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

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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 Municipalials, 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 an NGO and advocacy in a professional position.
- Advocacy as a main task of an NGO.
Ngo’s special position

- How can Ngo foster advocacy and improve outcomes?
- Goal setting
- Foundation and messages
- Basic structure 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?
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