

Humanitarian Advocacy: From Bearing Witness to Activism

Credits	2 credits ECTS
Dates	26 May - 6 June 2025
Format	<p>Online (combination of self-study time and live sessions). Live sessions are mandatory and take place 2-3 times a week, usually in early afternoon CET.</p> <p><i>Online course requires 20-25 hours of dedicated work per week. We recommend that participants allow at least 50% of their time for the course and adapt their professional activity accordingly.</i></p>
Language	English
Fees	<ul style="list-style-type: none"> • Full price: CHF 1'700 • Partner rate (UNICEF, MSF, ICRC): CHF 1'360 (20% discount) • Special Rate for Government and NGO/CBO Staff: CHF 850. Available exclusively to staff from local and national NGOs, CBOs, and government employees in low/middle-income countries. Proof of local employment and salary required.
Course director	Claire Barthélémy – claire.barthelemy@unige.ch

Course overview

Short description

This course addresses two main competences related to advocacy in the humanitarian sector. The first relates to the critical analysis of the definition and dynamics of advocacy for humanitarian assistance – including discussions around the positioning of humanitarian actors towards witnessing, activism and human rights, or the assessment of public campaigns for policy change or protection. Then, it provides participants with the overall methodology to create an advocacy plan. The course will focus on operational advocacy specifically, so that programme managers can learn how to address operational needs and field constraints in their advocacy strategy.

Objectives of the course

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

- Critically discuss the concept of humanitarian advocacy
- Understand the dynamics of advocacy within the humanitarian sector
- Explain the main components of an advocacy plan
- Analyse an advocacy context and decide on the most appropriate strategy

Workload

Around 20-25 hours of work each week, including:

1. Asynchronous self-study activities (such as case studies, videos, recorded slideshows, readings, etc.)
2. Synchronous live sessions (2-3 times per week)

Thematic structure of the course

- Concept and origin of advocacy
- Advocacy and neutrality
- Advocacy and access

- Advocacy and local communities
- Advocacy contexts and advocacy plan
- Designing an advocacy strategy

Prerequisites

Audience

- Professionals in the humanitarian, development or social sector looking to develop their competences in humanitarian advocacy
- Professionals from other sectors (PR, policy makers, government representatives, grassroots groups, association representatives) 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

Distance Learning

- Broadband/high speed connection - 2.5 Mbps minimum.
- Please note that most weekly content and activities is accessible via phone, but a PC/laptop/tablet is preferred
- microphone and webcam

Admission requirements

1. a university qualification (Bachelor's degree or equivalent)
2. at least three years of relevant professional experience
3. excellent command of English
4. motivation working in the humanitarian sector