

WOMANKIND
WORLDWIDE EQUAL RESPECTED PROUD



**Feminist research for feminist advocacy:
getting on the same page from the start**

**Lee Webster, Head of Policy and Communications
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Womankind Worldwide

We have a **vision** of a just world where the rights of all women are realised, respected and valued.

Mission: To work in equal partnership and solidarity with women's movements at local, national and international levels towards transformative change in women's lives.



Prevention is possible

Global development

Women's rights and gender equality

'No quick fix to gender inequality' as activists highlight need for more cash

Womankind rights organisation wants donors to commit to long-term funding to achieve lasting change at local level

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About this content



This article is 2 years old



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Women's rights activists outside the high court in Pretoria, South Africa, during the trial of Oscar Pistorius in September 2014. Photograph: Kevin Sutherland/EPA

Women's rights activists are vital in preventing violence against women and girls, but a shortfall in funding to local groups is hampering their work, according to a report that calls on donors to provide long-term financial support.

On the international day for the elimination of violence against women on 25 November, women's rights organisation Womankind Worldwide is urging donors to pay more than lip service to the work of women's rights groups across the globe



Creating New Spaces





More than a roof





Reflections and lessons learned (1)

Get on the same page *internally* first.

- What is the main purpose of the research?
 - To inform programming, to influence decision-makers, to raise your profile among donors?
 - What does your management team want from it?
 - **You can't please everyone all of the time – so make some decisions then manage expectations!**



Reflections and lessons learned (2)

Think of all the reasons to *not* do research – and consider alternatives!

- Will a well-written advocacy briefing building on existing evidence do the trick just as well?
- Will ‘documentation of evidence’ suit your purpose more than externally commissioned research?
- Do you have the staff time and an adequate budget for research – and have you/your senior managers counted up exactly how much that is?



Reflections and lessons learned (3)

Get the right research team – and get on the same page.

- What does it mean to have a feminist starting point?
- What are your and their expectations?
- Who will hold the contact with the partners/research participants on the ground?
- How will they represent your organisation?



Reflections and lessons learned (4)

Don't leave your comms plan until you have a final draft!

- Communications plans should be incorporated to the planning
- Guidance on language, tone, terminology discussed and agreed.
- Use of innovative communications to bring research to life for a range of audiences, eg audio visual, infographics, social media.



Reflections and lessons learned (5)

Advocacy plans

- Let's be honest – are we doing research to ask a question we don't know the answer to, or to gather evidence to support our existing advocacy recommendations?
- Either way, it needs to be part of an overarching advocacy strategy.



Reflections and lessons learned (6)

Ensuring that knowledge and experience is recognised as residing with the (feminist) partner/research participant, not your organisation or the research team per se.

- Opening up platforms
- Underscoring value of qualitative data and ‘small scale’ findings to donors and decision-makers
- Developing joint advocacy plans and launches.



Over to you – questions and comments

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