

ADVOCACY VS. LOBBYING & CAMPAIGNING: WHAT'S THE DIFFERENCE?

Campaigning, advocacy and lobbying are a range of tools, mechanisms, initiatives, processes and/or organised actions to initiate and promote changes in policies, programmes or spending

Advocacy



Actions that aim to change attitudes, policies and practices

Lobbying



Strategic, formal and informal means of influencing specific decision makers on a specific issue

Campaigning



Actions, events and activities to achieve a change and to raise awareness on a specific issue working more widely across organised groups or people

The aim of advocacy, lobbying and campaigning is similar, but the **processes** are different

What is the difference?

Advocacy is any plan that attempts to influence policy makers and stakeholders through activities designed to increase public attention

Lobbying is one kind of *advocacy* with the goal of **persuading** governments and its leaders to take a particular position about a specific piece of legislation

Campaigning includes lobbying those in power to make changes, and a combination of a number of actions to **build** public support for change

How?



