

NCA ADVOCACY STRATEGY

2020 – 2025



NORWEGIAN CHURCH AID
actalliance



Introduction

NCA believes that poverty and injustice are products of human actions and can be changed by conscious decisions and actions. NCA's commitment to achieving lasting change through advocacy work is clearly stated in our strategy Faith in Action, with the two main goals for NCA: Save lives and seek justice.

The purpose of NCA Advocacy Strategy 2020-2025 is to outline the roles and responsibilities and workflow of NCA's advocacy activities, which is key for us to be able to fulfil Faith in Action and to implement NCA's Global Programme Framework 2020 – 2030.

This Global Advocacy Strategy will not identify the specific priorities within each global programme and strategic initiative. These will be defined through more detailed advocacy strategies for each programme and strategic initiative. The Strategy is also guided by NCA's Partnership Policy.

What is advocacy?

NCA understands advocacy as a strategic approach or set of activities designed to influence decision-makers, laws and regulations, structures and practices to address the root causes of injustice.

Most of NCA's advocacy work is accomplished at local and national level, in close cooperation with partners. NCA staff most often play the important role of being a facilitator or convenor for the advocacy work of partners. Local and national level arenas are often the most important arenas for successful advocacy work. NCA also performs successful advocacy work at regional and global arenas, and we strive for strong coordination and synergies between local, regional and global advocacy work, to maximise impact.

For NCA, any global advocacy efforts must be anchored in our Global Programme Framework. Moreover, the global advocacy should be strengthened by building on evidence or experience derived from the programmes, and should lead to positive change in programme areas, also at country level.

Local, regional and global advocacy should reinforce each other through a cycle of feedback and adjustment of strategy.

Advocacy may be targeting concrete milestone events, but is always anchored in longer-term policy processes around the events, in close partnership with relevant partners.

NCA is committed to strengthening civil society, and our advocacy should always be coordinated with relevant partners, at all levels. In programme countries, NCA often has a facilitating or convening

role in relation to local civil society, and needs to ensure that our advocacy is in line with their priorities. Possible coordination with the ACT Alliance should always be considered. However, each context is unique and advocacy must always be adapted to best fit the changing opportunities and challenges of each context.

NCA Advocacy Strategy Objectives:

- NCA Advocacy should always lead to stronger impact for our work to save lives and seek justice in accordance with NCA Global Strategy Faith in Action.
- NCA Advocacy lead to stronger impact for the 3 global programmes and the 3 strategic initiatives defined in the Programme Framework
- NCA Advocacy lead to strengthening civil society, including local actors.
- NCA Advocacy utilise the potential synergies between local and global advocacy

Priorities:

The advocacy work of NCA will be guided by NCA's Global Strategy and Programme Framework (2020 – 2030).

Overview of NCA Advocacy work:

Level	Target:	Lead responsibility:
Local and national	Local and national government bodies, and other key decision-makers, including traditional, faith and private sector leaders and actors.	Country office (in coordination with partners)
Regional	Regional bodies such as AU, SADC, ICGLR etc	Country office in the region, in agreement with other relevant country offices.
Global	Global and multinational bodies such as the UN, World Bank, IMF, multinational networks, and multinational private sector actors	Head Office, PS Director, DIP Director, in agreement with relevant staff, and in coordination with partners, networks and alliances

Roles and responsibilities

Mandate of the Politics and Society Department, Head Office:

Global Advocacy and Norwegian Advocacy. Define processes and targets at the global level, with responsibility to lead and coordinate these. In close partnership with relevant country offices and relevant teams and experts within NCA and relevant partners. Persons in DIP and Country offices can lead global and Norwegian advocacy, if decided by PS and DIP Director.

Mandate of the Department of International Programs, including Country and Regional offices:

In country advocacy: Country office leads advocacy work at country level, in coordination with HO DIP and relevant partners

Regional advocacy: Relevant country offices agrees on strategy and priorities and lead country office.

Global Advocacy and Norwegian Advocacy: Participate, coordinate and lead within priorities defined by PS and DIP Director.

Sign-off procedures:

The sign-off procedure applies to policy positions that have international implications. Director of PS and DIP is responsible. In any sign-off procedure, all relevant parts of the organisation will be involved.

NCA Advocacy – Working together with partners

NCA's Global Strategy and Programme Framework (2020 – 2030) reaffirm that working with faith- and value based actors and strengthening civil society is a global NCA approach and strategic priority, also for our advocacy work at all levels. Hence, working together with a diverse range of partners must be inherent in all our advocacy work. In countries, we must in particular ensure that our advocacy work is coordinated with partners to ensure the representation of local civil society. This is key to

ensure NCA's legitimacy in any context. Guiding on how to work with partners is outlined in two documents: NCA Partner Strategy and Guidance Note: Crosscutting Goals for Strengthening Civil Society.

Risk mitigation

There will always be different risks to manage when performing advocacy work. These can be, for example, related to reputation, security, legitimacy, partnerships or finances. They can also be related to human resources and lack of results. All risks should be carefully assessed and mitigated, as part of the risk management of your office.

In the Advocacy Handbook there will be tools and guidance on how to do this.

Campaigning

NCA advocacy can be reinforced by campaigning, either through online tools, public media or other platforms. NCA should support mechanisms for peoples active engagement in challenging duty-bearers, if possible and safe and in line with partners' priorities. The potential possibilities of campaigning and public engagement are very contextual, and must be carefully assessed as part of the risk mitigation.

Training and capacity:

NCA is developing an Advocacy Handbook to guide advocacy work. As member of the ACT Alliance, we can also use the learning platform FABO from ACT Alliance, where members share tools and resources.

NCA should prioritise 2-4 global level advocacy projects per year, unless capacity is increased.

Each global program and strategic initiative define an Advocacy Strategy for the period 2020-2022

www.nca.no

E-mail: GlobalLogistikk@nca.no

Telephone: +47 22 09 27 00 Fax: +47 22 09 27 20

Street address: Bernhard Getz' gate 3, 0165 Oslo, Norway

Postal address: P.O. Box 7100, St. Olavs plass, 0130 Oslo, Norway

Account no.: 1594 22 87248



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