



DATES:

ETHIOPIA | 13-16 OCTOBER 2025

NEPAL | 2-5 DECEMBER 2025

ADVOCACY AND SOCIAL ACCOUNTABILITY

Engage Citizens and Influence Policy
Makers for Good Governance

Advocacy means influencing decision-makers, raising issues that affect disadvantaged groups, and offering practical solutions. It enables civil society to drive essential changes that create lasting positive impact. Advocacy ensures that all voices are heard and that the right solutions are found on the path to social justice.

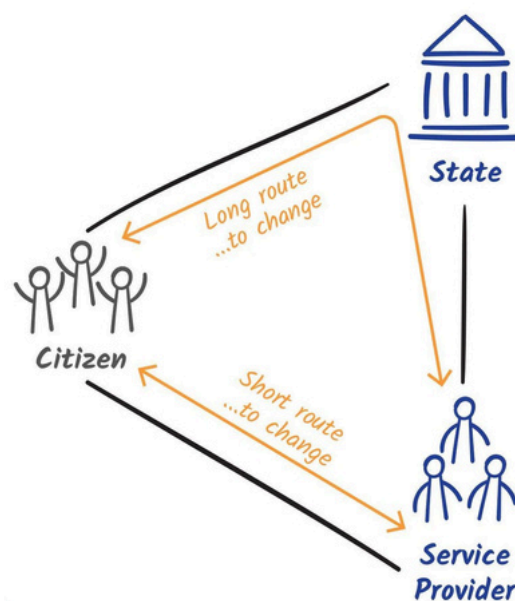
Social Accountability is about building accountability through the active involvement of citizens and civil society. It empowers people to hold public officials and service providers responsible for their actions and performance.

In this 4-day training, you will learn how advocacy and social accountability work within a rights-based approach to create change.

Drawing on more than 10 years of training experience and our popular [toolbox](#) , we will guide you through developing effective advocacy strategies, mobilizing partnerships, and managing the advocacy process using the Advocacy Canvas. You will also explore proven social accountability tools to assess governance quality, build strong cases for change, and understand what makes an enabling environment for accountability.

Join us to strengthen your ability to influence, engage, and drive change for social justice.

- CONCEPTS AND TOOLS**
- 01 GOOD GOVERNANCE AND THE GOVERNANCE TRIANGLE**
 - 02 CONDUCTING COLLABORATIVE CONTEXT ANALYSIS USING A SIMPLE TEMPLATE**
 - 03 GENERATION OF INSIGHTS AND PRIORITIZATION OF ADVOCACY ISSUES**
 - 04 THE ADVOCACY CANVAS AND ESSENTIAL ELEMENTS OF THE ADVOCACY STRATEGY**
 - 05 THE SERVICE ASSESSMENT DIAMOND**
 - 06 TOOLS FOR SOCIAL ACCOUNTABILITY**
 - 07 ROADMAP TO OPERATIONALIZE ADVOCACY AND SOCIAL ACCOUNTABILITY**



FOR WHOM

Leaders and staff of civil society organizations who aim to enhance citizen engagement, improve governance, influence policies and build a robust social fabric in their countries.

LANGUAGE







English

TRAINING PLAN

Day 1	Day 2	Day 3	Day 4
Welcome and Introduction <ul style="list-style-type: none"> Welcome and get to know each other Workshop objectives and agenda How we learn? 	Elements of Advocacy Campaign II <ul style="list-style-type: none"> Set Clear goals and Objectives Stakeholder analysis – interest-influence matrix Know the political landscape 	Good Governance and Social Accountability <ul style="list-style-type: none"> Introduction to Good Governance and Social Accountability 8 pillars for social accountability Summary of Social Accountability Tools 	Social Accountability Tool IV: Public Expenditure Tracking <ul style="list-style-type: none"> Looking at a real case to monitor service delivery Purpose, process, advantages and challenges Simulation
Human Rights-Based Approach to Advocacy I <ul style="list-style-type: none"> Introducing Human Rights and the International Bill of Rights and its relevance for advocacy Understanding the Human Rights-Based Approach 	Elements of Advocacy Campaign III <ul style="list-style-type: none"> Develop your key strategies Communicate effectively Partnerships and coalitions in advocacy 	Social Accountability Tool I: Community Score card <ul style="list-style-type: none"> Looking at a real case to monitor service delivery Purpose, process, advantages and challenges Simulation 	How well am I prepared for advocacy and social accountability <ul style="list-style-type: none"> Input: Star diagram Participants reflect on themselves Roadmap
Human Rights-Based Approach to Advocacy and Social Accountability II <ul style="list-style-type: none"> What is advocacy, and why is it important? Concept of Social Accountability, its purpose and contributions 	Advocacy Canvas are finalized by each group <ul style="list-style-type: none"> Groups finalize their advocacy canvas 	Social Accountability Tool II : Social Audit & Public Hearing <ul style="list-style-type: none"> Looking at a real case: The Right to Information Campaign in India Purpose, process, advantages and challenges Application in your context 	Closing Session <ul style="list-style-type: none"> Head Heart Hand- self-reflection exercise Evaluation, Conclusion and Way Forward
Advocacy Canvas: Elements of Advocacy Campaign I <ul style="list-style-type: none"> Case Story of a successful Advocacy Campaign and critical insights Introduction to Advocacy Canvas 	Presentation of Advocacy Canvas and feed-forward <ul style="list-style-type: none"> What is Feed Forward? Each group presents their advocacy canvas followed by feed forward 	Social Accountability Tool III: Citizen Report Card <ul style="list-style-type: none"> Looking at a real case to monitor service delivery Purpose, process, advantages and challenges Application 	

HOW YOU WILL LEARN

- IN A DIVERSE GROUP OF LIKEMINDED ADVOCATES AND ACTIVISTS

- 
Games and Exercises
- 
Self Reflection
- 
Self Assessment Tool
- 
Role Plays
- 
Group Discussion and Debates
- 
Case Studies

TRAINING FEE

ADVOCACY AND SOCIAL ACCOUNTABILITY

INTERNATIONAL NGOS & AFFILIATED

EUR 700 P.P*

NATIONAL NGOS from the following countries

- Ethiopia Training - from Ethiopia and Somaliland
- Nepal Training - from Nepal, India, Pakistan and Bangladesh

EUR 350 P.P

TRAINING FEES INCLUDE

- 24 hours of training over 4 days
- ✓ All training material and reader
- ✓ Lunch, drinks and snacks
- Impact Training Certificate

DISCOUNTS

- ✓ 10% discount for groups of 3 or more
- ✓ 20% discount if you register 6 weeks before the training starts

Fee does not include accommodation and travel costs. Read: [Terms & Conditions](#)

MEET YOUR FACILITATOR



SOHINI PAUL

Sohini brings over 20 years of experience in the development sector and has facilitated this course more than 20 times for diverse audiences around the world. With master's degrees in Geography and Regional Planning and certification as a Life and Leadership Coach, she has supported countless social change organizations working on local self-governance, the right to information, and land rights.

From grassroots community groups to large civil society networks, Sohini has built capacities, strengthened organizations, and inspired change. She is known as an outstanding facilitator who creates an open, engaging, and energizing learning space. Passionate about empowering civil society, Sohini brings both deep expertise and a warm, inclusive approach that motivates participants to think big, act strategically, and work for lasting social justice.

IF YOU HAVE ANY QUESTIONS REGARDING THE TRAINING, PLEASE CONTACT

SOHINI PAUL | sohini@civilsocietyacademy.de



FOR A STRONG SOCIAL FABRIC

www.civilsocietyacademy.org

Follow us

