



## STRATEGIC ADVOCACY APPROACHES

Strategic Advocacy Approaches is a four-and-a-half year activity that strengthens participatory democracy. The activity improves the capacity of civil society organizations (CSOs) to advocate for local initiatives, increases CSO engagement with citizens, and enhances citizen understanding of CSOs advocacy role in a democracy. By increasing informed citizen participation and increasing the resiliency of democratic actors, this activity contributes to USAID's overall goal of a more prosperous and democratic Serbia committed to European integration and self-reliance.

### ACTIVITIES

- Improve the capacity of CSOs to design and implement advocacy initiatives that take into account citizen needs through mentorship, training, and knowledge exchange.
- Improve CSO communications and outreach skills.
- Conduct research and monitor CSO advocacy practices.
- Support up to 30 advocacy initiatives through sub-grants.
- Highlight best advocacy initiatives through “Change Makers” awards.
- Improve citizen engagement in advocacy initiatives.
- Develop new online tools for advocacy knowledge management.
- Improve the enabling environment for advocacy by fostering a national dialogue between civil society and the government.

### RESULTS

- More than 60 CSOs designed advocacy strategies that address local priorities.
- More than 850 citizens so far have brought local community issues to the attention of CSOs and more than 170,000 citizens were directly involved in advocacy initiatives.
- The level of collaboration between civil society and government to improve the enabling environment for advocacy has increased.
- Annual civic advocacy awards for best “Change Makers” were created and have so far recognized 30 inspiring and successful advocacy campaigns.
- More than \$245,000 in additional non-donor resources has been mobilized so far for local

development priorities.

- Examples of local advocacy initiatives that have benefited from the activity include:
  - New financing mechanisms and resources for youth-led media content were introduced by local self-governments in Bor and Kraljevo.
  - Single parents were recognized as a vulnerable category in the social protection system in Pirot and new support mechanisms were introduced.
  - Women from rural areas of Babusnica received greater access to resources for economic independence.
  - Roma Housing Councils established in Roma settlements as a mechanism for improving housing conditions.
  - The Ministry of Health recognized CSOs as partners in improving the country's emergency care system.

## **ADDITIONAL INFORMATION**

### **PROJECT FUNDING**

U.S. Agency for International Development  
(USAID/Serbia)

### **PROJECT DURATION**

November 2018 – May 2023

### **PROJECT IMPLEMENTATION**

Belgrade Open School (BOS) in partnership  
with the Belgrade Fund for Political  
Excellence, the Balkan Investigative Research  
Network Serbia

### **TOTAL FUNDING**

\$2,000,000

### **WHERE WE WORK**

Nationwide

### **CONTACT**

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