

# Women for Peace and Participation

## Communications and Advocacy Strategy - Draft Framework

AIM	AUDIENCE(S)	MESSAGING	ACTIVITIES/OUTPUTS	RESOURCES
<p><b>1. Refugee Integration:</b> Support for the integration of women refugees arriving in the UK, through skills development, mentorship programmes and trauma support services.</p>	<ul style="list-style-type: none"> <li>UK Policy Makers</li> <li>Women and girls in exile</li> </ul>	<p><b>Key words:</b> facilitation / learning / support / solidarity / experience sharing</p>	<p><b>Activities - short-mid term</b></p> <p>* 1. Consolidate WPP's <b>leadership and capacity building trainings programme</b> and <b>mapping of the needs</b> in consultation with WPP researchers, staff members and volunteers.</p> <p>2. Delivery <b>online leadership training</b> with WPP researchers and communities in Afghanistan and third countries.</p> <p>3. WPP staff who are / will be trained in trauma support to <b>provide sessions</b> to women who have experience trauma.</p> <p>4. Connect refugees with short courses / higher education.</p>	<p><b>Resource needed</b></p> <p><b>Staff:</b> trauma support staff / mentors / *external consultant / integration programme coordinator / support with logistics and facilitation.</p>
			<p><b>Activities - short-mid term</b></p>	<p><b>Resource needed</b></p>
<p><b>2. Advocacy and the Women, Peace and Security Agenda:</b> WPP expertise to inform policy decisions around the WPS agenda, with a particular focus on participation and protection. This work happens locally, regionally and internationally.</p>	<ul style="list-style-type: none"> <li>International and regional orgs: e.g. UN Women, UNDP</li> <li>UK and International policy makers</li> <li>Women peacebuilders and activists</li> <li>Peacebuilder and mediator networks</li> <li>The GJS Hub</li> </ul>	<p><b>Key words:</b> sharing experiences / pushing for common agendas / provision of safe spaces for discussion / balancing advocacy with safeguarding</p>	<p><b>Activities - short-mid term</b></p> <p>* 1. Consolidate and <b>develop a complete advocacy strategy</b>, engagement plan, and partnership map building on this framework with the WPP advisory group.</p> <p>*2. Policy and advocacy <b>events</b>, workshops, roundtables and meetings</p> <p>3. Development of the <b>diaspora network</b> - "United women for peace"</p>	<p><b>Resource needed</b></p> <p><b>Staff:</b> events and logistics support / researcher and writer / diaspora network lead</p> <p><b>Funding:</b> events and workshops budget / travel budget.</p>
			<p><b>Activities - short-mid term</b></p>	<p><b>Resource needed</b></p>

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Continued: Advocacy and the Women, Peace and Security Agenda.			<p>4. WPP <b>engagement in key international conferences</b> (where funding permits), e.g. The Open Debate, CSW ect</p> <p>5. <b>Open public events</b> online and in-person</p> <p>6. <b>Media engagement</b> through interviews and op-eds, particularly in response/ commentary around international events aligned to WPP's work.</p> <p>7. Representation of WPP within <b>feminist networks and spaces</b> to draw attention to WPP's work and expertise.</p>	Resource needed
<p><b>3. Research and Evidence:</b> Expand on WPS research on building peaceful societies, participation and protection locally, regionally and internationally.</p> <p>Long-term objective: work towards a WPP Think Tank.</p>	<ul style="list-style-type: none"> <li>Afghan women</li> <li>Think tanks</li> <li>Academics / academic institutions</li> <li>The GJS Hub</li> <li>CSOs in Afghanistan</li> <li>UK and international policy makers</li> <li>Private sector organisations</li> </ul>	<p><b>Key words:</b> research always informed by the voices and experiences of those in country</p>	<p>1. Create <b>case studies</b> of work and research, for example country briefings and WPP briefings</p> <p>2. <b>Evidence submissions</b> (oral and written) drawing on WPP research and expertise</p> <p>3. Continued <b>WPP research</b> on building peaceful societies.</p>	<p><b>Staff:</b> researchers / report authors / communications professional.</p> <p><b>Funding:</b> on-going research grants to conduct research.</p>
<p><b>4. Promoting Peace and Security:</b> Mediation and peacebuilding efforts. Contributing towards the building of peaceful societies through conflict resolution and consensus building.</p>	<ul style="list-style-type: none"> <li>Regional governments outside of Afghanistan e.g. Pakistan</li> <li>CSOs in Afghanistan</li> <li>Peacebuilder and mediator networks</li> <li>Women peacebuilders and activists</li> <li>International and regional organisations</li> <li>Diaspora - UK and Europe</li> <li>Donors and Funders</li> </ul>	<p><b>Key words:</b> Consensus building / women's economic empowerment / peaceful societies / conflict resolution</p>	<p>1. Track 1.5 and 2 <b>mediation</b> on Afghanistan</p> <p>*2. <b>Crisis response toolkit.</b> Toolkit designed to ensure that crisis response is context specific (social, economic and cultural).</p>	<p><b>Staff:</b> development of toolkit / designer, typeset and design of toolkit / communications of toolkit.</p>

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5. WPP Staff development and securing on-going funding.	<ul style="list-style-type: none"> <li>Donors and funders</li> </ul>		<p style="text-align: center;"><b>Activities - short-mid term</b></p> <ol style="list-style-type: none"> <li>Develop <b>Theory of Change</b> and <b>impact plan</b> as guiding documents and inclusion in funding applications.</li> <li>Production of a <b>mission statement</b> (short narrative version of the ToC) to appear on the WPP website and in funding applications.</li> </ol>	<p style="text-align: center;"><b>Resource needed</b></p> <p><b>Staff:</b> dedicated staff time to the production of these documents / grant writer and reviewer.</p>