

INFLUENCING FOR CHANGE?

**Strategies and Ideas for NGOs to increase
influence and impact,,,,,,,,,**

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INFLUENCING FOR CHANGE. WHAT ARE WE REALLY TALKING ABOUT?

We are talking about influencing the emotions, opinions and behaviours of those that we are targeting to influence so that we can achieve the important results we want...

INFLUENCING WHO & FOR WHAT, & HOW? THE PNG ECO-FORESTRY FORUM EXPERIENCE.....

12 years (2003- 2016). The
experience I share here are my own
personal.....

PROMOTING SUSTAINABLE FOREST MANAGEMENT IN PNG THROUGH GOOD GOVERNANCE.

The Driver: Bad management practices were destroying our pristine forests, hence peoples lives, resource owners neglected, corruption rife

Who was responsible: gov/decision makers and logging companies/factions of LOs. **(Target).**

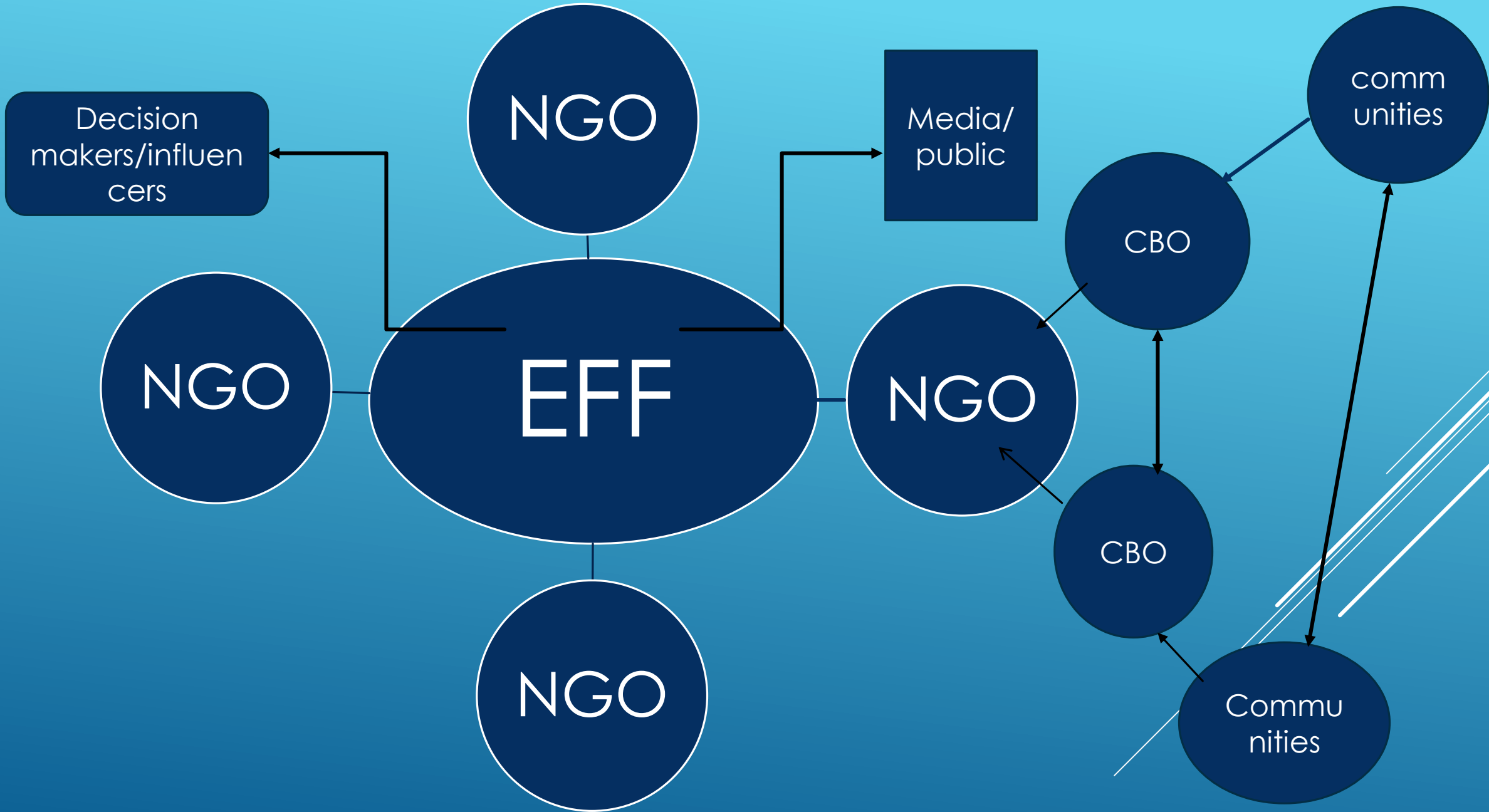
Basis: Constitution, Forestry Act, Forest Policy, ITTO Mandate etc.

WHAT DID EFF DO TO INFLUENCE
CHANGE IN THIS AREA?



1. Identified, Built & Maintained a very strong network of members and partners from the international, national, provincial, district, LLG, and community levels to influence change through lobbying and advocacy
2. Building capacity of the Secretariat and the members to address the issue thru thematic group meetings, short course, seminars and workshops

1. BUILT THE TEAM THROUGH PARTNERSHIP AND NETWORKING.



▶ MUDBALL ROLLING

▶ FLOWER & BEE

TWO APPROACHES TO ATTRACT &
INCREASE MEMBERSHIP → STRONG
MOVEMENT



- ▶ Prepared and presented summarized factsheets for leaders consumption and decision.
- ▶ Well presented Annual reports and newsletters have played their part. (Rainforest Fund Sponsor comment on our news letter .e.g.)
- ▶ If decision makers don't understand something, they won't be helpful. Help them to make informed decisions by providing relevant information.

2. EDUCATING THE DECISION MAKERS TO MAKE INFORMED DECISIONS.

- ▶ The 'bad cop' or the 'Green Peace' approach. – campaign, expose/name and shame
- ▶ The Good Cop Approach – more diplomatic, round table approach

3. STRATEGIC LOBBYING SUCCESS – GOOD COP & BAD COP APPROACH

- ▶ What qualifies us to be called 'leaders' is our ability to influence others to change their behaviour to achieve desired results.
- ▶ We must lead by example. Integrity and uprightness

4. DEMONSTRATED LEADERSHIP.

- ▶ **PASSION** is what drives us to believe the things we believe, say the things we say, and do the things we do? And most of those elements can not be equated with money. Being passionate about what our work is the foundation of a strong organization,
- ▶ The drive resonates from within and launches forward
- ▶ Money, materials and bribery does not quench the thirst to do that simple right thing to influence change for common good.

5. PASSION DRIVES CHANGE

- ▶ 1. Environment Act 2000 amendment considered controversial rescinded. EFF Lobbied in Bonn Germany and locally.
- ▶ 2. Special Agriculture Business Lease Commission of Inquiry successfully launched.
- ▶ 3. Logging Code of Practice input accepted
- ▶ 4. Downstream Processing to be effected in 2020.
- ▶ 5. Kamula Doso court case securing 790.000 hectares.

6. SUCCESS STORIES AS EXAMPLE

1. Behaviour takes a long to change and we need to learn to be patient. There is no quick fix on behaviour.
2. Accommodating donor requirements in our work & more time spent on meeting donor obligations – counter productive.
3. remain objective and avoid being subjective.
4. Handling cultural sensitive campaign strategies with western campaign strategies employed to lobby and advocate.

7. CHALLENGES FACED

1. the first resource is not money, but the believe and the passion that drives you to commit yourself to a particular cause.

2. Cumulative pool of experience within the network

3. money and other resources/support

6. WHAT DO YOU HAVE - RESOURCES

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Moses and the Rod – Ex. 4:1-4



5 Loaves/Two Fish/5000 men...



Changing Water into Wine....



Attitude: A Big Question?



THANK YOU!

