



Group Development Pakistan

Stakeholders' Engagement Methodology

GDP is a Pakistani Civil Society Organization (CSO) registered under Society's Act 1860. GDP believes in a democratic and humanistic society in which the most important stakeholders -children- are acknowledged, respected, empowered and protected from violence, abuse and discrimination. GDP follows a holistic, inclusive, ecofriendly, culture-sensitive, child-focused, systemic and human rights-based approach. GDP envisages that Pakistan will become a country in which each child is free from violence and discrimination and fully avails and exercises his/her fundamental rights to a life of dignity, safety and self-fulfillment as described in the UNCRC and other relevant international and regional human rights conventions/covenants/declarations/agreements ratified by Pakistan.

To achieve its mission GDP conducts multiple communication exercises and engage with stakeholders'.

Fundamental Values of our Stakeholders' Engagement

GDP's stakeholders' engagement hence relies on the fundamental values that have been presented in GDP's communication strategy¹:

- Best interest of the child
- Do no harm policy
- Positive messaging
- Engage, do not attack
- Zero tolerance for discrimination and violence
- Gender sensitivity
- Cultural sensitivity
- Participation
- Inclusiveness
- Practice what you preach
- Accountability
- User-friendliness

But also includes additional characteristics listed below:

- Evidence-based
- Synergic
- Child and youth-led
- Possibly in collaboration with state actors or even state-led
- Creative
- Reactivity/responsiveness
- Adaptability
- Multi-pronged
- Complementing (no duplication)

¹See annexure 1, Group Development Pakistan Communication Strategy 2020

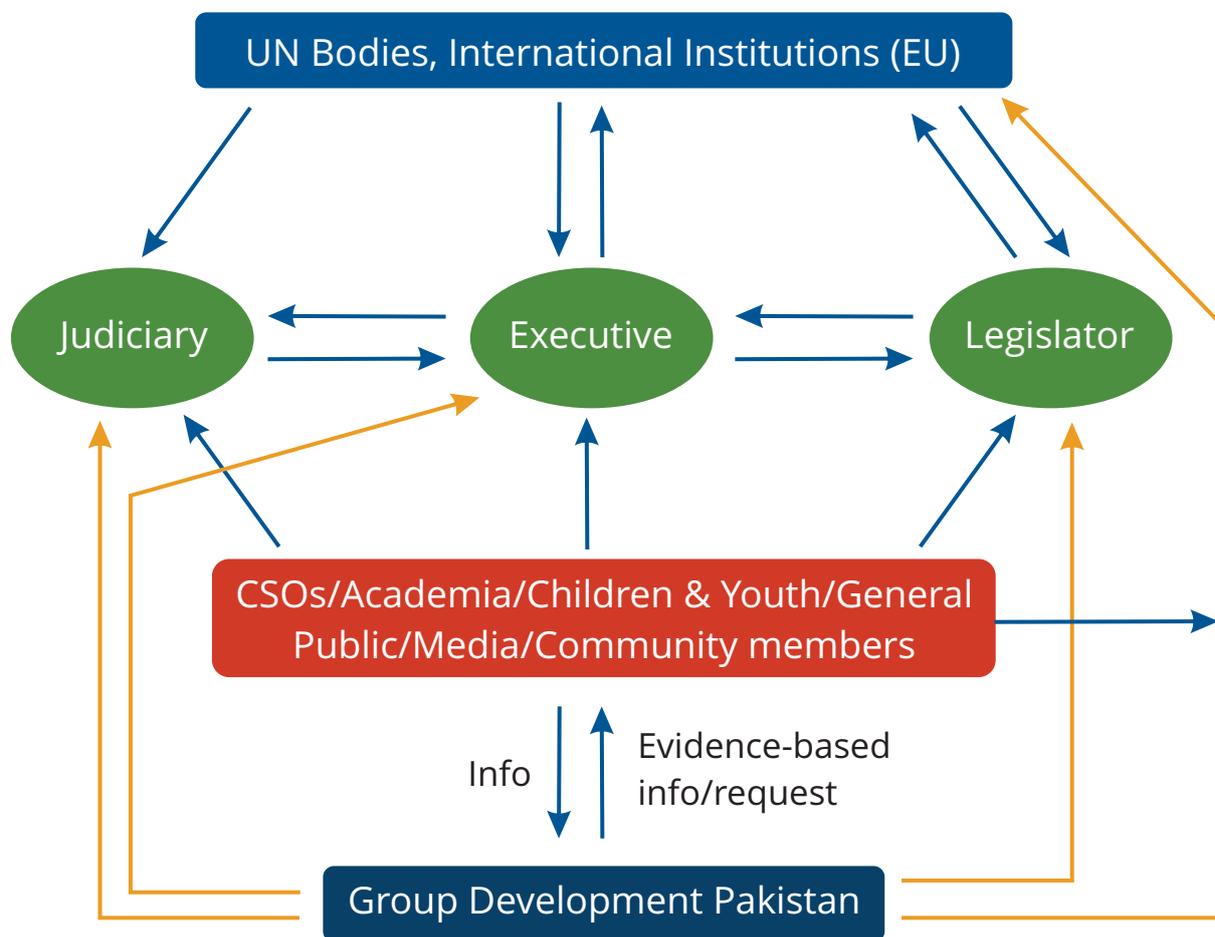
Stakeholders' Engagement Levels

GDP articulates its stakeholders' engagement activities at three levels

- Socio-cultural (behavioural change, shift in ground realities)
- Institutional (behavioural change, policy reform, improved programming, increased quality service delivery)
- Structural (legal and policy reform)

Stakeholders' Engagement Cycle

GDP applies a synergic multi-sectoral and dynamic stakeholders' engagement cycle.



→ Indirect stakeholders' engagement: stakeholders use evidence/information generated by the project/program and/or are engaged in legal and policy as a result of the project/program.

→ Direct evidence-based stakeholders' by GDP

Stakeholders' Engagement Methodology

For each stakeholders' engagement cycle, a methodology is devised and articulated around the following questions:

a) What do we want?

- Outlining definitions
- Problem and solutions tree
- Generating a basis of evidence
- Planning research

b) Who can make it happen?

- Mapping stakeholders (enabler, neutral, opponents)
- Mapping target audience

c) What do they need to hear?

- Developing evidence-based messages
- Gender, child-sensitive, inclusive messages
- Ideation

d) Whom do they need to hear it from?

- Choosing messengers strategically
- Involving children as messengers
- Ethical considerations

e) How can we make sure they hear it?

- Identifying, capitalising upon, planning opportunities

f) Choosing the best format to communicate your messages

- Campaigning
- Lobbying
- Online communication

g) How do we tell if it is working

- Monitoring Evaluation Accountability & Learning (MEAL)

h) Simulation

- Pretesting
- Feedback collection
- Adjustment

i) Action planning

Phase-wise Stakeholders' Engagement Methodology

1. GDP collects information from children, youth, communities, technical experts, state or private institutions, the general public, available documents and builds evidence. GDP subsequently designs an stakeholders' engagement strategy after consulting all relevant stakeholders including children;
2. GDP starts executing its stakeholders' engagement strategy. Further research may be required as an initial phase;
3. Based on collected evidence, GDP develops tools/messages such as but not limited to: technical notes, policy briefs, research papers, reports, desk reviews, Oped, articles,

concept notes, technical drafts, IEC material, video or radio messages, movies, infographics, animations, key messages for social media. These stakeholders' engagement tools/messages are developed by or in consultation with children and youth as well as technical experts and are created, pretested and reviewed in light of the Jakobson language scheme (participatory critical review before finalisation).

4. Targeted messages are disseminated **directly** by GDP and/or children to targeted stakeholders at *local, provincial and federal levels*. Evidence is also shared and disseminated to ensure those messages are credible. Several activities may be conducted in parallel, or in chronological order, each one feeding the other. A daily briefing is conducted within GDP to adjust the communication pace and guarantee relevance. Each activity result is tracked, documented, recorded and assessed. In parallel, or subsequently (depending upon the scenario), stakeholders' engagement activities are directly conducted by GDP at *regional and international* levels and regular debriefing occur within GDP to adjust the communication pace and guarantee relevance.
5. GDP **indirect** stakeholders' engagement: stakeholders sensitized and engaged by GDP and/or children use the evidence disseminated by GDP at local, provincial and national levels and take ownership of GDP's targeted messages at *local, provincial and national levels*. Constant contact is maintained between the GDP team and engaged stakeholders to provide timely and quality assistance whenever required. In parallel, or subsequently (depending upon the scenario), evidence shared by GDP and/or children at *regional and international* levels, is used by regional and international stakeholders to inform and shape stakeholders' engagement tools/messages at *international or regional* levels, which reinforces the credibility of GDP messaging at all levels and eventually strengthens the buy-in of GDP's stakeholders' engagement objective nationally, provincially and locally.
6. The buy-in eventually leads to achieving the stakeholders' engagement goals envisaged in the concerned stakeholders' engagement strategy via a multi-pronged dialogue that leads to the policy or legal change.
7. Once the goal is achieved, an assessment is made by GDP to devise the next step, identify lessons learnt and good practices. Then the process continues based on what has been already achieved. State actors are supported by GDP to share and explain to local, regional and international stakeholders how change has been realized, what it entails and what will be the next steps (it can, for example, be reflected in a state report to the UNCRC committee). This explanation is often articulated in line with international guidelines and recommendations and national policies.

Periodic feedback is collected from children, the general public, CSOs, state actors, mostly via social media or via weekly and sometimes activity-based debriefing meetings in addition to MEAL visits and analysis to assess if the stakeholders' engagement strategy

works and is adequate; if not, then it is immediately revised in light of received feedback. Remediations are always devised in a participatory manner.

The feedback mechanism is also fed by statistics gathered via online data analysis, comments, the number of shares, demands for upscaling the dissemination of information by third parties, or by associates sharing what they did to support GDP's efforts.

Finally, when stakeholders' engagement goals are achieved, they are documented and featured on GDP's communication media: website and social media. They are also eventually reflected in further pieces of evidence such as but not limited to state reports, position papers, research, etc.