

Review of past experience and proposal for a CI- global advocacy capacity building program TORs (ver. 15/03/2011)

Background

Participants at the May 2010 Global Advocacy meeting identified the need to strengthen the engagement of RMUs in global advocacy priorities ensuring participation of relevant COs and to improve our advocacy capacity as main objectives in the 2-year CI-Strategy to Implement SD#2 – Global Advocacy Strengthening Strategy, which was endorsed by the Board's Executive Committee in June 2010. The Advocacy, Media and Communications Sub-Committee (AMC) thus included these issues in its FY11 work plan.

The AMC discussed past experience and acknowledged ongoing initiatives by different members to build advocacy capacity within CARE and in the context of partnerships with southern partners, recognizing that gains could result from a more coordinated CI-wide approach. It also recognized that there was a need to review previous experience with regional advocacy advisors, consider options and develop a proposal to be funded in the next FY.

The AMC Sub-Committee decided to develop and resource a global advocacy capacity building program by analyzing existing experiences and developing a common proposal, giving due consideration to: i) feasibility of regional advisors; ii) capacity development around issues; and iii) strengthening of southern partners.

Aim

The aim of the consultancy is to develop a proposal for a program to build CARE's capacity for its global advocacy work, drawing from an assessment of needs and existing resources and a review of lessons learned from previous experiences.

Proposed scope of work

In order to carry out the task identified by the AMC above the following work is proposed:

1. Carry out a needs assessment to identify functions and key areas of CARE's global advocacy work in which we need to have capacities (e.g. strengthen engagement of, and support to, COs in global advocacy work, coordinate global advocacy initiatives, develop policy analysis, communicate and mobilize public opinion, share and scale up learning, build advocacy skills, etc) and propose priorities among these.
2. Identify existing resources (including staff - building on mapping of advocacy staff carried out in December 2010- and financial resources), ongoing advocacy capacity building activities from members, relevant linkages with other processes and identify gaps.
3. Identify lessons learned from: i) previous efforts to build global advocacy capacities, including regional advisors, capacity building around issues and strengthening of southern partners within CARE; ii) experience in other areas of CARE's work (e.g. Regional Emergencies Coordinators, CEG emergency capacity development, Regional Security Advisors); and iii) approaches in other organizations to build global advocacy capacities and to strengthen linkages with country-level work.
4. From 1, 2 and 3 above, identify options to build capacity for CARE's global advocacy work and strengthen engagement of RMUs and COs, including resource implications,

and develop a proposal for a CI global advocacy capacity building program for the next 5 years, for consideration by the AMC and the Board's Executive Committee.

5. Identify sources of funding, including non-traditional sources, that might be approached to support capacity-building.
6. Taking account of national interests of CI Members that currently maintain advocacy capacity and staff, suggest alternatives for re-structuring existing CI-wide advocacy capacity to better align it with the CI advocacy strategy.

Activities

1. Prepare an outline of how the review and development of a proposed program will be conducted, including survey and target sample covering members, RMUs, COs, Secretariat and external resources, for approval by AMC.
2. Desk review of relevant background documents.
3. Develop a questionnaire for the survey as well as for key informant interviews.
4. Prepare a draft report with key finding and proposed options for a CI global advocacy capacity building program, including fundraising options, and propose a session during the May Global Advocacy Meeting to engage participants in the process.
5. Present the draft report to the AMC and prepare final report with their input for consideration by the AMC and the Board's Executive Committee.

Means of implementation: Consultancy

Level of Effort and Schedule: It is expected that the work will require approximately 15 - 20 days and take place during March/April 2011.