

# Towards Effective Advocacy – A New Course for Those Who Want to Change the World.

**Eurasia Program of the Open Society Foundations would like to invite you to a virtual advocacy course, which will take place in October and November 2021.**

When engaged in advocacy, we often come to a dead end when arguments are exhausted and it is not clear what else to do to achieve change. We developed this course with two practitioners: Jenny Ross, who brings international expertise and Tetyana Durnyeva who knows from her own experience how challenging it is to achieve change in a country with unstable democracy. Our course offers two months of engagement with experts on the issues that concern you in your everyday advocacy work and the opportunity to explore together new ideas to take your advocacy to the next level.

The course will support and challenge advocacy practitioners and enable them to lead impact-oriented advocacy initiatives. During the sessions the course leaders will take participants through the key

stages in developing an effective advocacy strategy, sharing new tools and approaches and unpacking obstacles to change. Participants will be part of a cohort of advocacy practitioners who will share their learning across advocacy issues and contexts.

The course will be practical and participatory. Participants will be expected to use an existing advocacy campaign or a new campaign idea as their focus for the course.

Participants will commit to attending 8 weekly participatory sessions of 2 hours (including a break) and one-to-one sessions with the course leaders. The total time commitment will be around 3.5 hours a week. The course will be taught in English and Russian with simultaneous translation provided.

→ **Who can participate:** representatives of NGOs, independent activists from Armenia, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Tajikistan, Ukraine, Uzbekistan, who are working on advocacy initiatives.

→ **When:** Group classes will be held each Wednesday 14:00–16:00 UTC+1 starting from mid-October.

## About the course leaders



**Jenny Ross** is the founder of Collective Discovery and specialises in supporting individuals and organisations who are involved in social and political change. Jenny has over 20 years experience of leading and supporting change in different roles – including leading Oxfam’s lobbying of the UN Security Council in New York, leading training for local government for the OECD, directly lobbying for progressive change in the UK and at the EU level as well as supporting strategy development for young feminist movements and training human rights defenders in how to best document their impact and learning.



**Tetyana Durnyeva** is Executive Director of the NGO “Group of Influence” (Kyiv, Ukraine). Engaged in civil society activities since 2002, she has run training courses in electoral law and advocacy work, and coordinated projects promoting a healthy lifestyle, cycling infrastructure development and road safety. In 2015–2020 Tetyana led the national advocacy campaign “Every voice matters” as a result of which the right to vote of about 6 million Ukrainians, including IDPs was restored. Based on this and other campaigns Tetyana created a methodology for training in advocacy and citizen participation. She is also a co-author of the online course “Social Cohesion and Conflict Reduction in Communities”.



**Please fill in  
the application  
form before  
September  
26th 2021.**