

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: National Land Use Planning Commission	
<p>1. What is the advocacy or influencing win? Include details such as:</p> <ul style="list-style-type: none"> • A description of the win, and how it was achieved <p>. Suggest this is a 3-4 on the ‘influence to impact’ scale.</p> <ul style="list-style-type: none"> • start date and end date • any incremental wins that happened along the way • the main decision makers that CARE influenced to achieve this win <p>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?</p> <p>3. If this win is part of a larger advocacy or long-term program goal, please describe the larger advocacy/influencing goal?</p>	<p><i>This section describes the advocacy success that occurred by providing details that fully describe the significance of the win. Advocacy and influencing successes look different in a variety of contexts. What we hope to capture here are incremental changes, or milestone moments, that will ultimately contribute to the long-term impact goal. The second question identifies which sector the win is associated with and the ultimate goal of the advocacy initiative.</i></p> <p>1. 1.National Land Use Planning Commission (NLUPC) budget: CARE has worked with the NLUPC to advocate for Ministry of Land to increase budget for Land use plan activities. In the June 2018 budget announcement, for the first time the NLUPC was allocated a TZS 5 billion (USD 2.1 million) for development. AYP is still following up to see how much of that money will be given (because it’s still in paper) and how much will go to actual land use plan. This money will also help in increasing the LUP pace which is among the issues the team is advocating for. It’s difficult to say this was all due to CARE’s effort but AYP started the ball in collaboration with the NLUPC and supported the meetings, lobbying, and providing evidence and cases to support the agenda.</p> <p>2. Annual Budget Review: After more than two years of discussions, the Ministry of Land has agreed to conduct an annual sector review following advocacy and lobbying from CARE. The process has just begun, and we are now discussing the concept note with the Ministry on the next step and we should be able to report further in the next year.</p> <p>This will work as a monitoring tool for us as CSOs as well as an information sharing platform, budget increase advocacy platform, will also support the strengthening of information systems and sharing of land availability information. Specifically village land which is decreasing every day (this has implication on food and tenure security, and will also lead into more</p>

¹ See CARE International Advocacy Handbook for more information

	<p>conflict between different land users) land and the land bank agenda proposed or rather implemented by the government.</p> <p>It is early now to talk about impact until the review meeting talks place, but it's a big step to have the ministry on board with the idea and incorporating it in their planning.</p>
<p>Contribution:</p>	
<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><i>This determines the level of contribution by CARE and partners to the advocacy win, and so whether we can reasonably include this case as a CARE "success". Be sure to include anything that was unique to the role that CARE had. The uniqueness of this contribution will help us understand the how significant the win is, especially when looking at CARE relative to other actors.</i></p> <p>Scale: 4 CARE coordinated the first meetings and kept the ball going, held multiple meetings with the NLUPC to sell the idea and convince them to partner then later on, the NLUPC agreed to partner with CARE and other organizations to hold meetings, met with different decision makers within the ministry including the Minister until our idea became the commission's agenda and in turn the ministry's agenda.</p> <p>Currently the ministry and all decision makers are talking about the importance of land use plan and why it's crucial for the Government to provide more funding to land use plan activities as way of reducing conflicts but also helping to manage different land uses.</p> <p>The National land use plan task force has an action plan which has been shared by the Minister for land to be presented in the cabinet to get more buy in from other ministers.</p>
<p>Potential Impact/Reach:</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><i>This determines the target population (women small-holder farmers, domestic workers, etc.) and if we can quantify the impact or outcomes of this advocacy work could potentially have. Due to the nature of advocacy and challenges with policy implementation, it is important to distinguish between potential outcomes and actual outcomes and identify the reasons for the gap between the two. Evidence is likely to rely on secondary quantitative data, but with some validation of this claim.</i></p> <p>Land sector through agriculture and pastoralism employs more than 65% of the population especially those in rural areas. It's difficult to ascertain the number but if land is better managed then its impact affects at least 65% of the population (positively).</p>
<p>Actual Impact/Reach:</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>While the above section identifies the potential reach, this section determines the actual number of people that have been reached for policies or programs that have been partially or fully implemented. Include any human interest stories or other communication pieces that relate to this policy win.</i></p> <p><i>If no actual impact or reach has been achieved yet, skip this section.</i></p>

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 ensures that learning from this success can be fed into other work, to improve quality and impact into the future, and serve as powerful evidence for our advocacy & fundraising. Consider both internal and external factors.

CARE needs to take the time to also consider the necessary next steps and follow up. If there's a lot of work ahead, consider developing an action plan for the coming months with designated roles and responsibilities.

In the beginning the main challenge was to gain the Government and other stakeholders trust and coming up with evidence to back up the argument. The first meeting did not end well and the Minister was not happy because he thought we were missing the whole point and leading into causing trouble (considering high level of conflicts between different land users at a time). What helped was we had cases/evidences to back up our argument, and we had the NLUPC as a partner working with us. We came up with an advocacy strategy and one of the agreements was to work with the Ministry as partners and bring more evidence.

We also found it useful to take Ministry officials on field visits to learn and share experiences.

For next steps, we will continue to nurture the relationship between the Ministry and the AYP team, bring more evidence and avoid confrontation and focus more on constrictive criticism but also provide recommendations and or solutions rather than criticism. We have also learned that it is essential to be consistent and persistent.

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