



## Designing an Advocacy Strategy for Humanitarian Action

<b>Credits</b>	2 credits ECTS
<b>Dates</b>	26 – 30 April 2021
<b>Format</b>	Residential
<b>Language</b>	English
<b>Fees</b>	CHF 1'500
<b>Coordinator</b>	Dr Jean-Marc Biquet – <a href="mailto:jean-marc.biquet@unige.ch">jean-marc.biquet@unige.ch</a>
<b>Partnership</b>	N/A

### Course overview

#### Short description

Using lectures, case studies and discussions with professionals in humanitarian advocacy, develop strategic skills to better analyse specific contexts, to map stakeholders, and to design effective advocacy strategies in support of operational humanitarian projects. The course uses three methodologies: theoretical sessions, meeting of advocacy experts, group work on case studies.



### Objectives of the course

At the end of the course, you will be able to:

- Understanding of the different objectives and steps of an advocacy strategy
- Ability to analyse a context in order to design an advocacy strategy
- Capacity to design an advocacy strategy using tools and methods seen in class

### Workload

Around 50 hours of work for the whole course, including:

- App. 20 hours of face-to-face teaching (lectures, group work)
- App. 30 hours of self-study time (readings, reflexive analysis)

### Structure of the course

- Concept clarification, limits and constraints of advocacy
- Step by Step approach for advocacy
- Stakeholder mapping
- Group work on case studies
- Practical experiences of advocacy experts



## Promotion

### Audience (existent and potential)

- Professionals in the humanitarian, development or social sector looking to develop their competencies in advocacy
- Professionals working in the communication, advocacy or journalism fields who wish to gain specific knowledge of humanitarian advocacy before changing his/her professional career towards humanitarian action.
- Graduate students with relevant volunteer or intern experience, looking to undertake a postgraduate course with a view to entering the humanitarian sector.

Specifically for humanitarian professionals engaged in the development of humanitarian project and strategies