

## Advocacy Program

**Mobaderoon**, a civil and commercial training company registered in Commercial Register No. /6/ bears a societal responsibility within a vision that works on “building trust and understanding to support and sustain peaceful coexistence” by providing research and training work in all its forms, developing the administrative capacities of institutions and teams, and completing studies and surveys, workshops and conferences in the field of raising awareness and community support.

In its work, Mobaderoon follows developed approaches to empower individuals and groups with specialized knowledge that matches their local needs and enables them to activate their roles in their societies in all areas of their work.

Mobaderoon has been the fruit of diverse knowledge since 2009, and this knowledge is shared through providing consultations and training programs, which serve the needs of capacity building at several levels, including programs that support youth and leaders, programs that support children and adolescents, and programs that support owners of social initiatives and projects. Mobaderoon provides its training and advisory services to:

- Organizations, institutions and associations of civil society.
- Companies and commercial establishments affiliated with the private sector.
- Teams, individuals and entrepreneurs.

### **Awards:**

Mobaderoon is proud of the recognition by many international bodies for its programs and services. Mobaderoon was awarded the following awards:

1. Livia Foundation Prize 2014 for its work in peacebuilding.
2. The Economic Citizenship Award in 2017 for its work with street children.
3. The 2019 Facilitation Gold Award for its pioneering use of facilitation in its programs to create positive change.

## **What is the advocacy program?**

The importance of the advocacy program that we seek to develop to be a guide for building qualitative campaigns through which we can change the societal reality for the better, and to be able through this program to build our campaigns in a correct manner, and to attract interested youth who are touched by the societal issues that we work on, so he is an active volunteer and a provider of these Campaigns and initiatives.

## **Program objective**

Young people are interested in the issues and needs of their communities, and have the ability to bring about positive change within the community.

## **Characteristics of quality advocacy campaigns**

- It is a business strategy that includes a series of activities that achieve short-term goals, to reach sustainable change.
- Aims to build consensus around an idea and not impose it on others.
- It aims to change the way decisions are made in general, and not just solve one problem, and here the sustainability of its impact emerges.
- It is based on a call for positive action and initiative, not just awareness, and it invites people to participate in the campaign, by making a positive effort on the campaign issue.
- Advocacy campaigns are based on defending a right or presenting a case, presenting realistic solutions to it, and calling on those affected to participate and present or develop solutions.
- Advocacy campaigns empower those affected by the issue and educate them about it, primarily to be the representatives and advocates for positive change.

## How does the advocacy program work?

The Advocacy Program offers cause owners and those interested in change who wish to launch campaigns on societal issues, and who wish to motivate positive change within their communities, and that's by covering three main areas:

- Knowledge domain: by providing new knowledge and information based on honest facts to the target audience in the campaign.
- Emotional domain: related to influencing the values and attitudes of the target audience.
- Behavioral domain: as a result of increasing or correcting knowledge and is key evidence of the participants' development in understanding the campaigns and their impact.

## This is done through Two Stages

- **The first stage:** the participants go through an educational journey of 4 working days of training in an interactive atmosphere based on participatory planning, motivation and constructive dialogue around concepts, to reach the construction of the initial advocacy campaign plans at the end of the workshop, in addition to the positive motivational messages that are used in the campaigns.
- **The second stage:** Follow-up with the motivating people from the training workshop, through technical advisory sessions to support the launch of the campaigns.

## What does the advocacy program offer?

- Clarify the concept and mentality of advocacy.
- Mechanisms for identifying and analyzing the issue.
- Tools for determining the general goal, specific goals, and ways of community participation in the campaign.

- Identification of those involved in the case and strategies for dealing with them.
- Tools for designing activities and messages for those concerned.
- Tools for evaluating the steps and impact of the campaign.
- The program includes technical and advisory follow-up to the campaigns after the workshop.

### **The Program Learning Journey**

**First Day:** Introducing the concept of advocacy and the mindset and the roles of defenders, as well as a general understanding of the advocacy role in sustainable development processes. Participants distinguish between advocacy and the provision of development services in the community.

Participants also learn about examples of advocacy campaigns, broadening the dialogue around the concept.

**Second Day:** The participants define the social issues of interest to them, the mechanisms for their analysis, and the ways for the community to participate in the analysis. Then, they define the campaign objectives, identify those concerned and ways to deal with them, in addition to starting to design campaign messages.

**Third Day:** Follow-up on the study of campaign messages, tools for building campaign strategies, and storytelling mechanisms.

**Fourth Day:** Mobilization strategies, campaign team management and campaign evaluation mechanisms.

## Expected Outcomes

1. Delivering advocacy to Syrian youth as a tool and a concept to be used in community campaigns seeking positive social change.
2. Building the capacities of participants in the advocacy process in terms of preparation, planning, management and leadership.
3. Advocacy campaigns with messages appropriate to the community and its culture.
4. Advocacy campaigns adapted to the social and cultural context and contributing in the support of peaceful coexistence.

