

# Diaspora Lobby & Advocacy

Training Workshop Report

13-17 April 2015  
The Hague



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## Acknowledgements

This report was written by Emmely Benschop and Nienke Vermeulen of The Hague Academy for Local Governance who were also the facilitators of the training. The African Diaspora Policy Centre (ADPC) would like to thank both individuals for their innovative and professional delivery of the training. Special thanks go to Babah Tarawally who contributed to the training 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, having Babah share his experiences with the training group was invaluable.

Additional thanks goes to all participants who took part in the training. The vigour and positive energy with which the team took part in the training spoke clearly of their passion and commitment to effect change through their respective organisations and their desire to take it further through the competencies gained in the course. Last but not least, we would like to acknowledge the efforts of Ciaran Hickey ADPC Project Intern for his support during the organisation of the training. Ciaran spent several weeks systematically and diligently interacting with all participants in order to ensure their participation in this inaugural training.

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.



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## Background

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 in 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. Diaspora often 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 that is gained in this course, should help diaspora to better advance their key issues of concerned, thus increase their influence within development cooperation circles both in the host and home countries, increase their voice 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 ten people from different countries host and home countries and professional backgrounds.

This variety of backgrounds enriched the course, and made the exchange between participants all the more relevant, while allowing participants to build personal and professional relationships that will allow them to more effectively collaborate and cooperate in the future.

**NOTE:** See **Annex II** for the **Participant List** with detail of country of origin and residence. A complete **Participant Profile** is available and can be accessed from ADPC. Simply email: [info@diaspora-centre.org](mailto:info@diaspora-centre.org) for a copy.

## Methodology

A collaborative learning approach was adopted, allowing for highly interactive sessions which provided ample space for discussion and exchange of experiences amongst participants.

Different methods were applied to achieve a high level of interaction. First of all, the facilitators' team tried to have the participants engage with as many other people in the group as possible. Throughout they worked in different small groups of 3-4 people and the seating arrangement was changed half-ways through the course. This

was appreciated by participants, as it facilitated networking and helped trigger a broader exchange of experiences and insights.



In the design of the different training sessions approximately 1/3 of the time was reserved for lectures, 1/3 for interactive methods and 1/3 for open space. Interactive methods consisted of small-group discussions, analysis of case studies, assessments of own context and debates. For instance, several problem tree and brainstorming exercises were used for participants to immediately apply and internalize the material learned. The course was concluded with an interactive “World Café” session, which allowed participants to discuss final outstanding questions with their fellow participants. This mix of methods helped to keep the energy levels high throughout the training course.

Other important elements that helped stimulate interaction were the joint lunches and the joint dinner. Not only did these provide participants with more time for networking, it also helped to create a collegial and professional environment in which participants felt free to ask questions and share their thoughts regardless of their position or rank.

## Training Needs Assessment

To ensure that the training would be relevant to the participants and to gain better insight into their specific learning needs, a training needs assessment was conducted before the course<sup>1</sup>. The assessment established the gap between what skills and knowledge participants already have and what skills and knowledge they need in order to be more successful in their lobby and advocacy efforts. The needs assessment indicated that the participants had the following broad areas of interest:

- Basic introduction in advocacy and lobby
- Practical tools for advocacy and lobby
- Reaching stakeholders and getting our voices heard
- Empowering the powerless
- Networking and exchange of experiences

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<sup>1</sup> See Annex III: Training Needs Analysis

In accordance with the needs of the participants these issues all received a prominent place in the course and on one of the evenings a dinner was organised by ADPC to include more time for networking.

## Training Agenda

The contents of the training<sup>2</sup> took into account the learning objectives as set out in the original DAP proposal, but was adapted to take into consideration the results of the learning needs of the participants (as discussed above and captured in [Annex III](#)). The content was tailored into a one week intensive programme, reflecting the latest thinking on diaspora lobby and advocacy.

The sessions on power generated some of the most lively discussions in which many participants were actively engaged. The introductory session on lobby and advocacy also raised the interest of many of the participants and they appreciated the differentiation between advocacy and lobby. During this session participants discussed the challenges of diaspora advocacy; a relevant discussion for many as they learnt a lot from the exchange of experiences. Finally, participants expressed appreciation for being given the chance to work on their advocacy strategy in a structured manner and receive feedback and input from the trainers as well as their fellow participants.

## 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:

- *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.

### ***Day 1: Introduction to diaspora advocacy and lobby***

This module set the scene for the rest of the course. The DAP, The Hague Academy for Local Governance and the course schedule were introduced, participants got an opportunity to get to know each other. After the introductions, the main concepts and definitions used in the course were explained, which helped create a common language for the discussions during the rest of the course. In the afternoon, these concepts were applied to the African diaspora perspective. Participants particularly enjoyed this session, as it provided them with an opportunity to share the challenges they came across. They also really appreciated the fact that the facilitator of the afternoon session was a member of the African Diaspora, as one participant put it: *“The experiences of Babah as part*

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<sup>2</sup> See Annex IV: Training Agenda

*of the diaspora advocacy was very essential for this programme. The session was practical and to the point. As an African, he relates well to real life situations."*

### **Module 2: Understanding the public policy process**

In order to influence decision makers, it is crucial for diaspora organisations to have an understanding of the public policy process and at what stages and in what ways it can be influenced. Furthermore, it is important to be aware that decision makers need to deal with competing priorities, as well as existing policies and legislation that can act as barriers to achieving advocacy objectives. Day 2 explored these matters through mini-lectures and exercises on the public policy process and the power cube by John Gaventa (2006) and how this relates to diaspora advocacy initiatives. The session on power in particular was perceived as a real eye-opener by the participants, as said by one participant: *"It was a great session because having the exercise really emphasised the power of different stakeholders, the power of you/your organisation and how to use this in your advocacy."* Participants discussed how they could make their advocacy activities more effective, by focussing on different levels, spaces and forms of power. One of the most interesting findings was that many participants were working in created and invited spaces, but very few were focussing on gaining access to closed spaces or gaining better access to what is discussed in those spaces, whereas they were perceived as being very important for their objectives.



### **Module 3: Designing an advocacy strategy**

The third day aimed to help the participants to get a better understanding of how they can influence the policy and decision-making process through advocacy. It provided them with step-by-step suggestions for developing an advocacy strategy and gave them the opportunity to practice with each step individually and in a small group setting. This structured way of thinking about their advocacy strategy helped the participants to structure and clarify their ideas: *"This was very useful to me because it made me think hard about what my plan is, what my message is, what the problem I want to tackle is, etc. These are key questions that stop you from being vague and being ineffective."*

### **Module 4: Taking action**



Day 4 started with a continuation of the session on designing an advocacy strategy. At the end of the morning all the participants discussed their advocacy strategies with each other in a small group setting and gave each other feedback. For many participants, coming up with a well thought through advocacy plan was an important objective for joining the course and they therefore found these sessions very helpful: *"One of my main intentions of coming to this session was to learn how I can improve and develop an*

*effective advocacy strategy and I believe that this session, together with yesterday's session has done that."*

Furthermore, the session provided the participants with an opportunity to practice with the use of different advocacy tools, with a focus on working with (social) media. This proved to be a subject where many participants had some experience in, but were very eager to gain more in-depth knowledge on. According to one participant: *"Central to the advocacy strategy is how to send your message across and this session equipped us with resources and tools to help us spread our voices and message effectively."*

### **Module 5: Next steps**

The last day provided everyone with the opportunity to think about and process the main lessons learnt and discuss outstanding questions. The session was found to be a good way to close the course: *"It was a really great session as we were able to get view points from different groups. This meant we could discuss the issues in depth and get valuable opinions from colleagues."* The participants discussed two main questions: how to proceed from here and continue the network created during the course, and strategies to better reach important stakeholders for their advocacy activities. One of the main ideas that came out of the discussions was to build upon the momentum and network created by this training through the creation of an ADPC-based platform in which the trainees could identify one or two common issues and devise a multifaceted programme to address these issues. ADPC offered to support the group in this.

## **Impact on Participants' Learning and Knowledge**

To get a sense of the impact of the course, two methods were applied, an interim assessment by all participants on the third day and a final evaluation at the end of the course.

### **Interim Assessment**

The interim assessment by all participants at the end of the second day was done in a simple way, using symbols (☹ or 😊) which show disappointment or satisfaction. Individuals expressing satisfaction with the course constituted a large majority, reflecting the enthusiasm of participants at that stage of the course. The trainers tried to use all comments to review the programme for Day 4-5, thus building upon the positive comments (mainly regarding the use of interactive methods, space for discussion and exchange and expertise of the trainers) and mitigating the few negative comments (regarding participants' time-management and ensuring a better link between the power session on day 2 and the stakeholder analysis of day 3).

### **Final Evaluation**

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 at on the last day<sup>3</sup>. Overall, the participants were extremely satisfied with the course. The majority of participants benefited from the theory and were happy with the extensive knowledge and experience of the experts in the field of diaspora advocacy and lobby, as

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<sup>3</sup> A detailed summary of the evaluations can be found in Annex V.

well as the overall organization and logistics of the course. Furthermore, they really appreciated the participatory set-up of the course and the opportunity to engage in open discussions with each other.

Many of the participants expressed the interest to set-up a joint programme or project, so as to build upon the momentum created by the workshop and to continue benefitting from each other's expertise. ADPC has offered to facilitate them in these endeavours. Others pointed out the importance of having a better gender balance, suggested extension of the training and creating a network between this group and the other groups participating in the DAP programme.

## Conclusion

In general the course received very positive evaluations. As one of the participants summarised his experiences: *"Not only have I learnt a lot, but I have also gained an interesting network and new group of friends"*.

The course was set-up to support African diaspora organisations in designing and implementing a lobby and advocacy strategy and to formulate their priorities effectively, and has been successful as such. However, the advocacy plans that were drafted by the participants during this course, were made within a limited time-frame and without the consultation of colleagues and partners and the participants will need to further develop and refine their advocacy plans once they are back home.

The practical orientation and diversity of training methods, particularly the use of exercises and small group discussions, were seen as major contributors to the success of the course, as they have helped participants to process the theories and relate it to their own context. Moreover, the course has provided a platform for the participants to discuss shared challenges and ambitions, and the discussions made them realise that a lot can be learned from each other. The relations created in this course will thereby hopefully result in stronger cooperation and coordination between the participants for increasing the impact of the lobby and advocacy actions of African diaspora.

A few participants expressed their interest in a follow-up workshop after a year, in which they could meet again and discuss progress made as well as challenges encountered. Furthermore, participants expressed the wish to explore certain issues, such as power and stakeholder analysis, to a greater extent than was possible in this course, given the limited amount of time available. These topics could potentially also be addressed in a follow-up workshop.

Finally, the inclusion of an expert who is part of the African Diaspora in the team of trainers was much appreciated by the participants. They found it very valuable to learn from the successful lobby experiences of a peer and were greatly encouraged by the fact that he was asked to take on a role as an expert/trainer in a training course taking place in his host country.



## 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 and pays great attention to the needs of each individual training participant. 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

M/F	First Name	Last Name	Country of Origin	Country of Residence	Organisation	Email
M	Abubakarr	Bangura	Sierra Leone	The Netherlands	Sierra Leone Central Union	<a href="mailto:info@mdconsultancy.eu">info@mdconsultancy.eu</a>
M	Fadhili	Maghiya	Tanzania	UK	Sub-Sahara Advisory Panel	<a href="mailto:fadhili.maghiya@ssap.org.uk">fadhili.maghiya@ssap.org.uk</a>
M	Sorie Obai	Kamara	Sierra Leone	Finland	Sierra Leone Music Ambassador/ Chairman AWOL Finland	<a href="mailto:soriegbonho@gmail.com">soriegbonho@gmail.com</a>
F	Karen	Safo-Barnieh	Ghana	UK	Youth Development Ghana	<a href="mailto:karenbarnieh@gmail.com">karenbarnieh@gmail.com</a>
F	Lukeki	Kaindama	Zambia	UK	DfAD, Health Project Lead	<a href="mailto:lukeki.kaindama@gmail.com">lukeki.kaindama@gmail.com</a>
M	Mario	Joseph	South Sudan	UK	Windle Trust International	<a href="mailto:nakuwajnr@gmail.com">nakuwajnr@gmail.com</a>
M	Andrew	Henry	South Sudan	USA	Pastor of an International Church	<a href="mailto:wojahenry@hotmail.com">wojahenry@hotmail.com</a>
M	Matovu	Abu	Uganda	Norway	Nordic Diaspora Investment initiative (UNDII)	<a href="mailto:matovu@gmail.com">matovu@gmail.com</a>
M	Mohamed	Kunowah-Kiellow	Sierra Leone	The Netherlands	Experience with various NGOs	<a href="mailto:mkunowahkiellow@yahoo.com">mkunowahkiellow@yahoo.com</a>
F	Mulu	Gashaw	Ethiopia	The Netherlands	Drieluik Maatschappelijk Actief (DMA)	<a href="mailto:gmulu@hotmail.com">gmulu@hotmail.com</a>

## Annex III: Training Needs Assessment

### Fadhili Maghiya

#### ***An outline of my motivation for attending the workshop***

As a coordinator for a fairly new diaspora organisation that is working as an umbrella for other African diaspora groups in Wales, I saw this workshop as an opportunity for me to learn how we can be more effective in lobbying and getting our voices heard. I am also keen to meet, network and learn from individuals coming from different countries and diaspora communities.



#### ***What I am hoping to gain from the workshop***

I am hoping that this training will provide me with necessary tools and resources to enhance my understanding of advocacy, lobbying and alliance building to which I will use and share it to develop our lobbying and advocacy capacity in Wales. As well as gaining contacts and networks, I believe that this training will expose me to ways of engaging with different types of stakeholders and equip me with knowledge, tools and understanding on how to work and or deal with variety of situations.

#### ***The knowledge or skills that I am hoping to learn.***

I am hoping to learn how to negotiate, conduct and build strategic alliance with potential stakeholders and therefore getting our voices heard. Being able to be noticed and heard is crucial and diaspora groups in Wales are slowly getting to understand the importance of advocacy but they do not have strategic tools/understanding of the concept. I hope to learn different ways of how to be effective in building alliances and getting our voices heard in a pragmatic and productive manner.

### Mulu Gashaw



#### ***Motivation for attending the workshop***

I would like to attend the workshop because in my organization, we have never given a lot of thought to practice advocacy and lobbying as important tools regarding the issues we are trying to address. My NGO which focuses on the two countries Ethiopia and Georgia engaged in local grassroots projects. Eradicating poverty-related issues are important themes for the organization. Our target groups are vulnerable children, women and elderly people. Personally, actively involved with various of Diaspora works in the field of migration and development in the Netherlands.

Advocacy and Lobbying is a truly global concept for me, this will be my first experience in this field. I hope to learn new skills, experiences and know how that my organizations will benefit. I really need to learn the techniques to inspire others, learn develop advocacy and lobbying strategies and practical exercises that will enable to build my skills and understanding in this dimension.

Furthermore, meeting others working with similar issues, finding out more about the group and its activities, sharing the experiences and exchange the best practices about Ngo Advocacy and lobbying.

## Abu Matovu

### ***Motivation for attending the workshop***

It is very important workshop indeed because it will offer me a rare opportunity to upgrade and strengthen my professional skills and competences within my organisation that is engaged in improving the social, economic conditions of Ugandans and friends of Uganda in the Nordic area.



We shall share our challenges, opportunity and showcase what diaspora organisations do and desire to do. Not forgetting networking. The workshop will give us the opportunity to interact with others involved in the diaspora work and they say that there's power in Unity, our voice can be easily heard and strengthen some countries where our voice is not heard as expected. The political leaders within the European countries meet very often and share their ideas on how they will champion their agendas why not us?

### ***What I am hoping to gain from the workshop***

Mastering the use of advocacy and lobbying instruments that I can effectively implement within my organisation to advance the fundamental issues they are concerned. That's to say development, peace-building, negative publicity.

Getting skills on how to encourage participation, problem solving, and communication.

### ***The knowledge or skills that you are hoping to learn***

The opportunity to attend the advocacy and lobbying training workshop will enable me gain advocacy and lobbying knowledge and skills which will enable me to design and implement and advocacy action plan for my organisation. I also welcome the opportunity to network with other professionals in my field. I would like to learn how they dealt with some of the issues I have and am encountering as a new comer to the field. The experiences may differ by a few degrees, however, the underlying issues remain the same. I am hoping to be equipped with the skills and knowledge to move forward in my organisation.

## Mohamed Kunowah-Kiellow



### ***An outline of my motivation for attending the workshop***

I am very delighted to be chosen to participate in this advocacy and lobbying training/workshop. I have never had such training before, which is why I am very enthusiastic about it. I have worked with organisations that use advocacy and lobbying as a tool to achieve their aims and objectives. I developed materials that they could use to achieve this, but I was never part of the actual advocacy and lobbying team.

Moreover, I sometimes do advocacy as a hobby through writing articles. I have never done any lobbying in my life. I believe this workshop will help me understand the link between advocacy as a concept and advocacy in practice. In addition, I am convinced that after this workshop/training my lobbying skills will be developed. Finally, I want to transfer the knowledge acquired at the workshop to other organisations in my country. There are many organisations that need this training.

***What I am hoping to gain from the workshop***

Understanding the principles of advocacy and lobbying

Developing my lobbying skills

Understanding the link between advocacy as a concept and advocacy in real life

Improving on my advocacy skills

Learning the role of advocacy and lobbying in bringing about social change in a society.

***The knowledge or skills that I am hoping to learn***

- Lobbying skills
- Advocacy skills
- Communication skills
- Advocacy and lobbying training skills
- Skills in engaging politicians and other decision makers
- Knowledge of advocacy and lobbying principles

**Lukeki Kaindama*****An outline of motivation for attending the workshop***

As DfAD grows, the need to effectively engage and influence stakeholders is imperative. DfAD will need to be equipped with knowledge and skills in order to effectively engage various stakeholders. This is my motivation for attending because I believe the skills and insight I will learn will be able to be passed to my colleagues and will be used to further DfAD's work and increase its impact.

***What I am hoping to gain from the workshop,***

I am hoping to gain practical skills that are straightforward to employ that will enable our organization to effectively carry out campaigns and awareness building in the diaspora community. In addition to be able to increase our profile and influence and build effective partnerships with other organizations with shared interests.

***The knowledge or skills that I am hoping to learn***

Knowledge of the following:

- Various advocacy and lobbying tools/methods available
- Ways of gaining public support for a cause
- Ways of effectively communicating messages with various stakeholders
- Ways of influencing decision makers at policy level

## Andrew W Henry



***What I am looking for as an area of concern and possibly of doing*** in South Sudan is a campaign for better alternatives. By this I mean a change that comes as the government is made to address the root causes of poverty and injustices despite of the immense wealth from the oil and other natural resources. So two things:

- Poverty
- Injustices

***What I expect from this training*** which of course may not be limited to the above is to learn about how individuals or people can move a government to make decisions that will

protect the most vulnerable people in the society.

Barack Obama's campaign slogan of "Change we can believe in" and how that unfolded in his time in office compared to what we have in South Sudan has been my great motivation. The alternatives he made especially for health and education are palpable in the community that I live.

## Karen Safo-Barnieh

***I would like to attend the workshop as I see it as*** an opportunity to engage with other people in the diaspora who are of African descent interested in elevating our continent of poverty. I see it as an opportunity to develop my skills in advocacy as I am training to be a Lawyer and an opportunity to deepen my understanding of lobbying as a tool in bringing about change.



I have been to a lot of functions catering for international development in Africa and most lack in training of how to lobby against austerity and arbitrary power. These events tends to become a talking shop leaving many powerless and helpless in knowing how to go about the liberation process in Africa. This opportunity will enable a richer and deeper understanding of the solutions needed in the liberation of Africa. It brings forth a sense of focus, a tangible process and idea, a tool which can be used for the emancipation of poverty by arbitrary power. As an aspiring Lawyer, it will solidify perspectives on solutions of how I can be a creative community Lawyer in bringing about truth and justice in our world, a perspective which we currently lack. I am hoping for solutions in this workshop. Solutions of eradication institutional injustice and austerity.

## Abubakarr Bangura



### ***My Motivation and what I want to learn during the workshop***

I want to strengthen my advocacy and lobbying competencies and identify smart instruments and strategies to motivate and activate the government of Sierra Leone to engage the Sierra Leonean diaspora in a more effective and structural approach to our country's post-ebola economic recovery program.

### ***Background***

I am the chairman of the Sierra Leone Central Union in The Netherlands (SLCU). SLCU is a platform of 14 Sierra Leonean organisations representing more than 1000 Sierra Leoneans out of the 6000 Sierra Leoneans living in The Netherlands. Like any other diaspora platform we operate at the nexus of state, citizens and market. Our independent position allows us to connect and engage key stakeholders for the sake of our country's development. ***My focus in the coming two years (2015- 2017) will be on three tracks:***

***Track 1:*** In The Netherlands: Work with SLCU members to make the union more relevant for its members, build a strong organization and maintain a reputation of excellence.

***Track 2:*** In Europe: I will continue to work with other Sierra Leonean organization to strengthen our European alliance with Sierra Leone civil society organisations across Europe. This alliance should grow into a vital advocacy group to pressure the EU and the government of Sierra Leone to deliver more visible results for our people back home. The group will also serve as a resource centre for post-ebola development oriented initiatives of the Sierra Leonean diaspora in Europe.

***Track 3:*** In Sierra Leone; I will continue my work to maintain a strong SLCU presence in Sierra Leone and get the school at Lungi running, through building a professional management team competent to run and manage the school of excellence in Business and Agriculture.

## Annex IV: Training Agenda

### MONDAY, 13 April

#### 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 of advocacy and lobby 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, 14 April

#### 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 Introduction to the public policy process

12:30 – 13:30 Lunch

13:30 – 17:00 Understanding public decision making: Governance game

17:00 Wrap-up

### WEDNESDAY, 15 April

#### 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, 16 April

#### TAKING ACTION! – Emmely Benschop and Babah Tarawally

*Goal of today: Finalising your advocacy action plan and getting an opportunity to practice with the use of different tools for advocacy, with a focus on personal meetings with politicians and starting a (social) media campaign.*

09:00 – 09:30 Recap

09:30 – 12:00 Workshop: advocacy strategy design – part III

12:00 – 13:00 Lunch

13:00 – 16:00 Lobby and advocacy tools

13:30 – 14:30 Taking action: Meeting with a politician (Role-play)

14:30 – 16:00 Taking action: Working with (social) media

16:00 – 17:00 Wrap-up and preparing for the World Café

**FRIDAY, 17 April**

**NEXT STEPS** – Nienke Vermeulen en  
Yves Ibuna

*Goal of today: Discussing the main lessons  
learnt, next steps and remaining questions*

09:00 – 09:45 Pub quiz!

09:45 – 11:30 World Café

11:30 – 12:30 Evaluations and closing  
ceremony

12:30 Free afternoon

## Annex V: 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:

<i>Evaluation Question</i>	<i>Average Rating</i>	<i>Summary of comments by participants</i>
<i>'Introduction to The Hague Academy' &amp; learning needs</i>	<i>4,5</i>	<i>The presentations were done in a way that I could easily grasp the gist of the topic. It was good to get an understanding of the Hague Academy and the work that they do. Nienke introduced us to the module very effectively and outlined the main objectives of this session.</i>
<i>Lobby and Advocacy: the concepts &amp; key components and the challenges &amp; opportunities for diaspora advocacy?</i>	<i>4,5</i>	<i>It was good to have a session where the key Lobbying and Advocacy concepts that were learnt earlier were applied to the diaspora. The experiences of Babah as part of the diaspora advocacy was very essential for this programme. The session was practical and to the point and as an African, he relates well to real life situations. Babah's presentation touched upon many areas and challenges that African diaspora face when it comes to advocacy. He shed light on how personal and institutional connections are just as important as you being relevant to your objectives.</i>
<i>Understanding power and public decision making'.</i>	<i>4,5</i>	<i>It was a great session because having the exercise really emphasised the power of different stakeholders, the power of you/your organisation and how to use this in your advocacy. I thoroughly enjoyed this session because it highlighted some of the things we tend to do subconsciously on a day to day basis without trying to analyse these power dynamics. I learnt a lot from this session and I think I will use most of the tools and tips from now on. It was an excellent presentation and very insightful to know more about the forms and different types of power. The content of the module was great and comprehensive but a little bit complex. However the presentation was great, which made it a easier to understand and apply.</i>
<i>Designing an advocacy strategy (part I)'</i>	<i>4,6</i>	<i>The content was very educative and the presentation was given in a manner that urged well for good understanding This was very useful to me because it made me think hard about what my plan is, what my message is, what the problem I want to tackle is, etc. These are key questions that stop you from being vague and being ineffective. Working through this and having input from others was very useful Preparing for advocacy strategy was explained and properly by Nienke. The steps were well laid out which I thought was very helpful.</i>
<i>Designing an advocacy strategy (part II)</i>	<i>4,6</i>	<i>I really learnt a lot from this module as I gained the knowledge and skills pertaining to how you can effectively bring your advocacy plan to stakeholders. As previously stated, it was good to work through our own projects using the 9 steps of the advocacy plan. One of my main intentions of coming to this session was to learn how I can improve and develop an effective advocacy strategy and I believe that this session (part I &amp; II) has done that. Nienke provided different tools and resources to use when writing and formulating the strategy which I intend to use immediately.</i>
<i>Lobby and advocacy tools'</i>	<i>4,6</i>	<i>Again this was a good session. Babah spoke a lot from his experience but I think spending more time on how to work with the tools would be useful in the future. A great presentation and we learnt useful lessons about how to deal with media. Central to the advocacy strategy is how to send your message across and</i>

		<i>this session equipped us with resources and tools to help us spread our voices and message effectively.</i>
<i>Pub quiz and World Café</i>	4,6	<i>It was a really great session as we were able to get view points from different groups. This meant we could discuss the issues in depth and get valuable opinions from colleagues, especially when we are interested in the same topics. Very interactive and it helped us to think about solutions for some of the most important issues and challenges for our future work. It was stimulating discussion. I gained a lot from this session as new ideas and methods came out of the session and I intend to use them when I get back to work.</i>
<i>General comments on the programme</i>		
<i>What is your overall assessment of the programme</i>	4,0	<i>I liked the mixture of focused discussions fused with some of the interesting ideas people have for the future. How the different forms of power interplay in lobbying and advocacy was very useful because it helped me to better grasp how to create an advocacy plan and strategise in order to reach my overall goal and objectives.</i>
<i>What is the main strength of the programme?</i>		<i>The presentation of trainers with passion, knowledge and experience was excellent. I also appreciated the open mindedness of my fellow group members and the practical tools given to us. The manner the training was given made it very educative and it will help greatly in my future endeavours to execute advocacy plans. The main strength of the programme is the mix of practical exercise and the theory. In order to really understand the theory it was very useful to apply it in exercises, which makes the knowledge stick. The facilitators of the conference were well informed and educative. The diversity of the group as well as the trainers. The programme covered all aspects of developing an advocacy strategy; the importance of power; how to use power and the different forms and spaces of power. The main strength of the programme is that it leaves space for one to think about the ideas that I had before coming to the programme. The programme leaders gave us time to have in-depth discussions about the ideas of building the diaspora in order to engage in closed spaces for discussing the development of the continent.</i>
<i>What would you recommend changing in the programme?</i>	4,7	<i>More tools to navigate the interests of multiple stakeholders. This is important in achieving results and impact of our action. Maybe having the programme for 2 extra days. Extending the programme with a week. I would suggest that the program be backed by field visit to a local advocacy group to hear about their experiences. I would suggest that there should be a gender balance between participants I would recommend that there should be a post action plan with the group in order to build upon our individual ideas in a collective manner. It is important that there is a follow up programme or project. We all go back to our host countries and go back to our day to day lives, it is important that we build and continue the momentum of the ideas and strategies that have been discussed in the programme. I think it is important that the individuals who come for the next programme have a chance to engage in the discussions that this group has had in order to build on ideas of the previous group.</i>

<i>Did the programme leave enough room to share your own experiences and ask questions?</i>	4,6	<p><i>Very much so.</i></p> <p><i>Every participant was eager to learn and explain his or her experiences. Of course I think always time runs out, but I think there were several opportunities where you could share your own experiences and ask questions. This was good because we got to hear from a variety of people in our group and it all linked to what we were learning.</i></p> <p><i>Yes, for example, I didn't know precisely that I was involved in advocacy and lobby to a certain extent until I was able to hear from the instructors and share what I did.</i></p> <p><i>The entire programme was very interactive. Everyone had a chance to comment and ask question, although I feel that at times we deviated into other conversations that took time off from the main programme and therefore we couldn't ask or deepen some of the conversation central to the programme.</i></p>
<i>Were there any subjects you missed in the programme design</i>	yes 5 no 4	<p><i>Diaspora policies of the host and homeland countries.</i></p> <p><i>Maybe a bit more expansion on the various advocacy tools/effective lobbying.</i></p> <p><i>The idea of too much dependence of the diasporans on their host countries to support their projects.</i></p> <p><i>Role-play.</i></p> <p><i>How in the advocacy and lobbying do you tackle the structural causes to the problems that we are trying to eradicate.</i></p>
<i>Was there a good balance between theoretical classes and skills training?</i>	4,2	<p><i>The theories were directly linked with practise, using case studies and concrete examples.</i></p> <p><i>The facilitators did their utmost to explain the theory in a practical manner and brought out ways to easily apply the skills.</i></p> <p><i>Yes, that is a key strength of the programme. I would say that for the more complex theories e.g. cube of power, maybe a little more time was needed to solidify that concept only because it has many different strands.</i></p> <p><i>I thought it was really well balanced as we see methods, skills and tools being emphasized over and over alongside theories that are subject to the course.</i></p> <p><i>Yes, but even more practical training is necessary, some of the more theoretical discussions might be skipped.</i></p>
<i>Do you think you can apply the knowledge you have gained in your daily work?</i>	yes 9	<p><i>The methods and tools are relevant for my engagement with policy makers working on investment related issues for both the government of Sierra Leone and the Netherlands.</i></p> <p><i>In the future I will definitely apply the knowledge that I have gained from the training.</i></p> <p><i>The policy cycle has taught me where, how and when to influence policy development.</i></p> <p><i>I feel like I have a starting point which is very important as I will be carrying out an advocacy campaign for my project and also I need to write a grant application so this has been very useful. It has also given me a starting point for further research.</i></p> <p><i>I will definitely apply the SMART &amp; KISS techniques in my daily work</i></p> <p><i>I think so because like I said earlier, I have been doing advocacy and lobbying without realizing them. The problem then was I didn't have the proper skills to help me be effective.</i></p> <p><i>Yes, it helped me to better analyse problems and plan an intervention strategy accordingly. I can also make use of the different forms of power to influence more effectively and achieve my goals.</i></p> <p><i>I am currently going to write an advocacy strategy for our organisation which will encompass many of the skills I gained during this session.</i></p>

Would you recommend this course to other professionals that work in the field of lobby and advocacy?	yes 9	<p><i>The skills that one gains from the training are practical-oriented and geared towards measurable outcome. I will certainly recommend it to other groups especially African diaspora as they lack many of the skills required to be effective in advocating for what they stand for.</i></p> <p><i>It is very essential to pursue this course if one wants to bring about changes.</i></p> <p><i>Yes, I think lobby and advocacy skills are an essential part for my fellow diaspora organizations.</i></p> <p><i>In the USA especially among the South Sudanese Diasporas, there has been a lot of an advocacy groups which I believe their members require this course to advance and achieve their goals.</i></p>
Could you please share with us any suggestions for a follow-up course, which could further deepen your skills/knowledge on lobby and advocacy?		<p><i>Funding possibilities to finance projects</i></p> <p><i>A follow-up course in specific areas of advocacy: gender mainstreaming, influencing child right policies</i></p> <p><i>Follow up visit to the Hague Academy to explain how we applied the knowledge and skills</i></p> <p><i>A course in governance, corruption and mitigation</i></p> <p><i>A formation of an ADPC-based/funded platform to ensure that the trainees identify one or two common issues and device a multifaceted programme to address various issues.</i></p> <p><i>In diaspora perspective I think there should be a similar course on how to deal with stakeholders in Africa (countries of origin) and host countries.</i></p> <p><i>A workshop just on discussing solutions to various problems the group have experienced whilst doing advocacy and lobbying.</i></p>
<b>Logistics and support</b>		
Support in preparation and implementation	4,8	<p><i>Elma and Yves were very helpful, understanding and reliable. They have always been willing to help</i></p> <p><i>They provided us with all the support we needed and I couldn't ask for anything more.</i></p>
Food, beverages, hotel	4,4	<p><i>Everything was good - food, hotel and the look of the city.</i></p> <p><i>The hotel was excellent and the receptionists were very supportive.</i></p>
Other comments		<p><i>I will definitely want to pursue another training like the one on peacebuilding.</i></p> <p><i>Thank you to every one for a well organised course.</i></p> <p><i>I learnt a lot and I appreciate the time and effort.</i></p> <p><i>Hold the workshop in Africa next time.</i></p> <p><i>Not only have I learnt a lot, but I have also gained an interesting network and new group of friends</i></p>