

# BRIDGE 4 VOICES (B4V)

## Right2Grow's Approach to Advocacy



# Session objectives

- **A quick differentiation between advocacy strategy and advocacy approach**
- **An in-depth exploration of our unique advocacy approach**
- **Revealing the transformative potential of the Bridge4Voices (B4Vs) course in bridging the gap between community voices and policymakers**
- **Elucidating the key principles and actions (non-steps) of B4Vs for successful advocacy**
- **Presenting concurrent actions and the next steps for full B4Vs uptake**
- **Looking at ways of assessing uptake of B4Vs in our advocacy actions**



# Remembering where we work

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How do we ensure effective and well-aligned community-led local and global advocacy that achieves R2G results in food security, nutrition and WASH sector?



## STRATEGY AND APPROACH DIFFERENTIATED IN THE CONTENT AUTHORITY WAY

- || Strategy is a comprehensive plan developed to achieve long-term objectives. It's often associated with achieving competitive advantage and requires a broad scope of planning and resources.
- || Strategy is about what - encompasses the direction and scope of a project, programme, or an organization over the long term.
- || An approach, on the other hand, is the manner in which one addresses an immediate problem or a task. It's about the immediate methods used to handle specific challenges or tasks.
- || The approach can be flexible and adaptable to the situation at hand.
- || It's about how to carry out the tasks within the framework of a strategy. An approach can change more readily based on feedback and results without altering the overarching strategy.
- || Strategy and approach, while interconnected, operate on different levels of planning and action. Strategy is the overarching plan that guides decisions, while approach is about the execution and the way in which strategy is applied in specific instances.

# A NEW APPROACH, WHAT IS IT AND WHY?

## BRIDGE FOR VOICES (BRIDGE4VOICES/ B4V)

“...**a common foundation for our advocacy work**, so that various country advocacy strategies can align with each other, build connections and learn from each other.

These connections will strengthen Right2Grow's lobby and advocacy component. The power of being an advocacy alliance lies in similar sounds being voiced in different conversations...”

**Ensuring that local voices are amplified for high-level policy impact, locally and internationally!**



# The Evolution of the B4V Approach: A Collaborative Journey cont.

- **Post-Workshop Contributions:** After the Istanbul assembly, several task-oriented teams focused on different areas of the course to bring the B4V concept to life.
- **Finalization by a Dedicated Working Group:** A compact, focused group meticulously handled the consolidation, review, and finalization of the course.
- **Pilot Testing by R2G Members:** An exclusive group of R2G members tested the course, providing valuable feedback and suggestions for refinement.
- **Course Revision:** Adjustments were made based on comments and recommendations from the pilot testing phase.
- **Finalization and Translation:** The course was finalized in English, then expertly translated into French by the MCD team, broadening its accessibility.



# The Evolution of the B4V Approach: A Collaborative Journey

- **Conceived and developed by the Right2Grow Alliance:** The B4V Approach capitalizes on our existing expertise, synergizing key concepts, sectors, and tools from our advocacy work into a coherent and strategic direction.
- **Co-Creation by L&A and BMET Teams:** This innovative approach originated from a collaborative framework designed to streamline our advocacy efforts. It was based on insights and feedback from various teams regarding their strategies, challenges, and triumphs in community-led advocacy.
- **The Birth of B4V in Istanbul, 2022:** The co-creation team convened in Istanbul, Turkey in August 2022. Here, they laid the groundwork for B4V, shaping its core structure and content.



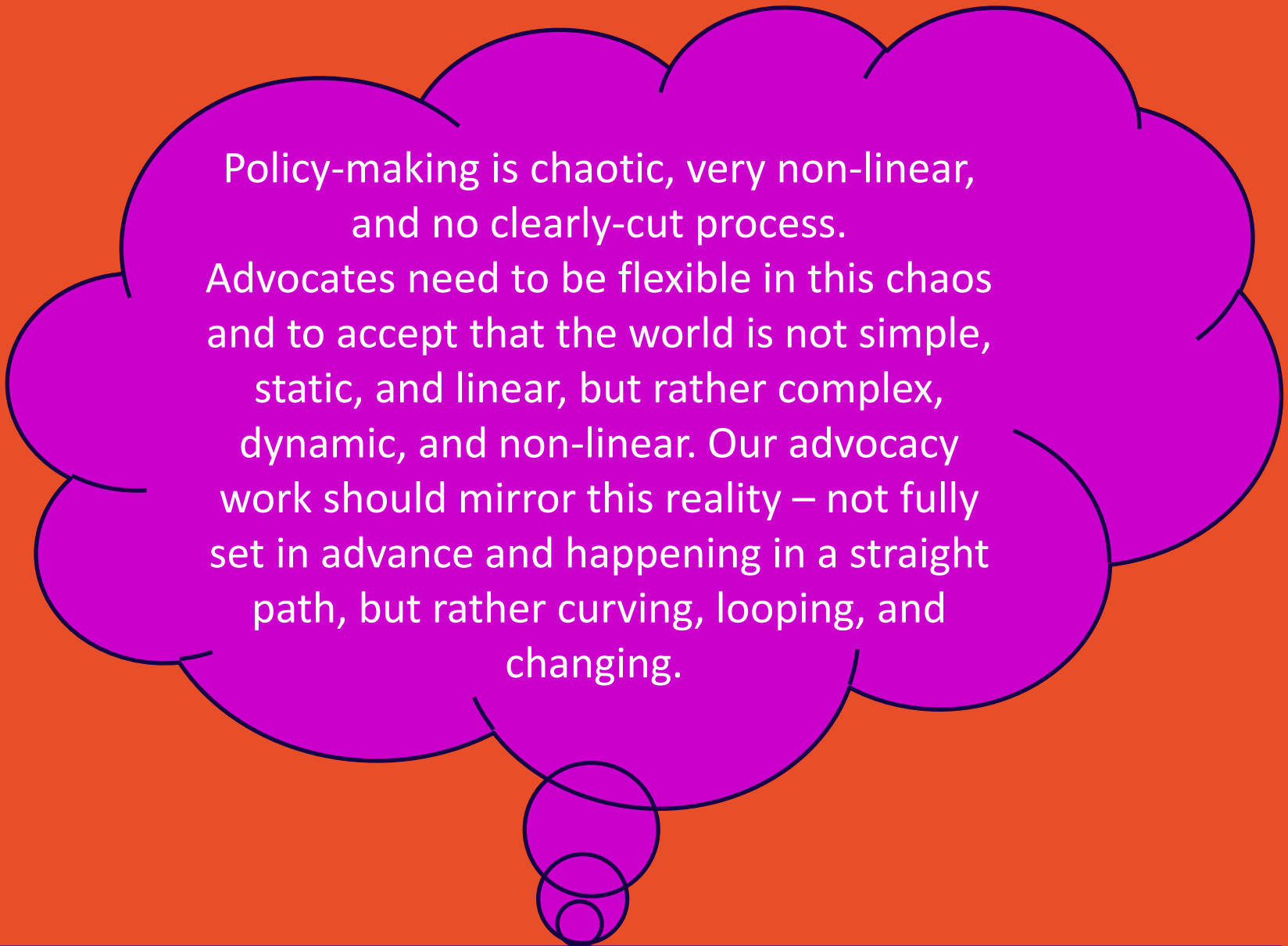
# WHAT IS IN THE COURSE?

- A shift from service delivery to advocacy!
- A shift from speaking FOR the communities to supporting communities in voicing their challenges, priorities, and solutions.
- Why? We assume that better policies will be made if communities actively participate in the policy-making processes affecting their issues.
- Stories to demonstrate the DO's and DON'Ts of effective advocacy
- Opportunity to write the stories based on your experience and good practice!
- 7 key guiding principles and 6 “non-steps” of the B4V approach!



# JUST A QUICK SNAP-SHOT ON KEY PRINCIPLES OF B4Vs

1. **COMMUNITY DRIVERS:** We put local communities, the grassroots users of services, in the driver's seat: their identified needs should lead Right2Grow's advocacy work.
2. **POLICY CHANGE:** We advocate for policy change, including for the budgetary space to carry it out.
3. **PARTNERSHIP:** We bring stakeholders together to work in partnership (duty-bearers, ministries, private sector, communities, CSOs, etc.).
4. **LEARNING:** We learn from what we and others do as well as from the impact we have, in order to continuously adjust and improve.
5. **POLICY IDEAS:** We aim to make a direct policy impact by bringing tangible and innovative ideas to policy makers.
6. **NON-LINEARITY:** We will carry out advocacy activities in a non-linear way that responds to the changing environment, emerging opportunities, and other unknowns and uncertainties.
7. **PRINCIPLES AS GUIDANCE:** We are guided by these principles as we prepare a strategy using this B4V approach.



Policy-making is chaotic, very non-linear, and no clearly-cut process. Advocates need to be flexible in this chaos and to accept that the world is not simple, static, and linear, but rather complex, dynamic, and non-linear. Our advocacy work should mirror this reality – not fully set in advance and happening in a straight path, but rather curving, looping, and changing.

## SIX NON-STEPS OF R2G ADVOCACY

1. Identifying the general advocacy issue/area and the need (top-down in R2G, donor-driven)
2. Understanding the Context and defining scope: In what parameters are we operating? What is realistic?
3. Define an advocacy strategy to address the issue and its root causes, and prepare the pathway.
4. Get your Advocacy Toolbox ready: What do we need to successfully implement this strategy?
5. Implement the strategy = Advocacy Action
6. Monitor & Evaluate our progress

# CONCURRENT AND NEXT ACTIVITIES

- Request for course takers to reflect and share their insights on the Bridge3Voices Community
- Toolbox from which R2G members can pick specific tools or strategies to use in enhancing their advocacy impact
  - **CVA, community scorecards, interface meetings/public hearings, policy briefs, BMET budget analysis, budget policy briefs etc.**
  - **Storytelling course to achieve policy impact through stories. You can take this course at <https://right2grow.mn.co/spaces/10183075/content>**
- Linking and learning between countries and teams to share impactful or good practices of B4V
  - **PLEASE SHARE OTHER TOOLS THAT HAVE PROVEN TO WORK IN YOUR COUNTRY CONTEXT, e.g. GENDER BUDGETING TOOLS IN MALI, WORKING WITH PARLIAMENTARIANS IN SOUTH SUDAN AND UGANDA, ETC**
- Outcome harvesting in relation to the uptake of B4V



**LET'S TAKE THE COURSE AND LEARN MORE ABOUT HOW WE  
RIGHT2GROW FAMILY SHOULD CONDUCT OUR ADVOCACY FOR  
VISIBLE IMPACT OF OUR ADVOCACY EFFORTS!!**

**If you have not done so already, please join and share your stories,  
learnings, reflections etc on the [Bridge4Voices Community](https://right2grow.mn.co/spaces/10402902/feed) on Grow  
<https://right2grow.mn.co/spaces/10402902/feed>**

**and then take the [Bridge4Voices Course](https://right2grow.mn.co/spaces/10402902/content) here**

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**HAPPY LEARNING, REFLECTING, AND FURTHER BUILDING OF OUR  
B4V APPROACH!**

# GET IN CONTACT

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# Questions?

