

Advocacy and Influencing Impact Reporting Tool

This tool has been developed to gather further information and evidence on CARE’s advocacy or influencing win. At CARE, advocacy is defined as “**the deliberate process of influencing those who make decisions about developing, changing and implementing policies to reduce poverty and achieve social justice.**”¹ Influencing and advocacy can go beyond government policies, it can include influencing governments, donors or NGOs to adopt a CARE program model or influencing the private sector to change their company policies or operating practices.

This tool captures the significance of the win, the level of CARE and our partner’s contribution, who stands to benefit from the change, and what evidence do we have to support a claim of change or impact. With the wide range of successes within influencing work and the various roles CARE may have played in this win, this tool allows us to identify how significant the win is as well as the significance of CARE’s contribution and our partners.

Success:	
<ol style="list-style-type: none"> 1. What is the advocacy or influencing win? Include details such as: <ul style="list-style-type: none"> • A description of the win, and how it was achieved • start date and end date • any incremental wins that happened along the way • the main decision makers that CARE influenced to achieve this win 2. Why is this advocacy or influencing win significant? What was the reality prior to the advocacy/influencing win that the win aims to address? 3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal? 	<p><i>This section describes the advocacy success that occurred by providing details that fully describe the significance of the win. Advocacy and influencing successes look different in a variety of contexts. What we hope to capture here are incremental changes, or milestone moments, that will ultimately contribute to the long-term impact goal. The second question identifies which sector the win is associated with and the ultimate goal of the advocacy initiative.</i></p> <p>Background: The United Nations Secretary-General High-Level Panel (HLP) on Women’s Economic Empowerment brought leaders from government, civil society, business and international organizations to launch the first global shared agenda to accelerate women’s economic participation to help achieve the Global Goals.</p> <ul style="list-style-type: none"> • <i>Advocacy win:</i> <p>Description of the win:</p> <ul style="list-style-type: none"> • The Government of Tanzania through its Ministry of Health, Community Development, Gender, Elderly, and Children has explicitly endorsed the implementation of the recommendations of the UN HLP on WEE throughout Government national development strategies, as part of its efforts to mainstream gender into public policy. This has been confirmed by Government officials during interviews. • CARE advocacy directly led to the inclusion of VSLAs in the UN HLP on WEE final reports (2016, 2017) and toolkits (2017). The 2017 report and Driver 4 toolkit also included and endorsed CAREs call for coordinated global action across all sectors to promote VSLA. • <u><i>This is the first time VSLA have been recognised in a global policy paper as a platform for accelerating WEE, and the endorsement for global action for all sectors to scale VSLAs as a route to WEE is a major win.</i></u> • The win directly supports national level advocacy of CARE national teams to influence governments to adopt VSLA in public policy. The HLPs endorsement further legitimises VSLA – and the credibility of this panel and reports has

¹ See CARE International Advocacy Handbook for more information

helped influence governments to adopt VSLA in their national strategies/policies, as with the Government of Tanzania.

- In addition, CARE is leading a forthcoming study Savings Groups and the Role of Government. We interviewed 46 government officials across 22 countries and 19 governments who have now adopted Savings Groups (some explicitly VSLA model) in their national strategies, policies and programmes. In total 64 government initiatives across sub-Saharan Africa now have a Savings Group component.

How it was achieved:

- CARE was instrumental in advocating for the establishment of the Secretary-General established the High-Level Panel (HLP) on Women's Economic Empowerment Sept 2015
- Once the panel was established, CARE International worked closely to advise the UN High Level Panel secretariat (with UN Women), and worked tirelessly to influence the 22 Panel members to advocate for our financial inclusion, dignified work and value chains approaches to be a) included in their final reports and b) implemented by all sectors. This occurred between March 2016 and September 2017
- March 2016 – made a written submission to the HLP
- [Held a high level event at UNGA 2016](#) where keynote speaker President of Costa Rica (chairman of UN HLP on WEE) endorsed our WEE approaches. The Vice President of Tanzania and HLP member H.E. Samia Suluhu Hassan was engaged with our event and was also scheduled to speak but dropped out last minute.
- [Gave an intervention at UNGA 2016](#) which was globally televised supporting UN HLP on WEE and appealing for do not the leave the hardest to reach behind
- 2016 and 2017 – two reports and toolkits launched by the UN HLP on WEE, marking the first global shared agenda to accelerate women's economic participation to help achieve the Global Goals. **CAREs references for VSLAs were adopted and included in 10 sections the UN HLP on WEE reports and toolkits (see attached supporting word doc for specifics).**
- CARE led the global launch of the toolkits alongside DFID, Citi, UN Women and multinational companies and development partners [at a major CARE led London event](#) 'How business and others can advance the recommendations of the UN Secretary General's High-Level Panel (HLP) for Women's Economic Empowerment' Sept 2017. Spotlight on VSLAs and created a [WEE website](#) with [high profile quest bloggers](#) endorsing our recommendations and WEE approaches including VSLA.
- **State date and end date:** Our advocacy was from September 2015 September 2017

Incremental wins:

- Creation of UN HLP on WEE (Sept 2015)
- Global leaders supported CARE VSLA side-event at 2016 UNGA: President of Costa Rica (chairman of UN HLP on WEE) was guest speaker and HLP member Vice President of Tanzania was due to speak but pulled out.

- Adoption of VSLA approach for WEE in [LEAVE NO ONE BEHIND A CALL TO ACTION FOR GENDER EQUALITY AND WOMEN'S ECONOMIC EMPOWERMENT'](#) (March 2016); endorsement of VSLA as an approach to informal and informal financial inclusion in [LEAVE NO ONE BEHIND TAKING ACTION FOR TRANSFORMATIONAL CHANGE ON WOMEN'S ECONOMIC EMPOWERMENT](#) and endorsement for our call to action for coordinated global action across all sectors to promote VSLA to accelerate WEE in the Toolkit
- Launching of the recommendations in London.
- Adopted of the HLP report recommendations by the Government of Tanzania

Main decision makers we influenced:

DFID (their Gender and Inclusive Development team); High Level Panel members: **Ms. Tina Fordham**, Managing Director, Chief Global Political Analyst, Citi Research; **Ms. Phumzile Mlambo-Ngcuka**, United Nations Under-Secretary-General and Executive Director of UN Women; **Ms. Justine Greening**, Secretary of State for International Development; **H.E. Luis Guillermo Solís Rivera**, President of Costa Rica; Mondelez International; **H.E. Samia Suluhu Hassan**, Vice-President, United Republic of Tanzania

2. Why this advocacy win was important

- Gender inequality: At this rate we will not realize the [Sustainable Development Goal targets](#) for gender equality by the year 2030. Women continue to earn less, bear the burden of unpaid care and domestic work and are largely concentrated in vulnerable and low-paying activities. [Nearly a billion women worldwide](#) lack access to financial services – denied a safe way to save and invest.
- Mechanism: There was no global WEE agenda to galvanize global action by government, private sector and development communities to accelerate WEE and Gender Equality – and the UN HLP on WEE process was what we felt could make that change.

3. The advocacy was in direct support of [SDG 5](#) (Achieve gender equality and empower all women and girls). CARE set our own ambitious target to [ensure 30 million women have greater access to and control over their economic resources by 2020](#)

Contribution:

4. On a scale from high, medium, or low, how would you rate CARE's contribution to the advocacy/influencing win? (please refer to the scale below the table)
5. Describe CARE's contribution, specify CARE's unique role as well as the role of other main actors including partner organizations and coalitions.
6. What evidence is there that supports our claim to have contributed to this win?

This determines the level of contribution by CARE and partners to the advocacy win, and so whether we can reasonably include this case as a CARE "success". Be sure to include anything that was unique to the role that CARE had. The uniqueness of this contribution will help us understand the how significant the win is, especially when looking at CARE relative to other actors.

4. High
5. In 2015 the CIUK advocacy team advocated for the establishment of the UN HLP on WEE in the first place, and worked with the former UK Secretary of State for International Development (**Ms. Justine Greening**) to both establish and fund the entire platform for the UN

	<ul style="list-style-type: none"> - In recognition of our expertise on global WEE matters throughout 2016 and 2017 we held a high level advisory role to the UN high level panel members and secretariat – to advise them on adopting recommendations in their report in line with CAREs financial inclusion, dignified work and value chains approaches - In mid-2017 CARE convinced UN Women to collaborate with CARE and launch their new Toolkits (which included CARE recommendations) in London. CIUK advocacy team curated and lead the entire event, and partnered with DFID, Business Fights Poverty and UN Women for greater impact. We also collaborated with women’s organizations from West Africa (WACSI), including as our panel speaker to bring a women’s rights and civil society voice into the launch event. <p>6. Our references for VSLAs are included in 10 sections the UN HLP on WEE reports and toolkits (see attached supporting word doc for specifics). There is also evidence of the adoption of the UN HLP on WEE recommendations into Tanzania’s Ministry of Health, Community Development, Gender, Elderly, and Children national strategy – we have requested a copy of the strategy as it is not online.</p>
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Potential Impact/Reach:

<p>7. What is the impact population that is expected to benefit from the advocacy/influencing win? Describe how the win will translate into a better life for these participants?</p> <p>8. If the change we have influenced is fully implemented, can you quantify the number of lives that could potentially be reached by this advocacy win? <i>Please explain how you calculated this number.</i></p>	<p><i>This determines the target population (women small-holder farmers, domestic workers, etc.) and if we can quantify the impact or outcomes of this advocacy work could potentially have. Due to the nature of advocacy and challenges with policy implementation, it is important to distinguish between potential outcomes and actual outcomes and identify the reasons for the gap between the two. Evidence is likely to rely on secondary quantitative data, but with some validation of this claim.</i></p> <p><i>7. CAREs goal is to scale VSLAs to reach 50 million women by 2030. These are women with the lowest human development index scores, highest rates of gender inequality and largest overall populations of women and girls living in poverty. Given the UN HLP on WEE recommendations to scale VSLAs – we expect this provides legitimacy for sectors to scale VSLA. We then supported implementation of the UN HLP on WEE VSLA call to action to scale VSLAs through the global CARE led event alongside DFID, Citi multinational companies and development partners ‘How business and others can advance the recommendations of the UN Secretary General’s High-Level Panel (HLP) for Women’s Economic Empowerment’ Sept 2017.</i></p> <p><i>8: together the above will significantly advance our goal of scaling VSLA through government, private sector and development actors.</i></p> <p><i>As per CARE Tanzania’s reporting – VSLA have been adopted into Tanzania’s Ministry of Health, Community Development, Gender, Elderly, and Children new VSLA formation guidelines, which are expected to reach more than 600,000 women.</i></p> <p>CARE research also shows 64 government initiatives across 19 sub-Saharan African governments now promote Savings Groups in public policy.</p>
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Actual Impact/Reach:

<p>9. Do we have any evidence to date that these expected outcomes have been achieved? If so, please describe how the win has translated into a better life for the impact population.</p> <p>10. Can you quantify the number of lives that have been improved? <i>Please explain how you calculated this number.</i></p>	<p><i>While the above section identifies the potential reach, this section determines the actual number of people that have been reached for policies or programs that have been partially or fully implemented. Include any human interest stories or other communication pieces that relate to this policy win.</i></p> <p><i>If no actual impact or reach has been achieved yet, skip this section.</i></p> <p>As per sections above:</p>
<p>Reflection and Learning:</p>	
<p>11. What were the main challenges you faced, and were they overcome? If so, how?</p> <p>12. What influencing tactics were particularly effective/ineffective?</p> <p>13. What would you do differently next time?</p> <p>14. What are the next steps or follow-up actions for this advocacy/influencing win?</p>	<p><i>This ensures that learning from this success can be fed into other work, to improve quality and impact into the future, and serve as powerful evidence for our advocacy & fundraising. Consider both internal and external factors.</i></p> <p><i>Take the time to also consider the necessary next steps and follow up. If there's a lot of work ahead, consider developing an action plan for the coming months with designated roles and responsibilities.</i></p> <p><i>11. The whole UN HLP on WEE process was unclear and so influencing moments were not always visible. We had to create 'our own moments' most of the time to be heard and gain credibility in the process. It was a shame CARE was never a High Level Panel Member (Oxfam were). It was difficult to get a seat at the table at the UN High Level Panel on WEE. Consultations with 22 HLP members were often closed door – so it was necessary to advocate individually to the members which was time consuming.</i></p> <p><i>12. The key thing we did well was make a decision to commit to the entire HLP process – all two years, and we committed a role (Fiona Jarden) to staying close to the process and leading CAREs influencing efforts.</i></p> <p><i>What also helped was gaining credibility with the HLP secretariat who championed our messages and we became key advisors to this group who ultimately drafted the report. CARE remains a close confident to the lead authors of the reports and we have since been invited to contribute to other ground-breaking global reports on WEE (i.e, WEE in fragile contexts report).</i></p> <p><i>13. We did not know at the time the HLP on WEE was going to turn into a 2 year CARE 'campaign'. It would have been more effective to resource that campaign adequately.</i></p> <p><i>14. Continue to influence governments and private sector to promote VSLA in their approaches. CUK advocacy continues to prioritise this and we have developed a strategy to influence 15 governments to implement VSLA in their approaches by end of 2018 – we are on track to achieve this outcome.</i></p>

Rating scale²:

High: There is reason (evidence) to believe that the change would not have happened without CARE's efforts. This could also include significant actions from partners which we support technically or financially.

Medium: There is reason to believe CARE contributed substantially, but along with other partners

² This rating scale has been used by Save the Children to measure contribution in advocacy work

Low: CARE was one of a number of actors that contributed, but this change may have happened regardless of CARE's involvement