Nepal and Ethiopia. Furthermore Nienke Vermeulen leads the board of a national political party in one of the districts of Amsterdam, The Netherlands. In the Diaspora Advocacy and Lobby Programme, Nienke was responsible for the sessions on Introduction to Diaspora Advocacy and Lobby, Designing an Advocacy Strategy and Next Steps.
# Annex II: List of Participants

<table>
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<th>M/F</th>
<th>Name</th>
<th>Last name</th>
<th>Organisation</th>
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Annex III: Training Agenda

MONDAY, 18 October
INTRODUCTION TO DIASPORA ADVOCACY AND LOBBY – Nienke Vermeulen and Babah Tarawally
Goal of today: Getting to know each other better and understanding the basic concepts from a diaspora perspective.

09:00 – 09:30 Welcome and coffee
09:30 – 11:00 Introduction to The Hague Academy, getting to know each other
11.00 – 12:30 Lobby and Advocacy, the concepts and key components
12.30 – 13:30 Lunch
13:30 – 17:00 Challenges and opportunities for diaspora advocacy
17:00 Wrap up

TUESDAY, 19 October
UNDERSTANDING POWER AND PUBLIC DECISION MAKING – Emmely Benschop
Goal of today: Identifying entry-points for advocacy through understanding power and the public decision making process.

09:00 – 09:30 Recap
09:30 – 11:30 Understanding power
11:30 – 12:30 Analysing power
12:30 – 13:30 Lunch
13:30 – 15:00 The power cube
15:00 – 17:00 Influencing the decision making process
17:00 Wrap-up

WEDNESDAY, 20 October
DESIGNING AN ADVOCACY STRATEGY
– Nienke Vermeulen
Goal of today: Getting a better understanding of how you can influence the policy and decision-making process through advocacy. Working on your advocacy action plan.

09:00 – 09:30 Recap
09:30 – 12:30 Workshop: advocacy strategy design – part I
12:30 – 13:30 Lunch
13:30 – 17:00 Workshop: advocacy strategy design – part II
17:00 Wrap-up and mid-term evaluation

THURSDAY, 21 October
TAKING ACTION! – Emmely Benschop and Babah Tarawally
Goal of today: Finalising your advocacy action plan and getting an opportunity to practice with working with (social) media.

09:00 – 09:30 Recap
09:30 – 12:00 Workshop: advocacy strategy design – part III
12:00 – 13:00 Lunch
13:00 – 16:00 Taking action: Working with (social) media
17:00 Wrap-up

FRIDAY, 23 October
NEXT STEPS – Emmely Benschop
Goal of today: Discussing the main lessons learnt, next steps and remaining questions

09:00 – 11:30 World Café
11:30 – 12:30 Evaluations and closing ceremony
Annex IV: Summary of Evaluations

Participants were asked to indicate their appreciation of the programme by scoring each item on a scale from 1 till 5, in which 1 indicates poor / not at all and 5 indicates excellent / very much so, and write down comments or suggestions. Below is an overview of participants’ feedback:

<table>
<thead>
<tr>
<th>Evaluation Question</th>
<th>Average Rating</th>
<th>Summary of comments by participants</th>
</tr>
</thead>
</table>
| How do you value the session: 'Introduction to The Hague Academy, getting to know each other’ by Nienke Vermeulen? | 4.2            | - Very useful to learn about fellow participant's backgrounds, interests and activities, as this facilitates effective interaction.  
- It was important to know better about the Academy, the things they do and their collaboration with the African Diaspora Policy Centre.  
- Nienke’s presentation style could be more energetic.  
- It was very necessary to know the background and the experiences of the other participants, which might help for future networking or collaborations together.                                                                                                                                                                                                                   |
| How do you value the sessions: 'Lobby and Advocacy, the concepts and key components' & 'Challenges and opportunities for diaspora advocacy' by Babah Tarawally? | 4.6            | - Excellent way of catching attention and involving the participants.  
- Very good use of the presenter's and other people's individual experience was made in dealing with the topic 'Challenges and opportunities for diaspora advocacy'.  
- I found the use of various video clips a bit distracting, and some of the video content was unclear to me.  
- Babah was able to figure out some of the mistakes made by the diasporas in their bid to seek for help or to let their voices or that of their organisations heard.  
- I think that the informal learning methods used by Babah were very effective.                                                                                                                                                                                                                                                                                                                                 |
| How do you value the sessions: 'Different forms of power' & 'The power cube' by Emmely Benschop? | 4.8            | - Very useful material, very applicable, great knowledge behind the presenter.  
- Concepts were clearly explained and relevant illustrations made.  
- I think the lesson on different forms of power is the core of this training and it was clearly elaborated.  
- The practical methods used were very efficient.                                                                                                                                                                                                                                                                                                                                                           |
| How do you value the exercise: 'Workshop: Advocacy strategy design - part I & II' by Nienke Vermeulen? | 4.6            | - Material very useful and practical.  
- Nienke's speed was too slow for me.  
- This also was a very important lesson and very well elaborated.                                                                                                                                                                                                                                                                                                                                                      |
| How do you value the session: 'Workshop: Advocacy strategy design - part III' by Emmely Benschop? | 4.8            | - Her knowledge and the way of handling the groups was excellent.  
- The practical sessions were really useful in developing potential strategy for the initiative, which I am undertaking.                                                                                                                                                                                                                                                                                                                        |
| How do you value the session: 'Taking Action: Working with (social) media' by Babah Tarawally? | 4.9            | - Practical, useful and entertaining  
- I would have appreciated a practical opportunity to actually post a message via a Social Media channel, which I do not currently do. This could be incorporated into the Course as in-class exercise.  
- An important topic of the course not to be underrated.                                                                                                                                                                                                                                                                                          |
<table>
<thead>
<tr>
<th>Question</th>
<th>Rating</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you value the session: 'World Café' by Emmely Benschop?</td>
<td>4.9</td>
<td>• Great way to close the course!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The structure and setting for this exercise enabled participants to work simultaneously in various teams, generate and share ideas.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• It was very effective.</td>
</tr>
<tr>
<td>How do you value the support offered by ADPC in the preparation and implementation of the training (information on the programme and logistic assistance, visa applications, etc.)?</td>
<td>5.0</td>
<td>• Excellent, big thanks for all the colleagues, especially for Sari and Wessel.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• The course was very well-organised.</td>
</tr>
<tr>
<td>How satisfied are you with the food and beverages during the course?</td>
<td>4.8</td>
<td>• Good service, you kept us very well.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• It is recommendable that the organisers tried to provide meals (lunch) bearing in mind the diversity of the participant group.</td>
</tr>
<tr>
<td>How would you like to be informed about future training courses or other news coming from The Hague Academy and ADPC?</td>
<td>E-mail</td>
<td>(everyone)</td>
</tr>
<tr>
<td>In case you have any other remarks please mention them below:</td>
<td></td>
<td>• I am really thankful for all the effort you put into this course.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• I am actively using the knowledge and the connections it has provided, I'm very happy I had the chance to take part in the training and got to know your organization.</td>
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<tr>
<td></td>
<td></td>
<td>• I really enjoyed this training and got a lot out of it.</td>
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<td></td>
<td>• I would recommend it to other women in the Sector, who could benefit from it.</td>
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<tr>
<td></td>
<td></td>
<td>• Well done to ADPC and THALG!</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Very positive experience for me.</td>
</tr>
</tbody>
</table>