

ADVOCACY:

A Practice Guide
for Civil Society Experts

LPW GUIDE BRIEF





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<https://communitylpw.wixsite.com/publish/guide-adv>

Abstract

This advocacy guide and brief have been developed to encourage expert, civil society dialogue with government institutions, enhance their impact on decision-making in Ukraine and to provide civil society organizations and other stakeholders information which may improve advocacy activities at the national, regional (European) and international levels. The analytical and advocacy activity of the League of Professional Women is focused on four main areas: (1) Sustainable Development Goals (SDGs); (2) Adult Learning and Education (ALE); (3) Women's Empowerment, and; (4) European Integration. All are summarized within the respective sections and paragraphs of this guide. This Guide also presents five practical cases based on real experiences of civil society experts from each of the aforementioned areas.

This electronic Guide is intended to be used by those members of civil society interested in advocacy. Particularly, local community actors, researchers and independent experts in SDGs, ALE, Women's Empowerment and European Integration.

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LIST OF ABBREVIATIONS

- Agenda 2030** – 2030 Agenda for Sustainable Development
ALE – Adult Learning and Education
CSOs – Civil Society Organizations
IDPs – internally displaced persons
Rada – Verkhovna Rada of Ukraine (Parliament)
EC – European Commission
EU – European Union
ECE-RCEM – Regional Civil Society Engagement Mechanism
EaP CSF – Eastern Partnership Civil Society Forum
Guide – “Advocacy: A practice guide for civil society experts”
HLPF – High Level Political Forum
LPW – NGO “League of Professional Women”
MEDT – Ministry of Economic Development and Trade
MESU – Ministry of Education and Science of Ukraine
NAQ – National Agency for Qualifications
SDGs – Sustainable Development Goals
UN – United Nations
UNP EaP CSF – Ukrainian National Platform of the Eastern Partnership Civil Society Forum
UP EU-UA CSP – Ukrainian Part of the EU-Ukraine Civil Society Platform
UNESCO – United Nations Educational Scientific and Cultural Organization
UN GC – United Nations Global Compact
UNECE – The United Nations Economic Commission for Europe
UN DESA – UN Department of Economic and Social Affairs
UIL – UNESCO Institute for Lifelong Learning
VNR – Voluntary National Review
WMG – Women’s Major Group

CONTEXT

This Advocacy Guide for Ukrainian civil society experts, has been written and published online within the timeframe of the Project on “*Recovering Capacity of Ukrainian Women Network for Advocacy & Analytics Activities*” (October 2022 – January 2023); during the Russian Federation’s horrifying aggression against Ukraine, which entered a new, full-scale military phase on February 24, 2022. In the autumn 2022, the aggressor extended its terrorism against Ukraine’s energy infrastructure causing long-term disruptions in the provision of basic necessities (i.e., electricity, heating, water, as well as internet and communication channels) throughout Ukraine, including its capital Kyiv. This Russian terror has greatly increased the suffering of millions of Ukrainians everywhere; gravely impacting their basic right to life.

At the same time, Ukraine’s civil society has continued to demonstrate multi-tiered **resilience** and determination. This resilience is not only exemplified by the manner in which it supports Ukraine’s defenders, but also in the active formation of a vision of Ukraine’s post-war future. This is reflected by civil society’s guidelines and methods, directions, interactions, dialogues with power institutions (government, parliament and local authorities) and participation in decision-making processes.

Advocacy is an important method for influencing power institutions, their policies and political spaces. There are many approaches to, and definitions of advocacy, they fall beyond the scope of the analysis put forth in this guide. Several synonyms for “advocacy” are used in practice and during the researching of interactions between civilians and authorities, namely: ad-

vocacy; civic representation or representation of interests and protection of citizens’ rights, and; advocacy activity. The specifics of these terms and their definitions also fall beyond the scope and the purpose of this guide where they are covered by the general term “advocacy”.

Within the framework of this electronic edition, **Advocacy** is **defined as** a method of influencing power institutions, **their policy and political space with the aim of achieving certain changes or improving policy through decisions, laws and public practices at the local, national, regional and international levels.** Advocacy calls public attention to certain problems and engages those responsible for resolving them. This process requires cooperation between individuals and organizations.

OBJECTIVE

The objective of this Guide is twofold: 1) To encourage readers, including civic experts, representatives of the civil society organizations (CSOs), committed women and men to enter **a dialogue with power institutions** (government, parliament and local authorities) **and influence** decision-making in Ukraine. 2) To provide information on the practice of advocacy which may be instrumentalized by CSOs and communities during their advocacy activities at the local, national, regional and international levels (e.g., the EC, UN DESA, UNECE etc.).

AUDIENCE

The **main target audience of this Guide** includes:

- Current and future civic experts of the

LPW network (please visit the “LPW Experts” <https://communitylpw.wixsite.com/publish/experts> and “Membership” <https://communitylpw.wixsite.com/publish/membership> pages on our site);

- committed CSOs and local community representatives;
- academics, researchers and independent experts engaged in the SDGs, ALE, Women Empowerment and European Integration fields.

Dr. Olena Lazorenko is the author of this **Guide** and of **Case 1**. Her deep knowledge and understanding of national, long-term analytical and advocacy practices has been gained through her own practice and the non-governmental organization which she leads. Without purporting to provide a comprehensive data and conclusions on advocacy, the author is guided by the results of her own academic research and the best practices of partnered domestic, international platforms and structures. This Guide is limited to the following four areas (certain priority topics

have been chosen in each area):

- (1) Sustainable Development Goals (SDGs);
- (2) Adult Learning and Education, (ALE);
- (3) Women’s Empowerment, (WE);
- (4) European integration, (Euro integration).

High-profile colleagues have been invited to prepare practical **cases** on the aforementioned topics. They include Ms. **Valentina Legka**, MBA (**Case 2**), Professor **Olga Gomilko (Case 3)**, Dr. **Marfa Skoryk (Case 4)** and Professor **Nina Chala (Case 5)**. Professor **Liudmyla Phylypovych**, Scientific Editor of the Guide, is the author of the **Concluding Remarks**.

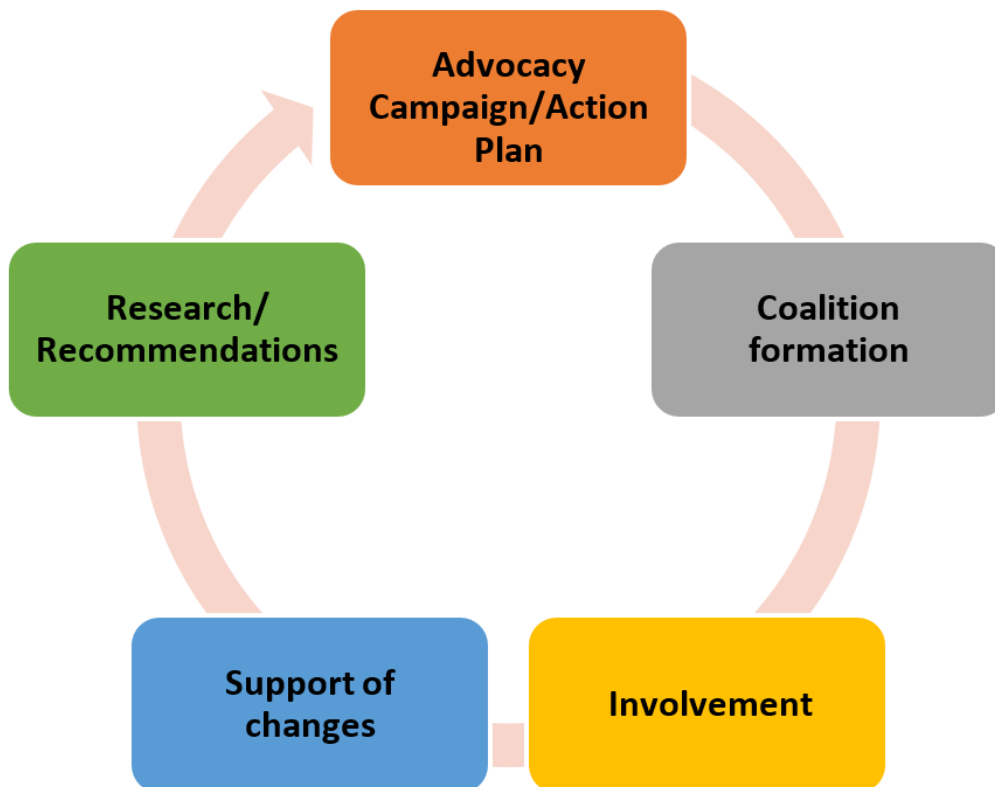
STRUCTURE

This Guide’s structure comprises a list of abbreviations, an introductory chapter about advocacy; four sections each containing one or two topic-focused practical cases (five cases overall); concluding remarks, background information about the authors, reference information and Guide’s briefs in Ukrainian and English.

BRIEF OVERVIEW

The introductory chapter starts with the characteristics of the advocacy process. The schemes proposed by the author can be used to promote changes in various areas: economic, political, educational, scientific, cultural and military. To achieve advocacy goals, it is first necessary to be aware of the specific needs and problems that exist within the specific area of focus. The activity results may be the formulation of specific recommendations to various institutions or certain individuals. It is necessary to accumulate the efforts, form a coalition and build partnerships with related organizations. If

planning an advocacy campaign, it is important to develop a step-by-step action plan aimed at the resolving the problem. This leads to the next advocacy stage; the implementation of recommendations. To reap results, it is recommended to maintain communication with those responsible for the positive solution by: asking them questions, keeping them informed, tracking their work, requiring results, and showing commitment to resolving the problem efficiently. Scheme 1 illustrates the stages of advocacy. Their comprehensive characteristics are represented further in this Guide



Scheme 1: Forms of Advocacy – Advocating Change

SECTION 1: SUSTAINABLE DEVELOPMENT GOALS

The first paragraph of this Section focuses on the overview of Agenda 2030, which contains 17 SDGs, 69 global targets and some indicators adapted to the specifics of Ukraine's national development. Agenda 2030 for Ukraine contains 17 SDGs (this number is fixed). They consist of 86 national SDG targets and 172 indicators for mon-

itoring the implementation process. According to the SDG Index, Ukraine's rating is 75.51 points, coming in 36th place among 165 countries of the world. The basic facts and events concerning the national governmental level of implementation of the Agenda 2030 in Ukraine are considered in this section.



Scheme 2: SDGs for Ukraine (in Ukrainian)

Within the context of sustainable development both globally and within Ukraine, the importance of implementing the SDGs national institutional mechanism at the governmental, parliamentary and local levels, and the involvement of CSOs, citizens themselves and other stakeholders must be stressed particularly when considering the changes brought on by COVID-19 and Russia's war against Ukraine. Further, after monitoring and evaluating the

Intergovernmental Working Group activity development and improvement process (which plays the role of the national institutional mechanism), deficiencies in the Working Group's activity have been noted (i.e., absence of institutional preciseness, distribution of roles and responsibility among governmental institutions and other stakeholders), it is recommended here that representatives of civil society be included into the Intergovernmental Working Group.

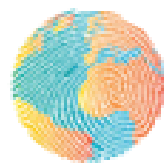
1.2 The International and National Platforms and Non-Governmental Organizations, the League of Professional Women Cooperates with to Implement, Monitor and Advocate Sustainable Development

LPW is a part of the international initiative implementing, monitoring and as-

sessing the SDGs from the stakeholder's side: **Women's Major Group, UN Glob-**

al Compact and local network of UN Global Compact in Ukraine, Action

for Sustainable Development. Please see more details in the full text of the Guide.



ACTION FOR SUSTAINABLE DEVELOPMENT

Case 1: The Involvement of Civil Society in Advocating, Implementing and Monitoring of Sustainable Development Goals: The League of Professional Women Case

This case is based on the knowledge drawn from numerous years of practical experience gained in SDGs advocacy at national, regional and global levels. Starting in 2016, LPW civic experts partook in national consultations for adapting Agenda 2030 which were conducted by the Ministry of Economic Development and Trade of Ukraine and the United Nations Development Programme. The focus was on clarifying and localizing national SDGs. In the process of implementation, analysis, monitoring and advocacy in Ukraine SDG 4, SDG

5 and SDG 8 were identified as priorities for the LPW. In 2020 LPW civic experts provided consultation and prepared recommendations for the first Voluntary National Review of the Government of Ukraine. The Ukrainian experience in SDGs localization was presented by the author of this Guide in several English-language editions for the German online magazine “Arts Management Quarterly”, 2017 and for international portal “Reimagining Democracy”, administered by CIVICUS, in summer 2018.



Scheme 3: Priority Sustainable Development Goals for LPW.

Case 2: Inclusion of Profession Activities in Achievement of Sustainable Development Goals

The SDGs (also known as Global Goals) are a general call to action for representatives from varying professions and occupations. A member of the LPW Board and the Executive Director of the Ukrainian Federation of Professional Accountants and Auditors (UFPAA) briefly describes her personal experience in Case 2.

From becoming acquainted with the SDGs during the 60th session of the UN Commission on the Status of Women in New York to reviewing the UFPAA strategy and defining the eight priority sustainable development goals (i.e., SDG 4, SDG 5, SDG 8, SDG 9, SDG 12, SDG 13, SDG 16 and SDG 17).

SECTION 2:

ADULT LEARNING AND EDUCATION IN UKRAINE

2.1. Adult learning and education (hereinafter – ALE) are another area of advocacy and analytical activity of the LPW and engaged internal and external civic experts. ALE is defined here as a sustainable activity aimed at the acquisition, recognition and application of key competences and their exchange between youth and adults. ALE is composed of three key adult learning areas: (a) literacy and basic skills; (b) continuing education and vocational skills, and; (c) liberal, popular and community education and citizenship skills. Learning and education for all, including adults, is one of the top ten targets of the Eastern Partnership for 2025. It is reflected in the Opinion of the Eastern Partnership Civil Society Forum 2021, and is a part of the relevant Article of the European Union-Ukraine Association Agreement. The issue of learning and education for all is a subject of the implementation and monitoring of Ukraine's international obligations and is reflected in SDG 4: Quality Education, approved by the EU countries and Ukraine for the period 2015 – 2030.

Since February 24, 2022, Ukraine's new reality of being the target of Russia's the full-scale military war has also resulted in reduced access to learning and education for children, youth and adults alike. Moreover, *the application of Ukraine for granting of candidate status for EU membership* submitted by the President of Ukraine on February 28, 2022 and its approval by the European Commission on June 23, 2022 has created a *new reality* in this area. The application for the granting of EU membership candidate status requires the harmonization of approaches to adult learning and education for Ukrainian within the country as well as those residing abroad (i.e., citizens of Ukraine under temporary protection and Ukrainian diaspora). The Cabinet of Ministers of Ukraine has finally accepted the necessity of a new learning policy for adults. On February 9, 2022, it approved the draft law on «Adult Education in Ukraine» and submitted it to the Parliament of Ukraine.

2.2. Cooperation in Adult Learning and Education



The League of Professional Women signed a Memorandum of Understanding (MoU) with **Salzburg Global Seminar** (Austria)

LPW also co-founded the informal «**Partnership on Adult Learning**» (henceforth, Partnership) for cooperation in the area of ALE in 2018; it became an open initiative on the national level in 2021. Case 3 presents a brief overview of this Partnership.

Партнерство з навчання дорослих



Case 3: Adult Learning and Education in Real Practice

This case represents an overview of the analytical and advocacy activity of the League of Professional Women in the area of adult learning and education in Ukraine. It covers the LPW's informal cross-sectional initiative «Partnership on Adult Learning», which was founded in 2018 to develop a system of life-long learning and its integral component. In

2021 it became open for participation by various stakeholders and experts. This case also describes the implementation and content of the “Women's Learning Needs Analysis in Ukraine” Project (2020-2022) funded by the CIVICUS Solidarity Fund and an overview of LPW's analytical results of its members' scientific work.

SECTION 3: WOMEN'S EMPOWERMENT

3.1. Since being founded in 1997, the area of women's empowerment has been at the center of the LPW's attention. LPW is focused on women's

economic and educational empowerment; thus, its analytical and advocacy activities are focused on these issues.

3.2. International and National Advocacy Cooperation in Women's Empowerment

LPW is a member of Ukraine's National Platform for **"Equal Rights and Opportunities"** as well as foreign institutions and networks (e.g., **NGO Committee on the Status of Women/ NY (USA)** and **CIVICUS**). The LPW uses its experience efficiently by preparing monitoring reports and partaking in a dialogue on women's empowerment within the framework of the fulfillment of

Ukraine's obligations under various international documents.



Case 4: Advocacy of Women's Organizations Within the Framework of the Fulfillment of Obligations Undertaken by Ukraine in Accordance with the Beijing Platform for Action "Beijing +25"

This case presents the 2019 monitoring and advocacy activity of Ukrainian women's organizations in the promotion of women's rights based on the "Beijing Platform for Action" international monitoring mechanisms. It describes the parallel reporting process of women's organizations for the implementation of the "Beijing Platform for Action" in Ukraine during the past 25 years as well as the first "Beijing + 25: Ukraine" parallel report written solely by Ukrainian women's organizations. The findings of these reports are used here to present select achievements and describe future advocacy steps of the women's community in its future dialogue with the Ukrainian government and global feminist community.



Photo. Secretariat of Parliament Commissioner for Human Rights, 20.09.2019. Women's organizations present the Parallel Report together with Parliament Commissioner for Human Rights. Kyiv, Ukraine.

SECTION 4: EUROPEAN INTEGRATION

4.1. Section Four describes LPW advocacy opportunities in the area of European integration. Understanding the importance of Ukraine's commitment to European integration and supporting its detailed steps on the way to the EU Membership, the LPW concentrated on European educational, research and

cultural areas. To these ends, LPW cooperates with colleagues within the framework of pro-European platforms. It realizes projects and works at the individual professional level (i.e., in the capacity of experts, researchers, educators, public and cultural actors) with EU partners.

4.2. Pro-European National and International Platforms: LPW Participation



УКРАЇНСЬКА СТОРОНА

ПЛАТФОРМИ ГРОМАДЯНСЬКОГО СУСПІЛЬСТВА УКРАЇНА-ЄС

The League of Professional Women is a member of the Working Group (WG 6) of the **Ukrainian Part of the EU-Ukraine Civil Society Platform (EU-UA CSP)**

<https://eu-ua-csp.org.ua/>

Facebook

<https://www.facebook.com/eu.ua.platform/>

The WG 6 is called «Science and technology, information society, education and learning, youth, culture and sport» and unites those civil society organizations and stakeholders who promote these issues.



UKRAINIAN NATIONAL PLATFORM

EASTERN PARTNERSHIP CIVIL SOCIETY FORUM

The League of Professional Women is also a member of the **Working Group 4 (WG 4) of the Ukrainian National Platform of the Eastern Partnership Civil Society Forum (UNP EaP CSF)** <http://eap-csf.org.ua/>

Facebook: <https://www.facebook.com/unp.eap.csf>

The LPW joined the UNP EaP CSF in the summer 2020. **WG 4 is called** «Contacts between people».

With the UNP EaP CSF framework, the LPW's activity focuses on expert analysis and recommendations in the following areas: (1) adult learning and education (2) women empowerment in education & economics for decision-makers in Ukraine, the Eastern Partnership countries and the EU countries.

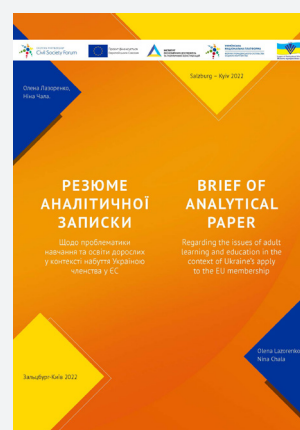
Case 5: Practical Example of European Integration Advocacy of League of Professional Women in Times of War

This Case describes the LPW's European integration advocacy activity in wartime. It is about the implementation of the "Analytics of adult learning in Ukraine in the context of EU membership" initiative.

In difficult wartimes, the LPW's office was forced to relocate temporarily from Kyiv to Salzburg. It continued its research and advocacy activities, studying the issue of adult learning and education. Analysts were interested in the resilience of the adult learning system in wartime and the knowledge and skills required by men and women in a modern turbulent world.

Drawing a large volume of secondary data, the LPW organized asynchronous and synchronous online consultations with expert communities. The combination of these two methods has proven its value and led to an expected result; a thorough document and its brief in both Ukrainian and English.

LPW's dialogue with governmental powers took place at the parliamentary committee level owing to their representatives being informed and LPW's recommendations being duly submitted.



Olena Lazorenko, Nina Chala. Analytical Paper "Regarding the Problems of Adult Learning and Education in the context of Ukraine's application to the EU membership". NGO "League of Professional Women". Salzburg-Kyiv, 2022. 27 p. (Electronic document)
<https://communitylpw.wixsite.com/publish/eu-integ-ua>

CONCLUDING REMARKS

Overall, this Guide presents insightful data on advocacy activity opportunities of CSOs. Using the League of Professional Women as an example, it summarizes the many years of

its activity, refers to its experience and opens promising perspectives for the development of civil society in Ukraine. The Guide contains cases` source and reference lists, which will be useful to readers and future civic experts and establishes the authority of the authors.

Olena Lazorenko

Guide Brief on Advocacy: A Practice Guide for Civil Society Experts.

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[English electronic edition].

<https://communitylpw.wixsite.com/publish/guide-adv>

Author:

Olena Lazorenko – LPW President, Senior Researcher at the Institute of Philosophy of the National Academy of Sciences of Ukraine

Cases` (№2-5) Authors:

Valentina Legka – LPW Board Member, Executive Director of the NGO «Federation of Professional Accountants and Auditors of Ukraine».

Olga Gomilko – LPW Board Member, Professor at the Institute of Philosophy of the National Academy of Sciences of Ukraine.

Marfa Skoryk - Consultant on Institutional Development, Senior Researcher, Director of the Kyiv Institute of Gender Studies.

Nina Chala –Assistant to the LPW President, Professor at the Kyiv-Mohyla Academy National University.

Scientific Editor:

Lyudmila Filipovych - Professor at the Institute of Philosophy of the National Academy of Sciences of Ukraine.

Reviewers:

Nataliya Kryvda - Professor at Taras Shevchenko Kyiv National University.
Olena Kudryashova – LPW member, Head of the Human Resources Department of «Univest Marketing» Ltd.

The publication was also worked on by:

Oksana Gladiy – Editor (Ukrainian)
Lada Roslycky – Editor (English)
Andriy Moroz, Hanna Holub – Design and layout

Stylos Publishing House, Ltd.
7 Kontraktova Square, Kyiv 04070, Ukraine

Guide`s Reviews:

«It is a high quality, systematic Guide, which will help the CSOs, activists, experts and all committed people to conduct their work more efficiently. The text is based on a successful experience of real advocacy activity, it is written clearly, consistently and with a clear practical direction»

Nataliya Kryvda - Professor at Taras Shevchenko Kyiv National University

«This Guide's unconditional achievement is that it is developed on a solid theoretical base and has practical cases, clearly illustrating the advocacy theory at the example of the LPW civic experts' activity. It will definitely be useful to everyone committed to the civil society's development, researchers, business representatives, everyone who supports and implements sustainable development initiatives in Ukraine and the world»

Olena Kudryashova – LPW member, Head of the human resources department of "Univest Marketing" Ltd.

Background information:

The Eastern Partnership Civil Society Forum (EaP CSF) www.eap-csf.eu is unique multi-layered regional civil society platform aimed at promoting European integration, facilitating reforms and democratic transformations in the six Eastern Partnership countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Serving as the civil society and people-to-people dimension of the Eastern Partnership, the EaP CSF strives to strengthen civil society in the region, boost pluralism in public discourse and policy making by promoting participatory democracy and fundamental freedoms. The EaP CSF is a non-partisan bona fide non-governmental organisation.

The League of Professional Women (<https://communitylpw.wixsite.com/publish>) is a Ukrainian NGO established in 1997 that operates nationally. The LPW network has representatives across the country from a diverse range of professional sectors. The LPW network has representatives across the country from a diverse range of professional sectors. The leadership and members are currently scattered, with some still in Ukraine and others in a variety of European countries. LPW promotes the active role of women in economy and society through professional development, advocacy, networking, information and cultural activities. LPW has membership in the pro-European Platforms: WG4 EaP CSF & WG6 EU-UA CSP.

Contact

NGO "League of Professional Women"

Web: <https://communitylpw.wixsite.com/publish>

E-mail: communitylpw@gmail.com

FB: <https://www.facebook.com/LPWUA/>

LinkedIn: <https://www.linkedin.com/groups/5138924/>

YouTube: <https://www.youtube.com/channel/UCBNWJupoEObWJC9Au5umRrQ>