

# Let's be Advocates!

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I International Training Meeting

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# Overview

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- Advocacy in ELSA;
- How to plan an Advocacy Campaign;
- Developments on the International Level;
- Let's practice!
- The Advocacy Mentoring Programme.



# Advocacy in ELSA

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# What is Advocacy?

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- You tell me!
  
- The act or process of supporting a cause or proposal:
  - Speaking out;
  - Drawing attention to a certain topic;
  - Direct decision-makers in a certain direction;
  - Make a difference.

# Why do we do it?

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*“A just world in which there is respect for human dignity and cultural diversity”*

To contribute to legal education

To foster mutual understanding

To promote social responsibility

## Strategic Goals 2019/2023

A Living  
Vision

Refocus

Speak Out

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# Why do we do it?

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ELSA shall constantly develop awareness and knowledge of Human Rights by aligning certain activities with these goals;

ELSA shall research the exact legal and reputational implications of actions such as advocacy (including statements) or any other actions it makes or takes in the pursuit of being the voice of law students;

Aim: Be 'the voice' of European Law Students.

The logo for ELSA, featuring the word "elsa" in a lowercase, bold, sans-serif font. The letters are white and set against a dark blue background.

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# How to plan an Advocacy Campaign



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# How to start?

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First step - identify the core issues and analyze its root causes

“Root causes” – basic reasons behind the problem or issue

Ask “but why”



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# What then?

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Once root causes have been established, we then need to develop a vision and select path for its solution

We want to ask ourselves important questions like:

- What do we want our society/country to be like?
- What specific features would act as indicators for our ideal society?
- What needs to be changed for this to be achieved?
- What are the obstacles that stop this from happening?
- And more!

# Is that it?

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Next, we should examine external forces that influence the issue you are focusing on

When thinking of external forces don't just consider how they impact you and the organization, but other parties

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# Who do we need to take into account?

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Targets

Constituents

Allies

Opponents

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# But how?

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It's important to think about which tools you will be using to achieve your advocacy goals

Advocacy programme at International Board has 4 tiers:

Education

Policy  
Making

Mentorship

Training

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# Ok, done.

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Not quite.

Evaluating your campaign allows you to reflect on it

Reiterate that small steps can accumulate to big effects

Some factors to consider:

- Policy gains
- Implementation gains
- Partnership gains
- Organisational gains



# The International Board

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We are focusing on three topics:

- Human Rights: Annual Human Right Campaign;
- Youth and Education;
- Sustainable Development Goals;

How:

- Social media campaigns and international days;
- Surveys;
- Partnering up with other associations;
- Reports;
- Webinars.



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# Questions?

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# Now it's your turn!

Team up and come up with your  
Advocacy Campaign  
(15 minutes)



# Advocacy Mentoring Programme

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And it is over, I promise...

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# Questions?

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