



# GOAL 16 ADVOCACY TOOLKIT

A practical guide for stakeholders for  
national-level advocacy around Peaceful,  
Just and Inclusive Societies



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# ABOUT THE TAP NETWORK

- **Informal coalition of over 300 experts from 190 Civil Society Organizations in over 53 countries**
  - ≈ 47% of Organizations from Global South/non-OECD countries
- **First mobilized around the Open Working Group on SDGs as coalition of CSOs supporting inclusion of a standalone goal on Governance**

## TAP Network Mission Statement

The **Transparency, Accountability & Participation (TAP)** Network is a broad network of CSOs that works to ensure that open, inclusive, accountable, effective governance and peaceful societies are at the heart of the 2030 Agenda for Sustainable Development, and that civil society are recognized and mobilized as indispensable partners in the design, implementation of and accountability for sustainable development policies, at all levels.

TAP's vision for the 2030 Agenda is framed by notions of rule-of-law and the TAP principles of transparency, accountability, and citizen participation, as well as respect for human rights. The Network is united in the belief that open, inclusive, accountable and effective governance and peaceful societies are both outcomes and enablers of sustainable and equitable development.

TAP's work also reflects the will and impetus of the millions of citizens from around the world who voted for 'an honest and responsive government' as one of their top priorities in the My World survey – a theme echoed in consultations with people around the world.



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**A PRACTICAL GUIDE FOR NATIONAL LEVEL  
ADVOCACY ON PEACEFUL, JUST AND INCLUSIVE  
SOCIETIES AND ACCOUNTABLE INSTITUTIONS**



**The Goal 16 Advocacy Toolkit  
includes guidance, tools and tips on:**

- Contextualizing the Sustainable Development Goals (SDGs) and Goal 16
- Engaging with Goal 16 at the national level
- Working with governments in planning and implementation
- Ensuring sufficient monitoring and accountability for Goal 16
- Working with international processes and other stakeholders
- Case studies for successful advocacy

# GOAL 16 ADVOCACY TOOLKIT

Work with the Goal 16 Advocacy Toolkit  
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Transparency, Accountability &  
Participation for 2030 Agenda

# OBJECTIVES OF TOOLKIT

To help CSOs:

- 1. Understand the SDGs and Goal 16**
- 2. Put together national-level advocacy strategies around Goal 16 issues**
- 3. Work with their governments in planning, implementation, follow-up and accountability of Goal 16**
- 4. Engage with the various international processes**



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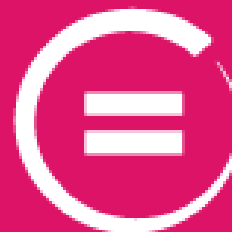
# THE CONTEXT: AGENDA 2030

SUSTAINABLE DEVELOPMENT GOALS

5 GENDER  
EQUALITY



10 REDUCED  
INEQUALITIES



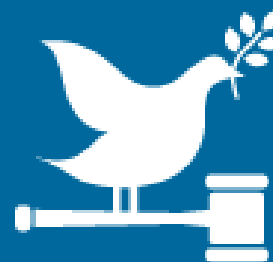
11 SUSTAINABLE CITIES  
AND COMMUNITIES



15 LIFE  
ON LAND



16 PEACE AND JUSTICE  
STRONG INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



# UNDERSTANDING GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



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## GOAL 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



**16.1** significantly reduce all forms of violence and related death rates everywhere

**16.2** end abuse, exploitation, trafficking and all forms of violence and torture against children

**16.3** promote the rule of law at the national and international levels, and ensure equal access to justice for all

**16.4** by 2030 significantly reduce illicit financial and arms flows, strengthen recovery and return of stolen assets, and combat all forms of organized crime

**16.5** substantially reduce corruption and bribery in all its forms

**16.6** develop effective, accountable and transparent institutions at all levels

**16.7** ensure responsive, inclusive, participatory and representative decision-making at all levels

**16.8** broaden and strengthen the participation of developing countries in the institutions of global governance

**16.9** by 2030 provide legal identity for all including birth registration

**16.10** ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

**16.a** strengthen relevant national institutions, including through international cooperation, for building capacities at all levels, in particular in developing countries, for preventing violence and combating terrorism and crime

**16.b** promote and enforce non-discriminatory laws and policies for sustainable development



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# INTERLINKAGES WITH OTHER GOALS

16.3. Promote the rule of law at the national and international levels and ensure equal access to justice for all:

SDG Interlinkages: Goal 5 (gender equality), Goal 10 (reduce inequalities), Goal 11 (sustainable cities & communities), Goal 17 (means of implementation & global partnerships)

16b. Promote and enforce non-discriminatory laws and policies for sustainable development:

SDG Interlinkages: Goal 4 (quality education), Goal 5 (gender equality), Goal 8 (sustainable economic growth & decent work for all), Goal 10 (reduce inequalities), Goal 11 (sustainable cities & communities), Goal 17 (means of implementation & global partnerships)



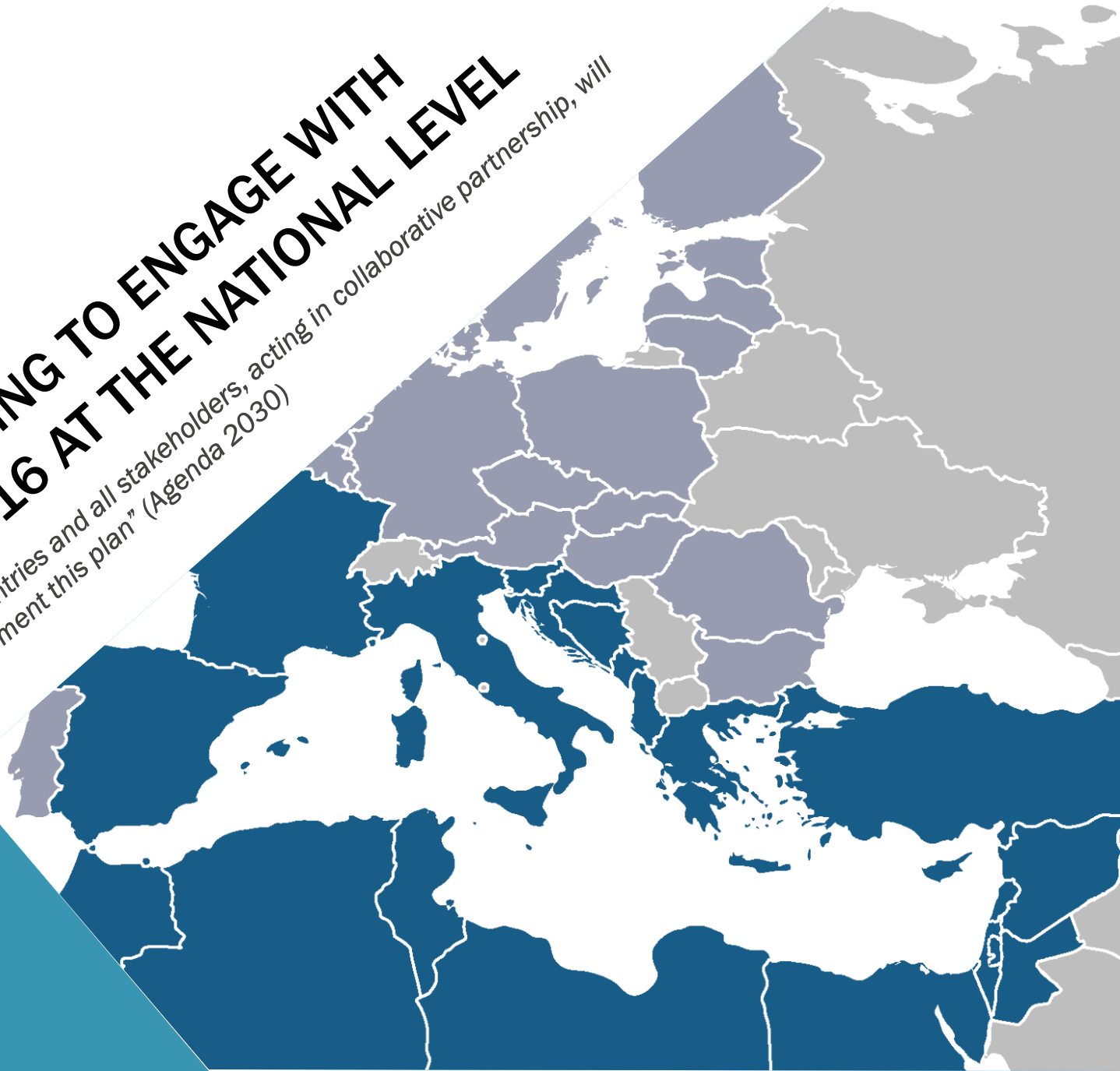
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# PREPARING TO ENGAGE WITH GOAL 16 AT THE NATIONAL LEVEL

"All countries and all stakeholders, acting in collaborative partnership, will implement this plan" (Agenda 2030)



# WHO TO WORK WITH AND WHY: GAP ANALYSIS

Which Goal 16 targets  
are/are not being  
addressed ambitiously  
in your national context?

Who is already working to  
address these gaps and  
how are they doing this?

Closing these gaps will be  
the aim of your advocacy  
efforts going forward.

## Step 1: Identify who is responsible for implementation

Consider who should lead, as well as what other partners could usefully assist with key activities. Consideration should be given to both national stakeholders such as ministries and legislative bodies, as well as support that could be provided from regional and international partners;

## Step 2: Assess current implementation in participatory ways

Reflect on existing good practice that can be built upon, key gaps and major obstacles to reform/change. Where policies or plans already exist (for example, a national development plan, national anti-corruption strategy or sectoral law and justice strategy), these should be reviewed and assessed against the Goal 16 commitments;

## Step 3: Identify priority areas for action / make recommendations

This could usefully be broken up into short-term (0-5 years), medium-term (5-10 years) and long-term (10-15 years) priorities. Consideration should be given to policy reforms, legal reforms and institutional reforms;

## Step 4: Identify what resource are needed for implementation

Consider both the financial and human resources needed. Existing taskforces, stakeholder groups and coordination mechanisms (including those that were established in support of the MDGs) should be identified and their capacities assessed. Existing budgets—both from national finances and donor resources—should also be reflected upon.

## Step 5: Share gap analysis report with Government

Ideally, government partners will have collaborated on any initial gap analysis, but if this is a purely civil society led exercise, it is important to present your findings back to government stakeholders to encourage their uptake.



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# TARGETS AND PARTNERS: A STAKEHOLDER ANALYSIS

Who are involved in, influence or care about the issue you work on?

How should you target and work with each of these stakeholders in your advocacy?

Influencing these Stakeholders will be the aim of your advocacy efforts going forward.

Stakeholder analysis grid			
High power to influence change	<b>Satisfy:</b> Medium priority stakeholders that you will need to work with and engage as opportunities arise to impact  Examples: Media, other NGOs and CSOs	<b>Influence:</b> High priority stakeholders that have the ability to impact and take decisions to support your overall advocacy objectives  Examples: Policy-makers, local or national decision-makers, high-level officials	
	<b>Monitor:</b> Low priority stakeholders to involve only when resources permit or where there is potential added value to one of your objectives  Example: Local businesses affected by the issues	<b>Inform, consult, and involve:</b> Medium-priority stakeholders that could be most affected by this issue, and would be beneficial to consult with and keep informed of your work  Example: Local communities and stakeholders that are impacted by the issues you cover	
Little power to influence change	<b>Doesn't matter much to them and/or does not work closely on issues</b>	<b>Matters a lot to them and/or works closely on issues</b>	



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# WHO TO INCLUDE IN NATIONAL STAKEHOLDER MAPPING?

- ❖ **Government: Executive** (cabinet, ministers, inter-ministerial committees), legislature, law and justice institutions
- ❖ **Sub-national governments:** local governments
- ❖ **Independent actors:** accountability institutions, civil society, community based organisations, media



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# PLANNING YOUR ADVOCACY

## Developing an Advocacy Plan

<b>What needs to change?</b>  Tip: Identify which issues do you want to focus on, and choose concise and action-oriented objectives			
<b>Who do we need to influence? What do we need them to do?</b>  Tip: Identify 2 or 3 things which would help achieve the overall objective	1.		
	2.		
	3.		
	<b>To do</b>	<b>By whom</b>	<b>By when</b>
<b>What will we do to target this stakeholder?</b>  Tip: Consider what you'll do for advocacy—will you provide technical advice, develop a partnership, or write a paper/report/letter?	<i>Example: Draft position paper on Goal 16</i>	<i>Example: Policy Director</i>	<i>Example: 3 weeks prior to key meeting</i>
<b>Managing risks</b>  Tip: Consider the risks of your plan (eg. lack of funding, political resistance, unwillingness to partner, security). What can you do to manage them?	<i>Example: Potential political resistance</i>	<i>Example: government decision-makers</i>	
<b>Monitoring Success</b>  Tip: Identify indicators that tell you if you're being successful, and identify some actions you can undertake to help track progress	<i>Example: Adoption of comprehensive national implementation and monitoring plan for Goal 16</i>		



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# ADVOCACY MESSAGES AND COMMUNICATIONS



## Tools to raise awareness about agenda 2030 and G16

- ❖ The Advocacy Toolkit: Influencing the Post-2015 Development Agenda
- ❖ Engaging with the Media: A Companion to the Advocacy Toolkit for Influencing the Post-2015



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# DEFINING ADVOCACY MESSAGES

## Developing Advocacy Messages

This tool will help you to summarise and present your advocacy message for different audiences

### Primary Message: Describe your statement, goal and actions desired resulting from your advocacy

*Example: "The 2030 Agenda must promote openness, accountability and effective public institutions, build trust between states and its citizens, lay the foundation for peaceful and just societies, and empower civil society to engage in the design, implementation and accountability of public policies, at all levels. The implementation of Goal 16 will contribute significantly to the achievement of these goals, and civil society actors must play a key role in the monitoring and accountability for Goal 16 and the 2030 Agenda more broadly."*

Audience (Examples)	Concerns	Possible Messages
<b>Decision-makers (government ministers, legislators, administrators, corporation heads)</b>	<i>Potential for countries to not prioritize Goal 16, and only focus on other goals. National planning, implementation and reporting processes might not be inclusive of stakeholders and civil society.</i>	<i>Goal 16 to promote peaceful, just and inclusive societies and accountable institutions is an SDG that cuts across all other SDGs, and underpins the entire 2030 Agenda. Governments must prioritize inclusion and participation of stakeholders in all development-related processes at the national level, in an effort to fulfill the 2030 Agenda's commitment to "leave no one behind."</i>
<b>General public</b>	<i>General awareness of the 2030 Agenda, the SDGs and Goal 16 might be lacking for those not working on sustainable development or UN issues.</i>	<i>Goal 16 and the SDGs are a critical roadmap for national governments to collectively chart a course for a sustainable future, and is an opportunity to strengthen international cooperation on sustainable development issues. This is also a key opportunity to raise awareness for all of the issues contained within the SDGs and Goal 16.</i>
<b>Journalists</b>		
<b>Civil society organizations</b>		



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# SUPPORTING NATIONAL PLANNING FOR GOAL 16

“Each government will also decide how these aspirational and global targets should be incorporated into national planning processes, policies and strategies” (Agenda 2030)



# WHERE AND HOW TO ENGAGE?

## SDG Policy coordination mechanisms

- ❖ Interministerial SDGs Working Groups
- ❖ National Sustainable Development Councils
- ❖ Individual coordination mechanisms for each SDG?

## Sub-national Governments

- ❖ May be unaware of specifics of Agenda 2030 and G16

**Provide Input into SDG Implementation Plans, hopefully coordinated by the above mechanisms**



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# SUPPORTING NATIONAL IMPLEMENTATION OF GOAL 16

"We underline the need to promote peaceful and inclusive societies for achieving sustainable development." (Addis Ababa Action Agenda)



# **SUPPORTING THE GOVERNMENT'S EFFORTS**

**❖ CORE GOVERNMENT functions**

**❖ Sectoral Ministries / statutory bodies**

**❖ Local government**

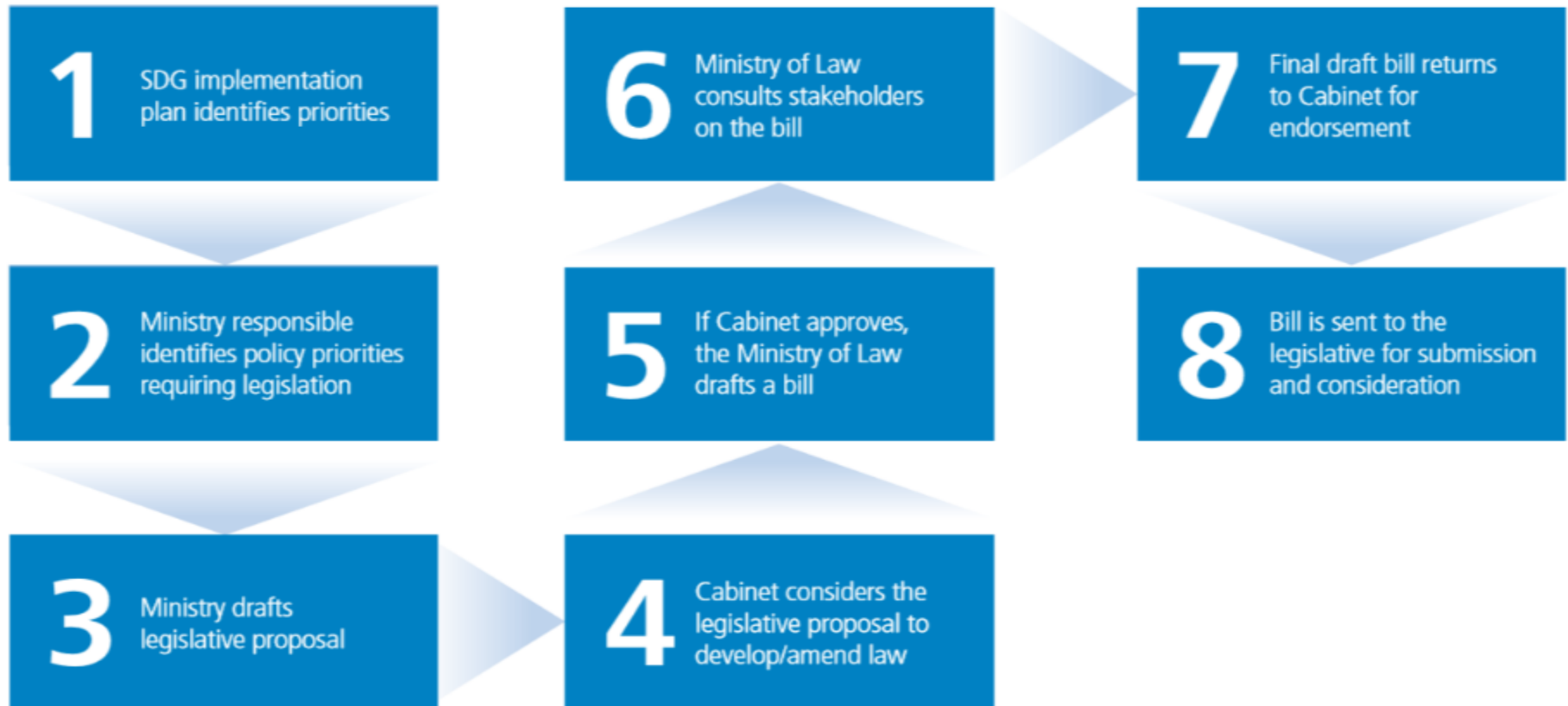


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# DRAFTING OR AMENDING LAWS



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# HOW TO WORK WITH LEGISLATORS?



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# CASE STUDY – STRATEGIC LITIGATION

## **Case Study: Using Strategic Litigation to Demand Climate Change Action by the Dutch Government<sup>29</sup>**

In what is understood to be the first time that European citizens have tried to hold a state responsible for alleged inaction on climate change, in June 2015, 866 plaintiffs and the environmental NGO Urgenda were victorious in their strategic litigation against the Dutch government. Urgenda worked with the plaintiffs to use international human-rights law, alongside domestic law, as a legal basis to protect citizens against climate change. Urgenda brought the lawsuit alongside plaintiffs who included teachers, entrepreneurs and artists, as well as children legally represented by their elders. Dennis van Berkel, who works for Urgenda, said: 'We wanted to show that this is not just one organisation that had an idea but a broad movement of people who are very concerned about climate change and believe it's necessary to sue the state over it.'<sup>30</sup> From the beginning of the litigation process, Urgenda put all its legal documents online, translated them into English and encouraged groups from other countries to use its work.

The plaintiffs had accused the Dutch government of negligence for 'knowingly contributing' to a breach of the 2 degree Celsius maximum target for global warming. In what was the first climate liability suit brought under human-rights and tort law, their legal arguments rested on the legal principles forbidding states from polluting to the extent that they damage other states and the European Union (EU) 'precautionary principle', which prohibits actions that carry unknown but potentially severe risks. The judge in the case found that the threat posed by global warming was severe and had already been acknowledged by the Dutch government in international agreements. On that basis, it was found that the Dutch government had a duty to act. No other court in the world has ever directly ordered a government to cut carbon emissions, and the landmark ruling from this strategic litigation could have implications across the globe.



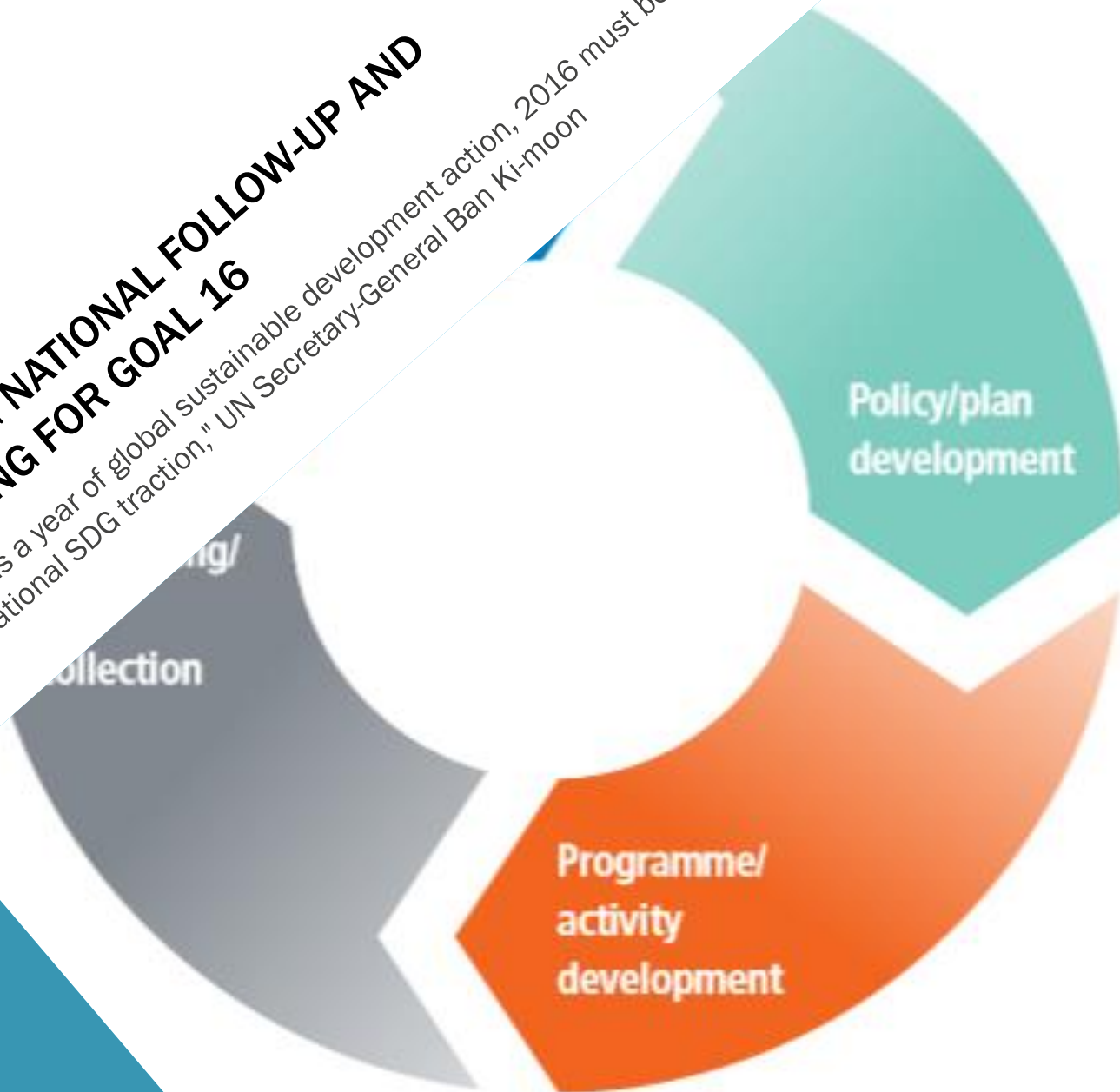
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# SUPPORTING NATIONAL FOLLOW-UP AND MONITORING FOR GOAL 16

"If 2015 was a year of global sustainable development action, 2016 must be a year of national SDG traction," UN Secretary-General Ban Ki-moon



# ENGAGING IN NATIONAL LEVEL FOLLOW UP PROCESSES



The role of civil society in follow up and monitoring



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# CITIZEN GENERATE DATA – A CASE STUDY

## Case Study: Harnessing Civil society Expertise in Data Collection and Analysis

Already, many CSOs have become experts in collecting and analysing data through methodologies that could be useful to governments tracking implementation of the SDGs. For example, data can be utilised from global surveys (e.g. Transparency International's Global Corruption Barometer) or more localised data generated by marginalised people at the community level (e.g. the citizen-generated data project Map Kibera). Some CSOs also analyse data from publicly available (open) sources (e.g. the Publish What You Fund Aid Transparency Index) and others collate data through expert assessments (e.g. CIVICUS's annual State of Civil Society Report).

Many NGOs have also started utilising crowdsourcing technology for better data collection and analysis. Such initiatives could revolutionise monitoring efforts by enabling citizens to share their experiences and feedback on government policy gaps or failures. For example, in Egypt, HarrassMap<sup>33</sup> operates as a digital platform that allows people to report harassment. This information is then showcased via a mapping tool showing where such incidents have occurred, enabling policymakers to better target their efforts. Likewise, in India, the IPaidABribe<sup>34</sup> website has been a raging success, enabling people across the nation to report demands for bribes from government officials. This data is then mapped and more detailed stories are included to enable follow-up by authorities. The website has been so successful that it has been replicated in fourteen countries to date.



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# ENGAGING WITH GOAL 16 AT THE GLOBAL LEVEL

The HLPF will have a central role in overseeing a network of follow-up and review processes at the global level (UN Sustainable Development Knowledge Platform)



# TARGETS AND PARTNERS



UNCTs, UNDP and others



World Bank, IMF, WTO, regional development banks



AU, EU, OAS, ASEAN, UN Regional Commissions



Development partners:  
governments, private sector and philanthropic organisations



International NGO coalitions/initiatives



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# MULTILATERAL PROCESSES – THE HLPF



- ❖ The role of the HLPF and how to engage
- ❖ <https://sustainabledevelopment.un.org/hlpf>

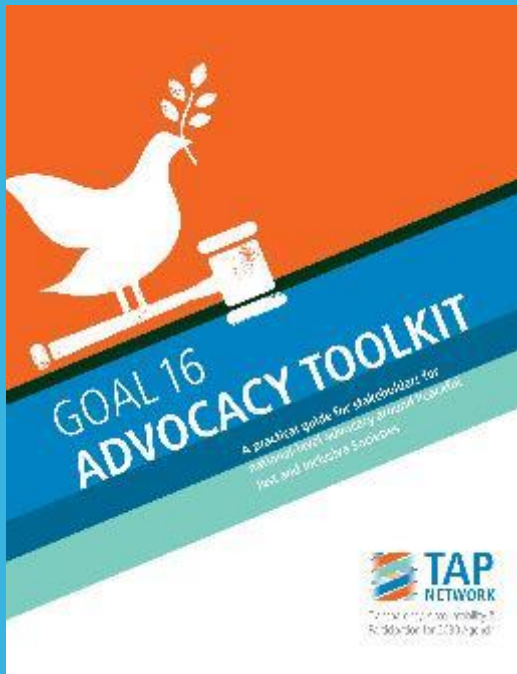


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- For further details, contact TAP Network Coordinator John Romano at [romano@wfuna.org](mailto:romano@wfuna.org)
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