

Advocacy and Lobby

The objective of any lobby and advocacy strategy is to influence decision makers in order to advance and improve conditions for your selected target group. Decision-makers can be politicians and policy-makers as well as other crucial decisive stakeholders, such as international companies, but also religious leaders or tribal leaders. Both lobby and advocacy increase the scope of influence to improve policies and achieve structural change in key areas such as agriculture, health, education or trade.

Advocacy

Common advocacy methods are often used to enforce changes by making demands. These methods are primarily used to send out information to get a specific message across or to mobilise people in order to weaken the position of a particular decision-maker.

Examples of common advocacy / advocacy campaigns

- demonstrations
- petitions
- press releases - press conferences
- newspaper articles, columns (e.g. by the director of ICCO)
- media campaigns
- lawsuits

Lobbying

Lobbying is a specialized form of advocacy. It is a strategic, planned and informal way of influencing decision-makers. Characteristics are: open (two-way) communication, influencing by linking the interests of different stakeholders, creating win-win situations and investing in long-term relationships with decision makers.

Examples of lobbying

- personal letters
- face-to-face meetings with decision-makers (such as MPs in Parliament)
- informal contacts at receptions (e.g. at Ministry of Foreign Affairs)
- working visits with decision-makers
- personal exchanges over the telephone (e.g. with contacts at Dutch embassies)
- drafting of joint strategies