

Written by Bina Emanvel

UN Action against Sexual Violence in Conflict Advocacy Strategy 2022-2026, November 2021

Endorsed by the UN Action Network: OSRSG-SVC, UNHCR, UNODC, UN Women, OCHA, IOM, OHCHR, DPPA, DPO, UNOCT, OSRSG-VAC, OSRSG-CAAC, UNODA, UNFPA, UNICEF, CTED, WHO, UNAIDS, OSGEY, OSAPG, UNDP



INTRODUCTION

The UN Action against Sexual Violence in Conflict Advocacy Strategy 2022-2026 (UN Advocacy Strategy) seeks to enable a tectonic shift in addressing and ending the catastrophic violations of conflict-related sexual violence (CRSV). It provides a framework for the UN Action Network to advocate strategically, effectively and in a coordinated way to substantially increase the impact of collective efforts to prevent and respond to CRSV in support of survivors and victims. Over the past decade, a series of six resolutions on CRSV has provided a strong normative framework for the United Nations to address this scourge starting with resolution 1820 (2008) which recognized rape as a weapon of war. These resolutions build on the Women Peace and Security normative framework, starting with resolution 1325(2000) which acknowledges the disproportionate impact of conflict on women and girls. These resolutions further institutionalised the response to CRSV within the United Nations through the creation of a Special Representative of the Secretary-General on the issue (SRSG-SVC), a Team of Experts on the Rule of Law and Sexual Violence in Conflict. and Women Protection Advisers in Peace Operations, as per Security Council resolution 1888 (2009), to support a whole-of-mission integrated approach to tackle CRSV.

The SRSG-SVC provides strategic direction for the United Nations on CRSV and leads global advocacy. The UN Action Advocacy Strategy aims to link this global advocacy with the combined strengths of the UN Action Network to leverage the most promising advocacy opportunities pertaining to CRSV. This strategy seeks to remain ambitious, collaborative and aligned with the survivor-informed and survivor-centred approach of the UN Action Network throughout its implementation period.

The UN Action Advocacy Strategy builds on the extensive advocacy experience of UN Action, including the first Stop Rape Now campaign, and its member entities. It is designed to play a catalytic role in the achievement of the outcomes described in the UN Action Strategic Framework 2020-2025. It complements, and indeed relies on, the other key strategies, efforts and initiatives of the Network's member entities, in particular the Office of SRSG-SVC. The purpose of the Advocacy Strategy is to devise a way to:

- 1. Amplify survivors' voices including in relation to their differentiated needs and perspectives, experiences, political engagement, leadership roles and aspirations.
- 2. Create the political support and engagement necessary for the implementation of existing commitments and Security Council resolutions to address CRSV and its root causes.
- 3. Mobilise resources for comprehensive, coordinated, localized and survivor-centred CRSV prevention and response, both for UN Action, through the Conflict-related Sexual Violence Multi-Partner Trust Fund (CRSV-MPTF) and for prioritisation of GBV in humanitarian response plans (HRPs) and refugee response plans (RRPs) and regional refugee and resilience plan (3RPs), as well as UN Development Assistance Framework, UN Peacebuilding Fund, NAP on 1325 and other country-specific funds through humanitarian-peace-development nexus lens.
- 4. Engage and promote influencers at all levels, including survivors themselves, and mobilise the legal, economic, social and cultural shift necessary to end CRSV and provide survivorscentred response.
- 5. Increase awareness and visibility of UN Action and the products developed by the Network.





- 1 Desk review: Comprised of publicly available information, literature review of documents provided by UN Action Secretariat and member entities at the induction as well as consultation phases.
- discussions and semi-structured 1:1 interviews for taking stock, understanding the context for CRSV and UN Action, as well as mapping challenges and opportunities for advocacy. These were conducted to gather inputs directly from survivor networks, organisations advocating on behalf of survivors, member entities' Focal Points and advocacy and communications staff of member entities; and indirectly from donors through the UN Action donor roundtable.
- Group consultation and mini-workshops: Included ongoing working and advisory sessions the UN Action Secretariat, the Advocacy Core Group and Focal Points in order to synthesise and fine-tune critical elements with the UN Action Network.

Consultations sought identify to advocacy priorities, the most important advocacy opportunities, strengths, examples of successful past initiatives, potential areas for focus and enhancement, as well as the most impactful and effective ways for the UN Action Network to work together to advocate against CRSV by leveraging opportune moments throughout the 2022-2026 period. These consultations also helped in the development of the overarching stakeholder mapping and power analysis exercise and, in more granular detail, sought feedback from the UN Action Network on current and future strategic activities for advocacy, preferred ways for collaboration and expectations from the UN Action Advocacy Strategy.

Frequently used terms in this Advocacy Strategy

Stakeholders / Key Stakeholder: Whilst this refers mainly to the duty bearers such as the UN Action Network members, SRSG Patten, Principals, Steering Committee, partners, donors, experts, governments and non-state armed groups (NSAGs), we refer to rights holders, survivors and victims themselves as stakeholders in the efforts against CRSV.

Social Mobilisation: Refers to the engagement, interest and action of individuals, groups, institutions and the general public against CRSV, taking the form of a wide range mobilization from digital engagement such as social media shares and petitions to on-ground action and engagement such as public participation in events.

Resource Mobilisation: Refers to fundraising for the MPTF as well as making more resources available for the prevention of CRSV, reparations and support to survivors and victims.

Knowledge Management: Refers to the collection, collation and use of the Network's knowledge, data, information and plans to facilitate coordination and collective impact.

UN ACTION ADVOCACY STRATEGY 2022-2026

Ten years ago, UN Action established an advocacy campaign, Get CROSS – Stop Rape Now campaign, which focused on: Contributing troops or police – including women officers – to peacekeeping missions; resource-mobilisation to fund services for survivors; Oversight and training of the security sector in CRSV prevention and response; supporting legal measures to end impunity and sponsoring women's full participation in peace talks. The campaign raised the urgency of addressing CRSV and mobilised funding for the UN Action-Multi-Partner Trust Fund (UN Action MPTF). It also ultimately contributed to the adoption of the first Security Council resolution on Sexual Violence in Conflict (1820 (2008)). In order to reinvigorate the campaign, the UN Action Advocacy Strategy 2022-2026 identified and built the foundation for advocacy using the following steps:

- 1. Analysing the context, challenges and opportunities facing the UN Action network and CRSV more broadly to make recommendations.
- 2. Framing the priority objectives/solutions and key asks for UN Action's advocacy campaign against CRSV.
- 3. Mapping the key stakeholders and target audiences.
- 4. Identifying effective advocacy tactics and roles for UN Action, including the UN Action Steering Committee, Principals of UN Action member entities, and other stakeholders.
- 5. Mapping the implementation and planning steps for critical advocacy moments.

What is the UN Action Advocacy Strategy, and what is it not?

- Engages a survivor and victim-centric approach but it is not an advocacy strategy for survivors. This is a strategy that is informed by survivors' experiences and needs for the UN Action Network, and that harnesses the collective strength and reach of the Network and is coordinated by the UN Action Secretariat (the Secretariat).
- Recommends an evidence-informed and solution-based approach to advocacy, but does not limit advocacy to data and statistics. Instead, it includes specific planned approaches for different audiences, advocacy 'moments' and platforms.
- Gender-specific and gender-inclusive in paying attention to the specific prevention, tailored support, justice and financial needs and priorities for women, girls, men, boys and LGBTIQ communities at risk who are often at-risk and specifically targeted in conflict and post-conflict settings.
- Comprehensive CRSV advocacy focused on increasing impact and not a strategy limited to specific 'changes' in policy, social norms, etc. Given the broad and diverse nature of CRSV as an advocacy issue, it is important to ensure the advocacy strategy is as simple and specific as possible, including sharp advocacy 'asks', to achieve a higher level of success. These may include clear linkages to country level programs and desired outcomes.









Notable celebrities who
participated in the original
GetCross - Stop Rape Now
Campaign. (Top to Bottom:
Robin Wright, Ban KiMoon, Charlize Theron, and
Dennis Mukwege)

This Advocacy Strategy is framed in the context of the UN Action Strategic Framework 2020-2025 outcomes, with particular linkages and contributions to the Outcomes 1, 2 and General Areas.

General outcome:

UN agencies cooperate and

share information to reinforce

coordination and coherence

and improve the system-wide

response and implementation

of UN Security Council

resolutions on CRSV.

Outcome 1:

Survivors and at-risk groups are supported and protected and CRSV risks are prevented and mitigated (Res 1820).

UN ACTION OUTCOMES AND ADVOCACY

ASKS

Outcome 4:

Reliable, timely and objective information on CRSV trends, risks and patterns supports evidence-based high-level advocacy, enhances engagement with and pressure on parties to conflict and informs impactful, survivor-centred solutions.

Outcome 2:

Duty-bearers and decisionmakers take action to address
both the immediate risks as
well as the root causes of
CRSV at the global and
national level and promote
compliance and
accountability.

Outcome 3:

UN Action member entities contribute to advancing the implementation of the CRSV/WPS agenda in a way that is informed by relevant guidance, policies and tools on addressing CRSV and its root causes.

Advocacy Asks

The following advocacy asks constitute the demand for solutions, or the main changes, required to stop CRSV and support the survivors and victims. These asks are the justification for UN Action's advocacy efforts, including the fundraising target of US\$100m by 2026. The UN Action Network will prioritize resource mobilization, strategic advocacy, communications and social mobilization around the demands for prioritizing prevention efforts, providing support to survivors, ensuring justice and reparations. UN Action's advocacy asks are aligned with those of the OSRSG-SVC, as the latter are focussed on advocating with the United Nations Security Council (UNSC) for further CRSV resolutions to enable and increase implementation and compliance across the areas relevant to UN Action's advocacy priorities. In 2022-2026, these include compliance and monitoring system for implementation of CRSV resolutions, compliance of non-state actors, children born of rape in war, CRSV as a tactic of terrorism, and so on.



- 1. Prioritise prevention of CRSV: Multi-dimensional and multi-sectoral approaches must be engaged by stakeholders to scan for CRSV risk and implement evidence-based strategies to for direct or primary prevention such as conflict prevention, conflict resolution and peacebuilding; early warning and early response (including context-specific indicators Monitoring, Documentation, gender and age-disaggregated data and analysis; political advocacy; gender-responsive Disarmament, Demobilisation and Reintegration (DDR), Community Violence Reduction (CVR); Security Sector Reform; protection survivors; engaging men and boys; training on IHL to armed groups, and so on as well as indirect or secondary prevention through greater accountability, education, behavioural changes around harmful normative beliefs and gender norms, community-based solutions and enhanced health systems and outreach. It is important to mobilise appropriately at the time of early warning indicators for CRSV, onset and shifting political and security dynamics in protracted conflict situations, and address even during the early warning signs the root causes of CRSV including relative to pre-existing gender inequality and gender-based violence. This includes the engagement of mechanisms such as CVR programmes, mediation efforts that take into account the various CRSV risks and prevention through strengthening capacities of communities and survivors for their own protection.
- 2. Provide tailored and well-resourced support for survivors/victims throughout their journey, from recovery to reintegration into society: Every survivor/victim has specific experiences, contexts, needs, priorities, interest in sharing their stories, socio-economic status, challenges and views on the best ways to support them. Support needs to be bespoke, responsive to survivor needs/wishes, well-resourced, gender-responsive and gender-specific, sensitive to socio-cultural opportunities and barriers, including stigma which poses a significant impediment to accessing any form of support. Holistic support includes immediate, medium and long-term support, including medical, psycho-social care, livelihoods, resources, empowerment, grants, etc.
- 3. Ensure justice for survivors and victims: Including the broad range of accountability initiatives, including legal services for survivors as a way to deter perpetration, victimisation and ensure access to justice. Necessary to engage and influence political will, military disciplinary structures and formal prosecution; sanctions; and follow-up on commitments for compliance. Necessary to address the specific obstacles that survivors/victims face when seeking justice and accessing accountability mechanisms, including in relation to legal framework, procedural obstacles, protection concerns, etc.
- 4. Survivor assistance and reparations: Stakeholders must recognise that "most survivors are caught up in surviving" and, therefore, promote and support access to justice and reparations, including financial support, recognition, redress and non-repetition. These entail immediate interim-livelihood support for survivors and victims of CRSV and access to the right to reparations in transitional justice processes.

STAKEHOLDER MAPPING, EFFECTIVE ENGAGEMENT AND CAMPAIGNING APPROACH

In order to craft a fit-for-purpose advocacy strategy, it is essential to review the main advocacy asks and identify the best-placed stakeholders, allies and advocates – individuals, groups, as well as institutions - that have the greatest power, interest and influence required to achieve impact. The UNSC is a key target and vehicle to keep CRSV on the global agenda and make concrete and progressive impact for ending the scourge. This advocacy strategy provides a framework for the subsequent engagement of other stakeholders in making an impact for survivors and ensuring the implementation of the UNSC resolutions.

Thereafter, an analysis of the level of current engagement and interest of these stakeholders was conducted to further allow for specific targets and bodies to be categorised as below.

Committed Audiences

Stakeholders that already engaged with the issue and have a greater degree of 'buy-in' to the advocacy asks. The main engagement strategy with these audiences is to enhance their support, deepen their engagement and potentially provide opportunities for insight, leadership and partnership to multiply UN Action's advocacy and also give visibility to actions and advocacy efforts of these stakeholders. Current donors of the CRSV-MPTF constitute an important sub-group of UN Action's committed audiences, and the focus would be on increasing their support and participation by 2026.

The Movable Middle Stakeholders that have a certain degree of influence in realizing the asks of the Advocacy Strategy but are not necessarily fully cognizant, convinced or bought-into the advocacy issue to take action, or have not yet been adequately engaged. These audiences can also be described as 'on the fence' on the issue and, therefore, have 'movable' views, participation and support which can be attracted and influenced. In order to truly effect change and make the greatest possible impact, it is important to identify the incentives that will influence and inspire the movable middle audiences to shift position from passive to active support. These incentives could range from direct recognition of support (such as tweets from UN Action), opportunity to participate in a big coalition (such as a donor roundtable or a private sector advisory group), opportunity to demonstrate solidarity and take action (such as a petition campaign) to simply feeling as a part of a big global movement. Once these incentives have been identified, the UN Action Network should develop and enhance these incentives and implement them with a combination of creative, alternative and tailored methods such as direct and bespoke engagement in-country with groups such as NSAGs, appeals aligned with CSR priorities for private sector donors, social media campaigns to new public audiences, influencer marketing, the use of online and offline events, including popular culture events at art shows, museums, film launches, independent content producers, business events and media, etc.

Adverse Stakeholders Stakeholders that are adverse to the advocacy issue or are completely disinterested are not addressed in this Advocacy Strategy, as a concrete way to streamline focus and make the most of the available resources in the 2022-2026 period. The process of identifying the incentives that will influence and inspire the adversarial audiences to shift position from outright opposition to active support requires a lot of effort and investment, which is best spent on the already large movable audiences that the UN Action Network should first target. Whilst it is tempting to 'cover it all' in any strategy document, the strategies required for adversarial audiences cannot be tackled at such a global, high-level, and have to be very specific and bespoke to the context. There are examples in the Network of key decision-makers and with great political/military/strategic influence (e.g., Chief of defence forces, presidents, commanders of armed groups) in the past that have 'come around' from a position of denial of CRSV to supporting interventions. However, these audiences would be considered to be part of the 'movable middle' for the purposes of this advocacy strategy as they were not adversarial to the advocacy asks and priorities but mainly in denial of the existence of CRSV, which was corrected with appropriate intervention over time.

Further to the mapping and analysis of the key stakeholders, their power and level of engagement, an assessment of the most effective ways to engage them led to the identification of the main 'components' to be addressed in this Advocacy Strategy.

The UN Action Advocacy Strategy provides the framework for the implementation of a powerful and holistic campaigning approach, consisting of interlinked and jointly reinforced components to address specific audiences and opportunities, rather than using an approach focussed on the individual components.

These components are:

- 1. Strategic advocacy: Substantive advocacy for more impactful and sustainable decisions and actions
- 2. Communication: Key messaging and content for information, awareness and education
- 3. Social mobilisation: Engagement of wider communities and publics for support
- 4. Resource mobilisation: Funding support across all levels

For instance, if there is the launch of the SG's report on CRSV, it should be seen as an important advocacy opportunity, not only for the communication component. A holistic approach would entail organizing a recurring donor's meeting, running a petition campaign to mobilise citizens, using some of the report's insights for specific advocacy on the ground with NSAGs, etc. The main audiences and the most effective ways to engage them are specified in the table below. Whilst these are the key stakeholders mapped for the UN Action Advocacy Strategy, a deeper mapping and analysis is recommended when specific sub-campaigns, moments and launches are developed in the 2022-2026 period.

Audiences and stakeholders that are committed should be engaged to increase and enhance their support

'Movable middle' audiences and stakeholders should be engaged to attract their interest and support The most effective ways to engage specific groups of audiences and stakeholders (advocacy components)

• Strategic advocacy

and communication

- United Nations Security Council
- Some Member States
- UN Action entities
- Partners
- Humanitarian service providers and actors
- Survivor networks
- CSOs especially human rights organisations, women's right movements, etc.
- Some survivors and networks
- Some UNA audiences
- · Supportive influencers
- Supportive media
- UN Action Focal Points and Principals

- Some Member States
- Some Non-State Armed Groups, military, police and other security sector institutions
- New partners and CSOs
- Local and national media in countries of concern
- Some faith-based organisations (FBOs) and leaders
- Regional organisations such as the African
 Union, European Union, the Arab League and the
 Association of Southeast Asian Nations
- Parliamentarians
- Community-level survivors
- Greater share of UNA audiences
- Un-involved influencers/ Goodwill Ambassadors
- Mass media channels
- UNA entities' audiences
- Family members of survivors/ immediate communities
- Social mobilisation and communication

- Current bilateral donors to the CRSV-MPTF
- Supportive governments and multilateral partners (support)
- Supportive humanitarian actors
- · UN entities

- New bilateral and multilateral donors to the CRSV- MPTF
- Private sector companies for support to the CRSV-MPTF
- More governments (support and reparations)
- Humanitarian providers and actors (greater HRP allocation)
- Parliamentarians / Budgetary Committees

• Resource mobilisation and strategic advocacy

CAMPAIGN APPROACH AND OVERALL OBJECTIVES

Challenging Stakeholders to urgently step up support, increase impact and raise US\$100m by 2026

juxtaposed on the Engagement Pyramid, which describes the six levels of connecting people and social change. The lower levels of the pyramid correspond to low levels of engagement with a wider number of people, whereas the upper levels of the pyramid reflect deeper levels of engagement with fewer stakeholders. Whilst it is not possible for any advocacy campaign to engage all stakeholders at high levels of intensity and participation, the UN Action Advocacy Strategy aims to both engage with stakeholders at different levels

The strategy for engaging the 'movable middle' to

attract support as well as the 'committed' stakeholders to enhance support can be

Desired engagement levels for 'Committed' stakeholders and audiences

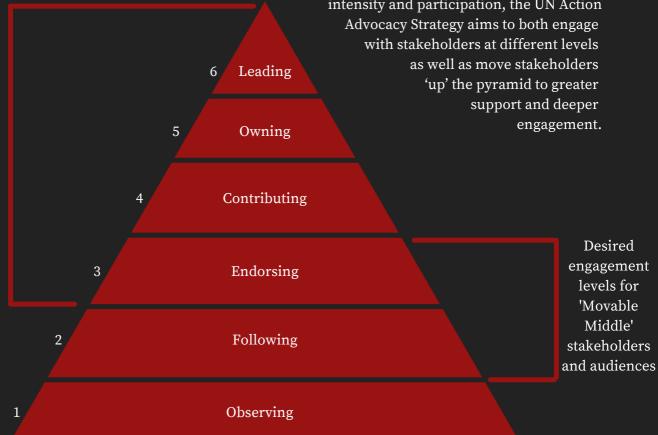


Figure 1: Engagement Pyramid from Groundwire adapted for the UN Action Advocacy Strategy 2022-2026

Using this approach, UN Action will reinvigorate and adjust the Stop Rape Now campaign and challenge stakeholders to 'step up' their support to increase impact against CRSV – detailed in the campaign's four advocacy asks. This means not only raising US\$100m for the CRSV-MPTF but also making commitments, ensuring compliance, allocating resources to tackle CRSV and support survivors, increasing the level and effectiveness of the mobilised funds, driving awareness about the CRSV problem and its solutions, and mobilising citizens to demand change and support the survivors. Some examples of previously successful methods include specific advocacy asks, engaging high-level influencers, developing powerful videos and offline visual content such as the crossed arm, etc.

The campaign will be re-launched globally in early 2022 and UN Action will identify target countries to run national-level sub-campaigns over the course of four years until the end of 2026.

Using the campaign approach, whilst it may be possible to initiate public fundraising, such types of resource mobilisation efforts often require large upfront investment, complicated legal, administrative and tax mechanisms, a high degree of public visibility and heightened engagement with a wide audience. As this may not be for another four to five years, fundraising from the public is not recommended as a priority within the 2022 - 2026 Advocacy Strategy. However, using signature petitions to raise awareness for specific asks, as well as to support survivors' networks may allow the UN Action Network to begin engaging in the public fora in a deeper way. Potential partners from private sector (especially technology) such as Avaaz could be linked to such efforts.

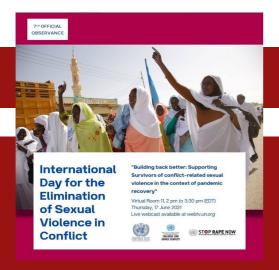
UN Action's campaign approach will entail global campaigning and national-level efforts in the priority countries identified throughout the duration of the campaign. These will include both joint and joined-up efforts to integrate and interlink strategic advocacy, communication, social mobilisation and fundraising. This means that the advocacy campaign should include joint initiatives coordinated centrally by the Secretariat and implemented across the Network as well as support to relevant events/initiatives by member entities, such as those around small arms trade, youth engagement, etc., which need not and cannot be network-wide. Joint efforts are also where key stakeholders speak in one voice with the same core message. Both these types of efforts require strong knowledge management and collectively generating communication and technical messages around major public events, such the publication of the annual Report of the Secretary-General on Conflict-related Sexual Violence and 19 June, the International Day for the Elimination of Sexual Violence in Conflict.

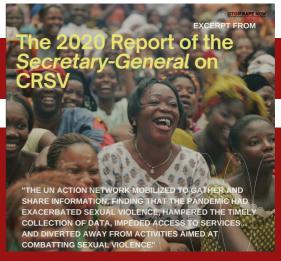
MESSAGING AND CONTENT:

'How do we get people to care?'

The work of UN Action and its member entities entails a wide range of challenges, opportunities and contexts for addressing and preventing CRSV. As determined through the consultations, in particular with the advocacy and communications staff, there is vibrant diversity in the advocacy approaches and tactics that member entities undertake at various levels, depending on the context, the specific organizational focus, advocacy opportunities, available resources and other aspects.

It is evident from the consultations and the examples of wide-ranging approaches engaged by member entities, such as conceptual videos, powerful and engaging photos, engagement with independent creators, elevation of the voices and perspectives of refugees at the global advocacy stage, extensive digital campaigns to complement data report launches, and so on, that only an evidence-based approach to advocacy is not adequate or even effective for increasing impact against CRSV. In fact, evidence often does not provide the full picture of the problem of CRSV or even solutions against it. Furthermore, in addition to communicating the extent of the problem, there is an urgent need to relay its gravity and the needs of survivors on the one hand, as well as the inspiring stories of survivors, the hopeful solutions and the incredible work against CRSV on the other hand, including the examples of concrete good practices, such as using survivor-led approaches for interventions, and the lessons learned from field experiences.





For these reasons, the UN Action Advocacy Strategy recommends that the Network's advocacy is based on and informed by not only evidence, but also effective solutions, and notions of humanity, justice and empathy, all of which are further informed and shaped by survivor needs and demands specific to geographic, political, socio-economic, cultural and gender context, and packaged with powerful copywriting, photo and video content. Specific to the humanistic and empathetic frameworks, messaging from perpetrators themselves/ leaders of perpetrators' groups can be very powerful and impactful when it comes to advocate for ending CRSV, especially in influencing members of the same army, armed groups etc. The answer to the question - how do we get people to care? - is likely to be found in complementing evidence and data with UN Action's survivor-centred and its two-pronged application approach messaging for stakeholders. The following applications acknowledge both the rights of survivors pertaining to safety, dignity and privacy on the one hand, as well as their right to express themselves, share their stories and perspectives, and exercise their participation and involvement in advocacy on their behalf:

Application 1: Survivor-led advocacy that highlights survivors' needs and demands and elevates their voices through the global, UN Action platform, and catalysed by organisations that work on behalf of survivors. This enables the UN Action Network to amplify survivors who are already advocating for themselves and their communities, speak from a powerful and personal voice, and are driven to visibly engage with the issue. Some examples are addressing the survivors' gender-specific, financial and community-focussed needs.

Application 2: Human-centred, hopeful, persuasive, inspirational, emotionally powerful visual storytelling, which comprises both composite/conceptual stories developed with the help of creative agencies as well as real survivor stories. These stories should be inspirational in nature, with focus on their roles as active agents of change and the journeys that the survivors took, making it possible for them to go through the process of healing and empowerment. Whilst high-quality photo and video content is imperative for making an impact, these stories need not place survivors 'in front of the camera'. If they do, it is only with the implementation of strict ethical and protection guidelines, to avoid contributing to retraumatisation and to protect survivors. Humans of New York is a good example of storytelling that focuses on the dignity and life of its subject, rather than its struggles.

The messaging framework below should be brought to life to shed light on the most pressing issues, needs, demands, stories and solutions across strategic advocacy, communication, resource mobilization and social mobilization. These messages can be presented through evidence-focussed content quantitative and qualitative insights, data reports, press statements and interviews, but also through compelling videos, photos, self-narrated content, digital content and stories developed to move target audiences and stakeholders. Many of the existing reports and stories can be leveraged even further to engage a wider range of target stakeholders through expanded outreach, new voices and wider media and social platforms.



Messaging 1: Bespoke and varied needs and demands of survivors in different contexts; and evidence Messaging 2: Elevated and amplified voices of survivors through UNA platforms and opportunities

Messaging 3: Humancentred, hopeful, real stories of survivors' resilience, courage, capabilities Messaging 4:
Emotionally moving
and persuasive
composite stories about
CRSV; and evidence

Application 1: Survivor-led and survivorinformed advocacy Application 2: Composite/conceptual and actual survivor stories (Murad Code, UNA guidelines

Components: Strategic advocacy - communication - fundraising - social mobilisation

Foundation: Evidence and compelling narrative

The four categories of messaging mentioned can be understood as follows:

<u>Messaging 1</u>: Can be leveraged in particular for fundraising and advocacy to mobilise programming priorities, such as:

- X million USD is needed to provide psychosocial support, community education and livelihoods training in the Horn of Africa region.
- In certain communities in Guatemala, survivors demand for community reconstruction support and assistance, as a supplement to individual support, in order to aid their reintegration into society.

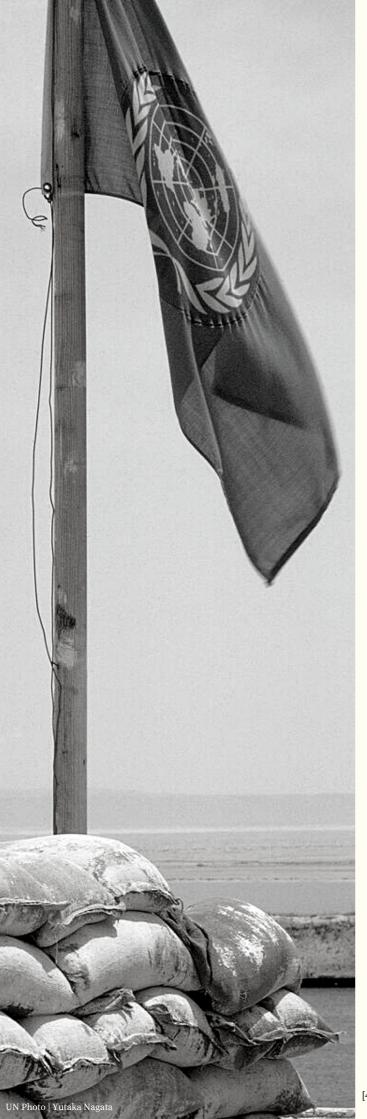
<u>Messaging 2</u>: Can be used in particular for public, political and strategic advocacy to ensure direct engagement and participation of survivors in CRSV advocacy, such as:

- Featuring Nadia Murad's advocacy on global UN Action platforms and materials
- Sharing on global channels the views, opinions and demands of young female leaders as they mobilise action in their communities on the ground. This often drives good attention and links well to youth and adolescent-driven advocacy across different issues in the world today, offering an additional opportunity to increase resonance in younger audiences.

Messaging 3: Can be used to great effect in fundraising and social mobilisation, in many forms like:

- Humans of New York-style of stories of courage, resilience and personal agency add rich context and human element to donor reporting and fundraising proposals, which need to show the impact of programmes and interventions.
- These stories can be used as powerful introduction and inspiration for the public to sign petitions, like or share a post, sign their support to ask decision-makers to implement policies in favour of survivors.

<u>Messaging 4</u>: Can be leveraged to use composite characters and situations to highlight the gaps and tell difficult stories of the horrors of CRSV, without necessarily risking the re-traumatisation of survivors, and yet making a powerful influence on donors, decision-makers and public audiences.



Ethical Data Collection and Reporting

The collection of data and stories as well as reporting should follow the highest ethical standards and guidelines to ensure and uphold the safety, dignity, respect, agency and participation of survivors and their communities keeping in mind the centrality of survivors/victims in this process. Several UN Action member entities and external partners have published guidelines based on Do No Harm protection principles and gender-sensitive approaches. UN Action is currently undertaking an initiative to develop a guidance document titled 'Advancing the Principles of a Survivor-Centred Approach to the Prevention and Response to CRSV'. It will be important for the Advocacy Strategy to abide by these principles, as well. Specific considerations include do no harm, informed consent, privacy, zero tolerance for retraumatisation, appropriateness and the possibility to withdraw participation at any point, among several others. These principles apply to not only video and photo content but also written narratives requiring the participation and involvement of survivors.

In addition to the main advocacy asks, the UN Action Advocacy Strategy highlights the need for sectoral advocacy to demand that all service providers, donors and actors advocating on behalf of survivors practice safe, ethical and gender-responsive data management and analysis while engaging with survivors of sexual violence. Many types of evidence and data, in particular those pertaining to programming, needs and impact, will also be critical to fundraising efforts as donors increasingly require reporting and evaluation and demand solid data across a number of dimensions.

IMPLEMENTATION OF THE ADVOCACY STRATEGY: RECOMMENDATIONS AND TACTICS

A set of key recommendations have been developed based on the key outcomes as well as the most compelling challenges and opportunities identified in the strategy development process. In order to ensure success in advocacy over the 2022-2026 period, the following recommendations must be considered and addressed to the greatest possible extent.

Contextual

CRSV is a Peace and Security issue that has helped to bring to fore the broader Women, Peace and Security (WPS) agenda, wherein throughout the first decade CRSV resolutions have been complemented by update resolutions within the WPS agenda. Furthermore, the peace, development and human rights linkages of CRSV

enable it to shed light on the continuum of violence that impacts at-risk groups. For these reasons, not only is CRSV advocacy of interest to the WPS agenda, it enhances the impact and support for CRSV survivors in the context of the various forms of sexual violence. It then becomes important to specifically address and cater to survivors/ victims who are faced with specific socio-political challenges, stigma, social and security risks and other human rights violations, which are prevalent and characteristic in contexts of conflict or crisis, which could be different from the ones faced by survivors in other non-conflict-related contexts.

- This Advocacy Strategy acknowledges and builds on the UN Action Network's key role in CRSV advocacy as the only UN coordination forum specifically mandated by the Security Council (through resolutions 1820 (2008), 1888 (2009), 1960 (2010), 2106 (2013), 2331 (2016), and 2467 (2019)) to address CRSV, through joint advocacy, knowledge generation and programming.
- Besides the substantive context, the external environment for advocacy and campaigning has also changed immensely with greater digitalisation, crowded landscape, content exhaustion, social media engagement, people's movements, rise of fake news and, very recently, the COVID-19 pandemic. This changing environment has also seen an increased attention to CRSV in recent years with the winning of the Nobel Prize by Nadia Murad and Dr. Denis Mukwege, high-profile celebrities shedding light on the issue, the MeToo movement, etc. For these reasons, this advocacy strategy highlights the need for a strong digital campaign to keep the issue on the agenda by way of wider support, increased collaboration and partnership to include the involvement of relevant influencers such as Goodwill Ambassadors, celebrities, social media personalities, content creators, and survivors themselves.
- It is recommended that the successes and learning from the first Stop Rape Now campaign are extensively reviewed when the campaign is re-branded with the help of creative agencies. This advocacy strategy recommends that the new campaign communicate a more urgent yet hopeful message and refocus the issue in a way that dispels the idea that CRSV is inevitable, and increase focus on the root causes and drivers of CRSV, and its prevention including relative to prevailing gender inequality, gender-based discrimination and gender-based violence against women and girls in conflict and humanitarian contexts. It would be important to work with creative agencies and individuals to strategically develop the campaign to expand its reach and ensure it speaks to a wider audience outside of the UN system and those already familiar with the concept of CRSV. This will be especially critical to communications with the private sector and their funding arms.

Resources and people

It would be judicious, and indeed necessary, to anticipate and plan for substantially greater resources and capacity, including staff, in order to achieve the desired level of 4x impact. The recommended resources for the implementation of the advocacy strategy and the reinvigorated Stop Rape Now campaign in the 2022-2026 period are as below.

- Functional and capacity resources to be added to, adjusted or supplemented in current workplan and staff:
 - Leadership and management of the advocacy and campaign strategy, partnerships, coordination, management and implementation
 - Partnerships, resource mobilisation and interagency engagement
 - Knowledge management, Network support and survivor engagement
 - Strategic communication, advocacy and media engagement
 - Digital, social media and influencer engagement
 - Campaign administrative assistance
 - Interpretation/translators
- Campaign development resources: Strategic use of creative agencies for campaign development should include testing the re-branded campaign name, visuals, creative partnerships, including with celebrities and influencers.
- Resources for consultation efforts with survivor's networks, including in-country and field testing, to ensure appropriate and effective adaptation of the campaign to national or local contexts.
- Ongoing campaign content resources: Development of professionally made and high-quality strong, moving and memorable video and photo content that tell powerful and inspiring stories of hope and courage throughout the campaign implementation period.
- Social mobilisation resources: Multimedia content, social media campaigns and influencer engagement for the campaign launch as well as ongoing throughout implementation.

Approaches for advocacy and campaign

The UN Action Advocacy Strategy 2022-2026 recommends engaging a consolidated approach that combines and interlinks the various components – strategic advocacy, communication, resource mobilization and social mobilization – instead of engaging a component-based approach that could lessen the possibility of interlinkages and multi-pronged tactics. This consolidated approach includes:

- A focus on target audiences and stakeholders: Advocacy content and tactics are developed and used specific to what would most influence and engage the target audiences and are most appropriate for the platform (high-level event, social media, donor roundtable, media interview, etc.) in question. Depending on these factors of audience and platform, the package of advocacy content could include policy briefs, fundraising briefs, country-specific advocacy content (such as posters), data and research reports, social media cards, social media takeovers, podcasts, influencer engagement and content for high-visibility advocacy events.
- A focus on attracting new, 'movable' audiences, and increasing engagement and awareness with those already 'committed': This specifically includes broadening the fundraising efforts, including targeting private sector organisations and foundations, and expanding outreach to a wider set of fundraising goals at the global and national levels.
- A focus on advocacy moments or opportunities: This advocacy strategy details the planning and
 implementation for making the most of moments and events, enabling the UN Action Network to plan
 ahead and collaborate more effectively for both anticipated and ad hoc opportunities. For example, 16
 Day of Activism, SG's report on CRSV, CSW, International Women's Day, Global Citizen or World
 Economic Forum.
- A focus on advocacy for key asks as well as for how advocacy, in particular fundraising, is conducted: This Advocacy Strategy acknowledges and recommends the need to advocate for greater awareness, commitment to and compliance with ethical data collection and reporting standards and guidelines for engagement with survivors of sexual violence. This is particularly important in fundraising to ensure that the safety, dignity and privacy of survivors is not compromised whilst highlighting their traumas, needs and challenges in order to raise funds to support them.

Network Coordination and Collaboration

The success of the Advocacy Strategy will depend on strengthened knowledge management, planning and collaboration between the member entities and the varied perspectives and approaches that exist in the diverse UN Action Network. Some of the additional recommendations for advocacy-focused coordination are:

- Inclusion and incorporation of the Advocacy Strategy, its implementation plan as well as the results framework into the overall workplan and programming of the UN Action Network as well as in the advocacy calendar of each member entity based on their roles and intersection with the CRSV mandate.
- The leadership and authoritative voice of the SRSG-SVC can further elevate the advocacy efforts of UN Action. Once the Stop Rape Now campaign has been re-branded, it is recommended that the messaging and branding of the Office as well as UN Action is reviewed to enhance coordination, reflect a stronger personal branding of the SRSG-SVC, reduce duplication and assign focus that would be clear to both committed and new external audiences.
- The ongoing engagement and leadership of the Heads of Entities of the Network as well as its Steering Committee Principals is essential to elevate the profile of the campaign and keep the pressure on for exponential increase in impact in a relatively short span of time. Additional media training for the Network would be useful to help connect with donors and offer consistent messaging.
- Coordinated tracking, monitoring and evaluation of progress on not only the main UN Action platforms, but also of the member entities' platforms during key advocacy initiatives is essential to making real and comprehensive progress on advocacy.

PLANNING FOR ADVOCACY MOMENTS: MAKING THE RIGHT ASK OF STAKEHOLDERS AT THE RIGHT TIME

The campaign approach will ensure that the UN Action Network's advocacy is designed and implemented to make strategic, incremental and sustained progress towards the achievement of its objective of increasing impact and raising US\$100m by 2026 rather than to only drive a series of ad hoc events and initiatives.

This also allows for more effective planning and preparedness, in addition to making the most of available resources, to address recurring as well as standalone opportunities for advocacy at the global, regional and country levels.

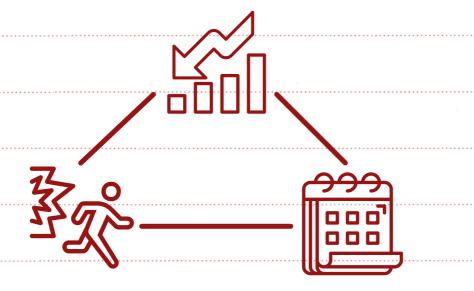
As such, the implementation of this advocacy strategy will centre on 'advocacy moments' or strategic opportunities for engagement with stakeholders, in order to plan for the most relevant asks, including funding asks, to focus on for each 'moment', expected results, target audiences, content, tactics, lead member entities, etc. Such efforts will need to be designed with key stakeholders and donors in mind.

Types of Advocacy Moments

There are three types of moments identified as most relevant for UN Action advocacy, which would require different strategies and approaches:

1.Onset of crisis with CRSV risks

- · Prevention-based advocacy asks and messaging
- · On-ground decision-makers and other parties prioritised for immediate action
- High involvement of country staff and WPAs to heighten advocacy and action by all the relevant national and local stakeholders.
- Immediate and high-quality video, photo and narrative content from on the ground
- Emergency appeals and fundraising
- · Quick coordination and turnaround of plans into implementation
- Preposition and deployment of necessary resources for monitoring, documentation of CRSV, which would also bolster advocacy efforts



2. Protracted situations

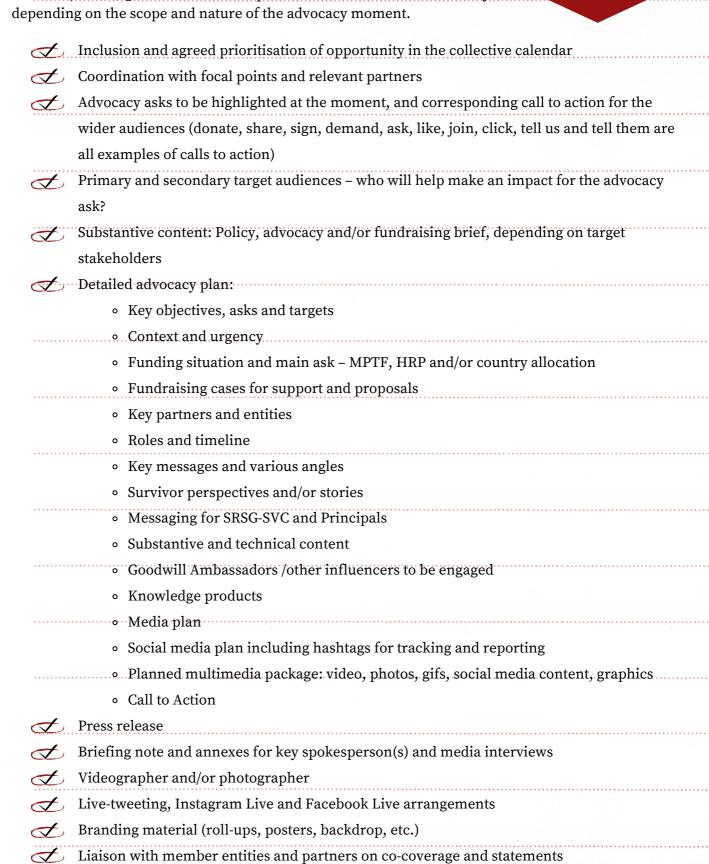
- Anniversary-based and other opportune advocacy moments
- Messaging based on justice, reparations and/or survivor assistance
- On-ground and global decision-makers and other parties prioritised to draw international attention and support for the protracted situation
- Need for greater involvement of global staff and networks to elevate global advocacy and action in support of national and local-level efforts
- Well planned and commissioned video, photo and narrative content to highlight the situation and bring it to fore with new and engaging angles and stories
- Planned donor appeals, conferences and engagement

- 3. Calendar 'days', events, report launches and meetings, with similar components such as those for protracted situations, albeit with the potential for much wider public engagement
- · Annual SG's report on CRSV
- International Day for the Elimination of Sexual Violence in Conflict - 19 June
- WPS October meetings and reports and Open Debate
- UNGA, in particular the High-Level week
- 16 Days of Activism
- Annual First Committee Disarmament
- Children Born of War Report Dec 2021
- Protection of Civilians Week May
- · CSW....and many others

It is expected and recommended that planning, preparation and implementation for advocacy will be jointly executed by entities programme, policy, fundraising, advocacy and communication staff to ensure that opportunities are addressed holistically. Below is a suggested checklist, although the actual components to be included can vary depending on the scope and nature of the advocacy moment.

10

Checklist for Moments and Events



UN Action website content and readout

Collation of analytics, data and content from participating member entities

<u>General Outcome</u>: By 2026, there is greater collaboration, coordination and collective impact for advocacy and campaigning in the UN Action Network

General Outcome Indicator: Increase in the focal points' perception of the level of collaboration, coordination and collective impact for advocacy in the UN Action Network (anecdotal, via Focal Points survey)

General Output: Member entities make collective advocacy impact with the launch of the re-branded Stop Rape Now campaign, leading on advocacy moments and aligning advocacy efforts with the Advocacy Strategy

General Output Indicators:

- UN Action Network launches and implements the re-branded version of the Stop Rape Now campaign in 2022, with the overall objective of raising US\$100m by the end of 2026.
- # of Member Entities leading agreed advocacy and campaign moments annually
- UN Action Network develops and implements its advocacy activities as per the Advocacy Strategy

Advocacy Outcome 1: By 2026, there is greater commitment and compliance, including on the different aspects of the response to CRSV, such as prevention, survivor support, justice and reparations

Advocacy Outcome 1 Indicator: # of target countries with a. laws, b. policies, c. national strategies addressing CRSV and its root causes in line with international standards

Advocacy Output 1: Duty-bearers and decisionmakers take action to address UN Action's key advocacy asks of prioritised prevention, survivor support, justice and reparations

Advocacy Output 1 Indicators:

- # of Missions and UNCTs that use early warning indicators on CRSV developed by UN Action in order to take action to prevent and mitigate the risks of CRSV
- # of countries implementing Joint Communiqués and Frameworks of Cooperation
- # of normative/legislative development/review processes against CRSV and its root causes initiated at the UN Security Council and in target countries

Advocacy Outcome 2: By 2026, US\$100m funding is raised for CRSV prevention, survivor support, justice and financial reparations

Advocacy Outcome 2 Indicator: Size of the CRSV-MPTF (100m USD by 2026)

Advocacy Output 2: Governments, humanitarian and development actors, and the private sector increase their support and funding to address CRSV

Advocacy Output 2 Indicators:

- # of new countries that dedicate resources for addressing CRSV to UN Action Window of the CRSV-MPTF
- # of countries that increase dedicated resources for addressing CRSV to the CRSV-MPTF
- # of private sector organisations, including foundations, contributing to the CRSV-MPTF

Advocacy Outcome 3: By 2026, there is increased social mobilisation and support for survivors of CRSV by public and community audiences

Advocacy Outcome 3 Indicator: # of digital engagements, including likes, shares, comments, clicks, video views, signatures and emails collected in response to global petitions and calls to action for survivors of CRSV

Advocacy Output 3: Stakeholders and target audiences have increased opportunity to become aware of CRSV and support survivors' demands and needs

Advocacy Output 3 Indicators:

- # of media articles mentioning, UN Action, CRSV and its survivors
- # of influencers engaged, including GWA, social media influencers and survivors themselves
- # of survivors gaining participation and visibility for their advocacy through UN Action's messaging and platforms