



Global Protection Cluster

Human Rights Engagement in Practice

Session 3 – Stakeholder mapping and HR communication

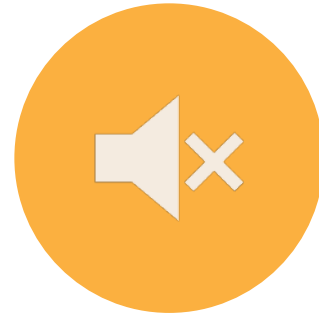
Objectives of today's training



THE WEBINAR WILL
LAST FOR 2H



PARTICIPATE – RAISE
YOUR HAND, CHAT



MUTE YOUR
MICROPHONE WHEN
YOU ARE NOT
SPEAKING



SHARE YOUR
COMMENTS,
OBSERVATIONS AND
QUESTIONS



What this session is about

- Mapping stakeholders relevant to human rights engagement
 - Considerations regarding communicating on human rights
 - Engaging with OHCHR
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**Stakeholder mapping
as part of HRE**





Exercise 1:

Stakeholder mapping

Identify four different groups of stakeholders and fill out the table below accordingly. Make sure you distinguish between Internal stakeholders, external stakeholders and the different groups of IDPs that they are linked to (i.e. adult IDP men, women IDPs, boys and girls, host community...).



	Internal stakeholders	External stakeholders	Groups of IDPs
1.			
2.			
3.			
4.			

Video: How can we better communicate human rights?



1. Tell a human story
2. Talk about issues of broader interest to the general public
3. Trigger people's core values
4. Make stories concise
5. Get visual
6. Embrace positivity
7. Be authentic
8. Strengthen communication with media
9. Diversify communication strategies to address different audiences
10. Allocate resources for your communication work



Exercise 2: Communicating on human rights issues



Identify the position of the stakeholders you had identified in exercise 1 in relation to the protection risk or intended way of action;

Think of two elements that would constitute one advantage and one difficulty in the engagement with that particular category of stakeholders.

Stakeholder name (refer to the ones from your assigned group)	Power and leverage/ Level of influence over the issue at stake	Interest/ attitude towards your position on the issue	What message you want to share with this stakeholder	Means of communication with this stakeholder

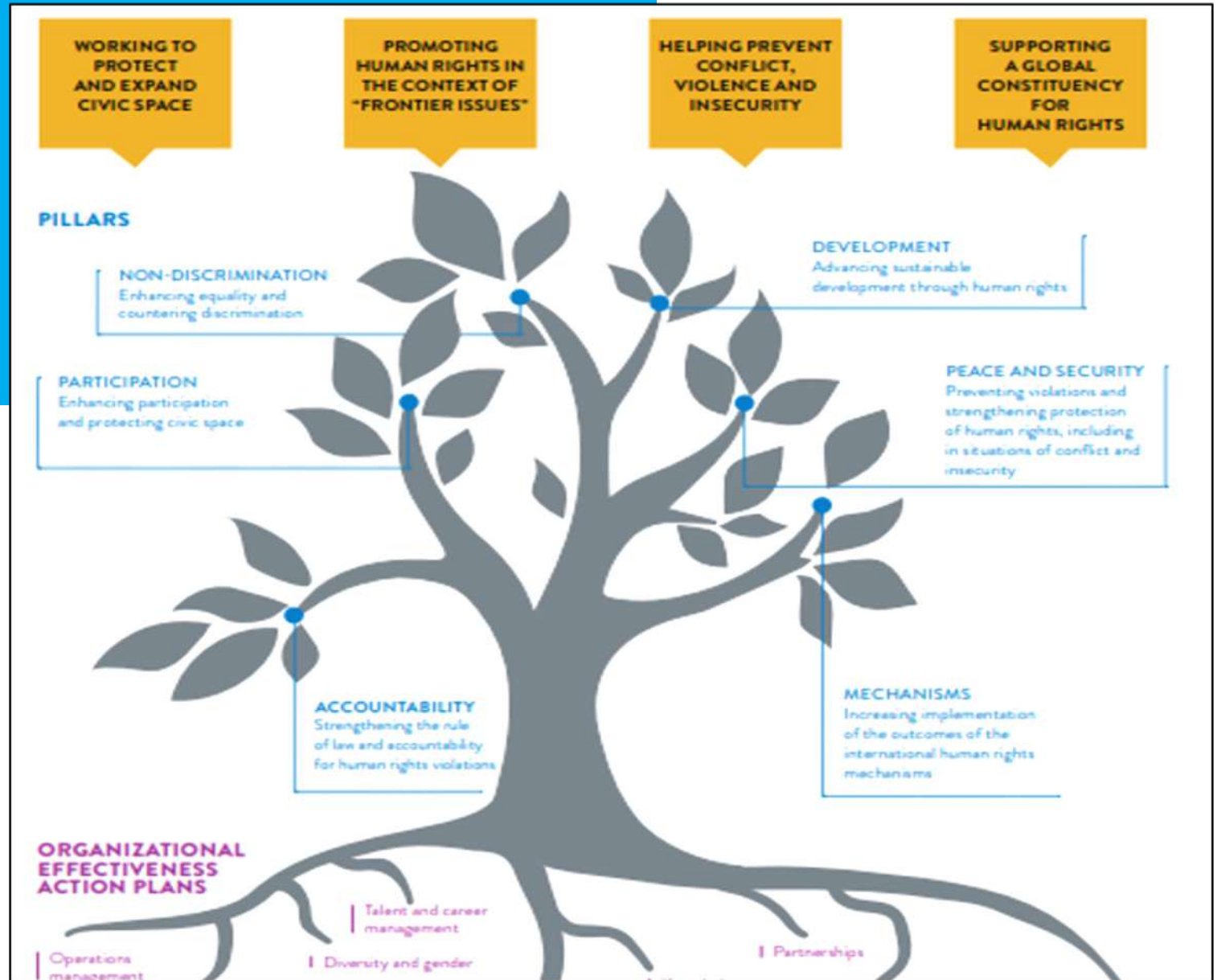


OHCHR- Lead agency on Human Rights

- Promote and protect all human rights
- Help empower people
- Assist Governments
- Integrate a human rights based approach into humanitarian programming



OHCHR roadmap





Engaging with OHCHR

- Regular meetings
- Coordination of submissions and contributions to the human rights mechanisms
- Coordination with thematic and regional divisions
- Capacity building
- Joint statements

Key messages from today's session



- Effective human rights engagement is a multi-stakeholder endeavor requiring engaging with different stakeholders.
- The Protection Cluster needs to broaden its understanding of who can be a stakeholder on human rights engagement.
- Stakeholders need to be assessed on a continual basis.
- Communication is part of human rights engagement and broader protection interventions. It should be taken into consideration from the start.
- It is necessary to exercise political awareness with respect to human rights communication: assessing the political context, public opinion, perceptions about invoking human rights.



Global Protection Cluster

Thank you for your attention!

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