

## 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.**”<sup>1</sup> 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"> <li>1. What is the advocacy or influencing win? Include details such as:               <ul style="list-style-type: none"> <li>• A description of the win, and how it was achieved</li> <li>• start date and end date</li> <li>• any incremental wins that happened along the way</li> <li>• the main decision makers that CARE influenced to achieve this win</li> </ul> </li> <li>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?</li> <li>3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal?</li> </ol>	<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> <ol style="list-style-type: none"> <li>1. The ‘win’ was that the UK government publicly supported the idea of a new convention to end violence and harassment at work at the May/June ILC 2018 and pushed CAREs recommendations during the Geneva negotiations.</li> </ol> <p>CARE UK actively worked on lobbying the UK government from Sept 2017 – June 2018.</p> <ul style="list-style-type: none"> <li>• The main decision makers CARE influenced were business, government and civil society. Firstly we targeted ‘The UK Fashion and textile Association (UKFT) a trade association body representing 2500 major textile producers and brands. We sent them a petition from <b>27, 000k</b> supporters <u>and they publicly agreed</u> to support the convention and alert their business members.</li> <li>• We also actively lobbied key parliamentarians including the Chair of the Women and Equalities Select Committee who <u>secured a Westminster hall parliamentary debate</u> on the ILO convention 2 weeks before the ILC. She read CARE’s briefing verbatim to the Government minister. She is also conducting an inquiry into sexual harassment at work in the UK – and CARE submitted views to this process. Other MPs (about 8 in total that had all been nurtured during M4women) and a major coalition of women’s organisations and activists, that CARE UK has established – called ‘The Centenary Action Group’, also wrote to the Minister urging him to support the convention. <b>Over 15k supporters</b> signed another online CARE petition that was delivered to the Minister by Helen Pankhurst before the ILC.</li> <li>• We made sure that people attending the London March4women we encouraged to sign the petitions and we invited Bangladeshi garment union activist Nazma Ahkter to speak at the rally. We created signs for MPs and celebs attending the march that said ‘abuse isn’t in anyone’s job</li> </ul>

<sup>1</sup> See CARE International Advocacy Handbook for more information

	<p>description, take action now'. These proved v useful in subsequent social media activity. Between march 18 and end of ILC in June we had <b>31,000 impressions on facebook and 129,000 people were reached on twitter.</b></p> <ol style="list-style-type: none"> <li>2. This win is significant because for some time it was unclear whether the UK would support a convention or if it would only support a recommendation. It was also unclear how far they would be willing to support our recommendations on informal workers, workplaces and supply chains. The UK has quite progressive standards on violence and harassment at work in the UK and they should be natural advocates to push the convention globally. We want them to be a serious international champion over the next year. We know they have continuing concerns over some of the definitions and are very influenced by the UK trade association the CBI. The political situation is also very uncertain and we need strong parliamentary support should the minister change next year.</li> <li>3. This win is part of the wider CARE global campaign to secure the convention. CIUK has been pushing the UK government but is also (since June 2017): <ul style="list-style-type: none"> <li>• supporting the Asia Dignified Work Impact Growth Strategy (“Made by Women”),</li> <li>• providing policy analysis for the global CARE ILO campaign</li> <li>• part of the global team writing the global campaign strategy</li> <li>• Supporting the global #March4Women campaign planning and execution and a member of the fundraising and marketing SLT.</li> </ul> </li> </ol> <p>The ILO Convention, if passed in its current progressive form, will provide an integrated and inclusive approach to tackling GBV in all workplaces (widely defined).</p>
--	--

**Contribution:**

<ol style="list-style-type: none"> <li>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)</li> <li>5. Describe CARE’s contribution, specify CARE’s unique role as well as the role of other main actors including partner organizations and coalitions.</li> <li>6. What evidence is there that supports our claim to have contributed to this win?</li> </ol>	<p><i>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.</i></p> <ol style="list-style-type: none"> <li>4. I would argue that CARE’s contribution was ‘Medium’.</li> <li>5. Whilst we were certainly the most active actor – the only other NGO raising the issue with the Minister was Human Rights Watch (and only via a research report not engaging parliament or public) We have also actively pushed this issue onto the agenda of the Centenary Action group – a women’s network of over 100 individuals MPs and organisations. Whilst I think our efforts definitely pushed the UK in the right direction and made them feel some pressure I don’t think we can claim that they 100% wouldn’t</li> </ol>
--	--

	<p>have supported the convention anyway. However we have helped to prioritise the issue with the Minister and ensure the UK's response is scrutinised by the public and parliament. We are also the only actors who have actively tried to push the issue with a business audience (recognising how important this is in ILO decision making)</p> <p>6. The evidence we have includes the text from the ILC negotiations which shows what issues the UK gov't spoke about. This included our asks on how far the convention would reach people in global value chains. This issue wasn't being pushed by any other actor so we know they were using our information. We also have a nice email from the UK negotiating team thanking us for our inputs. We also have an article written by the UK Minister where he references that he received many representations from 'CARE International. So whilst we don't know how much we influenced them we know we influenced them or certainly that they heard us!</p>
--	--

**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 <b>potential outcomes and actual outcomes</b> 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>If the UK supports the convention we want and this helps close loopholes in UK legislation – of the sort also being proposed by the WEC Select Committee- then potentially the changes could benefit the estimated 40% of women and 18% of men that have experienced harassment in the UK workplace. (ComRes BBC Poll)</p> <p>Given the high proportion of workers who have experienced sexual harassment, there is a surprisingly low number of successful employment tribunal claims for harassment of a sexual nature. Government data on tribunal claims is not detailed enough to provide figures specifically on claims alleging sexual harassment, but the EHRC has estimated that in the past year <b>only eight such claims were successful at hearing, with a further six being unsuccessful and four being withdrawn or settled.</b></p> <p>The impact of a new Convention will be felt in all 187 member states of the ILO. . The UK is an important and influential player in the ILO (having the status of a “State of chief industrial importance”), so our influence on the UK Government will contribute towards major impacts.,</p>
---	--

**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><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>10. Can you quantify the number of lives that have been improved? <i>Please explain how you calculated this number.</i></p>	<p>Skipping this section until ILO convention is secured and ratified (hopefully in 2019!)</p>
<p><b>Reflection and Learning:</b></p>	
<p>11. What were the main challenges you faced, and were they overcome? If so, how?  12. What influencing tactics were particularly effective/ineffective?  13. What would you do differently next time?  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 &amp; 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>11..  Not converting supporters who took the action into regular givers for CARE.  Lack of content that clearly showed what CARE was doing to tackle the problem and how lives had changed.  Not enough comms around the ILC and needing more CARE staff there including a comms staffer.  Main challenges were securing responses from the Minister (v quiet, didn't take much interest until after ILC!)</p> <p>12. The parliamentary debate and the support from UKFT were particularly helpful in convincing the government of our views.</p> <p>13. Next time – develop our own comms content plan that goes wider than garments sector, identifying some key supporters to nurture and build relationships with key MPs and Ministers at local levels rather than doing mass petitions, targeting business better to get some companies to make public statements of support, sharing more intel and plans with TUC (unions) and working out how best to influence the CBI – UK employers association.</p> <p>14. We are crafting a new UK plan from sept – May to continue our advocacy and are waiting for legal advice from DLA Piper as to exactly how we frame our arguments moving forward and best avoid the employers from opening up discussions on definitions.</p>

**Rating scale<sup>2</sup>:**

*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.*

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

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

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