دورة تدريبية في تقييم المناصرة الاستراتيجية وأثر السياسات

05 - 09 Jan 2027

باريس

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Training Center

دورة تدريبية في تقييم المناصرة الاستراتيجية وأثر السياسات

المرجع: 103600362_36380 التاريخ: 05 - 09 Jan 2027 الموقع: باريس الرسوم: Euro 5700

Course Overview:

Thecourse is a results-oriented program designed for professionals engaged in social change, policy reform, or nonprofit advocacy. Drawing on real-world frameworks, this course equips participants with practical methods to assess and enhance advocacy efforts. Participants will explore foundational and advanced concepts, such as advocacy logic models, theory of change in advocacy, contribution analysis for policy, and systems thinking in advocacy. They will also develop skills in outcome mapping, advocacy, qualitative methods in policy evaluation, and strategic communications evaluation. Designed for immediate application, this course fosters evaluation capacity building and advocacy, monitoring and learning, enabling organisations to track policy influence measurement and improve advocacy strategy development.

Target Audience:

- Advocacy Managers
- Public Policy Officers
- M&E Specialists and Advisors
- NGO and INGO Program Managers
- Research Fellows in Governance and Social Impact
- Strategic Communications Leads
- Government Relations Executives

Targeted Organizational Departments:

- Policy and Advocacy Departments
- Monitoring & Evaluation Units
- Institutional Learning and Strategy Divisions
- Government Affairs and Public Relations Teams
- Research and Analysis Departments

Targeted Industries:

- International NGOs and Local NGOs
- Government Ministries and Legislative Bodies
- Think Tanks and Public Policy Institutes
- Academic and Research Organizations
- Multilateral Organizations UN, World Bank, etc.
- Foundations and Grantmaking Bodies

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Course Offerings:

By the end of this course, participants will be able to:

- Design advocacy logic models and apply the theory of change in real campaigns
- Implement qualitative and quantitative methods in policy change evaluation
- Apply outcome mapping to assess interim progress in advocacy
- Conduct contribution analysis for policy influence assessments
- Evaluate the effectiveness of strategic communications in advocacy
- Facilitate advocacy monitoring and learning cycles within organizations
- Utilize systems thinking in advocacy to understand and navigate complex change

Training Methodology:

The course uses interactive and applied learning strategies to ensure participants not only understand key concepts but also practice them. Through hands-on case studies, small group exercises, live facilitation, and scenario simulations, participants will evaluate advocacy strategies and build real-time logic models. Participatory evaluation approaches will be encouraged, supported by peer learning and guided reflection. Frameworks such as contribution analysis and outcome mapping will be contextualized using group-led policy simulations. Evaluation capacity building is integrated across sessions, ensuring each participant leaves with a ready-to-apply method kit tailored to their institutional goals.

Course Toolbox:

- Sample Advocacy Logic Models
- Theory of Change Planning Templates
- Outcome Mapping Blueprints
- Contribution Analysis Framework Guides
- Policy Influence Measurement Dashboards
- Evaluation Design Checklists
- KoboToolbox
- Google Forms Templates for Stakeholder Feedback
- Most Significant Change MSC Storytelling Guide
- Better Evaluation Method Navigator
- Gender-Focused Advocacy Case Study Library

Course Agenda:

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Day 1: Foundations of Strategic Advocacy & Evaluation

- Understanding Advocacy in Diverse Contexts Topic 1:
- Policy Change Theories and Models Stage Models, Agenda-Setting Topic 2:
- Framing Advocacy Goals and Objectives Effectively Topic 3:
- Stakeholder Mapping and Power Analysis Topic 4:
- Theory of Change in Advocacy Campaigns Topic 5:
- Introduction to Evaluation Approaches for Advocacy and Policy Change Topic 6:
- Recap of foundational concepts and participant insights Reflection & Review:

Day 2: Advocacy Evaluation Design & Frameworks

- Choosing the Right Evaluation Purpose and Strategy Topic 1:
- Clarifying Outcomes: From Short-Term Wins to Long-Term Impact Topic 2:
- Evaluation Frameworks: IDR, ODI, GEAR, and others Topic 3:
- Defining Indicators for Advocacy Success Topic 4:
- Building Advocacy Logic Models Topic 5:
- Contribution Analysis for Policy Influence Topic 6:
- Compare different frameworks and how they apply Reflection & Review:

Day 3: Data Collection, Tools & Methods

- Introduction to Qualitative and Quantitative Methods Topic 1:
- Outcome Mapping: Purpose, Process, and Practice Topic 2:
- Using KoboToolbox and Google Forms for Advocacy Data Topic 3:
- Measuring Communication and Media Advocacy Outcomes Topic 4:
- Participatory Storytelling with the MSC Technique Topic 5:
- Navigating BetterEvaluation's Method Selection Framework Topic 6:
- Exploring real-world applications of free tools and matching them to evaluation needs Reflection & Review:

Day 4: Gender-Sensitive Advocacy & Inclusive Policy Reform

- Stakeholder Mapping and Inclusive Participation Topic 1:
- Evaluating Policy Influence Through a Gender Lens Topic 2:
- Feminist Evaluation Approaches and Frameworks Topic 3:
- Case Study: "She Decides" - Global Reproductive Rights Movement Topic 4:
- Case Study: Gender Budgeting and Policy Change in Rwanda Topic 5:
- Case Study: Girls Not Brides - Ending Child Marriage through Multi-level Advocacy Topic 6:
- Discuss lessons learned from gender-focused advocacy strategies and how to integrate them into evaluation design Reflection & Review:

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Day 5: Strategy Integration & Evaluation Utilization

- Topic 1: Strategic Planning with Evaluation Findings
- Topic 2: Building Organizational Evaluation Capacity
- Topic 3: Reporting and Communicating Advocacy Impact
- Topic 4: methods for Adaptive Strategy and Learning Feedback Loops
- Topic 5: Common Challenges and Mitigation Strategies in Advocacy Evaluation
- Topic 6: Final Project Presentations or Strategy Simulations
- Reflection & Review: Integration of key learnings and action plans

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

No prior qualifications are required. However, experience in advocacy, M&E, or public policy will help participants gain more from the course.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day includes 4 to 5 hours of instruction, totaling approximately 25 hours over 5 days, including group activities, case studies, and expert facilitation.

Why is contribution analysis more suitable than traditional evaluation methods in advocacy?

Advocacy initiatives operate in dynamic contexts with multiple actors and unpredictable outcomes. Contribution analysis allows organizations to show plausible links between actions and results without requiring direct causality, which is often impossible in complex policy environments.

How This Course is Different from Other Strategic Advocacy Courses:

What sets the Strategic Advocacy & Policy Impact Evaluation Training Course apart is its exclusive foundation in practical evaluation science and real-world policy influence models. Unlike theory-heavy courses, this training emphasises applied methods and tools such as outcome mapping, contribution analysis, and participatory evaluation approaches. Participants leave with not just knowledge, but an action plan and frameworks ready for implementation. The course bridges the gap between learning and doing, combining systems thinking in advocacy, strategic communications evaluation, and stakeholder-centred approaches into a cohesive learning experience.

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فئات الدورات التدريبية

- الدورات التدريبية في مجال البيئة والاستدامة
- دورات إدارة الجودة وتطوير العمليات
- دورات إدارة و تحليل البيانات ودورات علم البيانات
- دورات إدارة و تطوير الموارد البشرية
- دورات الأمن السيبراني ودورات تقنية المعلومات
- دورات الاتصال الجماهيري و السياسات والعلاقات العامة
- دورات التدريب القانوني والمشتريات والتعاقدات
- دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات
- دورات الحوكمة وإدارة المخاطر والامتثال
- دورات السكرتارية و إدارة المكاتب
- دورات الصحة والسلامة والأمن المهني
- دورات الصيانة ودورات المجالات الهندسية المتنوعة
- دورات المحاسبة و التمويل و دورات الإدارة المالية
- دورات المهارات الشخصية وتطوير الذات
- دورات في مجالات القيادة والإدارة
- دورات معتمدة من قبل هيئات دولية
- دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيقة

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مدن التدريب

أبوظبي الإمارات العربية المتحدة	أثينا اليونان	أكرا غانا
أمستردام هولندا	اسطنبول تركيا	الجبيل المملكة العربية السعودية
الدار البيضاء المغرب	الدوحة قطر	الرياض المملكة العربية السعودية
القاهرة مصر	الكويت الكويت	المنامة مملكة البحرين
باريس فرنسا	باكو أذربيجان	بانكوك تايلند
براغ جمهورية التشيك	برشلونة إسبانيا	برلين ألمانيا
بورتو البرتغال	بوكيت تايلاند	تبليسي جورجيا
تورنتو كندا	جاكرتا جمهورية إندونيسيا	جنيف سويسرا
جوهانسبرغ جنوب إفريقيا	دبي الإمارات العربية المتحدة	روما إيطاليا
زنجبار تنزانيا	سان دييغو الولايات المتحدة الأمريكية	سنغافورة سنغافورة
سيول كوريا الجنوبية	شرم الشيخ مصر	شيكاغو الولايات المتحدة الأمريكية
طرابزون تركيا	طشقند أوزبكستان	طوكيو اليابان
عمان المملكة الأردنية الهاشمية	عن بعد منصة زووم	فرانكفورت ألمانيا

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مدن التدريب

فيينا النمسا	كوالالمبور ماليزيا	كيب تاون جنوب إفريقيا
لانكاوي ماليزيا	لشبونة البرتغال	لندن المملكة المتحدة
ماربيا اسبانيا	مدريد إسبانيا	مسقط سلطنة عمان
مونترو سويسرا	ميلان ايطاليا	ميونخ ألمانيا
نيروبي كينيا	نيويورك الولايات المتحدة الأمريكية	