



Humanitarian advocacy: from bearing witness to activism

Credits	2 credits ECTS
Dates	4 – 15 July 2022
Format	Online (combination of self-pace study time and live sessions) All live sessions are in group and mandatory - Usually in early afternoon, Central European Time
Prerequisites	<ul style="list-style-type: none">• This distance-learning course requires 25 hours of dedicated work per week. Consequently, you might want to take this course while working. However, we highly recommend that it is not more than 40% to 50% of time per week and that your working time remains flexible as possible.• Broadband/high speed connection - 2.5 Mbps minimum.• We highly encourage the use of a PC/laptop/tablet – not phones.• A good microphone and webcam will be necessary
Language	English
Fees	CHF 1'500
Coordinator	Claire Barthélémy – claire.barthelemy@unige.ch



Course overview

Short description

This course aims at providing participants with two main competences related to advocacy in the humanitarian sector. The first is the critical analysis of the dynamics surrounding operational advocacy for humanitarian responses – including discussions around the positioning of humanitarian actors towards activism and human rights, or the assessment of public campaigns on security and perception. Then, it wishes to provide participants with the overall methodology that composes an advocacy plan. Indeed, even though advocacy strategies can be executed by communication departments, there are designed on the basis of operational needs and therefore operational managers must be able to inform them accordingly.

Objectives of the course

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

- Critically discuss the concept and dynamics of advocacy within the humanitarian sector
- Explain what are the main components of an advocacy plan
- Analyse an advocacy context and decide on the most appropriate modes of action

Workload

Around 50 hours of work for the two weeks, including:

- Approximately 25 hours of face-to-face teaching including reflexive practice on real situations faced by participants, panel with experts, and role plays.
- Approximately 25 hours of self-pace study time including readings, audio-visual presentations, videos



Structure of the course

- Concept of advocacy
- Specificities of humanitarian advocacies
- Advocacy contexts
- Advocacy plan
- Advocacy modes of action

Audience

- Professionals in the humanitarian, development or social sector looking to develop their competences in humanitarian advocacy
- Professionals from other sectors (journalism, marketing, PR, policy making, philanthropy) who wish to increase their understanding of humanitarian advocacy
- Graduate students with relevant volunteer or intern experience, looking to undertake a postgraduate course to explore the specificities of advocacy in the humanitarian sector