



MDF

EMPOWERING PEOPLE,
CREATING IMPACT

Advocacy & Policy Influencing

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



10 to 11 November 2022



Our API course

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

This 2-day course gives you a systematic overview to set up policy interventions and your partners' role in the change you want to achieve. You will work cases, 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
- Analyze stakeholders and policy contexts
- Understand how to influence policy development or implementation processes
- Use practical tools and methods to plan, prepare and implement advocacy initiatives

Key topics & Timeline

Day 1 (Morning): Defining the main direction of your advocacy and policy influencing plan

- Overview of the main concepts of activism, advocacy, and lobbying
- Clarifying your policy influencing goal and process

Day 1 (Afternoon): Assessing the environment

- Analysing the power dynamics and stakeholders involved in the policy issue
- Mapping the relationships and exploring potential channels of influence

Day 2 (Morning): Increasing your powerbase

- Networking with potential allies
- 5 Key principles for strategic communication

Day 2 (Afternoon): Framing and delivering your message

- Target an effective message for decision-makers
- Effective and principled negotiations

Daily start time: 9:00 am



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



Your profile

You are engaged in or responsible for lobbying and advocacy of policies or programs, representing an NGO or other civil organization, a government entity or a private sector organization involved in corporate sustainability. You are searching for key knowledge, methods, tools and skills to be able influence policy more strategically and practically.

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.



Our participants come from



Registration

Open until 03 November 2022
MDFPI@mdf.nl

Cost

€ 675 (+11% VAT)

Dates

10-11 November 2022

REGISTER HERE

Special offers!

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

Ask the trainers!



[Zoë Lawson](#)



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