

#33 CAMPAIGNING FOR FREEDOM OF EXPRESSION. A HANDBOOK FOR ADVOCATES. INTERNATIONAL FREEDOM OF EXPRESSION EXCHANGE

THE GLOBAL NETWORK DEFENDING AND PROMOTING FREE EXPRESSION (IFEX)

Handbook, 2005

Topic for advocacy Advocacy

<http://www.ifex.org/download/en/IFEXCampaignHandbook.pdf>

Description of the good example

The Handbook was developed by the International Freedom of Expression Exchange (IFEX) in 2005. It's the global network defending and promoting campaigning for free expression. It introduces proven campaigning techniques that enable free expression to create changes on a larger level; also vivid examples of how these techniques have been used to force governments to act in less repressive ways.

Target - Who can best use this example or document?

Governmental bodies, advocates, not-for-profit organisations, journalists, writers, human rights activists.

**All information in this entry is sourced from the link above and contact mentioned in the document.*

Highlights and outcomes

Why could it be useful for your organisation and advocacy?

It supports our advocacy principles: it is innovative, supports sustainable activation and partnership, education (training), has local community approach, and is transferable (local, national, international).

Learning points - What can we learn from it?

How to communicate your message, and emphasize the importance of monitoring, evaluation and learning as key elements in advocacy. How to do tactical and strategic campaigning for free expression in order to maximise resources and become even more powerful agent of change.

Further information

The Global Network Defending and Promoting Free Expression (IFEX)

https://www.ifex.org/what_we_do/#Contact

<https://ifex.org/>