

HOW DO WE DESIGN AN ADVOCACY CAMPAIGN IN BULGARIA?

PROGRAM

ENHANCING PUBLIC INFLUENCE AND EXERCISING CONTROL OVER THE DECISION-MAKING PROCESS

With the financial support of the "Democratic Network" Program / The Institute for Sustainable Communities

**It is a nationwide program,
with the following chief aims:**

- ✓ encouragement of the civil activity of local communities and reinforcement of cooperation between non-governmental organizations and citizens;
- ✓ mobilization of civil organizations;
- ✓ stimulation of public control over the decision-making process;
- ✓ formation of skills in civic organizations so they can use public policy analyses before planning their activities;
- ✓ creation of well-working models of interaction between civil organizations and state authorities;
- ✓ popularization and application of advocacy practices, including techniques of sociopolitical analysis, strategic planning, coalition building, dialogue and partnership with the government,

INSTITUTE FOR REGIONAL AND INTERNATIONAL STUDIES (IRIS)

The Institute for Regional and International Studies (IRIS) is an independent think-tank organization. IRIS's main mission is to promote democratic values and practices in order to establish legitimate mechanisms for cooperation between civil organizations and the national and local authorities in Bulgaria. Another important aspect of IRIS's activity is generating sociopolitical analyses and recommendations with regard to regional collaboration, security, interethnic relations and conflict resolution in Southeast Europe.

lobbying and media campaigns.

IRIS's partners are civil organizations from the cities of Gabrovo, Pazardzhik, Pleven, Plovdiv, Sliven, Sofia and Stara Zagora.

The Program's Main Activities:

- ✓ working out typological models of advocacy in order to solve problems of social importance;
- ✓ encouragement of civil activity in local communities by providing consultations to non-governmental organizations in the process of protection of civil interests;
- ✓ unification of civil resources for the creation of working coalitions;
- ✓ working out a mechanism of participation in civil organizations in the decision-making process by applying the practices of advocacy to civil interests.