



GRAN'S ADVOCACY STRATEGY IN A CHANGING WORLD, CHANGING CANADA

The world of international development advocacy is undergoing a number of complex and significant transformations that will challenge GRAN to adapt and be responsive. The transformations include:

- A new government in Canada that is putting its stamp on the international agenda
 - Department of Foreign Affairs, Trade and Development (DFATD) has become Global Affairs Canada
 - Climate change is now viewed as a key factor in Canada's international development
 - First priority in the Minister of International Development's mandate letter is to "refocus Canada's development assistance on helping the poorest and most vulnerable, and supporting fragile states"
- The Millenium Development Goals (MDGs) which made significant progress with easier to reach populations (the able-bodied and those living in cities and peaceful regions) have now been replaced with the Sustainable Development Goals (SDGs) which aim to reach the most vulnerable, the poorest of the poor, and to "leave no one behind"
 - The MDGs were applied to developing countries; the SDGs apply to all countries
 - The SDGs will become the dominant framework for coordinating international economic, social and environmental cooperation through to 2030
- Humanitarian issues and protracted conflicts have become the order of the day
 - By 2016 most of the world's poor are expected to live in countries where civil conflict is common and government does not provide basic services including security and rule of law (*Towards 2030: Building Canada's Engagement with Global Sustainable Development*, Centre for International Policy Studies, University of Ottawa, 2015, p. 14)

In the context of these transformations, there is a sense among Canadian NGOs that we need a more compelling narrative, a narrative that

- Provides policy coherence connecting the domestic and international agendas e.g. health security
- Provides policy direction by connecting our priorities in Canada with the priorities of the developing countries in which we work e.g. global environmental sustainability
- Provides a “whole of government” approach (not just Ministry of International Development – include Health, Education, Trade, Infrastructure, Justice, Finance, Environment, National Defence) and enlarges that approach to include three tiers of government and also researchers, industry leaders, engaged citizens – more like a “whole of Canada” approach

This in turn has led to a questioning of how useful the 0.7% target and GNI ratio are to the development of Canada’s foreign policy

- Some consensus that ODA is not a good starting point
- More important to focus on where the money is going, that it should be going to the least developed countries (LDCs), and that the amount Canada provides is fair and commensurate with our standing in the world
- Targets should be motivational, more meaningful than 0.7%

GRAN’S ADVOCACY NARRATIVE

GRAN is responding to this changing environment by creating a narrative that looks to the future of the grandmothers and vulnerable children and youth in Sub-Saharan Africa. When appropriate, numerical arguments such as ODA or budget percentages will be used to make our campaigns concrete and measurable. The following narrative uses the SDGs as a core reference framework and demonstrates our investment in Canada’s future position on the world stage. It is intended as a way to engage all Canadians in our work.



GRAN'S ADVOCACY NARRATIVE

The mission of GRAN is to advocate in meaningful and strategic ways for the human rights of grandmothers, vulnerable children and youth of Sub-Saharan Africa.

We focus our efforts on the grandmothers and children of Sub-Saharan Africa because they are among the poorest and most vulnerable women and children in the world.

We will achieve our mission by:

- advocating for policies that support the vital work of the grandmothers of Africa in improving the lives of their families and communities
- supporting and encouraging the Canadian government in its efforts to meet the Sustainable Development Goals set by the United Nations in 2015 in particular
 - Goal #1: End poverty in all its forms everywhere
 - Goal #3: Ensure healthy lives and promote well-being for all at all ages
 - Goal #4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
 - Goal #5: Achieve gender equality and empower all women and girls
 - 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
- influencing global policy by partnering with and supporting the efforts of organizations such as Médecins sans Frontières, Girls Not Brides, and the Global Partnership for Education.

. Our actions are informed by our work in:

- reducing the spread of HIV/AIDS and improving access to life-saving medications
- reducing violence against women and girls
- ensuring all children receive a good education and promoting lifelong learning

As global citizens, Canadians are called upon to address the growing challenges around security and environmental sustainability. We will do our part to create a healthy world, a safe world and a peaceful world which will benefit us all.