

Cluster Advocacy and Communication



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Coordinating Humanitarian Shelter

Reminder: advocacy within the GSC

- **GSC strategy 2018-2022:** advocacy = one of the 4 pillars
- Advocacy and Communication Strategic action plan's 3 main workflows:



1. Increase visibility and engagement

2. Support to country-level clusters

3. Advocacy on identified research topics and CoPs and WGs



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Humanitarian advocacy

Definition Advocacy: very dependent of sector, mission of organization, cultural background.

voice
change policy funding
humanitarian principles action dialogue
negotiations public awareness
collective affected population
coordination communications media
law lobby diplomacy
decisionmakers



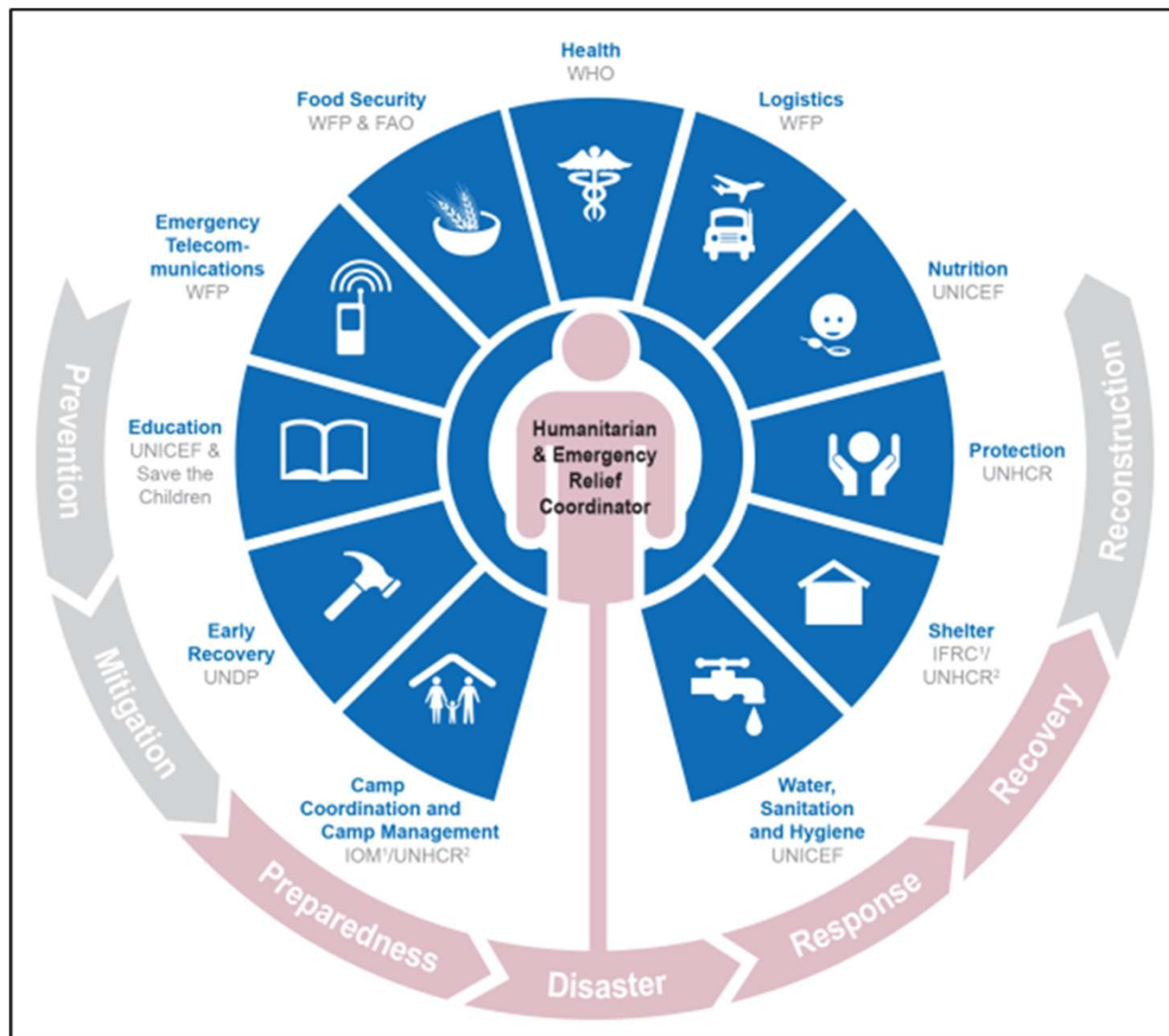
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Framework for clusters' advocacy

IASC Inter-Agency
Standing Committee

Specific objective of cluster system: “More effective advocacy.”

Speaking with **one voice** on issues of **common concern**, in association with **affected groups**.



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Cluster Coordination Reference Module (2012 and 2015 versions)

*“To support **robust advocacy** by:*

- ***Identifying concerns**, and contributing key information and messages to HC and HCT messaging and action.*
- ***Undertaking advocacy** on behalf of the cluster, cluster members, and affected people.”*

“Minimum commitments for participation in clusters include:

11. Undertake advocacy, and disseminate advocacy messages to affected communities, the host Government, donors, the HCT, CLAs, the media and other audiences.”

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CORE FUNCTIONS OF A CLUSTER •



**But: clusters
are not
advocacy and
campaign
platforms !**

Types of advocacy and activities

Private vs public:

- Target audiences + resources + potential risks defining factors.
- Clusters: **up to 80% or more private** (or semi-private through humanitarian system).

Emergency (reactive) vs longer-term (proactive): in many humanitarian contexts mix of both. Even in on-set crises, advocacy on recovery and transition should start almost immediately.



Quotes from cluster teams on advocacy

“We don’t have time and resources for advocacy”

“We cannot talk with/access the decisionmakers”

(authorities/donors/UN leadership)

“It is dangerous to do advocacy in this country, the authorities mistrust it.”

“We do not have enough data to do advocacy.”

“We have done a lot of activities, but we’re not seeing any change.”

“We share a lot of information with donors and spend a lot of time on it, but we’re not seeing results.”

Solution: PLANNING



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Advocacy cycle



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Monitoring and evaluation of advocacy tips

- **Indicators** will depend of the type of advocacy (private vs public), but often mix of qualitative and quantitative ones.
- Ensure to have **realistic objectives** and consider **flexibility** for volatile contexts.
- **Evaluation** only possible if there is a **baseline**.



Monitoring and evaluation of advocacy tips

Examples:

- # of mentions of IDP shelter needs in key speeches, documents.
- **# of advocacy products shared.**
- **# of partners** who have joined the cluster and/or engage actively in advocacy.
- **Key decisionmakers who register for our mailing list.**
- Number of **invitations to brief external visitors** (shows increasing influence).

(And sometimes a bit of creativity is needed!)



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Some pitfalls to avoid in advocacy work

- Not considering the national framework in the **situational analysis**.
- **Unclear** aims and objectives.
- Not knowing enough your **target audience** (and how budgets are decided).



Some pitfalls to avoid in advocacy work

- Not doing a **risk assessment**.
- No planning, no indicators, no evaluation.
- Getting the **timing wrong!**



GSC advocacy tools available

- Advocacy plan template
- Donor mapping tool
- Donor briefing guidelines
(available soon)
- Master document
“Key messages”
(available soon)

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Advocacy plan template	
Topic/country/region: Prepared by: Date:	
What is the issue? (situation analysis)	Brief explanation (3 to 5 sentences) – reference to existing documents if available
What do we want to change? (objective)	One sentence on what we want to achieve.
Why is this change necessary? (what will happen if we do not act)	Key messages: limit to 3 to 5 (each max 3 sentences) 1) 2) 3)
Who has the power to make this change? (target audiences)	As specific as possible: list actors
Who has also an interest in changing this?	Specify who could be allies (who could help sharing the messages) and partners (those who could be interested in conducting joint activities).
Who do we have access to? (access= if they are in our network, direct contact,...)	Specify for the three main target audiences and allies if we have direct access or indirect access (and how to reach them then).
What do we need to do to create this change?	What activities are required? Do we have <u>all</u> necessary data? Do we have specific recommendations on how to achieve the results?
How can we make the change happen? (take into consideration budget and resources available)	What is the best way to reach the target audiences? (email, policy brief, note, social media, specific meetings,...)
How will we monitor and evaluate the advocacy actions?	Consider indicators which can help us identify the success. Examples can be: the number of mentions of the topic/country in specific coordination meetings/documents, the number of meetings convened, the number of documents to be produced

Collaborations

Global Shelter Cluster @ShelterCluster · Mar 16

The living conditions for displaced people in #Yemen are very difficult, and getting worse.

International solidarity can make a real difference for millions of displaced Yemenis.

UNHCR, the UN Refugee Agency @Refugees · Mar 16

More support is urgently needed to ensure displaced people in Yemen are protected. #YemenCantWait



0:49 15.4K views

You Retweeted

WWF Environment and Disaster Management @EnviroDM · Jun 5

Sustainably sourcing building materials for emergency shelter improves shelter options & reduces harm to the environment.

The Building Materials & Environment Guide contains guidance for environmentally responsible building materials.

@ShelterCluster @IFRC @refugees

Strengthen emergency shelter for displaced people.

Use environmentally responsible building materials.



LEARN MORE →

envirodm.org
Building Materials and Environment Guide

CONSULTING WITH WOMEN AND GIRLS

EQUALS

SAFER, MORE ACCESSIBLE, AND BETTER QUALITY PROGRAMMING FOR ALL



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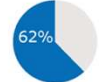
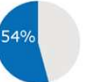
Gender-Based Violence AoR
gbvguidelines.org

Protection Cluster Afghanistan
ShelterCluster.org
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CCCM
SUPPORTING DISPLACED COMMUNITIES

Protection, Emergency Shelter/NFI Cluster and CCCM Working Group in Afghanistan

	Protection	Shelter/NFI**	CCCM WG***
2021 Funding	 62%	 54%	 23%
	 3.2M Reached	 1.0M Reached	 0.7M Reached
	 12.8M PIN	 6.6M PIN	 2.7M PIN****
2022 Funding	 16.2M PIN*	 11M PIN	 3.4M PIN
	 4.5M Planned Reach	 1.9M Planned Reach	 2.0M Planned Reach
	 \$137.3M	 \$374M	 \$15M
Contacts	Afghanistan Protection Cluster website Matho Nianga Dore: doren@unhcr.org	Afghanistan Shelter Cluster website Patrick Mutai: MUTAI@unhcr.org Ahmadi Gul Mohammad: gahmadi@iom.int sheltercluster.org/eng/operational/afghanistan	Afghanistan CCCM WG website Mete Temurcin: temurcin@unhcr.org Noorina Anis: noorina.anis@nrc.no humanitarianresponse.info/en/operations/afghanistan/cccm

*CP AoR PIN 5M, Planned Reach 1.5M / GBV AoR PIN 9M, Planned Reach 1.4M / HLP AoR PIN 6M, Planned Reach 0.9M, MA AoR PIN 4.4M, Planned Reach 1.4M
Funding requirements Protection cluster and AoR 2022: CP AoR \$26M / GBV AoR \$45M / HLP AoR \$12M / MA AoR \$16.5M

**NFI: Non-Food Items
***CCCM: Camp Coordination and Camp Management
****PIN: People in Need

Remember!

- Advocacy is one of the **core functions** and members are expected to contribute when they join a cluster.
- The context, objectives, targets and risk analysis will define the **type of advocacy** and **the best channels**.
- **Planning** is key.
- Be **realistic** and focus on what you can do well.

