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Introduction
The Partnership for Advancing Women in Economic Development (PAWED) project aims to build and nurture sustainable Nigerian CSO advocacy and communications coalition to support leading women’s economic empowerment interventions such as the Nigeria for Women Project at national and state level through evidence-based advocacy, awareness creation and knowledge mobilization and dissemination. The PAWED project is funded by the Bill and Melinda Gates Foundation (BMGF).

The PAWED project formed partnerships with other BMGF partners to strengthen the advocacy and communications capacity of national umbrella women’s economic collectives through a 3-day capacity building workshop series from the 27th-29th July, 2021.

Objective of the training
The objective of the training was to strengthen select Nigerian high-level Women’s Empowerment Collectives’ (WECs) capacity and increase their knowledge base in advocacy and communication strategies for women’s economic empowerment.

The training was designed as participatory, practical and skills-oriented, with modules on:

- New knowledge of elements and meaning of advocacy as opposed to courtesy calls.
- Skills and techniques for working together in coalitions with role differentiation.
- Elements of the advocacy cycles and sequential flows.
- Best practices in framing & prioritizing advocacy issues in WEE.
- Key targets in the executive and legislative & develop strategies to reach them.
- Strategies for identifying and responding to opposition & counter-messages.
- Skills for planning and budgeting for advocacy.
- Skills and techniques for monitoring, evaluation & documentation.
- New skills to develop effective advocacy messages for WEE.
- Multiple channels of communication and effectiveness of each for advocacy.
- Techniques & skills for reaching out and incorporating influencers into planning.
- New approaches to design an effective WEE focused advocacy activity to address advocacy issues.

Participants profile
A key component of the PAWED project is strengthening the capacity of national level Women’s Economic Empowerment and Business Associations in the country. In order to implement this component, the dRPC-PAWED project put out a call for applications and received nominations, from which 20 applications from five WECs were selected. The following is a profile of the WECs where 4 nominees each were selected:

- Association of Nigerian Women Business Network (ANWBN)
- Nigerian Association of Women Entrepreneurs (NAWE)
- NECA’s Network of Entrepreneurial Women (NNEW)
- African Women in Maritime (WIMA Nigeria)
- Country Women Association of Nigeria (COWAN)

The Lagos Chamber of Commerce and Industry (LCCI) also nominated two of their representatives to participate in this workshop.

The following is a brief of the high-level WECs nominated for this workshop:
Association Of Nigerian Women Business Network (ANWBN)
ANWBN was formed in February 2013 by the Centre for International Private Enterprise (CIPE). It is a coalition of 52 Women Business and Professional Associations in Nigeria with a membership of over four million (4,000,000) women entrepreneurs who have come together with the common goal of encouraging and improving sustainable entrepreneurial development among women through research, advocacy, policy reform initiatives, follow-up on implementations and feedbacks.

Nigerian Association of Women Entrepreneurs (NAWE)
Nigerian Association of Women Entrepreneurs (NAWE) was established in 1993, arising from the UN declaration of 1975-1985 as the decade for women as well as the Beijing declarations of 15th September 1995, member Nations were directed to pursue and ensure the integration of Women into all facets of human development. To facilitate the formation of the Federation of African Women Entrepreneurs (FAWE), member Nations of OAU were directed to form strong National Association of Women Entrepreneurs. Consequently, NAWE in Nigeria and GHAWE in Ghana were born. NAWE promotes entrepreneurial activities amongst women and has branches in 36 states of the Federation and FCT with over 10,000 members across the Nation.

NECA'S Network of Entrepreneurial Women (NNEW)
NNEW is a platform established in 2005 under the aegis of Nigeria Employers' Consultative Association (NECA) to promote and nurture entrepreneurship amongst women. We have Chapters in five states of the Federation (Lagos State, FCT, Rivers, Ogun and Kwara States) with each Chapter run by Chapter Executives, headed by the Chairperson. The National Secretariat is located in Lagos and the Organization has a Governing Council that ratifies decisions taken by the National Executive Council.
NNEW is a formidable force in women economic empowerment as we have supported over 3,000 women-owned businesses with loans and credit through the NNEW Microfinance Bank as well as the NNEW Cooperative Multipurpose Society.

Women In Maritime Africa – Nigeria (WIMA-Nigeria)
WIMA-Nigeria, a sub chapter of WIM Africa adopted the maritime strategy 2050 to contribute to the building of Africa’s blue economy. Since inception of WIMA NIGERIA in 2017, a lot of attention has been placed on Women Empowerment, capacity development for our members through trainings and national and international conferences. Currently stands with over eighty members cutting across different functional areas of maritime and across different geographical locations, including Lagos and Abuja.

Country Women Association of Nigeria – COWAN
COWAN is a non-governmental organization of rural and urban women in Nigeria. With a goal of systematic empowerment of women particularly with skills and talent to be able to walk out of poverty. Members work in synergy with government and private sector businesses for sustainable development. Their membership has grown in the 36 states and the FCT to 10,000 farmer groups, cooperatives and societies. Their mode of engagement is through advocacy.
Collaboration with other BMGF grantees
The dRPC-PAWED project in collaboration with other BMGF partners provided high level training sessions to participants in the workshop. The partners were:

- EpiAFRIC
- Hive
- Yellow Brick Road (YBR)
- Albright Stonebridge Group (ASG)

Methodology for the workshop
The delivery of the workshop adopted the principles of adult learning, which are facilitative, problem-based, applied to enhance participatory engagement and learning. The workshop included modified presentations, Q&A, small group discussion and plenary sessions, supervised practice, case studies with individual and group presentations. A pre and post evaluation tool was used to measure the training outcome.

Below is the overview of the training workshop.

Overview of activities
Day 01
Session 1: Policy & Legislative Advocacy (What it is and what it is NOT) - EpiAFRIC facilitators, Aloysius Ugwu and Thelma Thomas.
This session focused on the concept of advocacy, differentiating between policy and legislative advocacy. Participants learnt new knowledge of elements and meaning of advocacy as opposed to courtesy calls.

The session was concluded with emphasis on advocacy for increasing the salience of women’s economic empowerment.

Session 2: Coalition and network building for advocacy in WEE - ASG facilitator, Jumoke Bamigbola
The participants capacities were built with skills and techniques for working together in coalitions with role differentiation. The session revealed the importance of collaboration for impact.
The participants built the following networking skills for advocacy in WEE:

- Interpersonal skills (developing relationship)
- Effective leadership (strong, proactive, visionary and dedication)
- Clarity of purpose (comprehending each group’s interest and helping in translating them in clear terms)
- Communicating effectively (communicating in terms that are understandable)

**Session 3: Opening ceremony**

The Lagos Chamber of Commerce (LCCI) attended the workshop with a high-level delegation representing the Director General (DG) and presented a keynote address. The ceremony also had presentation of goodwill messages from partners (EpiAFRIC, YBR & ASG) and wrapped up by the dRPC. The DG of LCCI represented by Barrister Bosun Solarin emphasized in the keynote address the importance of this workshop to build capacity of women to advocate for WEE, noting that “women should get equipped to explore the opportunities available for them for economic and social development”. She thanked the dRPC-PAWED project for this initiative.
Session 4: Advocacy cycle and the advocacy strategic plan – EpiAFRIC facilitator, Aloysius Ugwu
In this session, the participants learnt new knowledge of all elements of the advocacy cycles and the sequential flow. The participants also practiced how this can be put into practice.

Session 5: Identifying Advocacy Issues – ASG facilitator, Jumoke Bamigbola
This session increased the capacity of participants on framing & prioritizing advocacy issues in WEE. Some of the identified advocacy issues affecting women’s economic empowerment (WEE) in Nigeria by participants included:

- Limited access to funding from government and private sector
- Gender/women empowerment being placed as a second priority in the tiers of government
- Weak, ad hoc, merged programs that are meant to be separated for better measurement and accountability
- Technical capacity bottlenecks, especially at the state level
- Poor data base
- Prominent pet projects (especially those spearheaded by the First Ladies at both federal and state levels) replacing WEE.
- Patriarchal norms promoting male dominations and gender inequality in Nigeria.

Session 6: Advocacy target mapping and reaching the advocacy target – ASG (Facilitator Jumoke Bamigbola)
The participants, in this session, learnt about accurate target mapping as a critical aspect of stakeholders’ engagement. The techniques of target mapping benefited by the participants include: effective relationship building, stance - creating alliances and mapping stakeholders, and tier – categorizing stakeholders using qualitative approach for better engagement. This session aided participants in identifying key targets in the executive and legislative & developing strategies to reach them. Participants were also put through target classification for mapping level of importance including:

A. High importance, low influence: the “victim”
B. High importance, high influence: the ones that can make the difference: the “influencers”
C. Low importance, high influence
D. Low importance, low influence: the "bystanders"

**Session 7: Planning and developing strategies to counter opposition - EpiAFRIC facilitator, Aloysius Ugwu**

The participants learnt from one another by sharing past experiences on challenges encountered in the course of advocacy and how they responded to the opposition and counter-messages. The session was facilitated to aid participants in identifying and responding to opposition & counter-messages.

**Session 8: Logistics for Advocacy Planning – EpiAFRIC facilitator - Thelma Thomas**

The participants benefited from the knowledge and skills for planning and budgeting learnt in this session. The participants shared experience from previous implementation and learnt from each other the importance of skills for planning and budgeting for advocacy.

**Session 9: Monitoring, evaluation and documentation (MEAD) - EpiAFRIC facilitator – Aloysius Ugwu**

The session revealed to participants how MEAD helps to show evidence on what has been done and how it aids accountability. It is an essential element of advocacy because it assists in holding policy makers accountable. Participants learnt that there was a need for every project manager and beneficiaries to use MEAD strategies for WEE. Participants were trained on the framework for monitoring, evaluation and documentation which included knowledge of inputs, outputs, outcomes, impact and indicators.

**DAY 02**

Day 2 started with a recap of day 1.

**Session 1: Advocacy message development for WEE - YBR facilitator, Nnenna Onyebuchi**

The first session was on advocacy message development in WEE. The participants learnt by grouping and exchanging of ideas. They formed three groups to discuss issues identified on day 1 as currently affecting WEE in Nigeria:

- Poor data base (Group 1)
- Poor technical capacity in managing gender-based development (Group 2)
- Lack of access to funding (Group 3)
**Group 1-Poor data base:** the group collectively identified the essence of data gathering, management, backup, utilization and tracking. The group highlighted that effective data is useful for women’s economic empowerment and sustainable development. The group identified poor data base problems for WEE programs to include:

- Inadequate base line data
- Lack of data for impact assessment
- None sustainability of data storage

The solutions put up by the group to solve poor data base problems were:

- Creating appropriate data management system and record
- Periodic sorting of collated data for specific projects
- Developing ICT tools for data management

**Target:** NGOs, CSOs and Ministry of Women Affairs

**Desired Action**

- CSO to invest in electronic and digital equipment for proper record capturing
- Invest in data management training
- Track processes and impact of work done.

**Groupwork session**

*The key message learnt by participants was “Keep data, empower women for sustainable development”*

**Group 2-Poor technical capacity in managing gender-based development:** the group learnt that many women lack technical capacity and the process of acquiring skills because technical capacity training is not accessible by all women who need it. It also identified that there are usually problems affecting women on effective ways to reach out to policy makers. They
identified the late releasing of funding and support for women on technical activities as other challenges.

Target audience: Policy makers and administration

Negative Impact include:

- Lack of awareness & knowledge
- Poor skills development
- Poor enabling environment
- Poor infrastructure to support development
- Lack of inclusion in decision making
- Poor access to resources
- Insecurity

Solutions:

- Girl child education & skills acquisition
- Creating awareness
- Town halls meeting
- Inclusion in decision making
- Provision of adequate security

Action plan: to review public policy that support women, approaching key ministries on behalf of women to inform them the essence for women economic development and needs for support.

Group 3: Lack of access to empowerment funding: The Group 3 focused on lack of access to funding by women. The group identified problems affecting women’s access to funding in Nigeria as follows:

- Insincerity on the part of government officials on issues relating to funding
- Hoarding of information on available funding
- Lack of proper structures in women’s own businesses/organizations.
- Inadequate keeping of records on past funding received for projects.

Groupwork session
Solutions

There are needs for:

- Trainings on entrepreneurial and best practices on business and women economic empowerment
- Collating evidence-based data on ways government has not been sincere and effective in keeping up to promises on WEE
- Familiarizing with guidelines and rules governing government structures
- Collaborating with other women groups to advocate for desired changes,
- Amplifying on social media
- Organizing sensitization sessions on properly dissemination of helpful information
- Loan providing to women for economic empowerment for at least 5 years and interest being a single-digit.

Target: CBN, Ministry of Finance, Heads of Federal, State and Local Governments, and Women Business Owners

Action:

- Sponsor relevant business training for women
- Publicize available information on funding to make it available to more women
- Encourage women to share information in good time.

The session concluded that organizations should identify key issues for advocacy.

Session 2: The evidence-based for advocacy message development in WEE – ASG facilitator, Jumoke Bamigbola

The participants benefitted from new knowledge about the facts and data related to WEE in Nigeria. The participants learnt how to craft an effective advocacy message.

Session 3: Building your brand for advocacy communication - Hive facilitators, Fifehan Oshinkalu - Lead influencer and Todalael Kafang - TASCK

The participants learnt techniques & skills for high-level participants to develop their influence base. Other areas emphasized included how they could in a non-lobbying manner conduct direct engagement with policy makers, get their attention, access the policy makers or conduct indirect engagements through reaching out on platforms. Participants also benefitted from learning on how they could use influencers to strengthen their advocacy efforts.
Session 4: Using public platforms and inter-personal communication for strategic advocacy - YBR facilitator, Nnenna Onyebuchi

The objective of this session was to identify multiple channels of communication and effectiveness of each. The participants learnt new skills for identification of multiple channels of communication and effectiveness of each available for advocacy in WEE. The session concluded with choosing appropriate channels that will enable their advocacy messages reach the expected sources (policy makers and the public) on issues related to WEE.

Session 5: Role play

This engaging session allowed participants to practice what they had learnt so far in the training workshop. The participants were grouped in three sections to identify WEE problem and undertake advocacy visits to relevant stakeholders for WEE advocacy purpose. The groups and their advocacy visits were as follows:

Group 1 – Lack of data base
Advocacy visit to the Federal Ministry of Women Affair

Group 2: Poor technical capacity in managing gender-based development
Advocacy visit to the Honorable Speaker and Members of the Lagos State House of Assembly

Group 3: Lack of access to funding
Advocacy visit to the Yaba Local Government Area.

Group worksheets
DAY 03- Developing Action plans

Day 3 of the training reviewed the previous day role played by the three groups, identifying areas of importance, strengths and weaknesses.

Some of the participants’ reflections on lessons learned from the workshop were:

- “There is need for collaboration”
- “Examining interpersonal skills of fellow women is essential for WEE”
- “Understanding that younger women can equally participate in advocacy because they have proven themselves to be intelligent and capable”
- “To always remember to take pictures & recording of events for monitoring & evaluation purpose”
- “Follow up is essential in advocacy”
- “Have a very good introduction in all advocacies”
- “Have evidence-based data for WEE advocacy”
- “Need not to be partisan or mention a particular political party during advocacy because one government political party administration comes and returns”
- “Using ice breaking in advocacy for easy penetration of policy makers/stakeholders”

Draft Workplan developed by the WECs coalition

<table>
<thead>
<tr>
<th>S/N</th>
<th>OUTPUT TO BE ACHIEVED</th>
<th>DETAILED ACTIONS TO BE TAKEN</th>
<th>WHEN &amp; WHERE</th>
<th>TARGETS</th>
<th>PARTNERS</th>
<th>EXPECTED OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Conduct advocacy to the Governor, Central Bank of Nigeria</td>
<td>Advocacy to improve the relevance of women in National inclusion strategy.</td>
<td>2nd week August 2021 Abuja</td>
<td>Governor, Central Bank of Nigeria</td>
<td>WECs coalition</td>
<td>Increased percentage of women’s access to finances in the national strategy</td>
</tr>
<tr>
<td>2</td>
<td>Conduct advocacy to the Managing Director Bank of Industry</td>
<td>Advocacy to improve access to interest free loans and schemes for women businesses</td>
<td>2nd week September 2021 Abuja</td>
<td>Managing Director Bank of Industry</td>
<td>WECs coalition</td>
<td>Improved access to interest free loans and schemes for women businesses</td>
</tr>
<tr>
<td>3</td>
<td>Conduct advocacy to the Honourable Minister of</td>
<td>Advocacy to the hon minister to prioritise WEE policies</td>
<td>2nd week October 2021 Abuja</td>
<td>Honorable Minister of Women Affairs</td>
<td>WECs coalition</td>
<td>Increased implementation for WEE policies and programs</td>
</tr>
</tbody>
</table>
Evaluation findings from the 3-day workshop
A pre and post evaluation tool was used to measure the training outcome. The questionnaire instrument employed was designed in both open and closed ended format to capture relevant and comprehensive responses. Qualitative in-depth interviews were also conducted among participants to complement quantitative findings. A total of 23 participants were in the training. The 23 participants were administered the questionnaire instrument, however, 21 copies of the questionnaire were retrieved and found completely filled, and useful for analysis, giving a return rate of 91.3%. The retrieved copies of the questionnaire were coded and analyzed using SPSS software and presented in percentages. The qualitative data were content analyzed and presented in themes. The activities of each day of the training were documented and assessed to be sure the training met its expectations.

The findings from the evaluation are presented in this report.

Baseline Findings
Eighty-six percent of the participants were post-graduate degree holders and 65% were ages 51 years or more. Majority of the respondents (73.7%) replied that in the past 5 years they had represented their organization at a training workshop. The implication is that their organizations are aware of the importance of trainings for human capacity development.
More than half of the respondents (52.6%) indicated that in the past 5 years, they had not attended trainings specifically on advocacy and/or communication strategies for advancing women’s economic empowerment (WEE). This shows how important this capacity building workshop was to the participants as it was an opportunity to improve knowledge and skills of participants on advocacy and communication strategies for women’s economic empowerment.

Half of the participants (50%) replied that their organizations usually conducted advocacies at least 1 to 5 times in a year. Only about 38% percent regularly conduct advocacies frequently, even up to 11 times in a year. The implication is that the WECs were conducting too few advocacies to put the issues of WEE as priority to the policy makers.
The highest percent of the respondents (29.1%) stated that state government officials are usually the targets of their organization for advocacies. This was followed by the federal government officials (25.5%). However, the least targeted government officials were the local government officials (3.6%).

When we asked about which advocacy issue at national or state levels their organizations usually advocated about? The highest percent of the respondents (28.3%) replied that the advocacy issue at the national or state levels which their organizations usually advocated about was poor access to finance for women. This was followed closely by access to government's women employment programs (26.7%).

The questions on what forms does organizations advocacies usually take was analyzed using multiple responses, which was further analyzed in percentages. The responses showed that the two most important forms of advocacies adopted by the sampled organizations were advocacy visits (38.5%) and informal meetings with government officials (23.1%).
More than half of the participants (60%) replied that their organizations always conduct research and prepared information briefs to share with advocacy targets in government.

When we asked how they rated the success of their advocacies? More than half of the respondents (57.9%) replied that they could rate the efforts of their advocacies as being successful. About 26% said that they could rate theirs as being very successful.
Nearly all the respondents (95%) stated that it is important to collaborate with other civic organizations in conducting advocacy on women’s economic empowerment issues. The results indicated an understanding of the need for collaboration and sensitivity of the respondents on the needs for effective and evidenced-based collaboration.

More than half of the respondents (63.2%) replied that their organizations often collaborate with other civic organizations when conducting advocates on any issues. Only 36.8% stated that their organization very often collaborate with other organizations. None of the participants replied that their organizations had never collaborated with other organizations.

When we enquired specifically on how often organizations of participants usually collaborated with other civic organizations when conducting advocacies on women’s economic empowerment issues, 36.9% of the respondents stated that their organizations often collaborate. For the fact that there is high collaboration among women’s economic collectives on WEE programs, creating this coalition network could enhance WECs achievement of women’s economic empowerment in Nigeria.
Post Training Findings
At the end of the training workshop, when we enquired from the participants the relevant of the training on advocacy and communication strategies for women’ economic empowerment, all participants responded that the training was useful and capable of improving their capacity on advocacy.

When we asked at the end of the training, which session they enjoyed best and why? The highest percent of the respondents (26.3%) identified the role play session. This was followed by the advocacy target mapping. The reason for choosing the role play session as gathered from participant was because of its practicality and highly participatory nature, giving participants the opportunity to display the knowledge gained from the training worship in a dramatic manner. The participants also said that they were happy to watch themselves and colleagues acting as advocates.

**Figure 1: The session the participants enjoyed best**

**Most important learning from this workshop** - The highest percent of the respondents (30%) identified steps in planning for advocacy as their most important learning from the workshop. This was followed by 20% of the respondents who identified problem of WEE policy
implementation as aspect of their most important learning from the workshop. They noted that with the knowledge gained on steps in planning for advocacy, they can effectively undertake advocacy using appropriate techniques and skills without fear of failure.

Figure 2: Most important learning from the workshop

Expectations from this workshop been achieved? - Majority of the respondents (86%) replied that their expectations of the workshop have been achieved and expressed gratitude to the organizers, funders and trainers as revealed in the qualitative interview sessions. The 14% of the respondents who replied not to have achieved their complete expectation stated that they wanted to have a more localized focused strategy that capture advocacies at the local government and grass root level. However, revealed in the qualitative interview that the knowledge gained from the training, especially the role play sessions revealed that the knowledge, skills and techniques acquired from the training could be applicable in all settings.
Rating satisfaction from this training workshop - More than half of the participants (55.6%) replied that they were very satisfied with the workshop. Their responses in the qualitative interview revealed that the participants were satisfied with the training because it undoubtedly improved their overall advocacy skills and awareness on women’s economic empowerment opportunity. The participants responded that the training was effectively delivered and facilitators were well selected for each session. They also hope to replicate the training methodologies in their organizations and in step-down advocacy training exercise.

New Knowledge on policy advocacy - Over 94% of the participants defined policy advocacy accurately, identifying salient issues such as articulating, negotiating, and mediating for a
cause to influence decision makers, and recommend a cause of action for policy makers to support a specific change.

**New knowledge on women’s economic empowerment** - The responses received revealed that 72% of the participants accurately defined the term women’s economic empowerment, identifying ability of women to successfully participate in businesses, access and utilize economic resources, and create functional and enabling environment for women and other members of society.

**New knowledge of mapping different advocacy targets** - Over half of the respondents (57.1%) rated their knowledge of mapping different advocacy targets as excellent after the training workshop. None of the respondents rated poor knowledge of mapping a different advocacy target after the training exercise.

![Figure 5: Knowledge of mapping different advocacy targets](image1)

**New knowledge of developing & delivery advocacy messages** - As revealed in their responses, all the participants have good knowledge of developing and delivery advocacy messages after the training. Over 80% of the respondents rated their knowledge as very good (47.6%) and excellent (33.3%).

![Figure 6: Knowledge of developing and delivery advocacy messages](image2)
Interest in being contacted by the dRPC in the future to continue participating in the PAWED project - Fifty percent of the respondents opted to be contacted by the dRPC in the future to continue participating in the PAWED project by forming a WhatsApp group. This was followed by 40.6% who opted for an email message. None of the respondents expressed unwillingness to be contacted by the dRPC for a continuation of the PAWED project.

Figure 7: How participants would like to be contacted by the dRPC in the future to continue participating in the PAWED project

Outcomes
The women’s CSOs of women’s empowerment collectives have improved knowledge on advocacy and communication strategies for women’s economic empowerment. They have employed the skills and techniques acquired in the training to develop action plans on how they intend to engage in policy advocacy for WEE which is a key output of the training workshop. The expectations of the participants were also met. The dRPC-PAWED project is working with participants to fully develop the draft action plan for implementation that will lead to effective advocacy visit by the coalition for women economic empowerment on issues that are crucial to women’s sustainable development in Nigeria.

dRPC follow-up/next steps
• Planning meetings for coalitions work plan engagements.
• Commence implementation of the work plan

Media links for the training
2. https://newsdigest.ng/capacity-building-workshop-on-women/
5. https://youtu.be/aMai5ypdp3uQ
6. https://dailytrust.com/why-more-women-roles-key-for-economy
## Agenda

### CAPACITY BUILDING WORKSHOP FOR WOMEN’S CSO PLATFORMS ON ADVOCACY AND COMMUNICATION STRATEGIC DEVELOPMENT FOR WEE

### SESSION 1

<table>
<thead>
<tr>
<th>SESSION</th>
<th>RESPONSIBLE</th>
<th>TIME</th>
<th>LEARNING OBJECTIVES</th>
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<tbody>
<tr>
<td>Policy &amp; Legislative Advocacy – What it is and what it is NOT</td>
<td>EpAFRIC</td>
<td>9:00-10:00 AM</td>
<td>New knowledge of elements and meaning of advocacy as opposed to courtesy calls</td>
</tr>
<tr>
<td>Coalition and network building for advocacy in WEE</td>
<td>ASG</td>
<td>10:10-10:45 AM</td>
<td>Skills and techniques for working together in coalitions with role differentiation</td>
</tr>
</tbody>
</table>

### OPENING CEREMONY
- Presentation from Lagos Chamber of Commerce (15min)
- Goodwill message from partners (EpAFRIC, YBR, ASG & The Hive) (5 min)
- Goodwill message from drRPC (2min)

### OPENING CEREMONY

#### TEA BREAK – 10:46 – 11:30 AM

### The Advocacy Cycle and the advocacy strategic plan

#### EpAFRIC
- 11:55 – 12:30 PM
- New knowledge of all elements of the advocacy cycles and sequential flows

#### Identifying Advocacy Issues

#### ASG
- 12:31 – 1:30 PM
- Framing & prioritizing advocacy issues in WE

### Advocacy Target Mapping and Reaching the advocacy target

#### ASG
- 1:31 – 2:30 PM
- Identifying key targets in the executive and legislative & developing strategies to reach them

### LUNCH – 2:30 – 3:00 PM

### SESSION 2

<table>
<thead>
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<th>RESPONSIBLE</th>
<th>TIME</th>
<th>LEARNING OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logistics of advocacy planning</td>
<td>EpAFRIC</td>
<td>4:01 – 4:30 PM</td>
</tr>
<tr>
<td>Monitoring, evaluation &amp; documentation</td>
<td>EpAFRIC</td>
<td>4:31 – 5:00 PM</td>
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### DAY II

#### SESSION

<table>
<thead>
<tr>
<th>RESPONSIBLE</th>
<th>TIME</th>
<th>LEARNING OBJECTIVES</th>
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</thead>
<tbody>
<tr>
<td>Advocacy message development for WEE</td>
<td>YBR</td>
<td>9:00 – 10:00 AM</td>
</tr>
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</table>

### The evidence-base for advocacy message development in WEE

#### ASG
- 10:01 – 11:00 AM
- New knowledge about the facts and data related to WEE in Nigeria

### TEA BREAK 11:01 – 11:30 AM

### Using public Platforms & interpersonal communication for strategic advocacy

#### YBR
- 11:31 – 12:30 PM
- Identification of multiple channels of communication and effectiveness of each

### Building your brand for advocacy communication

#### Hive
- 12:31 – 1:30 PM
- Techniques & skills for high-level participants to develop their influence base

### Incorporating influencers into advocacy coalitions

#### Hive
- 1:31 – 2:30 PM
- Techniques & skills for reaching out and incorporating influencers into planning

### LUNCH – 2:31 – 3:00 PM

### SESSION 3

<table>
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<tr>
<th>RESPONSIBLE</th>
<th>TIME</th>
<th>LEARNING OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing a WEE advocacy Plan from identification of the advocacy issue, to framing the message, deciding on the communication channel, logistics planning to execute the activities, MEAD</td>
<td>All</td>
<td>9:00 – 11:00 AM</td>
</tr>
</tbody>
</table>

### Role play

#### All
- 3:01 – 5:00 PM
- New skills and knowledge to conduct advocacy

### SESSION 3

<table>
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<tr>
<th>RESPONSIBLE</th>
<th>TIME</th>
<th>LEARNING OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Next steps</td>
<td>All</td>
<td>11:01 – 12:00 PM</td>
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</tbody>
</table>

### CLOSING CEREMONY AND PRESENTATION OF CERTIFICATES