

BRINGING IN PARTNERS: CONDUCTING A STAKEHOLDER ANALYSIS

Advocating for a national justice plan is a big undertaking. It is highly recommended that you enlist the help of other like-minded reformers. Possible partners include, but are not limited to, community members, disadvantaged groups, paralegals, other legal empowerment CSOs and representatives from relevant justice organisations. These partnerships can take the form of a network, coalition or alliance.

There are many advantages to working jointly. Collaboration can help enlarge your base of support, ensure expertise across multiple justice areas, pool existing financial and human resources, reduce duplication of efforts, ensure inclusiveness in your advocacy efforts and enhance the credibility of your advocacy strategy.

Be aware that acting as a managing partner of a joint partnership can be time-consuming. It might also be difficult for your partners to agree on a common objective, which may require you to compromise on your position or tactics.

A stakeholder analysis will help you identify the individuals and groups who will be most useful in helping you push forward a national justice plan. It will also help you target the government institutions that will have the most influence and/or who can be engaged as effective partners in helping you achieve your plan.

After identifying all of the relevant stakeholders, reflect upon the importance of each, the power they have to influence your justice agenda, their capacities, their needs and their current openness to engagement. The TAP Network Stakeholder Mapping Tool can help you identify and plan strategies for dealing with your allies, as well as your opponents and targets.³⁷ A copy of this tool has been provided for you in Annex 3.

TIP

A national justice plan should be overseen by a working group made up of government and civil society members. Identify potential individuals you would like to be a part of this committee and involve them from the early planning stages.

TIP

Stakeholders can support you as you develop your national justice plan and begin targeting your advocacy targets. It is important to keep partners informed throughout the entire process. An informed group of partners and stakeholders can help provide a valuable interpretation of your findings and create actionable recommendations.

DESIGN YOUR ADVOCACY STRATEGY FOR A NATIONAL JUSTICE PLAN

Once you have established a partnership with relevant stakeholders, you can begin to develop a collective advocacy strategy that uses the SDGs to call for a national justice plan. The strategy should clearly state *why* you want to advocate for a national justice plan, *what* you want the national justice plan to include and *how* you will accomplish it. This strategy will build upon all of the information you have gathered through the justice assessment, gap analysis, solution tree and stakeholder analysis.

By developing the strategy in collaboration with your advocacy partners, you will ensure that everyone has ownership over the plan, while also tapping into a range of ideas and expertise.

You should consider the stages a national justice plan typically goes through as it is being developed for national implementation as you craft your advocacy strategy. These stages include:

- consultations and mapping,
- planning for delivery,
- drafting your national justice plan,
- adopting your national justice plan,
- tracking progress to ensure better accountability for justice.

As you develop your advocacy strategy, think about what opportunities and tactics you can use to push forward your goals. The next section provides practical guidance, examples and ideas for approaching each of the stages.

The TAP Network's Advocacy Plan template is a useful resource to help you articulate your advocacy strategy and objectives. Find a blank copy in Annex 4.

³⁷ Goal 16 Advocacy Toolkit.