Rational/purpose
The need for more robust and focused advocacy on protection issues with duty bearers and within the humanitarian system has been a key challenge identified by the Global Protection Cluster (GPC) and National Protection Clusters. Within the context of its new Strategic Framework (2020-24) and 2020-21 work-plan, the GPC plans to develop an Advocacy Strategy that defines its role in protection advocacy and sets out the activities that it will undertake at the global level and in support of National Protection clusters to enhance collective advocacy.

Working in collaboration with the Overseas Development Institute (ODI) and Oxfam, the GPC agreed a phased approach in order to establish the role of GPC in advocacy and a strategy to allow effective advocacy on protection issues at national, regional and global level. This session will explore some of the outcomes from that work, examples of what successful protection advocacy looks like at a national and global level, and create a platform to commit to ways of working on protection advocacy at the GPC.

Expected Outcome
This session is meant to be informative and inspiring. Based on feedback from the scoping study, and discussion with National Protection Cluster Coordinators, there is ambition to undertake advocacy, along with the contextual evidence and analysis to support effective advocacy, however more support is needed to develop understanding on how to advocate in a way that will improve protection outcomes for affected populations. Through the panel discussion, this session will give examples of successful protection advocacy strategies and approaches from different stakeholder perspectives, and agree on some core principles that make for effective advocacy for the GPC. Participants should leave the session with:

- Understanding of the GPC Advocacy Action Plan and the rationale for it
- Understanding of what success looks like in advocacy, and how protection clusters can use different approaches to engage with stakeholders to influence change
- Understanding of the importance of ensuring meaningful engagement of affected communities in advocacy to ensure accountable impact
- Agreements on the core principles for protection advocacy and the support needed from GPC to National Protection Clusters

Format/Content of the Event?
Format: Presentation and moderated plenary discussion
Language: English
Timezone: Geneva
Platform: Zoom

- Presentation current GPC advocacy approach (10 mins)
- What successful protection advocacy looks like. Presentation from 3 different stakeholders providing examples of strong protection advocacy (45 mins)
- Moderated Q&A (15 mins)
- Summary of key principles from the discussion. (10 mins)
- Agreements on what is needed from GPC and National Protection Cluster Coordinators on advocacy (15 mins)

**Speakers/Moderator/ technical donor partner**

**Moderator:** Victoria Metcalfe-Holffe, Research Associate, Overseas Development Institute

**Speakers:**
- Global Protection Cluster: Dorothy Sang, Advocacy Coordinator
- Member State Representative
- Humanitarian Coordinator
- Representative from the IDP Community

**Pre-event questions /survey to be shared with participants**

What have you found to be biggest challenge to doing effective advocacy on protection issues?

Who are your most important partners (actual or potential partners) at country and global level in undertaking effective advocacy?

What support do you not get, that you would like from GPC on advocacy?

Please find the pre-event survey [here](#).

**Background Reading**

- GPC Action Plan
- GPC Advocacy Scoping Study
- Global Stakeholder mapping exercise
- Collection of success stories on protection advocacy