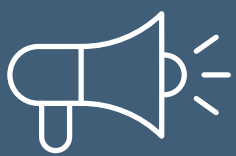




THE ALLIANCE
FOR CHILD PROTECTION
IN HUMANITARIAN ACTION



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Advocacy Working Group Strategy

2021 – 2025

Introduction

Children have the right to be protected and live free from violence. Child Protection in humanitarian action is the prevention of and response to abuse, neglect, exploitation, and violence committed against children, including sexual and gender-based violence. It is rooted in many of the rights within the UN Convention on the Rights of the Child and its three optional protocols.¹ Linking to the broader human rights framework, Child Protection is a core component of ensuring the full respect for the rights of individuals, including those captured within Human Rights Law, International Humanitarian Law, and International Refugee Law.

Child Protection is rooted in many of the rights enshrined in the UN Convention on the Rights of the Child and its optional protocols² and is an essential component towards ensuring the respect and realisation of all human rights, including those captured within Human Rights Law, International Humanitarian Law, and International Refugee Law.

Within humanitarian crises, children are a key stakeholder group, with the right to have their voices heard, their perspectives considered, and their rights upheld. All humanitarian actors have responsibilities for protecting children and upholding their rights. Advocacy is an essential tool in striving to integrate the voices and needs of children across all levels of humanitarian decision making and response, ensuring that actors uphold their obligations to protect children by prioritising their protection and well-being across the humanitarian system. Advocacy is one of the five core functions of The Alliance for Child Protection in Humanitarian Action (The Alliance), and will be crucial as The Alliance looks to implement and deliver on the goals in its 2021–2025 strategy, *A Clarion Call: The Centrality of Children and their Protection within Humanitarian Action*.

Within this strategy, the term “children” is used as an all-encompassing term that captures all children,³ in their uniqueness and diversity. This includes:

- Children of all AGES, including infants, early childhood (under age 5), middle childhood (ages 5-12, or “school aged”), and all stages of adolescence
- Children of all SEXUAL ORIENTATIONS, GENDER IDENTITIES, AND EXPRESSIONS
- Children with diverse ABILITIES and DISABILITIES
- Children with OTHER DIVERSITY FACTORS, which include—but are not limited to—different racial and ethnic identities; different social, cultural, religious, and economic backgrounds; and children of any minority group⁴

The Alliance’s Advocacy Working Group developed this advocacy strategy on behalf of The Alliance, drawing from extensive consultations with the Working Groups and Task Forces of The Alliance, members, and external actors. The advocacy strategy seeks to provide a clear vision and path for implementation of The Alliance’s 2021–2025 Strategy, while simultaneously providing strategic direction and outlining the priorities of the Advocacy Working Group (AWG).

1 United Nations Children’s Fund, “Convention on the Rights of the Child text,” UNICEF, <https://www.unicef.org/child-rights-convention/convention-text>.

2 https://handbook.spherestandards.org/en/cpms/#ch002_002.

3 As per the Convention on the Rights of the Child, the Alliance defines a ‘child’ as any person below the age of 18 years

4 The Alliance for Child Protection in Humanitarian Action, “A Clarion Call: The Centrality of Children and their Protection within Humanitarian Action,” The Alliance, 2021, https://alliancecpha.org/en/system/tdf/library/attachments/alliance_2021-2025_strategy_final_en.pdf?file=1&type=node&id=45928.

Context

Children continue to face multiple threats to their protection. Armed conflict and violence, political instability, severe weather events, and infectious disease outbreaks are increasing in severity and duration, dramatically protracting needs, heightening risks, and simultaneously disrupting the already inadequate services and support systems intended to protect children. Now and for decades to come, climate change will exacerbate Child Protection risks and threats to the safety and mental health of all children and will increase inequity through its intergenerational impacts.⁵

Forced displacement rose globally for the ninth straight year in 2020. There are now 82 million forcibly displaced people around the world; 42% of whom are children (of which just under half are girls) and 12% (6% girls/6% boys) are adolescents (12–17 years old).⁶ Over the last nine years, the number of refugees has doubled to more than 26 million, with many in increasingly protracted and mixed movement contexts.⁷ Protection risks increase significantly for children affected by migration and displacement, including, for example, increasing rates of gender and sexual violence incidents, of which girls are particularly affected.

In 2020, one in six children—452 million children globally—lived in a conflict zone. That is a 5% increase from 429 million children in 2019.⁸ Nearly 200 million of these children are living in the world’s most lethal conflicts.⁹ This is the highest number in over a decade and many of these children are already at risk of the impacts of climate change and facing risks of record levels of hunger¹⁰ and Severe Acute Malnutrition. Of the UN’s six grave violations against children in conflict, four of them—recruitment of children, child abductions, sexual violence against children, and attacks on schools and hospitals—saw the numbers of verified incidents in 2020 increase.¹¹

Many children remain out of school as a result of COVID-19, and economic pressures on families continue to grow, while an increasing number of children have lost primary caregivers.¹² Denied access to education, household economic strain, and the loss of parents and primary caregivers increase the risks of children being recruited into the worst forms of child labour, including sexual exploitation and abuse. Emerging evidence shows an increase in rates of child, early, or forced marriage, of which girls are particularly vulnerable.¹³ Children’s safety online is also becoming an issue of greater significance as the world becomes increasingly digitised. Gaps also remain in building and strengthening capacity support for social workers, educators, parents, caregivers, and other stakeholders to be able to prevent risks and threats to children.

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- 5 Gibbons, E.D., “Climate Change, Children’s Rights, and the Pursuit of Intergenerational Climate Justice,” *Health and Human Rights Journal*, 16(1), 19-31, 2014. As quoted in *The Alliance Strategy A Clarion Call* (2021).
 - 6 Children account for 30% of the world’s population but 42% of all forcibly displaced people. Of this 42%, 20% are female, and 21% are male. <https://www.unhcr.org/60b638e37/unhcr-global-trends-2020>.
 - 7 The UN Refugee Agency, “Global Trends: Forced Displacement in 2020,” UNHCR, 2021, <https://www.unhcr.org/60b638e37/unhcr-global-trends-2020>.
 - 8 Based on the most recent data from 2020 <https://resourcecentre.savethechildren.net/pdf/SWOC-5-5th-pp.pdf/>.
 - 9 Conflict zones with more than 1,000 battle-related deaths.
 - 10 Watchlist on Children and Armed Conflict, “*A Credible List*”: *Recommendations for the Secretary-General’s 2021 Annual Report on Children and Armed Conflict*”; Eminent Persons Group, “*Keeping the Promise: An Independent Review of the UN’s Annual List of Perpetrators of Grave Violations against Children 2010 to 2020*,” 2021.
 - 11 Save the Children, “Stop the War on Children: A Crisis of Recruitment,” 2021, <https://resourcecentre.savethechildren.net/pdf/SWOC-5-5th-pp.pdf/>.
 - 12 Susan D Hillis et al. “Global minimum estimates of children affected by COVID-19-associated orphanhood and deaths of caregivers: a modeling study,” *The Lancet* **VOLUME 398, ISSUE 10298**, P391-402, 2021, [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(21\)01253-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)01253-8/fulltext).
 - 13 Save the Children, “Global Girlhood Report,” 2021, https://resourcecentre.savethechildren.net/pdf/sc_globalgirlhoodreport2021-1.pdf.

The COVID-19 crisis has substantially impacted the global and national economies, with shrinking resources having direct and immediate implications for official development assistance.¹⁴ While funding for Child Protection in Humanitarian Action has increased in absolute terms, it lags behind the average increases of humanitarian funding more broadly and individual responses more specifically. More importantly, the steeply rising need for responses to these increasing risks means these funds are insufficient to meet children's basic needs, leaving children unprotected.¹⁵

Despite funding gaps, significant progress has been made in strengthening structures and processes to achieve positive protection outcomes. However, more work must be done to enhance the focus on Child Protection. Across the humanitarian system there is a lack of systematic understanding for example of what the centrality of protection means in practice and how it can be translated into tangible outcomes, including outcomes for all children.¹⁶



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14 Yasmin Ahmad et al. "Six decades of ODA: insights and outlook in the COVID-19 crisis," OECD iLibrary, <https://www.oecd-ilibrary.org/sites/5e331623-en/index.html?itemId=/content/component/5e331623-en>.

15 Save the Children, The Alliance, CPAoR, and UNHCR, "The Unprotected: Annual spotlight on Child Protection funding in humanitarian action," The Alliance for Children Protection in Humanitarian Action, 2022, <https://alliancecpha.org/en/child-protection-online-library/report-unprotected-annual-spotlight-child-protection-funding>.

16 Global Protection Cluster, "The Centrality of Protection in Humanitarian Action Review 2020," 2021.

What we will do:

3.1 Vision and mission

The VISION of The Alliance is a world in which all children are protected from abuse, neglect, exploitation, and violence in all humanitarian settings. Its MISSION is to support the efforts of humanitarian actors to achieve high-quality and effective Child Protection interventions in humanitarian settings. The core role of the AWG Strategy is to focus advocacy efforts on the objectives in this strategy to deliver on this mission and vision.

3.2 Advocacy objectives

The following advocacy objectives aim to be specific and time bound to the 2021–2025 Strategy period, aligning with the overarching goal and four Strategic Priorities of the Alliance Strategy. These objectives build on the added value of the AWG to influence positive change, focusing both on supporting advocacy efforts to improve protection of all children in specific technical areas, while also seeking to address structural barriers that inhibit improvements in children’s protection and well-being.

The Centrality of Children and their Protection—Child Protection is recognised and prioritised as essential and lifesaving across the humanitarian system:

- o **Gender-sensitive Child Protection interventions are recognised/prioritised as lifesaving** across the system, including as an essential criteria by all donors, within all pooled funding mechanisms, and by global humanitarian leaders.
- o **Increases in funding** (\$x and % of funds required for Child Protection) for standalone Child Protection interventions as well as multi-sector and integrated programming.
- o **A diversification of donors** with an increased understanding of Child Protection.
- o **Child Protection is more prominently reflected in response plans and the Global Humanitarian Overview (GHO)**, including through the establishment of a shadow GHO centred around children, their needs, perspectives, and capacities.



1. Accountability to children:

Meaningful and equitable participation:

- **Increased opportunities and resources for children and young people in humanitarian settings to meaningfully and equitably participate** in the programmes and decisions that affect their lives, including in global protection and Child Protection advocacy spaces, and within climate crisis discussions.

To affected populations, including children:

- **Donors, decision makers, and humanitarian actors require gender-sensitive accountability mechanisms to systematically include children, with direct consultation on their view.**

For rights violations:

- **Increased support by governments and donors for specialised, trained Child Protection experts within UN missions and country teams** with clear mandates, resources, and backstops for accountability.



2. Support to localisation and the principles of partnership that promote more equitable ways of working with local and national organisations, whereby donors and INGOs:

- **Increase the provision of direct and flexible funding** for community, local, and national actors.
- **Improve transparency in the tracking of funds** for local and national actors.
- **Prioritise child-led and community-driven Child Protection prevention and response** interventions, including girl-led initiatives.
- **Strengthen the participation, representation, and the leadership** of local and national actors in decision making processes, and leadership and governance mechanisms in humanitarian response in line with localisation objectives.



3. Increased prioritisation of Child Protection by donors in multi-sector and integrated programming and collaboration, including:

- **Age, gender, disability/diversity differentiated Child Protection risks, protective factors, and child safeguarding are increasingly addressed by donors and operational actors** within standalone, multi-sector, and integrated programmes.
- **Strengthened donor criteria** for the integration of age, gender, disability/diversity sensitive Child Protection across other sectors, in line with the Child Protection Minimum Standards in donor programme selection.
- **Increased collaboration between humanitarian actors** with Child Protection, including Gender-Based Violence and other sectors with joint advocacy where opportunities arise to align efforts.¹⁷



4. Prevention:

- **Decision makers, donors, and other actors across the sector have increased awareness** on the lifesaving nature of prevention interventions.
- **Increased funding for prevention actions** in humanitarian response across Child Protection and other sectoral actors.
- **Child Protection actors have increased awareness** of the key elements of preventative actions across the phases of the programme cycle.

¹⁷ This could include, for example, increased long-term funding, especially for holistic prevention and protection programmes of all forms of sexual and gender-based and Child Protection. Multi-sectoral response programming should be in line with the Child Protection Minimum Standards and GBV Minimum Standards.



5. The Climate Crisis, Climate Justice, and Child Protection:

- The centrality of children and their protection are core considerations in the climate action agenda.
- CPHA sector advocates to support and adopt greener practices in the delivery of humanitarian aid.
- Promote coordination among AWG organisations to support child- and youth-driven climate action in humanitarian settings.

3.3 Tactical approaches

Putting children's rights at the centre of humanitarian action: We will advocate for Child Protection to be at the heart of humanitarian action. A spotlight on children can be achieved through investing in and implementing the IASC Centrality of Protection Statement and Protection Policy and pushing for increased accountability and justice for violations of child rights in humanitarian settings, including grave violations. Our approach will leverage and align the collective strengths and mandates of the humanitarian protection sectors—Child Protection, Gender-Based Violence, and Protection, including Mental Health and Psychosocial Support Services (MHPSS)—to support all elements of children's rights, with their protection being placed at the centre of the humanitarian system using gender-transformative approaches.



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Enhance partnerships and build credibility:

Technical support across The Alliance: We will work to strengthen the links between the AWG and the other Working Groups, Task Forces, and Initiatives of The Alliance, lending advocacy expertise to the creation and dissemination of technical guidance for Child Protection interventions in humanitarian action and increasing support of strengthening advocacy capacity among The Alliance membership. This includes gathering, generating, and sharing examples of successful Child Protection advocacy, and supporting learning on effective strategies and approaches.

Using research and evidence for advocacy: We will prioritise the adoption of strategic and results-oriented approaches to Child Protection advocacy, linking good quality and robust evidence generating approaches and research. We will use age, sex, and disability disaggregated data and greater analyses to facilitate advocacy and influencing efforts, including investment in cost effective analysis that demonstrates the importance of Child Protection within the broader protection and humanitarian action.

A local to global approach and back again: We will focus our advocacy on influencing within global forums, and on supporting communities, including local and national actors, and children (especially those whose voices are less heard) to participate in and influence international discourse on children’s protection in humanitarian action. We will strive to follow the approach of “as local as possible, as global as necessary” and seek to complement advocacy efforts at national and local levels. We will use our influence to push for more systematic and meaningful opportunities for children, including girls, to influence change. This will include a stronger focus on a bottom-up approach to shaping Child Protection advocacy messages and a focus on the priorities of The Alliance Strategy and strengthening mechanisms that enable this exchange. We will also seek to ensure that global activities are complementary to and supportive of local and national Child Protection advocacy.

Shifting power: We will advocate for accelerated action to implement the localisation agenda as an effort to shift power to children and communities, including by providing support to navigate power relationships in communities through a gender and intersectionality lens. Internally, we will work to increase inclusion and diversity within the AWG by facilitating membership processes and expanding opportunities for leadership, influence, and engagement by local and national actors. In our advocacy, we will encourage meaningful and responsible engagement with community, local, and national actors, recognising them as equal partners in the development and contextualisation of Child Protection standards, guidance, tools, interventions, and advocacy.

Taking account of children in all their diversity: We will work to ensure that our advocacy approach takes account of and seeks to transform the systems that lead to inequality and discrimination, particularly in ensuring gender-transformative approaches and including the participation of children who face barriers to expressing their views, including girls, children with disabilities, and those in marginalised groups.

Enhance partnerships and build credibility: In response to increasing challenges to multilateralism, we will seek to build advocacy connections to existing regional networks as part of an effort to coordinate between global, national, and local action. We will focus on strengthening our strategic partnerships, working in more integrated advocacy across sectors, including education, social protection, and nutrition as well as an increasing integration of gender-sensitive messaging and recommendations in our advocacy. This will include enhancing and expanding relationships with key and emerging donors as part of a collective action approach to ensuring children’s protection.



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Positive trends and opportunities:

A number of key external trends and opportunities exist that the advocacy of The Alliance AWG can take account of in delivery of the objectives and goals of this current advocacy strategy. An inexhaustive list of these are noted below.

More joined-up approaches—The Alliance has grown significantly over the past five years to 177 members, 60% of which are national organisations. The mix of global and national level colleagues from both Child Protection and advocacy technical backgrounds within the AWG provides an exciting opportunity for more joined-up approaches between local and national efforts, and how Child Protection advocacy at the international level can better support and amplify these initiatives. Increasing connection to key stakeholders and inter-agency collaborations in the global protection advocacy architecture supports strengthened coordination and amplified common messages with key targets within the protection space.

Increasing trends towards multi-sector and integrated programming—In line with Pillar 4 of *The Minimum Standards for Child Protection in Humanitarian Action* (CPMS) and *The Inter-Agency Minimum Standards for Gender-Based Violence in Emergencies Programming*, there has been an increase in multi-sectoral programmes that specifically include Child Protection as a sector.¹⁸ This indicates that Child Protection is increasingly being integrated with other sectors in responses, showing a positive development alongside the small amount of increasing funds for standalone Child Protection interventions.¹⁹ These trends can build from the platforms of previous successful practices, such as the strong collaboration between The Alliance and the Inter-agency Network for Education in Emergencies (INEE),²⁰ and between the Global Education Cluster and Global Child Protection Area of Responsibility through the CP-EiE Collaboration Framework.²¹ Increased collaboration between Child Protection and GBV will also provide opportunities for holistic prevention and response programmes for all forms of sexual and gender-based violence, ensuring that procedures are in place to identify and provide age- and gender-responsive support.

Preventing harm to children is increasingly accepted as a smart investment. It is also viewed as an ethical imperative. The continued prioritisation of prevention by The Alliance for this strategic period, and the incorporation of prevention into the revised CPMS, provides opportunities to create a stronger evidence-base for preventing harmful outcomes to children and advocating on the added value of incorporating prevention approaches into humanitarian response. It is also increasingly accepted that prevention is achievable in most humanitarian settings. Examples of Child Protection prevention taken from development contexts can provide a starting framework for prevention in humanitarian settings.

Localisation—Out of the 2016 World Humanitarian Summit, the localisation agenda in the Grand Bargain Commitments aims to ensure practical changes to shift resources into the hands of local actors. While funding and power still tend to remain concentrated in the hands of a few large international humanitarian actors and donors, there is nevertheless an increasing momentum towards the mutual sharing of knowledge, skills, and opportunities, and in an intentional shift of power.²²

18 US\$15.9 million was recorded in the FTS where Child Protection is integrated in protection programming (US\$74.4 million in 2019). In addition, there was US\$229.6 million of “multiple sectors (shared)” funding found on the database for 2020, up from US\$144 million in 2019. Save the Children, The Alliance, CPAoR, and UNHCR, “The Unprotected: Annual spotlight on Child Protection funding in humanitarian action,” 2022.

19 US\$177.9 million was received for Child Protection-specific funding in 2020, up from US\$156.5 million in 2019 and US\$144.6 in 2018. See: Save the Children, The Alliance, CPAoR and UNHCR, “The Unprotected: Annual spotlight on Child Protection funding in humanitarian action,” 2022.

20 Including the upcoming CPHA-EiE Guidance Pack.

21 Child Protection Area of Responsibility, “The CP-EiE Collaboration Framework,” https://www.cpaor.net/CPandEiE_Collaboration.

22 The Alliance for Child Protection in Humanitarian Action, “A Clarion Call: The Centrality of Children and their Protection within Humanitarian Action,” The Alliance, 2021, https://alliancecpa.org/en/system/tdf/library/attachments/alliance_2021-2025_strategy_final_en.pdf?file=1&type=node&id=45928.

Increased opportunities for children and youth to influence, lead, and engage—Child- and youth-led groups are leading the way globally on many initiatives as we have seen with school protests, climate action, and ending child marriage. Child-led action is more nimble, however faces challenges in securing attention, respect, and power from decision makers, and faces challenges in ensuring decision makers are held accountable to deliver the change children want to see. An increasing focus on supporting local and national-led Child Protection interventions—especially those that target protecting and empowering girls—and increasing use of technology and online forums provide opportunities to ensure that the voices of children are at the front and centre of opportunities to influence global discourse around children’s protection in humanitarian action.

Systematic technical support and guidance for children’s protection is increasing through the development of key technical guidance and fostering of learning opportunities, as well as the increasing uptake of the Child Protection Minimum Standards. This provides a solid foundation in which to advocate for the importance of Child Protection by The Alliance, as well as through the creation of new tools and know-how for innovation and increased impact.

The UN Common Agenda for Action shows the recognition and call for action by senior levels of the UN to enhance and accelerate multilateralism and strengthen solidarity between people and future generations.²³ The Common Agenda has several entry points for collective advocacy on Child Protection, including finding ways to work together for the common good, to think and act for the long term, and to deliver more and equally for children, young people, and succeeding generations.

The Global Compacts on Migration²⁴ and Refugees²⁵ are important frameworks for international cooperation around migration and refugees that provide a blueprint for governments and international organisations to transform the way the world responds to migration and refugees. These actions can make a positive impact on children’s lives if children are at the heart of their implementation.

Stronger engagement on child rights and human rights—There is increasing momentum behind strengthening the human rights approach to protection advocacy by the Global Protection Cluster and the UN Secretary General’s Call to Action on Human Rights.²⁶ The recent commitment of the Secretary General to child rights mainstreaming across the UN system²⁷ also provides further opportunities to connect our Child Protection advocacy to children’s rights and rights-based approaches.



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23 United Nations, “Our Common Agenda,” UN, 2021, <https://www.un.org/en/content/common-agenda-report/>.

24 International Organization for Migration, “Global Compact for Migration,” IOM, <https://www.iom.int/global-compact-migration>.

25 The UN Refugee Agency, “The Global Compact on Refugees,” UNHCR, 2018, <https://www.unhcr.org/uk/the-global-compact-on-refugees.html>.

26 United Nations, “Secretary-General’s Call to Action for Human Rights,” UN, <https://www.un.org/en/content/action-for-human-rights/index.shtml>.

27 Child Rights Connect, “Milestone decision by the UN Secretary-General in response to our position paper on child rights mainstreaming,” CRC, <https://childrightsconnect.org/milestone-decision-by-the-un-secretary-general-in-response-to-our-position-paper-on-child-rights-mainstreaming/>.

Who holds the power:

Globally, multilateralism is increasingly under threat, and civil society space continues to shrink with international forums marred by political deadlock and immobility. Due to disruptions from COVID-19 related lockdowns, the inability of states to meet people's needs, and a shrinking civil society space,²⁸ we are likely to see more fragmentation within communities, states, and the international system. Our advocacy engagement will be conducted in a context where the impacts of climate change, disease, hunger, financial crises, migration, and technology disruptions are unevenly felt, exacerbating inequality. Twenty-six percent of the world's population will live in fragile contexts by 2030.²⁹

In many countries, people are pessimistic about the future and growing more distrustful of leaders and institutions that they see as unwilling or unable to deal with emerging issues. In response, people are gravitating to like-minded groups for community and security, including ethnic, religious, and cultural identities as well as grouping around interests and causes. Affected populations, including children, continue to face challenges accessing humanitarian assistance. In addition, social norms and human rights that were formerly considered standard and the process for determining perpetrators that are listed in the annexes of the Annual Report on Children in Armed Conflict, have become increasingly politicised.³⁰

Within the Child Protection space, governments are the primary duty bearers for upholding children's rights and their protection. However, much work has been done in the past decade to strengthen Child Protection³¹ systems, including by children and communities who play a key role in children's protection. In addition, increased fragmentation and challenges to access continue to place communities, local organisations, and national organisations on the frontline of protecting all children. Increasing challenges of competing needs and the ongoing chronic underfunding of Child Protection means this local and national engagement must be supported by leaders and decision makers to recognise Child Protection as lifesaving and support it as a critical priority in securing children's futures.

Donors and governments are crucial players in ensuring the centrality of children and their protection, and for closing the chronic gap in funding for children's protection requirements. There is also increasing attention to gender-responsive humanitarian programmes, which seek to recognise the specific protection challenges and the unique needs of children in humanitarian contexts. Scoping by the Overseas Development Institute for the Global Protection Advocacy Strategy in 2020 found that 84% of respondents considered donors the most important advocacy target at global level alongside member states (59% of respondents).³² Leading donors have a strategic influence as champions of Child Protection in interactions with potential emerging donors.

Senior UN officials and humanitarian leadership also hold substantial power to influence outcomes for children and make potential life-changing decisions in humanitarian response on a daily basis. The support and buy-in from senior leadership at the global level is fundamental to increasing the profile and support for Child Protection, both internationally but also with the resounding impacts it can have on prioritisation at field levels. There is also a critical need to understand informal power dynamics and ensure they inform approaches to advocacy.

28 <https://findings2020.monitor.civicus.org/rating-changes.html>

29 OECD, "The state of fragility in 2020," OECD iLibrary, 2020, <https://www.oecd-ilibrary.org/sites/5d27ed4c-en/index.html?itemId=/content/component/5d27ed4c-en>.

30 Watchlist on Children and Armed Conflict, "A Credible List": Recommendations for the Secretary-General's 2021 Annual Report on Children and Armed Conflict," 2021, https://watchlist.org/wp-content/uploads/watchlist-credible-list-policy-note-april-2021_final.pdf.

31 See the insights from the COVID-4P Log initiative: <https://inspiringchildrensfutures.org/publications>.

32 Damian Lilly and Alexandra Spencer, "Global Protection Cluster: Advocacy Scoping Study," Humanitarian Policy Group of Overseas Development Institute, 2020, <https://odi.org/en/publications/global-protection-cluster-advocacy-scoping-study/>.

5.1 Key targets

- **Leading institutional governments and donors in humanitarian action: Australia, Belgium, Canada, Denmark, the European Union, Germany, Ireland, Japan, Netherlands, Norway, Sweden, Switzerland, the United Kingdom, the United States,** and both Geneva and New York mission- and capital-based humanitarian, protection, and Child Protection leads as influencers over Ministries of Finance and Foreign Affairs.
- **Trusts and Foundations**, including those interested in strengthening connections to children’s protection in integrated and multi-sector approaches (including **Porticus Foundation**) and those focused on the work to end violence against children (including the **Bill and Melinda Gates Foundation, the Oak Foundation, and Ignite Philanthropy**).
- **Untapped potential**—Building relationships with non-traditional humanitarian donors that seek to increase their awareness and understanding of children’s protection in humanitarian action. Including donors that may have specific thematic interests that could serve as entry points to a focus on children’s protection, such as the Protection of Civilians, Localisation, Mental Health, Prevention, and Education. This could include, but is not limited to, **Brazil, France, Gulf countries, India, and Poland**.
- **International Finance Institutions**, including global and regional development banks.
- **Humanitarian financing and pooled funding mechanisms, including** the UN Central Emergency Response Fund (CERF) and Country Based Pooled Funds (CBPF).
- **Humanitarian leadership, including OCHA, UNHCR, and UNICEF as well as Humanitarian Coordinators and Response Coordinators, and SRSGs and DSRSGs.**
- **Humanitarian Country Teams**—For increasing the profile of and commitment to the Centrality of Protection and the centrality of children within that. Through key partners, they are a key forum for advancing children’s protection at the country level. For example, advocacy to ensure responses have specific sections on Child Protection and ensuring strong advocates for mainstreaming gender, age considerations, and access into protection interventions and the overall response.



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5.2 Influencers/allies

In addition to strengthening connections and coordination across the membership of The Alliance for Child Protection in Humanitarian Action, the AWG will seek to engage and collaborate where strategic with key allies across the humanitarian system:

Tier 1—Actors for priority engagement:

- **Child and youth-led groups**
- **Local organisations**
- **IASC**, including the Operational Policy and Advocacy Group (OPAG), the Principals and Emergency Directors Group, and relevant Results Groups as forums to coordinate advocacy with other humanitarian actors, addressing systemic issues impacting on children's protection
- **Global Protection Cluster**, including the **Advocacy Task Team** and the **Human Rights Task Team**
- **Global Child Protection Area of Responsibility and CP coordinators**
- **GBV Area of Responsibility** and other global gender inter-agency coalitions
- **UNHCR**
- **UNICEF**
- **Initiative for Child Rights in the Global Compacts**
- **SRSG on Sexual Violence**
- **SRSG on Children and Armed Conflict (CAAC)**
- **SRSG on Violence Against Children**
- **Watchlist**
- **Inter-Action**
- **Protection of Civilians NGO Working Group**
- **INEE** and other global education coalitions, including the **Geneva Hub for Education in Emergencies (EiE)**
- **Global Partnership to End Violence Against Children**
- **UN Committee on the Rights of the Child**
- **Child Rights Connect**
- **Overseas Development Initiative**
- **Alliance members at national, regional, and international levels**
- **Elevate Children Funders Group**

Tier 2—To explore greater engagement and collaboration:

- **Group of Friends on CAAC and Group of Friends on Protection of Civilians**
- **Department of Peace Operations**
- **Joining Forces** (ChildFund Alliance, Plan International, Save the Children International, SOS-Children’s Villages International, Terre des hommes International Federation, and World Vision International)
- **MHPSS Collaborative**
- **Global Social Service Workforce Alliance**
- **OECD Centre for Well-Being, Inclusion, Sustainability, and Equal Opportunity**
- **Organisations expert on gender and disability including those supporting LGBTQI+ children**
- **Children’s Environmental Rights Initiative**
- **International Federation of Red Cross and Red Crescent Societies IFRC**
- **Alliance 8.7**



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Priority moments:

These moments are key for the Child Protection advocacy calendar and provide opportunities to spotlight the fundamental importance of Child Protection and further progress on the strategic objectives with global audiences. There will be chances to ensure opportunities for the voices of children and practitioners as well as promoting and disseminating new research and advocacy products tailored for audiences at these events, where relevant to achieving strategic goals.

- High Level Meetings on the Global Compacts for Refugees and Migration
- Global Humanitarian Needs Overview and launch
- Review of the IASC Centrality of Protection Policy
- Global Protection Advocacy moments, including mid-year “thermometer” event and annual event
- ECOSOC Humanitarian Affairs Segment
- Global Protection Forum
- The Alliance Annual Meeting
- High Level Political Forum on the SDGs
- Anniversary dates of key child rights and Child Protection instruments/laws, for example 15th Anniversary of the Paris Principles and Commitments (2022), 20th anniversary of the entry into force of the Optional Protocol of the UN CRC on the Involvement of Children in Conflict (2022), and the 25th Anniversary of the establishment of the office of the SRSG CAAC (2022), and 5th Global Conference for the Elimination of Child Labour (VGC) (South Africa) (May 2022)
- Solutions Summit to End Violence Against Children
- European Humanitarian Forum
- Global Humanitarian Policy Forum
- World Humanitarian Forum
- UN CRC Consultations to inform the General Comment on Children’s Rights and the Environment with a Special Focus on Climate Change (General Comment No. 26)
- Third Committee agenda item on promotion/rights of child
- Commission on the Status of Women
- 16 days of activism
- Release of the SG CAAC Annual Report
- World Children’s day and other international days of strategic importance, for example International Day of the Girl Child and Day of the African Child

Risks and mitigation:

This section sets out a number of risks and suggested mitigation measures for the implementation of this strategy by the AWG.

RISK	MITIGATION
INTERNAL	
Lack of capacity by the AWG to deliver	<ul style="list-style-type: none"> • Comprehensive consultation and feedback process that ensures the strategy focus and work plan align with the focus of member agencies resources and capacity where individual agencies are named to lead.
Weak synergies to other Alliance Task Forces, Working Groups, and Initiatives	<ul style="list-style-type: none"> • Specific feedback sought from Working Groups, Task Teams, and Initiatives on the strategy. • New ToR for the AWG specifies explicitly a priority of engaging with Alliance structures. • Invites to monthly AWG meetings extended to co-leads with a standard agenda item to share updates. • AWG member participation in other WG and Task Force Meetings.
Disconnect between local to global advocacy calls and approach and extractive asks on local actors	<ul style="list-style-type: none"> • Increasing the space for children, communities, and practitioners from the ground to actively participate at the global level in events and advocacy outreach will be a priority in this next strategic period. • Work with groups where mutual objectives and international profile is helpful for their local/national advocacy efforts. • Translation of advocacy tools into Arabic, French, and Spanish and support given to contextualise advocacy messages to national contexts where relevant.

RISK	MITIGATION
EXTERNAL	
Safeguarding risks to children where increasing profile	<ul style="list-style-type: none"> • Comprehensive consultation and feedback process that ensures the strategy focus and work plan align with the focus of member agencies resources and capacity where individual agencies are named to lead.
Crowded space amidst rapidly rising needs and funding cuts	<ul style="list-style-type: none"> • Challenge trends that de-prioritise children’s protection, promoting equity and accountability to children in advocacy outreach. • Reemphasise the key targets and theory of change to focus on where there are strategic points of leverage for Child Protection. • Linking research of risks/gaps (quant. + qual.) to strengthen the links to impact. • Demonstrate the risk of doing nothing (VfM, economic, security arguments in addition to legal/moral ones). • Demonstrate examples of good practice and what can work. • Prioritise amplifying children’s voices (which tend to get cut through) as well as clear, compelling communications with a strong evidence-base and case studies in narratives to make a persuasive case for children’s protection. • Increase support and coordination with other sectors for multi-sector and integrated programming, including using existing priorities (like education) as a “wedge issue” to make the links to better outcomes, when inclusive of considerations for children’s protection. • Prioritise the focus on prevention and cost saving nature of this approach. • Support key states to be Child Protection champions to their peers in global forums.
Not a strong incentive for decision makers to act	<ul style="list-style-type: none"> • Increasing virtual connectivity provides opportunities to bring children’s voices directly to decision makers. • Increasing the evidence-base on positive impacts and expanding traditional narratives (moral/rights-based) to include economic/return on investment rationale that speak to the values of decision makers will help compel decision makers to act. • Evidence on the sense of urgency and the negative impacts and cost of inaction will also support tackling this risk.
Lack of collective agreement on the solutions	<ul style="list-style-type: none"> • Create processes for ensuring collective input and buy-in on solutions and any joint advocacy products/messaging.

Monitoring and evaluation:

The AWG will be accountable to the Steering Committee of The Alliance. Implementation of the strategy will be conducted through the AWG 2021–2025 work plan, with an annual stock take of progress against key indicators for the priority objectives. Measurement will include both output and impact indicators, with brief narratives to explain the significance of changes as a result of AWG advocacy. Methodologies to capture information will include reporting from AWG members as well as, where relevant, consultations with communities and children, and surveys.

ANNEX

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IASC Results Group 2

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Watchlist