



Modern Advocacy

Accelerator Guide

in partnership with:

Grace + Grit
Social Enterprise

What is econome?

econome is an education company that exists to address the significant shortage of social impact based education in the market.

Through experimentation and working with students keen to make a social impact and see systems change enabled, we have identified that the best way of learning is through doing.

As a result, we have decided to facilitate learning experiences through partnering with organisations in the social impact sector. Such organisations have deep knowledge on how to best address social issues and so through our learning experiences we aim to empower them to educate the wider market on how to do so.

Through completing an econome learning experience, you can be reassured that you are taking the first steps in learning how to take and make sustained and impactful change.

We hope you enjoy this learning experience and take the skills you learn into your everyday life.



What will you learn in this accelerator?

Gain a systemic understanding of modern slavery

Modern slavery is an umbrella term and is inclusive of human trafficking, servitude, forced labour, debt bondage, child labour, deceptive recruiting and forced marriage. Modern slavery affects every country, region, business. For many businesses, this includes their supply chains.

Understand the mechanisms of human trafficking

Human trafficking includes the recruitment, harbouring and movement of a person for exploitation through modern slavery. It occurs in situations where the offender exercises powers of ownership over the victim, including the power to make a person an object of purchase.

Learn the most effective forms of advocacy

Advocacy is most powerful and effective when those most affected by social ills are empowered to enact change themselves. Establishing funding channels that empower organisations that work to advocate for people's rights becomes as instrumental as raising awareness for an issue.

How to execute an advocacy campaign

You will be guided through executing one of three projects (further detailed below) aimed at empowering former victims of modern slavery. This will give you practical experience of becoming an effective advocate.



What will you get out of this accelerator?



A structured learning experience

This learning experience has been designed to ensure you are able to work collaboratively with other participants and at a necessary pace to achieve the learning outcomes listed above within the timeframe set.



Professional facilitation

You will have set times to check in with a subject matter expert to monitor both your progress in learning new concepts related to advocacy and modern slavery but also to receive guidance on the projects you've been designated to complete.



Project-based learning

Research has found that project-based learning is one of the most effective forms of knowledge retention. Through completing an advocacy-based project you will directly apply the concepts you are learning and gain an understanding of how they are actioned in the real world.



An opportunity to build your portfolio

Being able to speak to a real experience is an incredibly effective method for legitimising your learning experience and credentials on a specific issue area. Upon completion of the accelerator, you will be able to take confidence in the fact that you have the skills required to work on advocacy campaigns.



What type of projects will you be completing?



Creating a sponsorship opportunity

You will be guided on how to research the development of a capacity building program aimed at reducing hazardous child labour and promoting decent work and industry for both former human trafficking victims and those most vulnerable to it. This will be achieved through identifying relevant potential stakeholders and articulating a case for sponsorship.



Creating a fundraising channel

You will be taught how to fundraise for one of Grace and Grit's partnered human trafficking charity organisations. You will have the choice of organising your own online charity event or organising a fundraiser using platform [everydayhero](https://www.everydayhero.com/).



Creating an online advocacy campaign

On this project you will be taught how to orchestrate an online petition utilising relevant statistics to write letters to corporations who use child labour in their supply chains. You will be guided on how to leverage [change.org](https://www.change.org/) to do so.

