

Learning from our campaigning past

We all know that campaigning for change is vital in our work to tackle global poverty and inequality. We also know that by working together we can achieve more. But that doesn't mean it's easy. Bond has created a much-needed set of resources to inform collaborative campaigns in the future based on what we've learned in the past.



Campaigning Together is a growing and dynamic collection of practical resources and events designed to help all NGOs of all sizes deliver stronger campaigns.



By engaging civil society and working with partners, campaigns by Bond members have secured extraordinary global and local victories, from UN adoption of the Millennium Development Goals, to UK shoppers switching to more ethical goods.

Campaigning works, especially when we come together. But each new campaign throws up a whole host of questions... How can we use social media to make an impact? What structures work best for coalition campaigns? How do we unlock the challenges of building a global campaign, if it starts in the north? How do we monitor, evaluate and learn from our campaigns?

Resources for future campaigns

Bond has recently launched *Campaigning Together*, a package of tools and guidance from across the development sector and beyond to help you campaign for change and influence policy. These resources are based on learning from coalition

campaigns, including the Enough Food for Everyone IF campaign. They draw on the knowledge and experience of a wide range of individuals. The online tools give top tips, reflections and ideas on topics ranging from digital campaigning to how to structure coalition campaigns. *Campaigning Together* is the start of growing and dynamic collection of practical resources and events designed to help all NGOs deliver stronger campaigns, from organisations with no dedicated campaigns function to experienced campaigners. bond.org.uk/campaigningeffectiveness

Campaigning Together resources focus on a range of topics, including:

- A short film about Enough Food for Everyone #IF on Twitter, featuring Dr David Hudson from UCL
- Martin Drewry, Director, Health Poverty Action, on how to make campaigning truly global
- Oxfam's Duncan Green on innovation
- Digital lessons learnt from the Enough Food for Everyone IF experience from Hayley Cull, IF Digital Coordinator

Take a look at the exciting resources at bond.org.uk/campaigningeffectiveness and share them with colleagues.

IF CAMPAIGN EVALUATION REPORT

The Enough Food for Everyone IF Campaign took place in 2013 and involved over 200 organisations campaigning for the beginning of the end of world hunger. The independent evaluation of the campaign, commissioned by IF and written by Steve Tibbett and Chris Stalker of The Advocacy Hub, is available at bond.org.uk/campaigning

Are these helpful? What else would you like to see? Please let us know at advocacy@bond.org.uk.

To complement the online resources, Bond will host regular events to bring together campaigners to connect, share and learn.

An inaugural event in May for the launch of the resources featured Sam Daley-Harris, founder of RESULTS, sharing his experience of building powerful communities of offline campaigners.

Contact us to find out more about the next event and book your place: advocacy@bond.org.uk

Amy Stones, Planning and Performance Manager, and Cara Bevington, Campaigns Communications Coordinator, Bond

CAMPAIGNING: a definition

A campaign is a series of actions aiming to bring about a (policy) change. Policy Engagement: how civil society can be more effective, The Overseas Development Institute (ODI), odi.org.uk/sites/odi.org.uk/files/odi-assets/publications-opinion-files/200.pdf

Organised actions around a specific issue seeking to bring about changes in the policy and behaviours of institutions and/or specific public groups...the mobilising of forces by organisations and individuals to influence others in order to effect an identified and desired social, economic, environmental or political change.

The Good Guide to Campaigning and Influencing, National Council of Voluntary Organisations (NCVO), ncvo.org.uk/practical-support/campaigning

Joining forces

NGOs and academics working together

Bond has been helping bring NGOs and academics closer together to start a conversation about how their different knowledge, skills and experiences might be shared to contribute to sustainable development policy and practice. **Julia Oertli**, Bond's Membership and Communications Assistant explains.

Bond organised a workshop in May with representatives from 20 NGOs and 15 academics, in partnership with the UK Collaborative for Development Science (UKCDS) and the Sheffield Institute for International Development (SIID). The aim of the workshop was to collectively articulate research questions that will be relevant for development policy and practice beyond 2015.

The 55 questions formulated at the workshop have been submitted to the SIID's initiative to identify 100 research questions for post-2015 development in a global consultation (siid.group.shef.ac.uk/id100 and bond.org.uk/news.php/383/7-billion-people-to-feed.-1-planet-to-cool.-any-questions).

We are planning more events for NGOs and academics to connect. To find out more, please get in touch with Julia on joertli@bond.org.uk.



NGO-ACADEMIC KNOWLEDGE CO-PRODUCTION

Andrea Rigon, Julian Walker and Alex Apsan Frediani, academics from University College London, reflect on the mutual learning opportunities between academics and NGOs and introduce their department's unique approach.

The Development Planning Unit (DPU) is a department of University College London (UCL). Our department is slightly unusual because our backgrounds as development planners means that we are heavily involved in practice and engaged with partner organisations in the global south, outside the traditional university sphere of formal academic research. For example, we have longstanding collaborations with multilateral organisations such as UN HABITAT, we work extensively with civil society organisations such as the Asian Coalition for Housing Rights, and we also work with a wide range of NGOs such as Practical Action, Homeless International, Architecture Sans Frontières-UK, Comic Relief and Wateraid.

Our emphasis on engagement with practice means that our academic activities draw heavily on the co-production of knowledge with partners that are actively engaged in programmatic work. Thanks to these trusted and longer-term relationships, we have been able to identify knowledge gaps and social needs together with our NGO partners and develop areas of research in response. At the same time, our partnerships with NGOs have given us access to programmatic interventions and cases of practice that ground our research in the practical realities and constraints NGOs face on a daily basis.

Long-term engagement

One of the NGOs we have engaged with in recent years, in numerous different but complementary initiatives is Practical Action. For example, we worked together to develop a conceptual approach to

Practical Action's organisational narrative on well-being, we supported their institutional strategy development of gender equality and engaged our MSc students with one of their urban projects in Kisumu, Kenya, on two field trip studies. This kind of deeper engagement, which blurs the lines between consultancy, research and teaching, has allowed us to gain a more nuanced understanding of a specific project in Kisumu and our work has benefitted from our familiarity with Practical Action, the city of Kisumu and the different people and organisations that work with Practical Action in Kenya.

From the NGO perspective, our colleagues at Practical Action have highlighted how this type of collaboration has allowed them to move beyond the project and funding cycle priorities to engage in wider reflection and learning about the impact of their work. For example, the student fieldwork in Kisumu in 2014 allowed for engagement with, and reflection on, community level bodies, which had been set up by the project – a kind of legacy study that is rarely undertaken by NGOs because of the realities of their funding arrangements, which often mean that applied research are only undertaken within the frame of funded activities and planned outcomes.

Collaborating with NGOs has also allowed us to better understand how NGOs work, what their motivations are and some of the main conflicts they have to negotiate.

As the frameworks for assessing research excellence in the UK and Europe increasingly prioritise research that can demonstrate impact in addressing societal challenges, the DPU has pioneered an approach to the co-production of knowledge between academics and NGOs that involves both parties throughout all stages of the research and project cycle. The challenge we now face is how to foster collaborations that, on the one hand, generate knowledge and learning from all actors involved, while, on the other, engage critically with the structures of knowledge production that shape what and how we learn.