



**Terms of Reference:
Developing IDEA's Membership-Centred Advocacy Strategy
for 2019**

About IDEA:

IDEA, the Irish Development Education Association, is the national network for Development Education in Ireland and a leading voice for the sector. We represent over 70 members involved in the practice, promotion and advancement of Development Education (DE) in formal, non-formal and informal settings. Together we work to strengthen Development Education in Ireland and to raise awareness of the crucial role of Development Education in achieving an equal, just and sustainable future.

About Development Education:

Development Education uses interactive approaches to engage and educate people on global justice issues, such as climate change, migration, homelessness. It gives participants the skills to

- explore these issues
- examine and think about them critically, and
- take action to create change.

Development Education takes people on an exploration of different perspectives, making connections between their own lives and global justice issues at home and around the world. It encourages and empowers people to make a positive difference in their lives and the lives of others.

IDEA Members:

These include Development NGOs, community and voluntary organisations, educational institutions and networks, trade unions, educators, researchers and activists. They deliver Development Education in formal, non-formal and informal settings, engaging hundreds of thousands of people across all ages and communities throughout the island of Ireland each year. You can find out more about Development Education in Ireland and the work our members do [here](#).

Background to IDEA's work on Membership Centred Advocacy:

IDEA's advocacy work comes under IDEA's **Strategic Aim 1**: To create an enabling environment for Development Education.

Key elements of IDEA's Policy and Advocacy Strategy are building an enabling policy environment, supportive institutions in the sectors where Development Education is active, and investment in Development Education quality, innovation and learning.

The Policy aims to:

- **Influence national, European, international and intergovernmental policymakers to integrate Development Education into their strategies and policies.** e.g. IDEA's work within Coalition 2030 to ensure that the SDG National Implementation plan is implemented, sufficiently resourced and involves the whole of government and the whole of society.
- **Support members to engage in the policy-making process, including working together to develop policy positions and policy research.** e.g. a group of IDEA members collaborated to draft IDEA's submission to the Irish Aid White Paper process, submitted in August 2018.
- **Advocate for increased investment and strategic funding for Development Education.** e.g. IDEA's pre-Budget 2019 submission which advocated for a long-term investment in Development Education of 3% of ODA, with an ask of 1% of ODA in Budget 2019.
- **Engage educational bodies to integrate Development Education into their strategies and practices.** e.g. IDEA engages with the Advisory Group for the National Strategy on Education for Sustainable Development (ESD) Advisory Group, and promotion of the key role of Development Education in ESD national strategy
- **Identify and nurture new constituencies and partnership opportunities to enable members to expand the reach of Development Education.** e.g. IDEA is developing new partnerships through our international programme, Bridge 47: Building Global Citizenship.

Aim of this process: Developing IDEA's Membership Centred Advocacy for 2019

IDEA wants to ensure that this advocacy work is membership centred. Therefore, as part of reviewing and renewing IDEA's advocacy work for 2019, IDEA will invite members to participate in a process to strengthen our advocacy agenda. To support IDEA in developing this membership centred advocacy, IDEA will engage the services of an external consultant to work with us. Ideally this person would have a strong background in advocacy work, including developing political messaging to the government and a familiarity with the Departments of Foreign Affairs and the Department of Education and Skills and/or other relevant departments.

The first step is a focus group of the membership to hear what current advocacy themes are emerging for Development Education practitioners. Part of this exercise will be members interrogating IDEA's existing advocacy strategy, questioning our existing assumptions and renewing our advocacy agenda for 2019. It will also serve to find out how the context in which members are working is changing and thus set the external context for the next phase of our work. A number of phone calls to members will also be involved in addition to the focus group.

The second step is that the consultant will gather the advocacy themes and asks that arise during this process, as well as IDEA's current key messages, and work on bringing these together to form the basis for some key advocacy messages, which will be carried forward to the next workshop on Advocacy Messaging.

The third step will be a ‘messaging’ workshop to carry these themes forward to hone our advocacy messaging for our variety of audiences. A final report will be written up based on these three steps which will include key advocacy messaging for 2019.

Timeframe (November – December 2018):

Focus Group: Design, run and report on findings: Plan and run a focus group of the IDEA membership (IDEA staff will communicate with members and organise practicalities of this workshop). Prepare the focus group format, any materials to be used, carrying out the focus group and writing up report, including key findings and any recommendations for next steps. A number of phone calls to members will also be involved in this process.

Generate Key Messages from findings: Gather and analyse the key advocacy themes and asks from Focus Group, as well as IDEA’s current key messages, and work on bringing these together to form the basis for some key advocacy messages, which will be carried forward to the next workshop on Advocacy Messaging.

Advocacy Messaging Workshop: Design, run and report on findings: Work with IDEA staff to set up a workshop on advocacy messaging, following on from the findings of the focus group (IDEA staff will communicate with members and organise practicalities of this workshop). Prepare the format for the workshop, carry it out and write up a report, including key findings and any recommendations for next steps.

Final report: Drawing together the key findings, the consultant will write up a final report, bringing together all of the findings, an analysis of how they should inform future advocacy work for 2019, key advocacy messages for IDEA’s work in 2019 and any other recommendations for IDEA’s advocacy work.

How to apply

We envisage that this work will take approximately 5 days. Please submit your CV, and a letter of interest outlining a proposed methodology for the work to be carried out to morina@ideaonline.ie by Wednesday 14th November 2018. Please contact us if you would like further information.

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