

ENGAGEMENT IN DESIGNING ADVOCACY

Indicator Phrasing

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

French: nombre / % de [spécifier le groupe cible] activement impliqués dans la conception des efforts de plaidoyer

Spanish: número / % de [especificar el grupo destinatario] que participan activamente en el diseño de las acciones de incidencia

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

Czech: počet / % [uvedte cílovou skupinu] aktivně zapojených do přípravy advokačních akcí

What is its purpose?

The indicator measures the extent to which members of a specific target group had an opportunity to participate in designing the advocacy campaign. This is important for ensuring the relevance and ownership of the advocacy activities.

How to Collect and Analyse the Required Data

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

- 1) **Define what “actively involved” means** – i.e. what a person should be doing to be considered actively involved in designing 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 and other criteria relevant to the context and focus of the intervention.

Important Comments

- 1) **Supplement this indicator with qualitative information** on how exactly people were involved in the design process, what they contributed, etc.

