

## **ACTION ON ARMED VIOLENCE**

### **Global Coalitions Project TOR**

#### ***A resource book for global coalition campaigning***

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#### **Summary**

Civil society coalitions can be powerful actors in the development of international policy and international law. This project will bring together experience, lessons and practical tools that have made a number of civil society coalitions successful.

Global civil society coalitions such as the Cluster Munition Coalition, the International Campaign to Ban Landmines, Coalition to Stop the Use of Child Soldiers, Coalition for the International Criminal Court and the Kimberley Process Civil Society Coalition have managed to draw out the strength of NGO partnerships so as to achieve humanitarian progress.

Where many analyses of humanitarian achievements prioritise issues of policy and argument – coalition work can succeed or fail on the basis of a much wider set of factors. These include the structures of governance, the cultures of communication and decision making, finance and administrative arrangements, and the challenging logistics of large conferences, in addition to public messaging and relationships with key governments and other international partners.

This project will draw together lessons learned across all of these areas, and from a wide range of successful coalitions, to compile a practical resource book for people working in coalitions.

#### **Objectives**

- A set of practical resources on coalition campaigning

#### **Material outputs**

- a printed and online publication, to be disseminated widely amongst civil society practitioners
- a series of seminars to promote the publication, including a high profile launch

#### **Audience**

In order of relevance, the following groups would form the target audience for the project outputs:

- civil society groups working in partnerships or developing partnerships for social action. The lessons learned will be applicable both in international and national contexts;
- international and inter-governmental organizations; government officials; and policy makers working in partnerships with civil society;
- academics and the growing field of civil society/movement studies.

The project manager will lead on the development of a dissemination plan.

## **Format**

Below are some key elements for the basic document, on which other outputs could be based:

- a discussion on the concept of global coalition campaigning and a brief review of specific ongoing and past campaigns
- an overview of the structure and operation of certain campaigns
- a series of thematic chapters on the issues below that would compare and contrast campaign approaches:
  - o liaising with governments ('core group', reluctant or 'problematic' countries, supportive countries and latent / potential supporters);
  - o organising conferences (bringing campaigners to meetings, building an effective core team of organisers for civil society participation and action at meetings, etc);
  - o coordinating campaigning and lobbying (identifying target countries, developing and communicating the messages; leadership sign off; lobbying coordination at meetings (regional and thematic); communicating to the campaign before, at and after key meetings through daily briefings, campaign meetings, action alerts, lobbying tools and next steps reports; global coordinated actions);
  - o supporting national campaign planning (listening to campaigners, drafting advocacy plans, small grants, networking with key partners and supporters etc);
  - o individuals as champions: the role of individuals within the campaign, governments, international organisations, survivors, etc.;
  - o engaging parliamentarians and politicians (building contacts and networks, providing effective briefings, using parliamentary oversight, etc);
  - o the role of public mobilisation and public campaigning, including a contrast in public profile between different campaigns;
  - o managing the media (devising a strategy, diversity of voices, effective pitches, professional resources, new media, etc);
  - o the role of funding, fundraising and grant making in global coalition campaigning.
- generic checklists / aide memoires as a 'how-to guide' on various elements of the campaign
- case studies of particular successes within campaign processes.

## **Research process**

Detailed modalities for research and write up will be identified between the project manager and key stakeholders before commencing the project. Approaches will include brainstorming seminars, facilitated meetings, focus group discussions, email interviews, semi-structured in-person and key informant interviews, participant recall, etc. A fulltime consultant with experience in research, writing, editing, facilitation should manage the project.