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Civil Society Forum

AZERBAIJAN NATIONAL PLATFORM

## ADVOCACY STRATEGY

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*The Eastern Partnership Civil Society Forum (EaP CSF) is unique multi-layered regional civil society platform aimed at promoting European integration, facilitating reforms and democratic transformations in the six Eastern Partnership countries - Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Serving as the civil society and people-to-people dimension of the Eastern Partnership, the EaP CSF strives to strengthen civil society in the region, boost pluralism in public discourse and policy making by promoting participatory democracy and fundamental freedoms. The EaP CSF is a non-partisan bona fide non-governmental organisation.*

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## Advocacy Strategy for the Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP)

**Introduction:** Advocacy is at the heart of the Azerbaijan National Platform of the Eastern Partnership Civil Society Forum (AZNP). AZNP, comprising 71 diverse organizations, is dedicated to advancing sustainable development, human rights, and constructive dialogue in Azerbaijan. To achieve these goals, effective advocacy is paramount. This Advocacy Strategy outlines our approach to influencing policy change, engaging stakeholders, and catalyzing positive transformations in Azerbaijan.

### Objectives:

1. **Policy Influence:** Advocate for policy changes and reforms at the national and international levels that align with AZNP's mission and objectives.
2. **Stakeholder Engagement:** Engage with a broad range of stakeholders, including government institutions, civil society organizations, the European Union (EU), and international partners, to build support for our advocacy initiatives.
3. **Awareness and Education:** Raise awareness among the Azerbaijani public and key stakeholders about critical issues related to sustainable development, human rights, and dialogue, while providing evidence-based education and information.

**Phase Implications:** The Advocacy Strategy will be executed in three phases, each building upon the other:

### Phase 1: Research and Analysis

- Conduct in-depth research on policy issues and challenges relevant to AZNP's mission.
- Identify key stakeholders and potential allies.
- Analyze the policy environment and identify opportunities for advocacy.
- Develop a comprehensive database of policymakers, influencers, and media contacts.

### Phase 2: Advocacy Campaign Implementation

- Design and execute targeted advocacy campaigns, each tailored to specific policy objectives.
- Mobilize AZNP members and supporters to participate in advocacy efforts, including online petitions, letter-writing campaigns, and grassroots actions.
- Engage with government officials, parliamentarians, and policymakers through meetings, dialogues, and consultations.
- Collaborate with international partners to amplify our advocacy messages and leverage international pressure.

### **Phase 3: Monitoring and Evaluation**

- Continuously monitor policy developments, track advocacy efforts, and assess their impact.
- Adjust advocacy strategies and tactics based on real-time feedback and changing circumstances.
- Evaluate the success of advocacy campaigns against predefined key performance indicators (KPIs).
- Share results, successes, and lessons learned with AZNP members and stakeholders.

### **Outcomes:**

1. **Policy Change:** Influencing policy changes and reforms aligned with AZNP's mission, particularly in areas related to sustainable development, human rights, and constructive dialogue.
2. **Stakeholder Support:** Garnering increased support from government institutions, civil society organizations, the EU, and international partners for AZNP's advocacy initiatives.
3. **Awareness and Education:** Raising public awareness about key issues and challenges, fostering informed discussions, and encouraging public involvement in advocacy efforts.

## Activities:

### Objective 1: Policy Influence

#### *Outcome 1: Policy Change*

- **Activity 1.1: Evidence-Based Research:** Conduct comprehensive research on policy issues, producing reports and policy briefs that provide data-driven recommendations for reform.
- **Activity 1.2: Engage in Policy Dialogues:** Organize roundtable discussions, workshops, and conferences to engage policymakers and government officials in constructive dialogue on key issues.
- **Activity 1.3: Lobbying and Advocacy:** Engage in direct advocacy with government bodies, parliamentarians, and relevant ministries to promote policy changes.
- **Activity 1.4: Media Campaigns:** Utilize media engagement, op-eds, and press releases to highlight policy issues and advocate for change.
- **Activity 1.5: International Engagement:** Collaborate with international organizations and partners to lobby for policy changes on the international stage, leveraging global influence.

### Objective 2: Stakeholder Engagement

#### *Outcome 2: Stakeholder Support*

- **Activity 2.1: Coalition Building:** Form coalitions and alliances with like-minded civil society organizations and interest groups to strengthen advocacy initiatives.
- **Activity 2.2: Stakeholder Meetings:** Organize meetings and consultations with government officials, EU representatives, and international partners to build support for AZNP's advocacy objectives.
- **Activity 2.3: Grassroots Mobilization:** Mobilize AZNP members and supporters to engage in advocacy actions, such as contacting elected representatives and participating in public awareness campaigns.

- **Activity 2.4: International Advocacy:** Collaborate with international organizations and diplomatic missions to advocate for AZNP's objectives at the international level.

### **Objective 3: Awareness and Education**

#### *Outcome 3: Increased Awareness and Education*

- **Activity 3.1: Public Awareness Campaigns:** Develop and execute public awareness campaigns utilizing various media channels, including social media, traditional media, and online platforms.
- **Activity 3.2: Education Initiatives:** Conduct educational seminars, webinars, and workshops to inform the public and key stakeholders about policy issues and AZNP's advocacy efforts.
- **Activity 3.3: Grassroots Engagement:** Organize community-based events, town hall meetings, and informational sessions to engage the public and encourage active involvement in advocacy actions.

#### **Target Audience:**

1. **General Public in Azerbaijan:** To raise awareness, educate, and mobilize public support for advocacy campaigns.
2. **Civil Society Organizations in Azerbaijan:** To build alliances and foster collaboration for joint advocacy initiatives.
3. **Government Institutions in Azerbaijan:** To engage in constructive dialogue and advocate for policy changes.
4. **European Union Representatives:** To influence EU policies and partnerships related to Azerbaijan.
5. **International Partners and Donors:** To seek support, resources, and collaboration for advocacy efforts.

**Conclusion:** This Advocacy Strategy outlines AZNP's commitment to driving positive change in Azerbaijan. By effectively influencing policies, engaging stakeholders, and raising awareness, we aim to advance sustainable development, human rights, and constructive dialogue. As we progress through the phases of research, implementation, and evaluation, AZNP will continue to be a driving force for positive change in Azerbaijan, striving for a brighter and more equitable future for all. Together, we will advocate for policies that reflect our shared values and aspirations, ensuring a better tomorrow for Azerbaijanis.