

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? 	<ol style="list-style-type: none"> 1. <i>Yemen advocacy</i> <i>The win: 1) Successfully stopped the European Parliament from cutting development funding to Yemen (80 million euro, 24 million of which will go to CARE). 2)The Foreign Affairs Council of the EU, which gathers Foreign Minister from all EU Member States, adopted the strongest Conclusions on Yemen so far.</i> <ul style="list-style-type: none"> • <i>How:</i> <ul style="list-style-type: none"> ○ <i>Continuous engagement in Brussels and in the region.</i> ○ <i>Proactively building relationships</i> ○ <i>Proactive presence in meetings with the European Commission, EU External Action Service and EU Delegation.</i> ○ <i>Yemen CO-EU tour (unfortunately due to visa issues, but two Yemen Partners were able to attend high level conference in Geneva, and did plenty of meetings in the Hague and Paris).</i> • <i>Start date: July 2017. End date: June 2018 (FY18)</i> • <i>EU Delegation to Yemen, ECHO, European External Action Service, Members of the European Parliament, PSC ambassadors, EU Member State-ministries</i> 2. <i>Ensuring that there is funding for long-term, resilience building in Yemen. Ensuring humanitarian access is maintained and humanitarian principles followed. Ensure civilians are protected. Ensuring women’s role is recognised in humanitarian programmes and in peacebuilding. All of it is threatened and the EU can play an important role in addressing these critical issues.</i> 3. <i>Links to our strategy on humanitarian aid- humanitarian space, and gender in emergencies, and the Yemen advocacy strategy</i>
Contribution:	
<ol style="list-style-type: none"> 4. On a scale from high, medium, or low, how would you rate CARE’s contribution to the advocacy/influencing win? (<i>please refer to the scale below the table</i>) 5. Describe CARE’s contribution, specify CARE’s unique role as well as the role of other main actors including partner organizations and coalitions. 	<ol style="list-style-type: none"> 4. <i>High /Medium</i> 5. <i>High: Efforts that led to maintaining development funds from the EU to Yemen were CARE-led. Medium: On the Council Conclusions: Hard to identify CARE’s specific contribution as many actors were involved, but we engaged in a significant number of</i>

¹ See CARE International Advocacy Handbook for more information

<p>6. What evidence is there that supports our claim that CARE contributed to this win?</p>	<p><i>activities at key moments together with other NGOs, and were one of the most proactive NGOs on Yemen at Brussels-level.</i></p> <p>6. <i>Development funding: emails from European Parliament.</i></p>
<p>Potential Impact/Reach:</p>	
<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>7. <i>Entire population of Yemen- 29 million, especially the 22.200.000 in need of assistance.</i></p> <p>8. <i>22.200.000 Yemenis in need of assistance</i></p>
<p>Actual Impact/Reach:</p>	
<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 to date? <i>Please explain how you calculated this number.</i></p>	<p>9. <i>No</i></p> <p>10. <i>No.</i></p> <p><i>If no actual impact or reach has been achieved yet, skip this section.</i></p>
<p>Reflection and Learning:</p>	
<p>10. What were the main challenges you faced, and were they overcome? If so, how?</p> <p>11. What influencing tactics were particularly effective/ineffective?</p> <p>12. What would you do differently next time?</p> <p>13. What are the next steps/follow-up for this advocacy win?</p>	<p>10. Lack of capacity and resource. Relationship building takes up a lot of time, and for that we need fresh intel and a particular niche, which CARE lacked in the absence of a Yemen advocacy lead most of the year.</p> <p>11. Tirelessly pushing CARE messaging to all key stakeholders, knowing the key stakeholders.</p> <p>12. We did everything we needed /could to do in Brussels.</p> <p>13. Considering next steps. Potentially pushing for a new EU Yemen Strategy and EU Special Envoy for Yemen. Ensure the EU maintains a strong humanitarian and human rights language, pushes for involvement of women, and safeguards the use of development funding.</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*

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

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