



**WSIS Gender Caucus Orientation Session**  
13 September 2003, Geneva, Switzerland

**Skills for effective lobbying and advocacy  
with a focus on change and gender equality**

**Background**

**Date :** Saturday, 13 September 2003

**Venue:** to be confirmed

**Time :** 09 : 00 – 18 :00

**Working languages:** to be confirmed

**Introduction**

Under the theme “Skills for Effective Lobbying and advocacy”, the WSIS Gender Caucus is holding a one-day orientation session in Geneva for gender advocates working on the WSIS process. This session is being organised under the capacity building programme of the Caucus with the goal of increasing effectiveness of structured interventions by gender advocates at national, regional and global levels. The overall goal of the Caucus is to integrate gender equality and women’s rights into the WSIS Declaration, Action Plan and outcome processes. For more details on the WSIS Gender Caucus, see [www.genderwsis.org](http://www.genderwsis.org).

**Objective and Focus**

The main objective of the session is to impart strategic lobbying and advocacy skills to participants and generate strategies for improving effectiveness of gender advocates in the WSIS process. The orientation session will have a practical focus on group sessions for developing strategies and enhancing skills needed for timely and effective lobbying and advocacy interventions. It will also incorporate the use of case studies, sharing of experiences, discussions and approaches. A major focus of the day will be on building teamwork across diverse networks of gender advocates.

**Participation**

We aim to have a total of 30-50 participants attend the orientation session. Preference will be given to gender advocates who are already working on the WSIS process.

**Lead Facilitator**

**Patricia Keays** trained as an adult educator and facilitator and has 25 years experience building individual, group and organizational capacity, with a 17-year concentration on gender equality and, more recently, gender mainstreaming. Her expertise includes curriculum and learning design, facilitation of planning meetings, workshops and conferences, design and management of change processes, and supporting implementation capacity through a full planning cycle. Trish has

exceptional ability in the management of complex learning cycles, and in the instillation of confidence through learning. In the area of Gender and Development she has worked closely with UNDP and other UN agencies, CIDA, national governments and NGO's. She specializes in building functional stakeholder partnerships as an integral aspect of sustainable capacity. She is a consultant with the Capacity Development Group (website: <http://www.capacitydevelopment.net>)

## **Methodology**

*Participatory*: to motivate participants, get them to think, share and integrate new knowledge – rather than be passive consumers of materials or information;

*Focused on strategic applications*: to come up with new strategies and ways to apply new learning and the experience of others in each participant's own work.

*Relevant* to ensure participants' concerns are addressed (i.e. be flexible as well as focused) in the most satisfactory way possible.

*Cumulative*: to make a contribution to the ongoing long-term process in which the WSIS Gender Caucus is engaged to achieve change.

## **Expected outcomes**

The main outcome of the orientation is that WSIS Gender Caucus members and interested allies will adopt teamwork as an effective lobbying and advocacy strategy that seeks to recognize and address developmental and social gaps. Further, upon completion of the session, participants will be equipped with

1. practical and theoretical understanding of team work, advocacy and lobbying as ways to achieve development and social justice goals, particularly as these interest with gender equality goals and a gender mainstreaming approach,
2. strategies for integration of new ways of integrating teamwork, participation, human rights and advocacy into development initiatives, considering concrete tools and basic practical approaches within the context of the WSIS process.
3. a comprehensive report of the session's achievements.

## **Evaluation**

Participants and facilitator will conduct a comprehensive evaluation at session's end.

## **Organiser**

The Gender Caucus is responsible for all the logistical and planning arrangements. A team of four persons will work with the facilitator to prepare a training pack containing handouts, resource material and promotional materials.

For further details, please contact Maja Andjelkovic, WSIS Gender Caucus Project Manager, at [mandjelkovic@genderwsis.org](mailto:mandjelkovic@genderwsis.org)

If you would like to make a presentation at the orientation session, please contact Lettie Longwe, Steering Committee Member, at [winafrica@global.co.za](mailto:winafrica@global.co.za)

**We look forward to your participation.**

August 2003