

ADVOCACY STRATEGY

FRAMEWORK

2023



المجلس الفلسطيني للإسكان
Palestinian Housing Council

The strength of the Palestinian Housing Council (PHC) relies deeply on our steadfast commitment to implement all policies and guidelines throughout the execution of PHC's programs and projects. It is our endeavors that form the foundation of our enduring success, and strive to embody the highest ethical and professional standards. This commitment is essential to accomplishing our humanitarian and societal goals and mission. We emphasize the commitment of all PHC employees, across various administrative levels, to adhere to specific policies and frameworks applicable to their respective domains.

These policies and guidelines, signify our complete involvement in building a sustainable and equitable community. They express our fervor in delivering optimal housing services to the community in which we live and operate. The application of these policies is a fundamental pillar in building the PHC's reputation as a trusted entity, committed to sustainable development and earnest work.

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Introduction

This Advocacy Strategy provides a partial scheme on how PHC can move to a new stage and more effectively achieve its goals and objectives. PHC advocacy raises awareness of the rights to adequate housing, promotes respect and brings the voices of vulnerable people to the forefront, and contributes to providing housing assistance to the targeted beneficiaries. PHC believes it can generate and use evidence for influencing policy and practices.

Mission:

We are leaders in responding to the housing needs in Palestine and we advocate for the right to housing for those whose voices remain unheard according to the International Human Rights (IHR) in addition to housing needs in Palestine focusing on evidence-based advocacy.

Aims and Objectives:

To ensure adequate housing for PHC beneficiaries by promoting changes that bring policy, practice, or law into line with international housing standards through evidence-based advocacy. This includes advocating for:

1. A better understanding of the need for urgent housing in Palestine.
2. Protection of Palestinians from occupational policies and human rights violations.
3. Enhance national accountability.
4. Build the capacities and raise awareness of the right to housing to promote the resilience of PHC beneficiaries.

Outcomes:

1. The international agencies are aware of the housing gaps and problems in Palestine and Jerusalem in particular.
2. The Palestinian Authority makes decisions and allocates budgets to contribute to alleviating housing problems.
3. The international agencies lobbying to protect Palestinians from occupation policies and human rights violations.
4. PHC beneficiaries are aware of their right to housing.

Target audience:

PHC seeks to communicate the right messages to the right people at the right time. Target audiences are decision, and policy-makers; including the national government, international organizations, donors, and the general public and PHC beneficiaries.

The Change:

Changes are the results an advocacy effort aims for with audience to progress towards a policy goal. The three points on this continuum differ in terms of how far an audience is expected to engage on a policy issue:

1. The continuum starts with basic awareness or knowledge: The goal is to make the audience aware that a problem or potential policy solution exists.
2. The next point is willingness: The goal here is to raise an audience's willingness to take action on an issue. It goes beyond awareness and tries to convince the audience that the issue is important enough to warrant action and that any actions taken will make a difference.
3. The third point is action: Policy efforts support or facilitation of audience action on an issue.

Again, advocacy strategies may pursue one change with an audience or more than one simultaneously.

Tools:

The tool for articulating an advocacy theory of change has several advantages. As advocacy is not predictable or linear, the tool does not force linear thinking. It offers a place to start, rather than a blank page. It helps advocates to think more specifically about audience—who are expected to change and how, and what it will take to get them there. While theories of change often consider advocacy strategies in isolation from other efforts, this tool helps to think about how other advocates (like-minded or in opposition) are positioned. It prompts thinking about useful tactics and meaningful interim outcomes. This evidence-based advocacy strategy includes the following tools:

Media campaigns, public speeches, press briefings, bilateral meetings, stories, workshops, or negotiations with governments. Participation of PHC in advocacy activities with other organizations working in the same field to reach broader audience. Additionally, PHC will highlight the real impact of executing projects and programs for filling the housing gaps in Palestine.

Table 1: Partners and Roles:

Advocacy Partner	Role/ Outcomes
The Palestinian Authority	Making decisions and allocating budgets to alleviate housing problems
Humanitarian and related INGOs and NGOs	Lobbying to protect Palestinians from occupation policies and human rights violations. A better understanding of the housing gaps and problems in Palestine
PHC beneficiaries	A better understanding of their right to housing.

Table 2: Stakeholder analysis:

Stakeholder	Initial/ current position	Advocacy approach	Comments/ reflection
	Opposed, neutral, supportive, mixed, unaware	Strategy to engage in advocacy	changes
The Palestinian Authority	Partner and Supportive	Build bridges through meetings and partnerships	To make decisions, and allocate budgets for housing.
Humanitarian and related INGOs and NGOs	Counterpart and Supportive	Build bridges through meetings, Inform through social media.	To contribute to solutions for the housing needs, gaps and constraints.
PHC beneficiaries	Beneficiary and supportive	Build bridges through workshops.	To increase the awareness of their right to adequate housing.

Key messages:

PHC will ensure the advocacy strategy is consistent with the PHC strategy through effective collaboration with Policy, Advocacy, and Communications team. And working closely with that team to capture lessons learned, success stories, and evidence to inform policy and material production.

Counseling the vulnerable people and addressing their rights to housing, and rights to stay in Jerusalem without risking their safety or exposing them to further risk. Vulnerable people's housing, land, and property rights should be upheld so that they are protected against forced eviction. PHC should address the specific challenges faced by displaced people, especially women, in claiming their housing, land, and property rights, including removing barriers to attaining civil documentation when this is a basis for secure tenure. Thus, PHC has a part to play in addressing and preventing these complex issues.

Advocacy key messages shall include, but are not limited to the following themes, where the final messages will be determined according to each advocacy discipline:

- Addressing the beneficiaries' housing rights and highlighting the housing needs in Palestine.
- Promoting the impact of PHC projects and programs and highlighting how it enhances protection and reduces forced displacement.
- Stressing the housing needs of vulnerable families, and highlighting the effectiveness and efficiency of response in the housing sector.
- Promoting coordination and coherence between humanitarian and development actors, ensuring strong links between relief, rehabilitation, and development.
- Sustainable and long-term funding of evidence-based and effective programs and interventions.
- Promoting monitoring and evaluation as a criterion for sustainable and long-term funding and support from donors.

Activities:

- Preparatory activities: Create accounts on different social media platforms; Update and gather materials that will be used during the plan period; Develop a list of potential

meetings; Develop presentation tools to support presentations by PHC staff in meetings and forums.

- Training: Advocacy training for PHC staff.
- Meetings: External meetings: PA officials; banking sector; Shelter Cluster; related INGOs and NGOs, local community.
- Workshops with PHC beneficiaries.
- Participation in field visits, seminars, conferences, events, and exchange experiences related to advocacy for housing needs and gaps.
- PHC website and social media: regular digital advocacy campaigns, sponsor materials (photos and videos), informative online boards, and broadcast interviews.
- Reporting: publish electronic dashboards, factsheets, reports, studies, lessons learned, stories...etc.

This advocacy plan is combined strategically with PHC program activities (Accountability for beneficiaries, gender equality, Women Empowerment, M&E, protection, workshops, and implementation of housing construction or rehabilitation). PHC seeks to contribute to transforming attitudes, systems, and structures that increase the beneficiary's risk.

Risks and Assumptions:

PHC team analyzes and studies the reasons that might stop PHC from achieving the advocacy objectives, particularly in Jerusalem and Area C, and what measures can be taken to reduce these risks. PHC will consider whether our advocacy might bring any risks to PHC's programs, staff, or partners. Also, PHC will observe the checks and balances in place to minimize risk, namely sign-off procedures. PHC will ensure accountability checks on security implications, reputation risk, and consistency with the laws and regulations.