Brief Report On Advocacy Training Workshop Organized by Kenya Water and Sanitation CSO Network (KEWASNET)In Partnership With African CSOs Network on Water and Sanitation (ANEW) during the Period 14th to 19th March 2010 at Blue Post Hotel In Thika ,Kenya.

Daniel Okendo Asher of CUTS Nairobi attended an advocacy training workshop organized by KEWASNET through the support of Governance and Transparency Fund (GTF) project and in partnership with African Civil Society Network on Water and Sanitation (ANEW).

The objectives of the training were:

- To consider how advocacy could contribute to achieving the objectives of members of the ANEW network at different levels of engagement

- To explore advocacy concept, styles and approaches and learn how to develop an advocacy strategy

- To reflect on the different interests and needs of network members regarding advocacy work

- To review the core skills required for effective advocacy

- To provide a practical introduction to some key tools and methods used in influencing advocacy. These included:

    - Issue identification, analysis and selection of strategic issues

    - Power-mapping and stakeholder analysis

    - Lobbying

    - Building and maintaining alliances

    - Identifying audiences and key messages

    - Setting objectives and monitoring and evaluating advocacy

    - Understanding the policy context and development of policy briefs

The Training sessions

- The whole training was summarized into twelve sessions each comprising of buzz groups for quick discussion of topics in question, home groups reflecting on the day's activities and providing feedback to the trainers on what went well, what could be improved and other suggestions for the workshop. The facilitations were jointly conducted by Mr. Baker and madam Zainab all from African CSOs Network on Water and Sanitation (ANEW).

- The first session was composed of introduction among participants and trainers while sharing their expectation and the overview of the whole course, objectives for the workshop and narration of the overall timetable, introduction to home groups. It also involved the discussion on the logistics and house keeping by the host KEWASNET.

- Session two was focused on the discussion about understanding of advocacy and its importance, levels of advocacy, activities involved in advocacy i.e. the advocacy toolbox and plan. It came out that advocacy is not just about policy change. It is a method that can be used at all level to bring benefits beyond changing the policies and practices of target institutions and groups- it can help to democratize the way policies are made, to make governments more accountable and to strengthen civil society. In summary, the advocacy toolbox includes:

  - Strategy development

    - Research and analysis into issues- their causes and consequences

    - Identification of the solutions and changes needed

    - Power mapping

    - Stakeholder analysis

    - Setting issue and process objectives

    - Outlining methods, tone and approach

    - Laying out a timetable of activities and assigning responsibilities

  - Reports and briefings

  - Lobbying

  - Networking, alliances building

  - Conferences and /or seminars

  - Exposure visits

  - Campaigning

  - Media work

  - Social marketing

  - Running an active website

- Session three focused on identifying and analyzing issues for advocacy. This session touched on the methods/ tools for exploring issues and getting to the root of a problem. Among the tools discussed included "But- why technique", "visioning the

future", "Problem tree", "Issue analysis star" and "causes consequences and solutions".

- Session four focused on building an advocacy strategy; this being the basis for good monitoring and evaluation and providing a foundation for tracking progress and reporting to donors and board of trustees, it became important to have a well-thought out strategy and plan of action that clearly lays out what you want to achieve and how you plan to achieve it. From the discussions, it was clear that having a strategy and choosing a strategic issue for your advocacy work is an important foundation for planning, budgeting, monitoring, reporting (to Boards and Donors) and learning. In addition, since advocacy competes for scarce resources, it is reasonable for people to expect to have a well thought out strategy and plan of action and know what you want to achieve and how you propose to achieve it. Furthermore, without some foundation for your work it is all too easy to be pulled off in other direction or to under or over- estimate the value of specific advocacy activities.

- Session five indulged in Advocacy styles and approaches and why policy change is not enough. Among the approaches included "advocacy on behalf of those you expect to benefit", "advocacy with the people you expect to benefit" and "facilitating the people expected to benefit to do the advocacy themselves". From the discussions, it became clear that policy change is not the ultimate goal for advocacy but only the means to achieve goals that lead to beneficial changes for the poor people hence need to be accompanied by implementation so that their potential benefits reach intended constituents.

- Session six focused on mapping power and influence. This touched on the assessment of who can make change happen, who can make the decision and who influence them. The session also touched on power mapping tools. Some of the groups with power or influence discussed included politicians and parties in formal government, civil servants, faith based organizations and faith leaders, business associations and big companies, military bodies, lawyers, judges, doctors, academicians, teachers and other professionals, media- including television, radio, news papers and magazines, trade unions and workers associations, consumer groups and consumer organizations, women groups, NGOs and CSOs, Regional institutions- EU, regional trade groups, International institutions- World Bank/IMF, WTO, UN agencies et-al.

- Session seven focused on advocacy and ANEW Network members. The objective of this session was to look at how advocacy has been used by ANEW members and the ANEW Network at different levels (community level, national level, regional and Africa-wide levels, etc.). What worked well and what lessons learned. It involved the sharing of experiences from various organizations working on advocacy.

- Session eight mainly focused on Reaching a Wider Audience. The objective of this session was to provide an introduction to public outreach and to allow participants the opportunity to build their skills in effective communication through identifying

audiences and developing messages. The session concluded by defining and laying the importance of Aim, Objective, Activities, Outputs and Outcome in advocacy.

- Session nine focused on setting objectives for Advocacy. The objective of this session was to introduce a foundation for setting objectives for advocacy and to explore ways in which advocacy initiatives can be monitored and reviewed. From the discussion, it became clear that the most important factor when planning advocacy is to establish your aims and objectives and to make clear statements about what you expect the short, medium and long term outcomes to be.

- Session ten and eleven mainly focused on Lobbying, theory and Practice. Participants were able to comprehensively distinguish a Lobby, Lobbying and Lobbyist. The session involved practical learning on steps/ approaches through role playing. Participants were trained on Lobbying ethics and dilemmas. This session climaxed with presentation on Top tips for successful lobbying. It could not end without the practical part of it by participants whom assumed various roles of Donor, Government representatives, KEWASNET and CSOs.

- Session twelve marked the end the advocacy training. The objective of the session was to review the overall course content and provide an opportunity to resolve concerns and understand anything that isn't clear, to give participants the opportunity to think about next steps- as individuals and as a network and lastly was to evaluate the course content and delivery so lessons can be learned.

Participant

Participant	Organization
Daniel Okendo Asher	CUTS International, Nairobi
Mr. Stephene Mutoro	CEO Kewasnet
Mercy Mwikali	KARA- Kenya
Billy Aderi	REG- Kenya
Alex Maina	KESHO- Kenya
Zainab Ali	ANEW- Uganda
Elijah Odundo	Kenya Organization for Environmental Education (KOEE), - Kenya
Tony Ombara	CSO Network, Kenya
Ali Mondo	Keuesei, Mombasa, Kenya
Lilian K. Okomo	KWAHO, Kenya
Claudia Kinyili	CRESUD, Kenya
Eugenia Chao	FOMAWA, Kenya
Susan Owala	SANA International, Kenya
Sareen Thalik	Transparency International - Kenya
Eng. Samuel Wambua	Western Kenya.
Caroline Mungara	IEW, Kenya

Pauline Nyota	Umande Trust, Kenya
Ben Mc Aloka	Umande trust, Kenya
Mukeele Timothy	National Association of Professional Environmentalists(NAPE) Uganda
Mboya Duncan	AWC FEATURES