

TOOL

CONTEXT ANALYSIS FOR ADVOCACY

WHY

Change happens differently in each context – and effective advocacy is based on a good understanding of the local context and the issue you are working with.

The history and the social, political, cultural, economic and environmental conditions of a country or a region shape:

- The **likelihood of change** taking place
- The **positions, ideas and values** of the organizations and individuals with an interest in change
- The **effectiveness and potential impact** of different activities or tactics.

If you understand the context better, you can create a more effective advocacy strategy and have a better chance of making a difference.

WHEN

Do a context analysis, when **analyzing your issue** and **planning** your advocacy. Be aware of changes to the context **during your advocacy** and consider if you need to rethink your advocacy strategy.

HOW

Focus on your issue, think through the relevant questions in column 2 and answer the question in column 3 on how the context analysis influences your advocacy strategy.

CONTEXT	SUGGESTED QUESTIONS	WHAT ARE THE IMPLICATIONS ON YOUR ADVOCACY STRATEGY?
Political	What kind of political system are you working in? What are the political priorities for the current government? How open is the policy making system? How responsive is the policy making system to civil society? How free is the media? And how responsive is the media to civil society? When are the next elections?	
Economic	What is the current economic situation in your country or local area? What are the current spending priorities of the government? Of specific groups?	
Social / Cultural	What social or cultural factors affect your issue? Are there particular social groups that are affected either by the problem or the solution you might propose?	
Technological	Are there any technologies that may help or hinder your advocacy strategy	
Legal	What are the legal frameworks that apply to your issue? Are there international conventions or national constitutional provisions which are relevant? Is there relevant legislation?	
Environmental	Are there key environmental / ecological factors that need to be considered that are linked to your issue? Are there key international organizations and players that affect the issue?	
International level	Are there relevant conventions, guidelines or policy processes at the international level?	