



**ADDIS ABBANA, ETHIOPIA | 4 - 7 JUNE 2024**

# **ADVOCACY AND SOCIAL ACCOUNTABILITY**

How to influence policy makers and  
engage citizens for good governance

Website

[www.civilsocietyacademy.org](http://www.civilsocietyacademy.org)

Advocacy is all about influencing decision-makers, identifying issues on behalf of the disadvantaged, and providing solutions to these problems. It helps civil society make essential advancements to create a lasting positive change. Advocacy is crucial to have everyone's voice heard to develop the right solutions on the path to social justice. Social Accountability is an approach towards building accountability that relies on civic engagement and actions initiated by ordinary citizens and citizen groups in holding public officials and service providers accountable.

In this training, you will learn how advocacy and social accountability function within a rights based framework as tools for creating change. You will learn how to develop an advocacy strategy from the ground up, mobilize partnerships for advocacy, and manage the different aspects of the advocacy process using the advocacy canvas as a tool. You will also learn about social accountability tools and how to use them to assess quality of governance and make the case for change as well as what constitutes an enabling environment for social accountability.

## CONCEPTS AND TOOLS

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

## FOR WHOM

Leaders and staff of civil society organizations with intentions to enhance citizen engagement, improve governance and thus build a robust social fabric

## LANGUAGE

English

# MEET THE FACILITATORS



## RETTA MENBERU

Retta Menberu Woldetsadik (M.D., MSc) stands up for civil society-state dynamics, good governance, advocacy, and a rights-based approach to development. Since 2018 he has been part of CSA, built up, and leads the Africa office to advocate for change and empower the youth. After working more than two decades in development and health leadership, as a trainer, researcher, and consultant in clinical medicine and public health, Retta developed himself to a broader development leadership and facilitation role by operating as Country Director for [ActionAid International](#), and as regional Strategy Adviser for [Rush Foundation](#). Additionally to his work with CSA, he works as a coordinator, researcher, adviser, and facilitator of international development and humanitarian organizations, alliances, and multi-actor partnerships in diverse contexts across Africa, Asia, and Europe.



## HELINA YIGLETU

Helina's eclectic skillset and interests have led her on a meandering path cutting across a global consulting firm, a publishing collective, a feminist social enterprise, and organizations working in the development sector. As a Coordinator for CSA Africa, she now works on gradually nurturing the entity into an impactful changemaker in the local civil society ecosystem and beyond. She values the inspired vision and progressive values of CSA and finds herself at home in training spaces where collective knowledge is woven into meaningful strategy. She spends the rest of her time on creative outlets and cultivating meaning, knowledge, and connection.

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## DAILY CHECK-IN AND CHECK-OUT RITUAL

 Games and Exercises

 Self Reflection

 Self Assessment Tool

 Role Plays

 Group Discussion and Debates

 Case Studies

# TRAINING FEE

## IMPACT TRAINING

ADDIS ABABA, ETHIOPIA

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## EUR 400 P.P\*

- Special discount for Ethiopian NGOs
- 10% discount for groups of four or more people

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### \* TRAINING INCLUDES

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

Fee does not include accommodation and travel costs.

## DATES

**4 - 7 JUNE, 2024**

Daily 9 AM - 5 PM

[REGISTER NOW](#)

**EXPLORE MORE IMPACT TRAINING - ONLINE & FACE-TO-FACE**  
[CLICK HERE](#)

**IF YOU HAVE ANY QUESTIONS REGARDING THE TRAINING, PLEASE CONTACT  
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**FOR A STRONG SOCIAL FABRIC**

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