

Advocacy and Influencing Impact Reporting Tool

This tool has been developed to gather further information and evidence on CARE’s advocacy or influencing win. At CARE, advocacy is defined as “**the deliberate process of influencing those who make decisions about developing, changing and implementing policies to reduce poverty and achieve social justice.**”¹ Influencing and advocacy can go beyond government policies, it can include influencing governments, donors or NGOs to adopt a CARE program model or influencing the private sector to change their company policies or operating practices.

This tool captures the significance of the win, the level of CARE and our partner’s contribution, who stands to benefit from the change, and what evidence do we have to support a claim of change or impact. With the wide range of successes within influencing work and the various roles CARE may have played in this win, this tool allows us to identify how significant the win is as well as the significance of CARE’s contribution and our partners.

Success:	
<ol style="list-style-type: none"> 1. What is the advocacy or influencing win? Include details such as: <ul style="list-style-type: none"> • A description of the win, and how it was achieved • start date and end date • any incremental wins that happened along the way • the main decision makers that CARE influenced to achieve this win 2. Why is this advocacy or influencing win significant? What was the reality prior to the advocacy/influencing win that the win aims to address? 3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal? 	<p><i>G7 Development Ministers’ Whistler Declaration on Gender Equality and the Empowerment of Women and Girls in Humanitarian Action (March 2018 – on going)</i> <i>Meeting in Whistler, British Columbia, on May 31-June 2, 2018, G7 Development Ministers adopted The Whistler declaration on gender equality and the empowerment of women and girls in humanitarian action. This was the result of several years of advocacy by CARE Canada and other civil society partners in Canada and other G7 countries. Most recently, the Whistler Declaration builds on recent advocacy wins including a focus on gender-responsive humanitarian action in Canada’s Feminist International Assistance Policy. Decision makers influenced in the achievement of this advocacy win include Canada’s Minister of International Development, her Director of Policy, and senior gender equality and humanitarian assistance leaders within Global Affairs Canada.</i></p> <p><i>The Whistler Declaration articulates G7 Development Ministers’ commitment to ensure women and girls’ rights and needs are no longer overlooked or treated tokenistically within a heretofore largely gender-blind humanitarian system. Given that G7 countries are some of the world’s most important humanitarian donors, this could - if adequately implemented - significantly change the way humanitarian assistance is delivered to affected populations. Although the Whistler Declaration is not as strong or specific in some areas as we may have hoped (e.g. exclusion of reference to MISIP, which had been in earlier draft, BUT is implied by the use of “internationally-agreed standards” in the bullet on access to healthcare), it contains several important elements, including strong language on intersectionality, reference to Call to Action on Protection from Gender-Based Violence in Emergencies, IHL, monitoring and accountability by independent monitors, women’s voice and leadership and support for local women’s organizations.</i></p> <p><i>This advocacy win contributes directly and at the global level to the CI Global Advocacy Roadmap Humanitarian Action and Emergencies goals and objectives, especially: Goal 1 - Gender in Emergencies - To better save lives and protect people in times of crisis, women’s leadership and participation in humanitarian action is strengthened across decision-making, implementation and accountability of assistance and protection efforts in the global humanitarian system and in the highest impact crises; and Goal 2 - Type 4 Emergencies - The highest impact crises globally see women and girls get the</i></p>

¹ See CARE International Advocacy Handbook for more information

assistance they need, affected people's voices are heard - particularly women's voice – and the cause of each crisis is addressed.

Contribution:

- 4. On a scale from high, medium, or low, how would you rate CARE's contribution to the advocacy/influencing win? (please refer to the scale below the table)
- 5. Describe CARE's contribution, specify CARE's unique role as well as the role of other main actors including partner organizations and coalitions.
- 6. What evidence is there that supports our claim to have contributed to this win?

CARE Canada's contribution to this advocacy win was high. CARE Canada was directly consulted by the Global Affairs Canada officials early in the drafting of the declaration, and subsequently led a small coalition of likeminded civil society actors to advocate for the inclusion of specific issues/language in the Declaration. Our leading contributions to the Whistler Declaration have been directly acknowledged by Government sources and civil society partners: "A huge thanks to CARE Canada, as well as CCIC, MATCH, and Oxfam Canada for your expertise and time in contributing to the development of this Declaration," (emphasis in original) wrote one of the Declaration's lead authors within the Government of Canada; "Thank you very much for this helpful analysis. We will be sure to consider these as we continue to develop the declaration. These suggestions are also useful as we prepare for the discussions themselves," wrote the Minister's Director of Policy.

Potential Impact/Reach:

- 7. What is the impact population that is expected to benefit from the advocacy/influencing win? Describe how the win will translate into a better life for these participants?
- 8. If the change we have influenced is fully implemented, can you quantify the number of lives that could potentially be reached by this advocacy win? Please explain how you calculated this number.

Given the global-level nature of this policy commitment, it has the potential to impact not only the beneficiaries of G7 donor programs, but also to influence similar change across the humanitarian system. It is therefore arguable that this advocacy win could impact the 32 million women and girls said to be in need of humanitarian assistance worldwide. It could also lead to improvements in the lives of many men and boys in need of humanitarian assistance, as well as those comprising the communities hosting forcibly displaced people.

Actual Impact/Reach:

- 9. Do we have any evidence to date that these expected outcomes have been achieved? If so, please describe how the win has translated into a better life for the impact population.
- 10. Can you quantify the number of lives that have been improved? Please explain how you calculated this number.

No evidence collected

Reflection and Learning:

- 11. What were the main challenges you faced, and were they overcome? If so, how?
- 12. What influencing tactics were particularly effective/ineffective?
- 13. What would you do differently next time?
- 14. What are the next steps or follow-up actions for this advocacy/influencing win?

This advocacy win is the result of many years' work to position CARE Canada as a partner of choice for the Government of Canada and active proponent/thought leader in the area of gender-sensitive humanitarian assistance. This positioning worked in tandem with the Government of Canada's Feminist International Assistance Policy commitments to gender-responsive humanitarian action, as well as strong professional relationships between GAC policy leaders and key CARE personnel. Insider tactics were particularly effective early on in the process of articulating the draft Whistler Declaration, and were supported and strengthened by timely involvement of other civil society partners to help validate and reinforce key recommendations. Collective efforts to provide annotations on the draft Declaration by CARE Canada and other civil society partners did not result in significant, word-for-word changes; however, they helped inform a nuancing of language in the Declaration, and reinforced key elements (e.g. MISIP) that we reasoned must be inferred in the Declaration and implemented by progressive G7 countries, even if they fall outside the political appetites of more conservative countries. Next steps for this advocacy win include: Engagement at/around the high-level meeting to be hosted by Canada ahead of the Women Deliver 2019

<i>Conference, active involvement in the Women Deliver 2019 humanitarian advisory group, and a CI initiative to articulate ways in which the Whistler Declaration can be operationalized, and to hold G7 Governments to account for said implementation.</i>
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Rating scale²:

High: There is reason (evidence) to believe that the change would not have happened without CARE's efforts. This could also include significant actions from partners which we support technically or financially.

Medium: There is reason to believe CARE contributed substantially, but along with other partners

Low: CARE was one of a number of actors that contributed, but this change may have happened regardless of CARE's involvement

² This rating scale has been used by Save the Children to measure contribution in advocacy work