

## 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.**”<sup>1</sup> 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"> <li>1. What is the advocacy or influencing win? Include details such as:               <ul style="list-style-type: none"> <li>• A description of the win, and how it was achieved</li> <li>• start date and end date</li> <li>• any incremental wins that happened along the way</li> <li>• the main decision makers that CARE influenced to achieve this win</li> </ul> </li> <li>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?</li> <li>3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal?</li> </ol>	<p><b>Advocating for an ILO Convention on Sexual Harassment and Gender-Based Violence in the World of Work (August 2017 – July 2018)</b></p> <p>As part of its contribution to the CARE International’s #March4Women Global Moment, CARE Canada played an instrumental role in advocating for <a href="#">G7 Employment ministers’ agreement</a> to implement an integrated strategy that, inter alia, “promotes domestic and international tools to address violence and harassment in the workplace through the development of international standards under the International Labour Organization’s leadership.”</p> <p>Efforts on this front began in earnest back in August 2017, when CARE shared its views on the contents States should be advocating for in response to an <a href="#">ILO Report and Questionnaire</a> on the proposed convention. CARE’s analysis was shared with the Canadian Labour Congress (CLC), and used by CLC to inform its own submission to the Government of Canada. CARE’s analysis was also shared with the Minister of Employment, Workforce Development and Labour, and helped inform the Government of Canada’s response to the ILO Questionnaire. Moving forward, CARE Canada was able to exercise its membership in the G7 Global Taskforce to integrate asks related to the ILO Convention in the Taskforce’s <i>Common Lobbying Positions</i> for G7 2018, to support the articulation of this ask by civil society representatives at a meeting with G7 Sherpas in January 2018, and at the G7 Ministerial on Preparing for Jobs of the Future in Montreal on March 27-28, 2018, in Montreal, Quebec. We have continued to remain in contact with the Minister of Employment and Social Development Canada and her officials, both of whom have acknowledged their appreciation for CARE’s input.</p> <p>The advocacy win is particularly significant in as much as it: (1) represents the first explicit support from the US, (2) shifts Germany and Japan to an ILO Convention not just a single instrument of a Recommendation, and (3) represents the first shared statement of support from a set of member States.</p>
Contribution:	

<sup>1</sup> See CARE International Advocacy Handbook for more information

<p>4. On a scale from high, medium, or low, how would you rate CARE's contribution to the advocacy/influencing win? <i>(please refer to the scale below the table)</i></p> <p>5. Describe CARE's contribution, specify CARE's unique role as well as the role of other main actors including partner organizations and coalitions.</p> <p>6. What evidence is there that supports our claim to have contributed to this win?</p>	<p>CARE's contribution to this win is probably most realistically rated as <u>Medium</u>. There is reason to believe CARE contributed substantially, but we did so along with other partners. Given sensitivities around open advocacy on this issue, CARE's visibility was low, but its influence high. Indeed, no other INGO has been advocating on this issue in Canada, and the engagement of organized labour and employer organizations was reasonably low key. Playing the role of a thought leader and provider of pragmatic information and advice, CARE was able to inform positions and compel others to speak up on the issue at key venues and in ways that would otherwise not have happened. This is evidenced and has been confirmed by other civil society partners and in correspondence and meetings with Government Officials.</p>
<p><b>Potential Impact/Reach:</b></p>	
<p>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?</p> <p>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? <i>Please explain how you calculated this number.</i></p>	<p>Working women worldwide.</p>
<p><b>Actual Impact/Reach:</b></p>	
<p>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.</p> <p>10. Can you quantify the number of lives that have been improved? <i>Please explain how you calculated this number.</i></p>	<p><i>Not yet (evidencing efforts will be conducting globally by CARE International and CMPs)</i></p>
<p><b>Reflection and Learning:</b></p>	
<p>11. What were the main challenges you faced, and were they overcome? If so, how?</p> <p>12. What influencing tactics were particularly effective/ineffective?</p> <p>13. What would you do differently next time?</p> <p>14. What are the next steps or follow-up actions for this advocacy/influencing win?</p>	<p><b>Resource challenges_</b> Given the many competing policy priorities around which CARE Canada was compelled to engage under Canada's G7 Presidency, resources available to support the ILO Convention campaign were limited. The proactive sharing of analysis, communications collateral and other resources by the CI Secretariat and CIUK proved invaluable in facilitating CC's engagement. Not only did the occasion of the Global Moment provide the impetus for advocacy materials to be developed and shared across CI, they also stimulated a greater-than-usual alignment between marketing, communications and advocacy teams. This, in turn, allowed for advocacy to obtain a greater measure of support from marketing and communications than might otherwise have been the case.</p> <p><b>Actor constellation challenges_</b> As we set out to support advocacy efforts on the ILO Convention, it became clear that our efforts would best be pursued in tandem with trade union associations, women's shelters and other domestic partners. These are, however, not relationships that CARE Canada has traditionally sought out or adequately built. We were therefore sensitive to the need not to advocate publicly in</p>

spaces that have been hard-won through decades of work by domestic actors, but to seize this opportunity to begin building trust with such organizations for future collaboration. This meant, for example, not trying to advance our message through public events, but working with the Canadian Labour Congress, through the G7 Global Taskforce, and via 'insider' tactics (letter writing, meetings) to position CARE as a source of thought leadership that could help advance common priorities among partners in government, civil society and organized labour.

**Going forward\_** Equipped with the G7 Ministerial win, and our position of trust among key Government of Canada interlocutors, our next steps include: (1) Continuing to consult with Government officials in support of the inclusion of CARE's key recommendations in the ILO Convention; (2) Sharing perspective and intelligence on the evolving process with partners in labour and NGOs; and (3) Seizing key moments to raise awareness among the Canadian public and policymakers around the critical international dimensions of the problem of harassment in the world of work and how this can be addressed through Canada's Feminist International Assistance Policy. Such moments may include the inaugural meeting of the G7 Employment Taskforce in October 2018.

**Rating scale<sup>2</sup>:**

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

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