



AFFINITY GROUP OF NATIONAL ASSOCIATIONS

**AGNA**

**Report**  
**AGNA Peer-learning exchange on**  
**advocacy and campaigning**  
**1 December 2016**  
**Johannesburg, South Africa**



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## Agenda

### **Campaigning for Change: AGNA Peer-Learning Exchange**



*09:00-09:15 Welcome and briefing*

- Setting the scene for the day

*09:15-09:30 Introduction to Leading Beyond Authority*

- Sharing concepts about how to strengthen our ability to Lead Beyond Authority

*09:30-11:00 Learning Groups*

- Small group conversations in which participants share personal experience of successes and challenges with respect to campaigning, advocacy and use of the media.

*11:00–11:15 Refreshments*

*11:15-12:30 Unlocking AGNA value*

- Visual gathering of practical ideas and suggestions from delegates around how to work together to create maximum value within AGNA in the future.

*12:30-13:15 Lunch*

*13:15-15:30 Catalysts' Conversations*

- Leaders with particular expertise in the domain of campaigning, advocacy and use of the media share their experience and engage with small groups in dialogue focussed on particular practical challenges experienced by group members.
  - ✓ What is a campaign? Adi Mistry Frost, Head of Strategic Communications, CIVICUS
  - ✓ Advocacy with governments, business and citizens. Ed Pomfret, Deputy Advocacy and Campaigns Director: Worldwide Campaigns, Oxfam
  - ✓ The changing media landscape: Natasha Joseph, Education and Science Editor, The Conversation Africa.

*15:30-15:45 Refreshments*

15:45-16:45 *Leadership Insight: Campaigning and Advocacy – then and now*

- Input from a key civil society leader sharing experiences of campaigning and advocacy.
  - ✓ Mark Heywood, Executive Director, Section 27.

16:45-17:00 *Closure*

## **Summary**

On the 1<sup>st</sup> December 2016, 30 AGNA members gathered at the CIVICUS House in Johannesburg, South Africa, to participate in a peer-learning exchange that aimed at creating an opportunity for members to improve their campaigning and advocacy ability through exchanging experiences and learning from each other. Members came from all around the world to join in and contribute to discussions. The meeting was facilitated by Common Purpose, an organization that facilitates civil society exchanges and helps organisations learn more about how to lead beyond authority and achieve bigger impact in their day to day work.

Particular objectives of the day were:

- To gain deep insight into some of the successes achieved and challenges faced by members in putting together campaigns, and undertaking advocacy activities in their home countries.
- To learn from a senior figure who has significant experience of campaigning and advocacy in different parts of the world.
- To engage deeply and specifically with experts in the fields of campaigning, advocacy and use of the media, creating an opportunity for conversation, questions and the sharing of experiences around these themes.
- To understand the delegates needs and desires regarding co-creation of future AGNA activities.

The programme for the day was divided into different sessions. The first one was focused on how members of the network can improve their approach to the work they do in their respective contexts by deeper insights of what role they play as leaders in civil society. Below are some of the key aspects of leading beyond authority that were discussed between the members:

- Understand your context and place
- Adapting to new environments- learning how to work with different CSO's and businesses.
- Build coalitions- you need to find stakeholders who will work with you and offer different kinds of support. This is a critical skill to have as a leader.
- Courage and caution- when am I being courageous and when am I being foolish in my actions
- Pace and timing- what is too fast and what is too slow given the context of the situation

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- Passion and resonance- have your passion guide you- what happens when you have more power than resonance and it clashes
- Playing different roles
- Sources of power- one needs to find and understand different sources of power
- Who do you need to be? - Understanding self and how you need to present yourself in different contexts. Who do you need to be when you are leading beyond authority.



The second session of the day focused on how we can better work together to increase the capacity in AGNA as a network of networks. Participants shared their inputs and key recommendations and needs around their involvement in AGNA and how do they think the network could increase its added value as a global voice and as catalyst of exchanges between members from different countries and regions.

Some of the key ideas led to discussions around the following core areas of the AGNA network:

- Strategic level:
  - Adding new members to the network in countries without representation
  - Raise AGNA’s role as a global voice for strategic negotiations and policy guidance (especially in contexts in which CS-government relations are under threat)
  - Allocate specific tasks to each Steering Committee members and report back on their contribution to the network every year.
- Thematic work
  - Tactics on how to deal with a shrinking environment
  - Rotating dialogue proposals: each member can take leadership on sharing information and organising a network’s dialogue.

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- Identify good practices on membership engagement and strategies at the national level: organise training, peer-learning exchanges and webinars on different membership models and practices.
- Align members needs to thematic collaboration: working groups or any other type of dialogue and experience sharing between members.
- Help members provide solutions to challenges in a specific area of work by linking the members to experts at CIVICUS or outside the network (ICNL, GCAP, etc.)
- Members engagement
  - Members to identify focal points or desk officers within the member organisations to connect AGNA- all AGNA communications through the dedicated AGNA desk officer.
  - Each member needs to have a role- membership engagement as key for AGNA's added value
  - Collective learning exercise- webinars, discussions etc. led by members with support from Secretariat
  - More active role of steering committee as catalyst for the network's work
  - Identify ways in which members can feel they co-own the network
  - Members to adopt a more active role in the network. Especially in the area of information sharing but also convening of events and discussions: Members can use their own resources to host events and promote AGNA in their national contexts and regionally.
  - Members need to know that they can share challenges and get advice from one another and be active on it.
  - Contribute to the information and knowledge exchange by sharing with the Steering Committee issues, reports, news etc. that might be of interest to the other members of the network.
- Information sharing
  - Member to actively engage in AGNA debates and take the lead in organising them
  - We need to revisit the communication strategy, and adopt a progressive plan that goes from information sharing (to allow members to get to know each other), to more strategic and practical information that can help members strengthen their capacities.
  - Publish good practices and success stories to also celebrate positive outcomes, results of the work of our members and the network as a whole.
  - Revamp AGNA's website and assess the need of a Twitter account.
  - Balance the use of social media (Facebook group) with more traditional channels of information sharing given that not all members have access to the internet or have Facebook accounts.
  - Supporting each other's campaigns- Resourcefully supporting each other with knowledge sharing and additional technical support from the Secretariat to members but also from members to members.
  - Make more use of webinars as tools for capacity strengthening and knowledge sharing around issues that affect members.

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- Ensure that the information shared to the focal points of AGNA in each member organisation does reach the entire organisation and its members, and does not only stay in one mailbox.
- Regional engagement
  - Regional exchanges can help members work jointly on advocacy and promote solidarity
  - Accountability reports in different regions- different AGNA members can share their annual reports with the AGNA network as part of their responsibility to be accountable.
  - Promote regional collaboration through regional plans



The afternoon sessions included the participation of external experts on campaigning, advocacy and media that helped catalyse conversations around these key subjects. Members were able to discuss and share experiences and do's and don'ts around campaigning, advocacy and how to engage with the media in their strategic work around civic space at the national level. Particular practical challenges and responses were also part of the focus of these dialogues, especially looking at:

- What is a campaign and how it is different from advocacy.
- How can national networks engage citizens in their campaigns.
- How to frame a message as a tool for change of attitudes, decisions, actions.
- Campaigning as a tool for advocating and how to overcome threats to civic space while using both.
- The changing media landscape and tips on how civil society can engage with the media.
- New tools to share information with the media in closed civic spaces.

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The closing session counted with the participation of Mark Heywood, an experiences campaigner and civil society leader that shared with the members inspiring stories about how to build a movement form the grassroots. The necessary link between local work and realities and regional and global actions and decision making was also part of the conversations with the speaker, which led to raising a key questions for the participants to take back home and reflect on:

Being formalised civil society and working on a professionalised sector that is not necessarily understood by the citizen, how can we reach out to them and involve them in our cause?



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## List of participants – Thursday 1<sup>st</sup> December 2016

Country	Organization	Name	Position
Argentina	Red Argentina para la Cooperacion Internacional (RACI)	Guillermo Correa	Executive Director
Bolivia	Union Nacional de Instituciones para el Trabajo de Accion Social (UNITAS)	Verónica Salinas	Coordinator of Programme "Promotion of Human Rights Organisations" de UNITAS
Burkina Faso	Réseau des Organisations de la Société Civile pour le Développement (RESOCIDE)	Siaka Coulibaly	Director
Burundi	Burundi Child Rights Coalition (BCRC)	Hussein Nduwayo	M&E officer
Colombia	Confederacion Colombiana de ONG (CCONG)	Luz Angela RAmirez Ruiz	Programme Coordinator
Dominican Republic	Alianza ONG   República Dominicana	Mallerlyn Ariela Lizardo Pérez	Project Officer
Ecuador	Confederacion Ecuatoriana de Organizaciones de la Sociedad Civil (CEOSC)	Carlos Ernesto Zapata Erazo	Director
Ghana	Ghana Assoc.of Private Voluntary Organisations in Dev. (GAPVOD)	Frank Boakye-Dankwa	Retrieving data. Wait a few seconds and try to cut or copy again.
India	Voluntary Action Network India	Harsh Jaitli	Director
Jamaica	Association of Decvelopment Agencies-Jamaica	Lionel Dunstan Whittingham	Chairperson of ADA national Working Committee on Trade and Development
Japan	The Japan Association of Charitable Organizations (JACO)	Yoshiharu Shiraishi	Senior Research Associate

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Lithuania	NGO Information and Support Center (NISC)	Inga Aksamitauskaite-Bruziene	International Relations Coordinator
Mozambique	KEPA Mozambique	Leopoldino Jeronimo	Advisor – Civil Society
Mozambique	JOINT – Liga de ONGs em Mocambique	Simoa Tila	Coordinator
Nepal	NGO Federation of Nepal (NFN)	Mr. Daya Sagar Shrestha	Executive Director
New Zealand	Hui E! Community Aotearoa	Dave Henderson	Manager, External Relations
Pakistan	AwazCDS/Pakistan Development Alliance	Zia ur Rehman	Director
Pakistan	Pakistan NGOs Forum (PNF)	Prof.Mohammad Ismail	Secretary General
Palestine	Palestinian Consultative Staff for Developing NGOs (PCS)	Areen Rob	Programme Officer
Philippines	CODE-NGO Caucus of Development NGO Networks	Roselle S. Rasay	Deputy Director
Regional-Asia	Asia Development Alliance (ADA)	Doun Moon	Coordinator
Regional-Caribbean	Caribbean Policy Development Centre Barbados (CPDC)	Gordon Bishpam	Incoming Officer in Charge
Regional-Central Africa	REPONGAC-Réseau des Plates Formes Nationales d'ONG (PFN) de l'Afrique Centrale	Mushya Kabamba Denis	Communications Manager
Regional-Pacific	Pacific Islands Association of Non-Governmental Organisations (PIANGO)	Akmal Ellyas Ali	Special Projects Officer
South Africa	South African National NGO Coalition (SANGOCO)	Ndivhuho Sekoba	Secretary

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Tanzania	KEPA: The Finnish NGO Platform in Tanzania	Asna Juma Mshana	Adviser (Civil Society)
Turkey	Third Sector Foundation of Turkey (TÜSEV)	Liana Varon	Deputy Director
Uganda	Uganda National NGO Forum (UNNGOF)	Sophie Kange	Coordinator Capacity Development
Venezuela	Sinergia	Diana Vegas	Director
Zambia	Zambia Council for Social Development (ZCSD)	Bwalya Pascal	Head of Programmes
<b>Other participants</b>			
Adi Mistryfrost	Head of Strategic Communications CIVICUS		
Cecily Rawlinson	Coordinator Civil Society Innovation Initiative (CSII) CIVICUS		
Elsbeth Dixon	Head: Common Purpose Africa /(CEO: Common Purpose South Africa)		
Jarryn Katia	CIVICUS Fellow		
Nomkhosi Houghton	Programme and events Coordinator		
Patricia Deniz	Coordinator Affinity Group of National Associations (AGNA)		
Sara Brandt	Policy and Research officer CIVICUS		
Suzi Nandera	Capacity Development Officer CIVICUS		
Tarryn Booyesen	Community Building Assistance- AGNA		

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