

ENGAGEMENT IN IMPLEMENTING ADVOCACY

Indicator Phrasing

English: number / % of [specify the target group] actively involved in implementing the advocacy actions

French: nombre / % de [spécifier le groupe cible] activement impliqués dans la mise en œuvre des actions de plaidoyer

Spanish: número / % de [especifique el grupo destinatario] que participan activamente en la ejecución de las acciones de incidencia

Portuguese: número / % de [especificar o grupo-alvo] activamente envolvidos na implementação das acções de advocacia

Czech: počet / % [uvedte cílovou skupinu] aktivně zapojených do realizace advokačních opatření

What is its purpose?

This indicator shows the extent to which the members of a specific target group (e.g. youth) actively participated in implementing the advocacy campaign. The indicator is relevant to campaigns that need to engage a larger number of people actively.

How to Collect and Analyse the Required Data

Determine the indicator's value by using the following methodology:

- 1) **Define what “actively involved in implementing advocacy efforts” means** – i.e. what a person should be doing to be considered actively involved in implementing the advocacy efforts.
- 2) To **determine the indicator’s value**, use interviews and reviews of relevant documents to assess how many target group members can be considered as “actively involved”.

Disaggregate by

[Disaggregate](#) the data by gender, age group and other criteria relevant to the context and focus of the intervention.

Important Comments

- 1) **Supplement this indicator with qualitative information** on how people were involved, what

they contributed, with what results, etc.