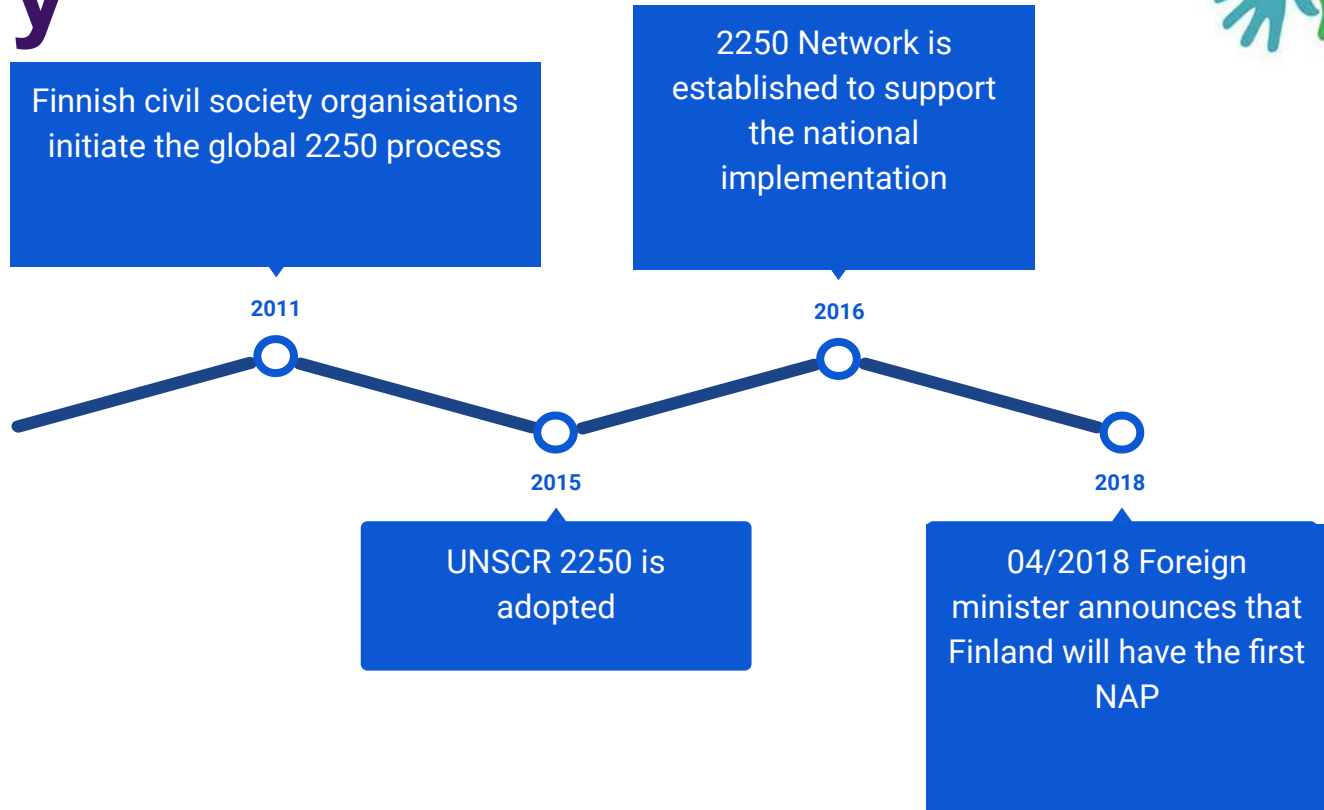




# Advocating for YPS

How the youth pushed for a National  
Action Plan in Finland

# 2250 in Finland - a brief history



# COMING TOGETHER



- 2250 Network created to support UNSCR 2250 National Action Plan in Finland
- Open for everyone interested in peace & security topics -> Consists of both organizations working in the field as well as individual youth interested in the topic
- Sharing news on what's happening, co-operating in promotion of the agenda and advocacy, raising awareness of the agenda and promoting youth participation
- **Was integral in coordinating the NAP advocacy and ensuring efficiency**

# IDENTIFYING THE KEY ACTORS



- Identifying all the people who could support the drafting of the NAP and targeting them **at the same time**
- This included for example: **Foreign minister's cabinet** (current government's support, Finland's international profile), **Ministry for Foreign Affairs officials** (support from the drafting/implementing party, relevance to Finland's work abroad), **members of the parliament** (cross-party support, relevance in Finnish context)
- Finnish UN Youth Delegates also took up YPS at the UN to form ties for Finland to the Agenda

# HOW TO TALK ABOUT YPS



- Relating the agenda to your **country context**: why is this important in your country, what are the benefits of engaging with the agenda?
- Relating the agenda to **topical concerns**: what are the issues people (especially politicians and media) are currently talking about and how can the YPS agenda answer these concerns?

# GENERAL GUIDE TO ADVOCACY: When planning



- Got a problem/challenge? What's the **solution** to it?
- Is this ('the solution') being done already? Is there someone doing something similar? → Importance of **networks and stakeholder communications** to stay in the loop and connected, and in absence of those, creating ones!
- Who needs to be **in** the project? What is the **target** audience?
- Easier to climb down rather than up → **aim (realistically) high**, and climb step-by-step down from there if needed

# GENERAL GUIDE TO ADVOCACY: When planning



- **A carefully planned campaign is most of the end product!** It is easier to execute, when there are clear instructions, clear roles and clear messages.
- **Pay attention to the language and rhetoric:** take advantage of argumentation and rhetoric tactics, and lessons learned and good practices from other similar advocacy projects, and translate them into **a simple, yet a thought-provoking (and a bold) message.**

# GENERAL GUIDE TO ADVOCACY: In practice



- **3 'multi'-communications:** multi-**stakeholder**, multi-**channel** and multi-**format** (e.g. joint campaigns, information-sharing and lobbying in different fora, and ways of presenting your content)
- **Be loud and visible in social media! Social media reaches multiple stakeholders and target audiences.**
- **Know your stuff!** Create backgrounders, speaking points and agendas for meetings with officials, decision-makers and other stakeholders



# GENERAL GUIDE TO ADVOCACY: In practice



- **Create something concrete!** E.g. manifestos, statements, booklets, infographics, summaries, policy recommendations, declarations, petitions, ... the sky is usually the limit.
- **Set up meetings, when the key message (and a possible end product) is clear**, and in the meantime, make use of the existing channels and raise the issue to the agenda informally.
- Keep **engagement** in mind! E.g. easy-to-share punchlines, “share this and take part in a draw”, questionnaires, ...



# Remember!

Do not underestimate your expertise. Unfortunately, and usually, someone else will do it for you. Promote young people as experts to avoid tokenism.

# GROUP DISCUSSIONS



- Everyone will take 5mins to individually think of their questions or ideas for advocacy work for YPS on their own and write their thoughts on post-its
- Next 5 minutes, each member shortly presents their ideas and/or questions on the topic, and the post-its are gathered together according to similarities.
- Discuss together for 15mins to come up with ideas and compare/identify similarities.

# GROUP DISCUSSIONS



Supporting topics that can help identifying open questions and spark ideas on YPS advocacy work:

- Strategy and measurement of success
- Role of youth
- Cooperation
- Identifying key target groups
- Lobbying
- Key messages and communications
- Visibility: Campaigning, events and media

# GROUP DISCUSSIONS



- Prepare to present your thoughts on the following questions to the whole group:
  - What are the challenges in the advocacy work on YPS in each country? What kind of new ideas did you get for your advocacy work? How could we do advocacy work together in the future?

# Contact



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