



How to build effective Advocacy Strategies

Olly Buston, CEO Future Advocacy

28 November 2017





About Future Advocacy

- Consultancy
- Think Tank
- Advocacy
- Training





How Does Policy Change Happen?

1. 'Coalition' Theory

(Sabatier, Jenkins-Smith)

2. 'Policy Windows' Theory

(Kingdon)

3. 'Messaging and Frameworks' Theory

(Tversky & Kahneman)

4. 'Power Politics' or Power Elites Theory

(C. Wright Mills, Domhoff)

5. 'Grassroots' or Community Organizing Theory

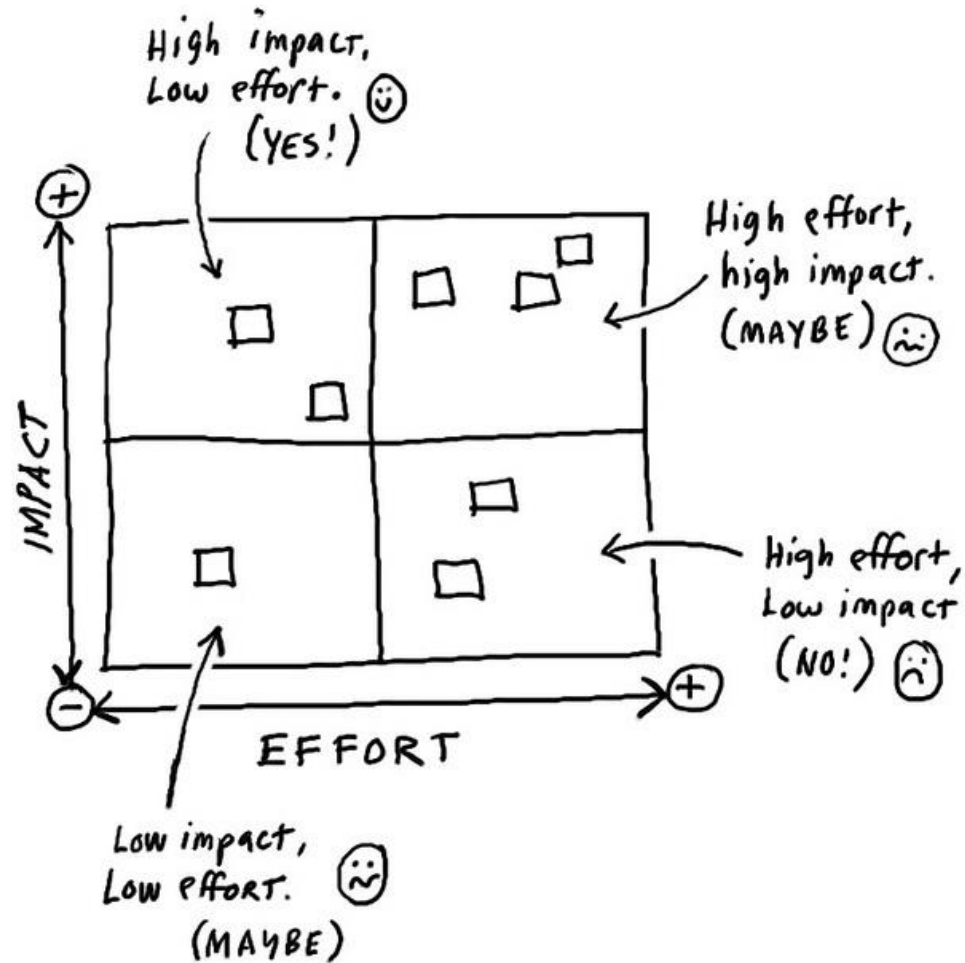
(Alinsky, Biklen)



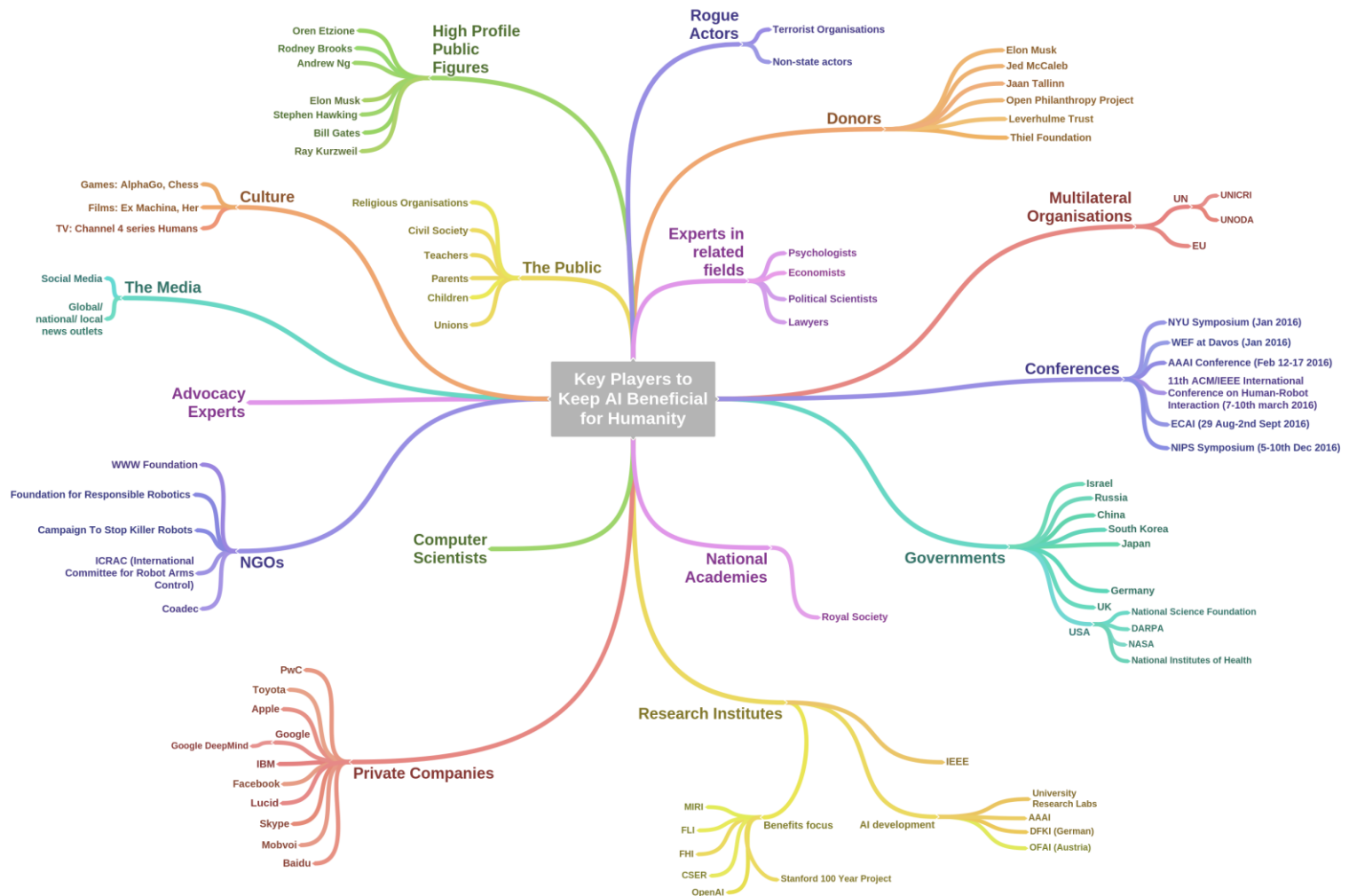


Designing an Advocacy Strategy

Choosing what to advocate for: Effort vs Impact



Stakeholder Analysis





Choosing a target

- **Decision-makers**

People who have the power to make the necessary changes

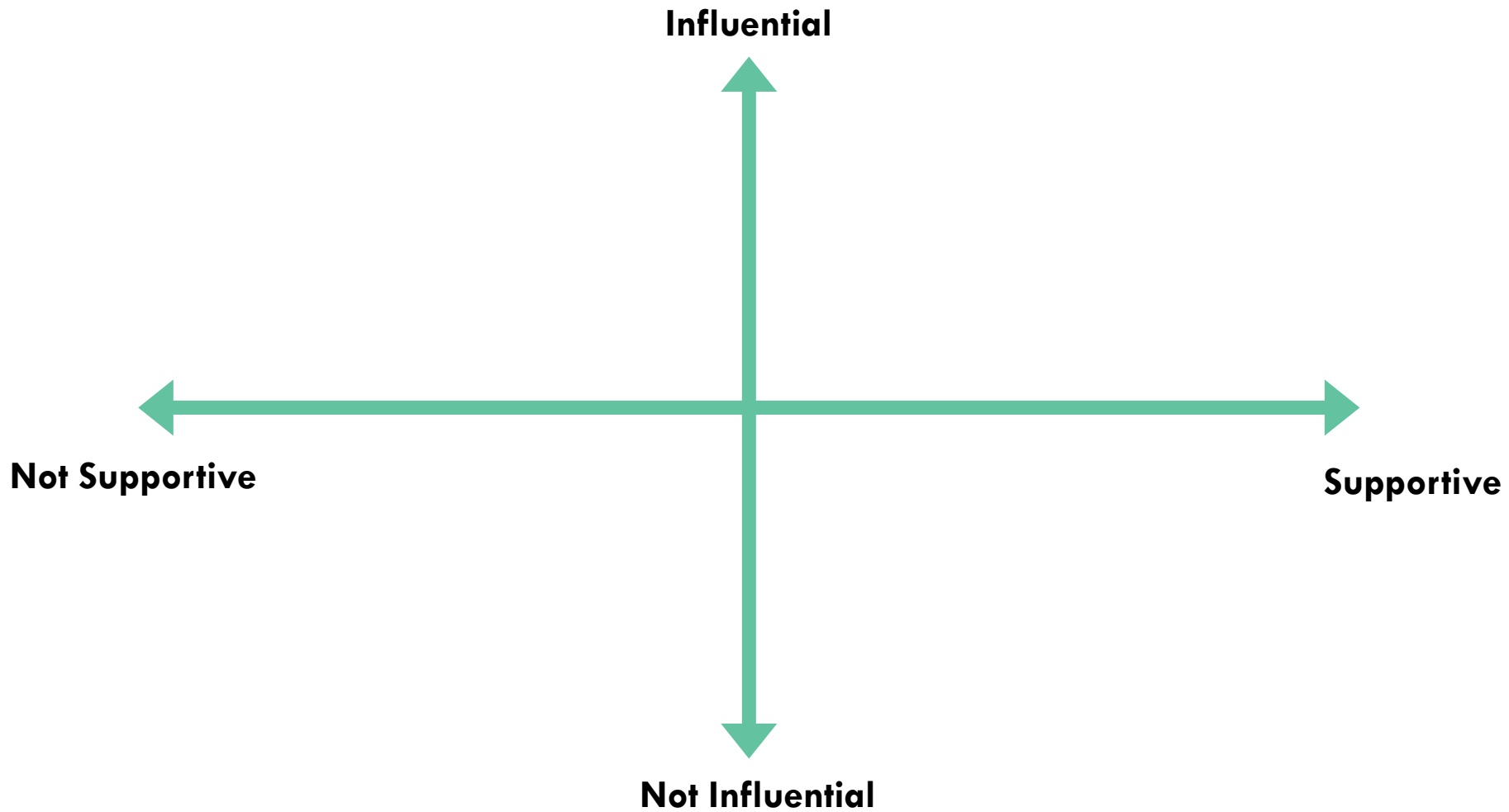
- **Secondary Targets**

People who have influence over decision-makers





Power Analysis





Theory of Change

"Turning the assets we have into the power we need to achieve the change we want"

So...what assets do we have?





What are we actually going to do?

- Lobbying, communications, public mobilisation
- Quality over quantity
- Smart partnerships
- Be creative. The power of a good idea
- Clear timelines, delegation, budgets
- Have a plan but maintain the ability to be opportunistic
- Monitor impact



World Beit

Distance:
0000 metres



ONE

Bank of England

AA19 591037



ten Pounds

I declare after signing it to no other person's use

© Bank of England 2014



£10

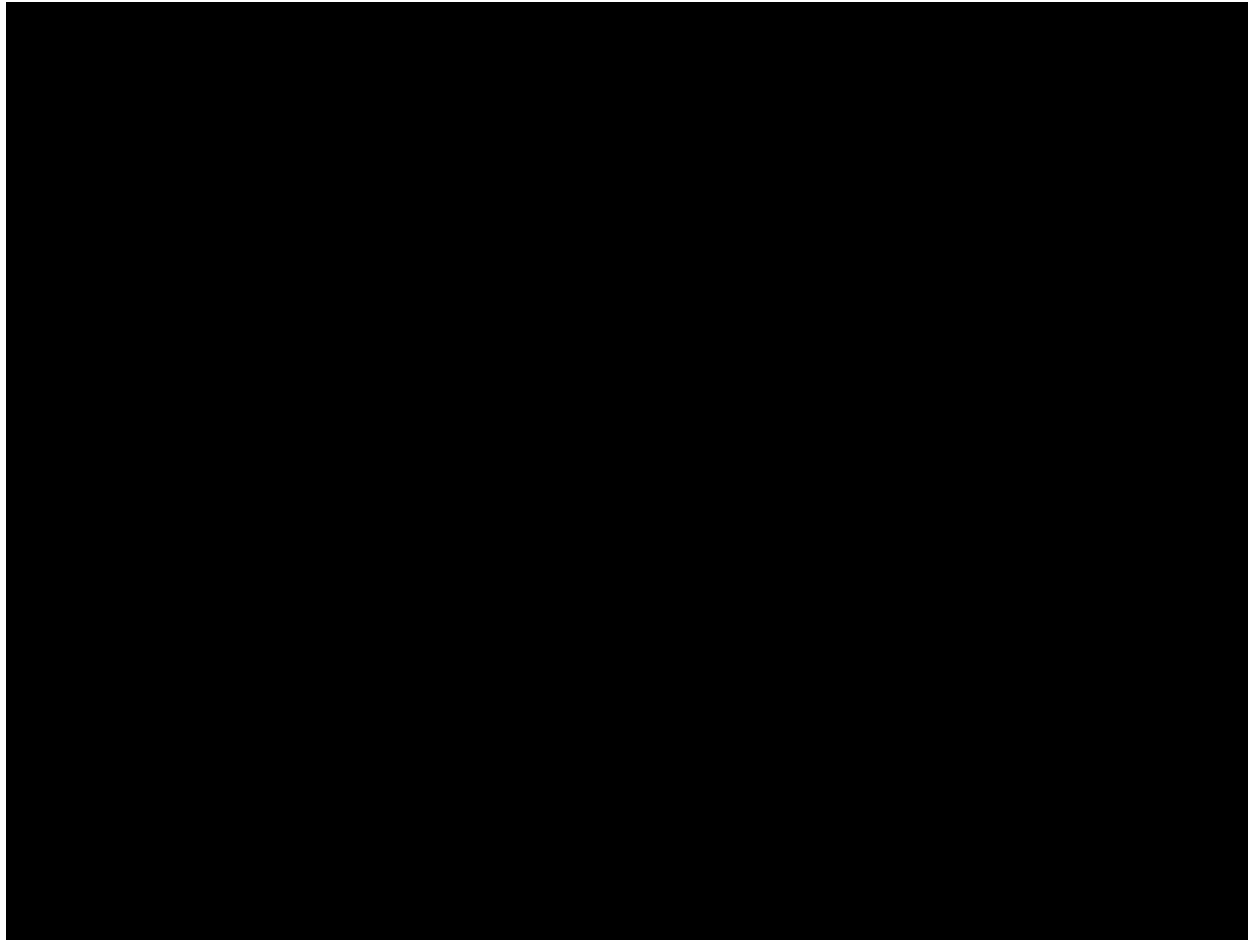


AA19 591037





Greenpeace Alternative Xmas Ad

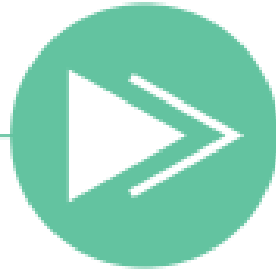




Campaigns can be compelling
and creative ...

... but don't let 'cool' get in the
way of impact





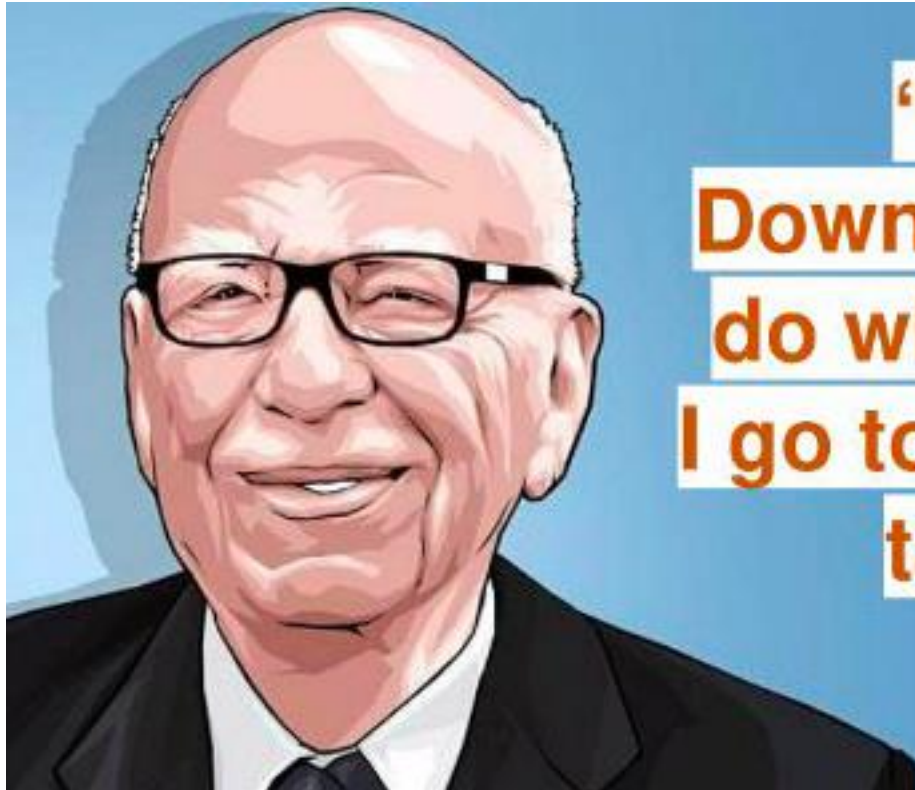
Reflections



Difficult Questions

- Does celebrity advocacy work?
- Isn't this all a bit un-democratic?





**“When I go into
Downing Street they
do what I say; when
I go to Brussels they
take no notice.”**

RUPERT MURDOCH



Any questions?