

The NGO's role to guarantee and defend social and human rights

Þorbjörg I Jónsdóttir Lawyer
Icelandic Human Rights Centre

Personal background

- Lawyer from the University of Iceland 1993, and the University of Copenhagen. Diploma from Lund University and Helsinki University
- With Degree in Business and administration from the University of Iceland, 2000
- Owner of a Law Office in Reykjavík
- Chairman of the Electoral Board and Vice chairman of the municipal Family Committee, in Mosfellsbær
- Ex-Chairman of the Savings Bank of Vestman Islands
- Lecturer at Bifröst University, Property Law, Family Law and others field of law
- Legal Adviser and Legal Counselor for Immigrants at the Icelandic Human Rights Centre, Reykjavík

Icelandic Human Rights Centre

- Ngo
- Founders: Ngos in Iceland working on human rights
- Financial Support from the Icelandic Government and Municipals, mainly Reykjavík, and others
- Location: Reykjavík's City Center, Túngata 14

Advocacy

- Basic definition: Advocacy is a systematic process to achieve change by presenting evidence and argument as to how and why change should happen
- Clear difference: Advocacy in and ngo and advocacy in a professional position
- Advocacy as a main task of a Ngo

Ngo's special position

- How can Ngo foster advocacy and improve outcomes?
- Goal setting
- Foundation and messages
- Basic struture and principles
- New members
- Training

The Basics

- Who are you?
- What organization do you belong to?
- Give us one example of your Ngo's work on advocacy either as an actor or as a trainer
- Define the problem to be solved in clear and short description.

Identifying your advocacy issue: draw a “*problem tree*”

- What is the problem? Who is affected? In what ways?
- Can the problem be broken down into separate elements?
- What are the underlying causes? Who is responsible?

Defining your GOAL and your OBJECTIVES

- Your GOAL describes the change you want to see —the desired long-term result of your advocacy actions.
- Your OBJECTIVES describe short-or medium-term changes you expect to be able to achieve which help you reach your goal.

Your OBJECTIVES need to be S M A R T

- **S –specific**
- **M–measurable**
- **A –achievable**
- **R -realistic**
- **T -time-bound**

Different ways how power operates

- **Visible power** - formal rules, structures
- **Hidden power** – those who control the agenda
- **Invisible power** – what influences norms, values, affects patterns of inequality

Who are the targets for your advocacy?

- Primary targets -with power to respond to your demands and steer decision-making process
- Secondary targets –with influence over primary targets
- Names and places

How will you do it?

Choosing the right advocacy methods/tools

- How will you achieve your objectives?
- What are possible advocacy methods/tools?
- F.eks. Schools, Police, Politicians, The Parliament

Debriefing on the methodology

What will you use?

With what modifications?

content

methodology

What will you need to add to ensure it is relevant to your national situation?

Preparing an advocacy action plan

- Steps to achieving your objectives:
- What?
- How?
- By whom?
- When?

The Big Issue

Time and timing

- Timing is essential for effective advocacy

Monitoring and evaluation: an essential part of strategic advocacy

- With your partners, you will want to review all aspects of your advocacy –are your actions leading to your goal?
- Have you achieved your objectives –in time?
- Do you need to change your action plan due to unexpected external changes?
- What can you learn from success/failure?
- Not just after, but all the time