

# Understanding Campaigning, Advocacy and Lobbying

**Institute of Environment and Water  
Management (IEWM)**

**Anne Maina**

26<sup>th</sup> June, 2013

# Campaigning

- Creating desire/willingness to respond to an issue through mass mobilization
- Designed to exert pressure on decision making bodies
- Campaigning should therefore have: An issue; a theme; and a mass or popular movement of supporters

# Lobbying

- Lobbying is one tool of advocacy. Lobbying takes campaigning further
- Aimed at seeking support of influential people (decision makers).
- There is need to set out achievable goals linked to existing policy parameters

# Advocacy

- Series of planned activities. It is not an event but rather a process
- Organized influence of attitudes. It targets specific groups
- It is about achieving specific outcomes
- Advocacy outcomes include: change in policy, practice, attitudes, behaviour, political processes, and systems.

# Relationship between CAL

- Campaigning is about creating a desire/willingness to respond to an issue/Mobilizing masses
- Advocacy is creating awareness about the concerns/possible solutions of a specific group
- Lobbying is about influencing decision makers to make right choices

# Advocacy activities

- Policy work; Lobbying
- Public awareness; Public education
- Campaigning; Alliance building; Activism

# Factors/basic elements of effective advocacy

- There should be an issue that needs addressing
- There are usually power imbalances at play (gender, marginalization, poverty, HIV/AIDS)
- Time. Advocacy takes time to show its impact. Therefore adequate time should be allocated
- Adequate resources (human and financial) should be effectively and efficiently allocated
- Partnership/networking is necessary in order to create a stronger voice
- Continuous research is a necessity

# Factors/basic elements of effective advocacy

- Monitoring the trends and impact of the advocacy
- Dialogue with key people
- there is no clear cut demarcation between lobbying, advocacy and campaigning, they are inter linked
- lobbying is done to a specific group and is short lived
- there are some issues which requires campaign while others don't



# Asante Sana

