



Advocacy and Policy

Workshop outline by the Comité Directeur and Why European Parliament?

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About the workshop

Convince your mayor to make your wishes come true! Do you want to boost your social impact? AEGEE is a network of empowered cities, but do we really do advocacy in the locals? What can we get by implementing a policy and advocacy strategy inside your local? In this session, we will see how your local and your actions can have an impact in your city, and how you can reach policy-makers to have a better, long lasting and more effective impact.

Aims

- Get participants familiar with basic concepts such as policy, advocacy, stakeholders
- Empower participants to include in their local activities an advocacy part
- Make participants reflect on what can be their goals in an advocacy campaign, who are the relevant stakeholders for them and how they can present themselves/their local as a relevant stakeholder in advocacy processes

Prerequisites

- Participants: 10-30
- Trainers: 1
- Room: 1
- Time: 90 minutes
- Materials required:
 - Flipcharts
 - Markers
- Preparation time: 15 min



Session

0. Introduction (5 min)

Show word '**social impact**', explain that AEGEE is more than travel and party, AEGEE is also an organisation that wants to make Europe a better place for young people. Show definition: *a significant, positive change that addresses a pressing social challenge*. Explain that Comite Directeur is based in Brussels to talk to institutions and organisations to make a change, but that movement is much stronger if this is also done on local level around the network.

1. Definitions and terminology (10 min)

Policy: *a course, or principle of action, adopted or proposed by a government, organisation, business or individual.*

Put some examples on post its: youth employment scheme (government), garbage separation policy (municipality), use only one cup per event (individual or informal group), a facebook event must be online 2 weeks before it takes part (

Advocacy: *to publicly support or suggest an idea, development or way of doing*

Post it examples: include citizenship education in formal education, recognition of non-formal education, against unpaid internships, explain shortly what AEGEE is doing in these topics

Stakeholder: *a person or group having a stake, or interest in the success of an enterprise or movement*

Basically, anyone who is affected by the change that you want to make

Examples: young people (want good opportunities), government (wants to have good image), university (wants good rating), local news agency (emphasise media is part of it), environment protection organisation (or any other organisation defending a specific interest of a group), future employer (who wants his future employees to have the right skills).

Civil society: *aggregate of non-governmental organisations that manifest interest and will of citizens, 'third sector'*

Explain that first and second sector are government and business, and civil society is the collection of all institutions and organisations that represent the people.

Post its: trade unions, foundations, AEGEE, universities

- Put up 4 sheets of paper or flipchart with the 4 words above in boxes. Explain them one by one with the post it examples.

2. Campaign brainstorm (20 min)

- Ask the participants, if they know some kind of campaign or protest, and write examples down on whiteboard / flipchart



- Next, give the participants a moment to think, what bothers them in their city, in their university, in their daily life, on their way to work, what they want to change.
- Collect the inputs, and make a vote and split into groups of max 5 pax.
- Based on the top votes, group will be working on campaigns about the topics/issues. They have to
 - a. Identify stakeholders
 - b. Identify how you are going to get resources for the campaign: HR/people joining the campaign, facilities like meeting room, visibility/media coverage, money/fundraising, and which stakeholders from 1. can help you with this
 - c. Identify AEGEEs added value in this campaign, why are we an expert / changemaker / important stakeholder

Give groups a flipchart and make them present to the other groups, 1 min presentations.

3. Role play (50 min)

In this last part of the WS, the groups will try out a simulation with a stakeholder

- One by one, the groups are sent out to the hallway to prepare a meeting with one stakeholder. While they were preparing on the hallway, the participants in the room set up a 'hidden agenda' of the stakeholder. E.g. *the municipality has some funds available, but has to be convinced that the project of AEGEE deserves it. The municipality doesn't know what AEGEE is. The city is interested in a good image.*

Divide the 50 minutes equally in the number of groups you have, so every group gets a fair change in the simulation

4. Debriefing (5 min)

You can make a change with your AEGEE local! Put yourself in the shoes of the stakeholder when you try to get support for your campaign (or for your AEGEE local in general).