



GPC GLOBAL PROTECTION FORUM 2020 CONCEPT NOTE FOR VIRTUAL EVENTS

GPC Collective Advocacy for strategic impact

22nd September 14.00 – 16.00

Rational/purpose

The need for more robust and targeted advocacy on protection issues has never been more important than it is now the world is gripped with the fight against COVID-19. Within the context of its new Strategic Framework (2020-24) and 2020-21 work-plan, the Global Protection Cluster (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 country level protection clusters (PCWGs) to enhance collective advocacy. Based on the findings of a recent [scoping study](#) carried out by the Humanitarian Policy Group (HPG) at ODI, the GPC and PCWGs have an ambition to step up evidence-based advocacy efforts. However, more investment is needed across both the GPC and PCWGs to develop a more sophisticated understanding of how to influence behaviours in order to improve protection outcomes for affected populations.

With an audience of National Protection Cluster Coordinators and Co-Coordiators and other members of the protection cluster this session is meant to be both informative and inspiring, providing examples of effective advocacy in practice. Supported by HPG and Oxfam, this event will include an update on the current plans of the GPC on advocacy, presentations from select practitioners and key partners and a general discussion on the challenges, risks and opportunities for protection advocacy. The session will conclude with a summary of the key lessons to be learnt in ensuring more effective advocacy efforts aimed at securing better protection outcomes for crisis affected people. This is a closed event to allow for frank debate and discussion.

Expected Outcome

- To provide Protection Coordinators and AORs with an overview of the GPC Advocacy Action Plan and the rationale for it;
- To provide Protection Coordinators and AORs with an understanding of how to maximise the effectiveness of advocacy efforts, including the comparative advantages of different actors and how to use these to greater effect, and what tactics, tools and approaches work;
- To provide Protection Coordinators and AORs with an understanding of the importance of ensuring meaningful engagement of affected communities in advocacy to ensure more informed strategies and greater accountability;
- To reach a collective agreement on the key factors or lessons which enable more effective protection advocacy;
- To reach collective agreement on the support needed from the GPC for Protection Cluster Working Groups (PCWGs).



Format/Content of the Event?

Format: Presentation and moderated plenary discussion

Language: English

Timezone: Geneva

Platform: Zoom

- Opening remarks (5 mins)
- Presentation on the current GPC advocacy approach (10 mins)
- Panel discussion: *Advocacy in practice: what are the key factors underpinning effective advocacy?*
Presentations from 4 different stakeholders providing examples of advocacy in practice (1 hour)
- Moderated Q&A (30 mins)
- Summary of key lessons learnt and what support is needed from GPC and National Protection Cluster Coordinators on advocacy (10 mins)
- Concluding remarks from Global Coordinator (5 mins)

Speakers/Moderator/ technical donor partner

Moderator: Vicki Metcalfe-Hough, Research Associate, Overseas Development Institute

Speakers:

- Global Protection Cluster: Dorothy Sang, Advocacy Coordinator
- Humanitarian Coordinator
- Representative from a Local Actor
- Representative from an INGO
- Member State Representative

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 you like from GPC on advocacy?

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

Background Reading

- GPC Action Plan
- GPC Advocacy Scoping Study