

# **ADVOCACY, PROGRAMME AND THE SDG'S**

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## **The early years**

- **Awareness**
- **Advocacy**
- **Action**

Advocacy is an activity by an individual or group which aims to influence decisions within political, economic and social systems and institutions

Advocacy can involve many activities that a person or organisation can undertake including petitions, media campaigns and public speaking as well as commissioning and publishing research

Lobbying (often by lobby groups) is a form of advocacy where a direct approach is made to legislators on an issue which plays a significant role in modern politics.

Research has started to address how advocacy groups in many countries are using social media to facilitate civic engagement and collective action.

## **Our Action now relates to the SDG's**

- Sustainable Development Goals
- 17 goals
- 169 sub paragraphs
- Applicable to every country in the world
- Aim to end poverty
- Protect the planet
- A 15 year plan.

# What are the SDG's



**Women inspiring action,  
transforming lives**

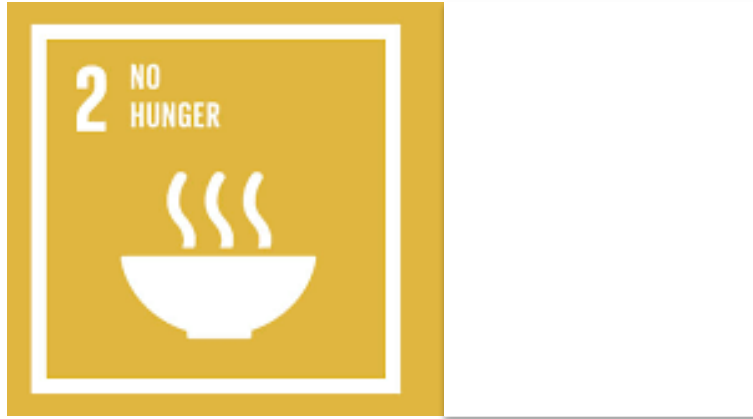
# How do these related to our Programme Work?

- **Goals 5 & 10: Achieve gender equality and empower all women and girls.**



The basis of all the work we undertake to improve the lives of women and girls.

## Food Security and Health





## Goal 4



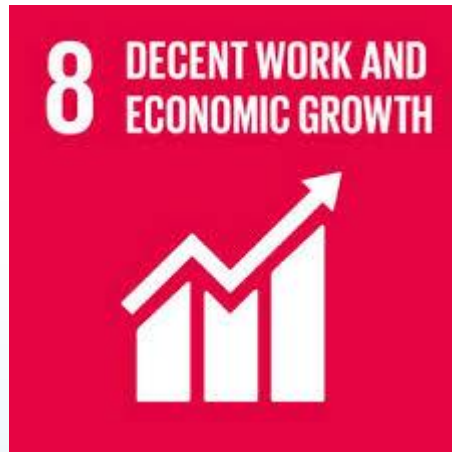
**EDUCATION- THE CORE OF CORE  
3 E'S**

## Environmental issues



**MAY ALSO INVOLVE DISASTER  
RELIEF**

# Economic Empowerment

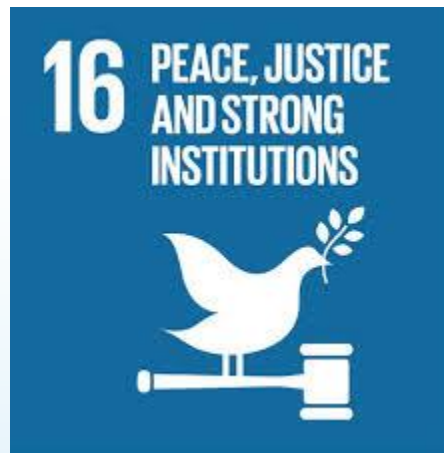


**THE SECOND OF OUR 3 E'S**

# Environment, CEDAW, Partnerships



# Violence against women, Conflict Resolution



# Partnerships to promote inclusivity and effectiveness.



## Our work encompasses all the SDG's

- We cannot do it all
- Make projects smart and focused.
- Advocacy is essential
- Clearly completed PFRF's
- Promote partnership work
- Be noticed!

