

TRANSFORMING EXPERIENCE IN COLLECTIVE POWER



Advocacy training for LGBTQIA+ Associations

2 hours training



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TODAY'S PROGRAMME

01

35 min

**Who we are and
where we act**

Icebreaker · Key concepts
· Power mapping

02

12 min

Data is power

Perception vs reality ·
Italian data · Producing
data

03

43 min

How to plan advocacy

6-step cycle · Exercise
“The case”

04

25 min

Tools and voice

Media · Social media ·
Institutions · Messaging

05

5 min

**Wrap-up and next
steps**

My first action

Totale: 120 minuti · Filo conduttore: trasformare la nostra esperienza in potere collettivo

Write in the chat — but wait for the signal before sending:

The name of your association + one thing you would like to change in your area within the next two years

Some guidance:

- 1 Be concrete: not a general issue, but something that relates to your local reality.
- 2 Two years is a realistic timeframe: what could you genuinely set in motion starting today?
- 3 There is no right or wrong answer — we are interested in your starting point.

When you're ready, wait for the go-ahead — then we'll all send together.

What is advocacy?

Advocacy is the process through which a person or a group seeks to influence policies, laws and practices in order to bring about social change.

ADVOCACY

Influencing policies, laws and institutions in the long term

CAMPAIGNING

Coordinated action around a specific and time-bound objective

ACTIVISM

Direct, everyday engagement for a cause

THE THREE LEVELS OF ADVOCACY

SELF ADVOCACY

Defending your own rights and identity

PEER ADVOCACY

Supporting other people in the community

SYSTEMS ADVOCACY

Changing laws, policies and institutional structures

In LGBTQIA+ associative work, all three levels often overlap. This training focuses on the systemic level.

THE THREE FORMS OF POWER

da: IWDA / Plan Your Power Toolkit



POWER OVER

The power exercised by someone over others: discriminatory laws, institutions, social structures. It can be visible, hidden or invisible.



POWER WITH

Power that emerges from collective solidarity: coalitions, alliances, coordinated action among associations.



POWER WITHIN

Inner power: awareness of one's rights, self-esteem, identity. This is the foundation of action.

POWER MAPPING

Block 1 · 18 minutes

1

Think about your association. What problem are you facing?

2

Who has power over you? With whom can you build power with? What power within do you already have?

3

Identify: who is an ally, who is neutral, who is hostile?

4

Present in 2 minutes: one thing that surprises you about the map.

Plenary feedback: 1 insight per group

DATA IS POWER

*Until a phenomenon is measured, it does not exist for institutions.
Data turns perception into reality — and therefore into political leverage.*

THE PROBLEM

Perception vs reality

- “It’s not a problem” vs data that proves it is
- 9% of the Italian population identifies as LGBTQIA+ (Ipsos 2023)
- Data breaks the rhetoric of institutional silence

THE NUMBERS

Italy: what the data says

- 1 in 2 trans people discriminated against in job searches (ISTAT–UNAR 2023)
- 66% experienced discrimination at school/university
- 41% of gay/bisexual people disadvantaged in career progression (ISTAT 2022)
- Italy: 34th out of 49 countries — Rainbow Europe Index (ECRI 2024)

PRODUCING DATA IS ALREADY ADVOCACY

Missing data is political data: what is not measured does not exist.

Producing grassroots data is an act of advocacy: it builds a reality that institutions cannot ignore.

THE MISSING DATA

The gender gap data

- The lack of gender- and orientation-disaggregated data is not accidental
- Statistical silence is a political choice — exposing it is advocacy
- Without baseline data, we cannot prove that things have changed

THE TOOLS

Producing data from below

- Community self-surveys using structured questionnaires
- Local monitoring: reports, incidents, systematised testimonies
- Collaboration with universities and research centres
- Systematic data collection during everyday associative activities

THE GOAL

Measuring change

- Building a baseline: the zero point from which progress is measured
- At each advocacy cycle, producing new data to demonstrate impact
- Turning statistical silence into a political argument
- Data is the lever that opens institutional doors

BLOCK 3 · THE ADVOCACY CYCLE (6 STEPS)

1

Context analysis

→ use ISTAT data to make the problem visible

2

SMART TR objectives

3

Power
Mapping

4

Insider / outsider
strategies

5

Key messages

6

Evaluation and learning

→ produce new data to measure impact

SMART TR OBJECTIVES

da: IWDA / Plan Your Power Toolkit

S

Specific

Clear: who has to do what?

M

Measurable

How do we track progress?

A

Achievable

Is it realistic?

R

Results-based

Does it advance the vision?

T

Time-bound

By when?

T

Transformative

Does it change power structures?

R

Rights-based

Who are the rights-holders?

“By June 2026, the Municipality of [city] will adopt a resolution against conversion therapies.”

EXERCISE

“CASE STUDY”

Block 3 · 30 minutes · mixed groups

TEMPLATE TO COMPLETE:

Advocacy problem / objective

Who has the power to change the situation?

Who are the potential allies?

Chosen strategy: insider, outsider or both?

Key message (one sentence)

3 scenarios available · 3 minutes feedback per group

SOURCES AND REFERENCES

ITALIAN DATA

ISTAT-UNAR 2023

Employment discrimination against trans and non-binary people

ISTAT-UNAR 2022

Employment discrimination against LGB people in civil unions

Ipsos Global Monitor 2023

Pride Month: Italy, the LGBT community and public opinion

ECRI / Rainbow Europe 2024

LGBTQIA+ rights index in Europe — Italy 34th out of 49

INTERNATIONAL TOOLKIT

YWCA Australia (2020)

Y Advocacy? An Intersectional Feminist Toolkit

IWDA / Womankind Worldwide

Plan Your Power Toolkit — power over/with/within, SMART-TR

UNICEF UK

Youth Advocacy Toolkit — ciclo EXPLORE / THINK / ACT / EVALUATE

Alliance for Justice (2019)

Advocacy Essentials: LGBTQ Equality — Bolder Advocacy

IPPF-RHO / UNFPA (2009)

Manual de Planeación en Advocacy



“If you feel that something needs to change, be the one to start that change.”

Amika George · Founder of #FreePeriods

THANK YOU

Questions · Feedback · Networking