

SPEAKING UP! FOUNDATIONS AND ADVOCACY IN EUROPE

THE MEANING OF ADVOCACY VARIES GREATLY BETWEEN FOUNDATIONS IN EUROPE.

AND THERE IS ALSO A BIG DIFFERENCE BETWEEN ADVOCACY AND LOBBYING.

PUBLIC BENEFIT

COMMERCIAL

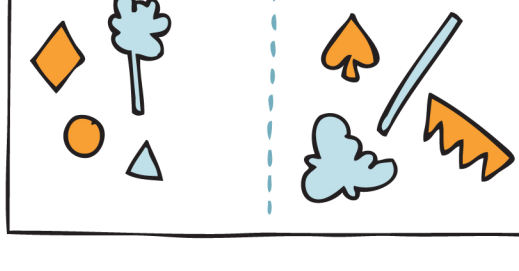
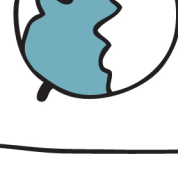
POLITICAL PARTY AGENDA

PRIVATE

What is advocacy?

EACH FOUNDATION HAS THEIR OWN PRIORITIES ABOUT WHAT THEY DO AND DO NOT FUND.

LEGAL REGULATIONS ALSO DIFFER DEPENDING ON GEOGRAPHY.



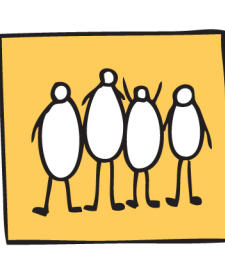
In 1904, philanthropist Joseph Rowntree stressed, when writing to the trustees of his foundation, the

NEED TO SEEK TO SEARCH OUT THE UNDERLYING CAUSES OF WEAKNESS OR EVIL RATHER THAN REMEDYING THEIR MORE SUPERFICIAL MANIFESTATIONS.

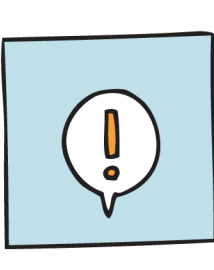
Today, many foundations think along similar lines:

"If you want to substantially influence societies and trigger change, within a certain context, then of course, you need to address public policy."

WHAT FOUNDATIONS BRING TO ADVOCACY



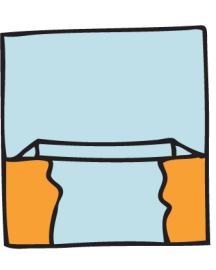
WORK ON THE GROUND



INDEPENDENT OPINION



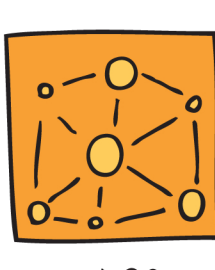
INDEPENDENT RESOURCES



BRIDGE-BUILDING CAPACITIES



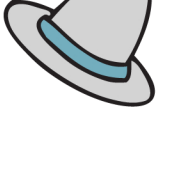
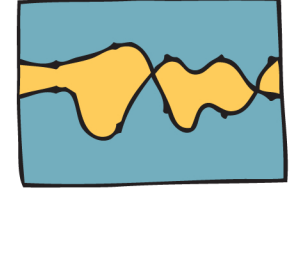
IMPARTIAL REALITY CHECKS



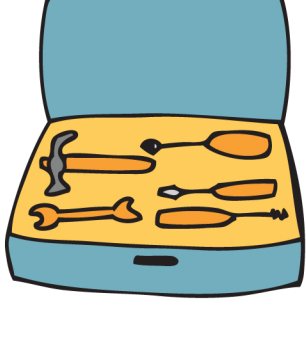
DIVERSE NETWORKS

TAILORED STRATEGIES

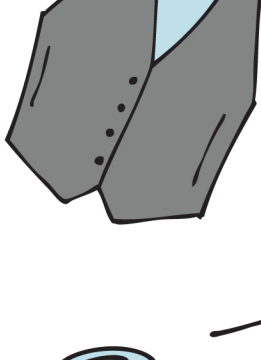
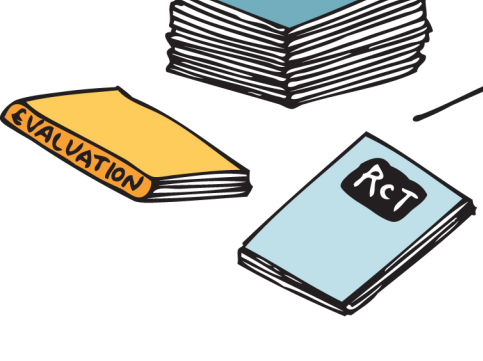
POLL POSITION



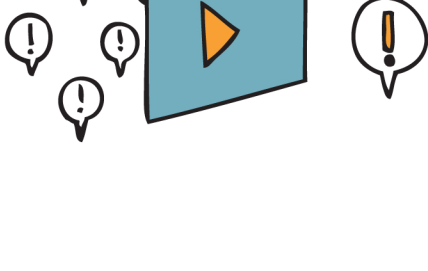
TOOLS IN THE BOX



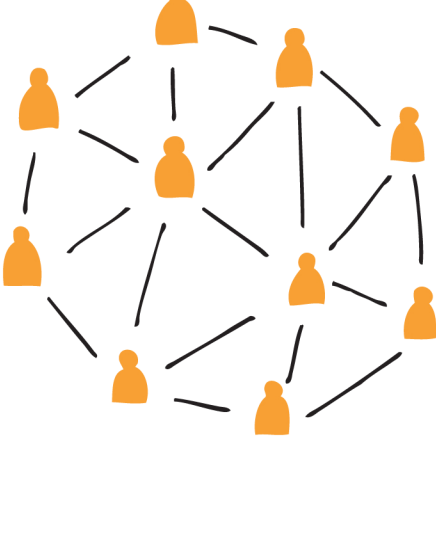
EVIDENCE FOR EFFECTIVENESS



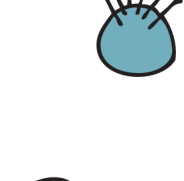
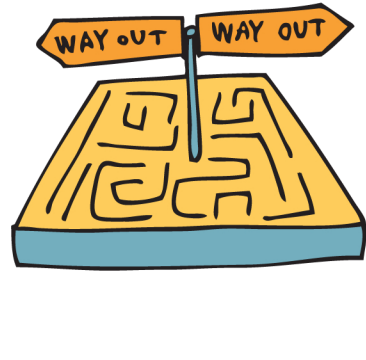
CHANNELING VOICES



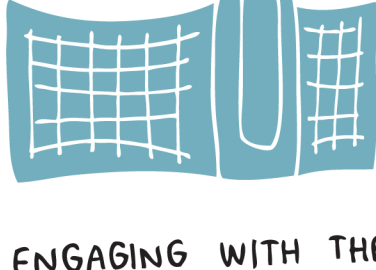
GETTING CONNECTED



NEGOTIATING THE EUROPEAN MAZE



CONVENING



ENGAGING WITH THE EU INSTITUTIONS



STRENGTH IN NUMBERS



SO THEN, WHO DOES WHAT?



EUROPEAN COUNCIL



EUROPEAN COMMISSION



EUROPEAN PARLIAMENT

THE EUROPEAN COMMISSION HAS DIFFERENT DEGREES OF INFLUENCE.

EXCLUSIVE

Internal Market competition rules
Customs Union
Common Commercial Policy
Euro
Common Fisheries Policy

SHARED

Environment
Social policy
Economic, social, territorial cohesion
Consumer protection
Freedom, security and justice

SUPPORTING

Culture, education and youth
Protection and improvement of human health
Tourism

LEARNING BY DOING



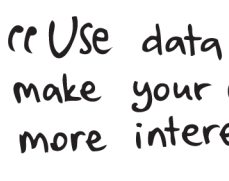
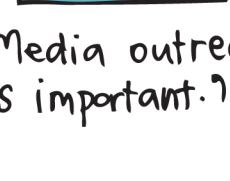
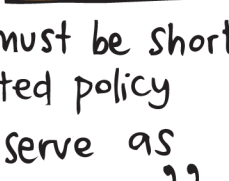
TIMING AND TIMEFRAMES

"Long-term strategies are needed including clarity on the foundation's specific role in that strategy."

AUDIENCES, INFLUENCERS AND DECISION MAKERS

"Engage with people who have the power to make required changes."

APPROACHING THESE AUDIENCES



"Documents must be short and in targeted policy language to serve as tools for advocacy."

"Media outreach is important."

"Use data to make your case more interesting."

FEATURES OF THE GUIDE

7 SPECIFIC CASE STUDIES

RICH LIST OF RESOURCES