



MDF

EMPOWERING PEOPLE,
CREATING IMPACT

Advocacy & Policy Influencing in Steps

Online training

How to influence policies in dialogue with decision makers
to create better conditions for people and planet!



28 November to 02 December

Our API course

Nowadays, Advocacy & Policy Influencing (API) and lobbying are part of virtually every change intervention in society. More than ever, it's vital to become effective and sustainable in your policy intervention because policies affect the lives of all citizens. Understand how you can influence a policy process, and obtain a set of key tools to plan effective advocacy strategies. Develop well-framed messages, and create coherent mutual paths with your allies for powerful joint interventions.

This one-week fully online course gives you a systematic overview in 12 steps to set up policy interventions and their role in the change you want to achieve in society. You will all work on the same case, so you'll be able to exchange experiences with other participants.

At the end of this course, you will:

- Understand how to create a systematic strategy for lobbying and advocacy actions to reach your organisation's goals
- Analyse stakeholders and policy contexts
- Understand how you can influence policy development or implementation processes
- Gain insight into building strong coalitions, and select your political targets
- Use practical tools and methods to plan, prepare and implement advocacy initiatives around a joint demonstration case
- Convey your API plan convincingly

Key topics

Concepts and principles:

- Policy Influencing and Advocacy concepts
- Policy Influencing roadmap in 12 steps
- CLASP principles
- Intro to Theory of Change for advocacy strategy

Analysing the context

- Policy mapping
- Situation analysis / PESTLE analysis
- Stakeholder Analysis- Power Mapping
- Working on a demo case

Your profile

You are engaged in or responsible for lobbying and advocacy programmes, representing an NGO or other civil organisation, government entity or social enterprise. You are searching for the key knowledge, methods, tools and skills to perform more strategically in policy influencing.

Terms and conditions

Read more about our cancellation policy, visa requirements and insurances on our [Frequently Asked Questions page](#).

Accreditation

Our ISO 9001:2015 certification ensures that we apply a suite of widely recognised and professionally accepted management systems that are robust and reliable.

Certificate

On completion of the training course and subject to attendance and active participation, MDF Training & Consultancy will award a certificate of completion.



Timeline

Day 1

Welcome and introduction to API Principles

Day 2

The API roadmap

Day 3

Stakeholders & Strategizing Change with API

Day 4

Mapping the policy process

Day 5

Planning to deliver the message

Daily start time: 9:00 am CEST (tentative) - Please convert this schedule to your local time zone. During half days, you can expect to spend up to 2 hours on homework after the webinar, depending on the day's activities.

Our participants come from



The online learning consists of three different learning modalities:

Webinars — Webinars are scheduled at fixed times (and last about 2 hours), in such a way that everyone can join, even those participating from different continents. We'll introduce and explain theories, but also allow you to reflect on how the concepts apply to your context.

Self-paced learning — The self-paced learning takes place outside the webinars and should take roughly 2 hours of your time. There are a number of exercises you will do together with your fellow practitioners in buddy groups.

Optional Q&A — Shorter Zoom/Skype/WhatsApp sessions for individual questions and feedback.



This course is demystifying the advocacy process. Breaking it down into understandable bits. Now we can actually get on with it



Registration

Open until 14 November 2022
registration@mdf.nl

Cost

€ 975 (tax-free)

Dates

28 November to 02 December 2022

REGISTER HERE

Special offers!

- 10% discount for MDF alumni
- 1 FREE seat for every group of 6 registrations

Ask the trainers!



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