



REFUGEE RIGHTS
EUROPE

CAPACITY BUILDING RESOURCES FOR GRASSROOTS AND ACTIVIST GROUPS

Refugee Rights Europe's ongoing work with grassroots partners and activists, including capacity building initiatives, has brought to light the persistent needs for further capacity and skill building within the advocacy arena, alongside related activities such as communications, campaigning and research.

In response to this and in order to reach more actors in the sector, including those that were unable to attend our trainings in the past, we have compiled relevant online resources and trainings into one handy guide. It is divided into the following sections:

- Advocacy
- Campaigning
- Media and communication
- Research (with a focus on reporting to UN bodies)

In order to ensure wide accessibility we have only included open resources and trainings which are free of charge. A handful of the trainings are specific to the refugee sector, however in the interest of aiding skill building as much as possible, we drew resources across civil society sectors which focus strategy building, key implementation tools, outreach etc.

Our hope is that this guide will have wide utility for a variety of grassroots actors, and aid in the building of a stronger refugee and migrants' rights sector.

SECTION ONE

ADVOCACY TRAINING

ADVOCACY RESOURCES	INSTITUTION / ORGANISER	LENGTH & TYPE OF RESOURCE	DESCRIPTION	WHERE TO SIGN UP	OTHER INFO	FEE
Advocacy course	Philanthropy University	6 modules - suggested 1 module a week (self paced), approx. 2-3 hrs/week	The course teaches successful advocacy tactics and strategies from two of the leading experts on the subject. Instructors share real-world examples, interviews with advocates, and lessons learned from decades of advocacy experience.	https://courses.philanthropyu.org/courses/course-v1:PhilanthropyU+Advocacy101+1.0_20180611_20180729/about	Learners who complete this free online advocacy course are eligible to receive a Certificate of Achievement through the Haas School of Business at the University of California, Berkeley (Berkeley Haas)	None, free. The only requirement is to create an account on the website.
Make Change Happen	Oxfam + Open University	8 weeks, 3 hrs/week	Online course available for activists around the world who want to be more effective at delivering long term change. Modules focus on changemakers and their stories, power/system approaches, collective action, developing strong stories, tactics etc.	https://www.futurelearn.com/courses/make-change-happen	The dates for the next course have not yet been announced, but one can sign up to be emailed once the course starts again. We would recommend searching this website for a number of courses , they have courses across a number of subjects which are useful for humanitarian professionals.	None, free. The only requirement is to create an account on the Future Learn website.
Training guide EU advocacy	Euromed Rights	Online course, mixture of video and text resources. Approx half day for all the sections	3 step training encompassing The European Union, EU instruments and policies + Designing an effective EU advocacy roadmap. Please click on each of the main chapters/steps to access very useful PDFs which expand each chapter and go deeper into the subject.	https://euromedrights.org/training-path-program		Free
Introduction to advocacy	Kaya Connect/ UNICEF	Online course, 30 mins	This module introduces the ways in which UNICEF uses advocacy. It was developed for UNICEF staff but will provide useful advocacy information more widely.	https://kayaconnect.org/course/info.php?id=244	Kaya (Humanitarian Leadership academy) is an excellent platform for trainings and courses for people in the humanitarian sector - would thoroughly recommend having a look at their other courses which might relate to your specific line of work	Free
Communications for Advocacy	SOGI campaigns	Online course in 10 parts with optional additional work	The course was developed to support HIV/AIDS and LGBTQ advocates and activists to use communications as a key influencing and engagement strategy in their advocacy but the learnings and content is useful and applicable to any advocates which want to learn more about communication and persuasion as part of the advocacy process.	https://course.sogicampaigns.org/comms4advocacy		Free
7 Simple Steps to Small Scale Advocacy Action	Skill Share	Online course, 30 mins	Basic overview for activists, NGOs etc. about how to start advocacy initiatives; incl. knowledge of communication strategy and planning.	https://www.skillshare.com/classes/7-Simple-Steps-to-Small-Scale-Advocacy-Action/2101773035?via=browse-rating-advocacy-layout-grid		Sign up to the platform for free to gain access
Grassroots Legislative Advocacy Training	Healthcare now	10 min videos	From a medical campaign NGO who campaigned for health policy change in the US. Focus on influencing legislators: how to score their support, create a power map and choose tactics	Intro https://www.youtube.com/watch?v=fMB-XRt46ao&list=PLKlUnTM8BuwJlqOWbq5EpleMzAT-m4W-2&index=1 Scoring https://www.youtube.com/watch?v=uqHTICPbTKU&list=PLKlUnTM8BuwJlqOWbq5EpleMzAT-m4W-2&index=2 Power Mapping https://www.youtube.com/watch?v=iSS367drdQO&list=PLKlUnTM8BuwJlqOWbq5EpleMzAT-m4W-2&index=3 Tactics https://www.youtube.com/watch?v=WzNQvZxfUtg&list=PLKlUnTM8BuwJlqOWbq5EpleMzAT-m4W-2&index=6	Some of the content is specific to US and the US political system but the tools/basic principles of utilising grassroots capabilities to influence decision makers can be used across the board.	Free
Theory of Change models	Point K learning center	PDF	Overview of different theory of change models and their application for advocacy practitioners	http://www.pointk.org/resources/files/Pathways_for_Change.pdf		Free
Developing smart goals for successful strategies	Advocacy Academy (SMEX)	Online course, 40 mins	The course aims to improve effectiveness of goal setting, how to make them SMART and tie them to concrete objectives and outcomes.	https://advocacyassembly.org/en/courses/25/#/chapter/1/lesson/1		Free
Strategy Toolkit	New Tactics in Human Rights	Online documents and resources	This initiative is a program of the Centre for Victims of Torture. It was set up to equip activists with the tools to effectively advocate for human rights issues. The Strategy toolkit contains detailed worksheets, documents and sections on each step of the cycle of human rights initiatives (but the strategy framework works for any advocacy initiatives). They also have case studies and useful guides and resources on the website.	https://www.newtactics.org/toolkit/strategy-toolkit	There are resources in many different languages so very useful for non-English speakers	Free
The EU and Human Rights	University of Louvain	Online MOOC course, 7 weeks (4-6 hrs per week)	Though not specifically geared for advocacy practitioners, the course teaches the basics of human rights in the EU and could be very useful for those who do EU advocacy and want a broader understanding of human rights in the EU context.	https://www.edx.org/course/the-eu-and-human-rights	These MOOC courses have an audit version which is free, with the option to pay up to £100 (depending on the course) for a certificate version which included a diploma at the end and graded assignments/ final tests.	Free

SECTION TWO

CAMPAIGNING

CAMPAIGNING RESOURCES	INSTITUTION / ORGANISER	LENGTH OF COURSE	DESCRIPTION	WHERE TO SIGN UP	OTHER INFO	FEE
Campaign comms I: Changing attitudes, hearts and minds	Advocacy Assembly (SOGI Campaigns)	Online course (40 mins)	This course focuses on how to build effective messages to change attitudes. It will not touch upon how and where these messages can be delivered, so it does not include media and social media planning strategies, written and oral expression techniques, etc.	https://advocacyassembly.org/en/courses/51/#/chapter/1/lesson/1		Free
Campaign comms II: Changing attitudes, hearts and minds	Advocacy Assembly (SOGI Campaigns)	Online course (40 mins)	This course focuses on how to frame your campaign message so that it will achieve the objectives that you have learnt to build in the previous course: Campaign Comms I.	https://advocacyassembly.org/en/courses/52/#/chapter/1/lesson/1		Free
Campaign comms III: Changing attitudes, hearts and minds	Advocacy Assembly (SOGI Campaigns)	Online course (40 mins)	This course focuses on elements of campaign communications that are additional to the ones seen in the previous course Campaign Comms II.	https://advocacyassembly.org/en/courses/53/#/chapter/1/lesson/1		Free
1. Introduction to Campaigning 2. Advanced Campaigning Lessons	350 Action	Up to 1 hr each	Learn what makes a solid grassroots campaign and think through key questions to build and run your own campaign. The advanced course expands understanding on how campaigns are waged and advanced campaign techniques from real-life case studies. Case studies focused on environmental campaigns as 350 Action is a climate campaigning org. but principles are transferrable to any subject matter.	https://trainings.350.org/online-skill-ups	The website also holds a number of useful resources for campaigning and case studies	Free
Framing messaging	Frame Works	Various resources	Collection of articles and guides on how to frame messages, tell stories etc. which can be used for a variety of advocacy campaigns	https://www.frameworksinstitute.org/tools-and-resources/framing-101		Free
Various campaign skill guides	Seeds for change	Various	A variety of short guides on all the aspects of running a campaign, from media and publicity to campaign planning, organising public meetings and action planning.	https://www.seedsforchange.org.uk/resources	On the same page you can also find additional guides also on facilitation, working in groups and decision making skills on the same resource page.	Free
Various campaign know-how guides and templates	Mobilisation Lab	Short PDF guides	Guides/tools on a variety of aspects of campaigning, incl. printable campaign strategy overviews, impact measurement, call to action worksheets, problem diagrams etc. The "System thinking for campaigning" is particularly recommended for strategy planning.	https://mobilisationlab.org/resources System thinking for campaigns https://mobilisationlab.org/resources/systems-thinking-for-campaigning-and-organising	Mob lab also organises training and events on campaign related topics	Free
Movement Strategy Template	The Change agency	PDF	All the steps of a campaign with useful tools, resources and handouts at each step provided on the website.	https://thechangeagency.org/strategy	The change agency also has a lot of other movement building/campaign related info, case studies (https://thechangeagency.org/case-studies) and useful guides which we recommend	Free
How to create 'People Powered' Campaigns	Advocacy Assembly (Green peace Mob Lab)	Online course (40 mins)	Focus on campaigns rooted in people power and public engagement, with case studies of how 'people power' has increased the size and success of campaigns over the years.	https://advocacyassembly.org/en/courses/20/#/chapter/1/lesson/1		Free

SECTION THREE

MEDIA & COMMUNICATION

MEDIA & COMMS RESOURCES	INSTITUTION / ORGANISER	LENGTH OF COURSE	DESCRIPTION	WHERE TO SIGN UP	OTHER INFO	FEE
Social media strategy on a shoestring (Part 1) & Social media production on a shoestring (Part 2)	Advocacy Assembly (SMEX)	2 hours for both parts	Learn to develop a social media strategy to engage supporters and connect online activity to measurable change + social media tactics from around the world to be able to formulate your own strategy (Part 1) and how to transform your social media strategy into engaging live content (Part 2).	Part 1 https://advocacyassembly.org/en/courses/26/#/chapter/1/lesson/1 Part 2 https://advocacyassembly.org/en/courses/27/#/chapter/1/lesson/1	We have included many courses from AA, warmly recommend to their whole list of courses.	Free
Various key training resources on media	350 Action	Various, short guides	The online resources cover a number of key media skills, incl. how to give great media interviews, framing, understand how journalists work etc. Most are formulated for group workshops but can be done individually as well.	https://trainings.350.org/for/organisers/#media	There is also a media 101 course which can be used for all day workshop trainings (all guidelines and told provided on the website).	Free
External Communications strategy (intermediate)	COMnGO (Communication for NGOs)	10 hrs in total, self paced	Learn the basics of communications in targeting all your external stakeholders, learn to set goals and strategies, and be able to make an External Communication's Plan.	https://trainingformgos.org/courses-2/external-communications	Course modules Stakeholders, Market Analysis, Comms strategy building, Visual identity, Comms campaigns, Copywriting	Free
Social media (beginners)	COMnGO (Communication for NGOs)	10 hrs in total, self paced	Learn the basics to start planning online NGO strategies and execute them successfully.	https://trainingformgos.org/courses-2/social-networks	Course modules Strategy, distribution, content, content, FB strategy, social media crisis strategy etc.	Free
Dealing with Mainstream Media + A short guide for Good Publicity and Outreach	Seeds for Change	PDF guides	Basics on getting your campaign message across in newspaper, radio and on tv and the key principles of publicity and outreach.	https://www.seedsforchange.org.uk/media.pdf ; https://www.seedsforchange.org.uk/publicity.pdf		Free
Data storytelling for journalists	Advocacy Assembly	Online course, 40 mins	Covering techniques for approaching data in a way that generates stories, e.g. charts and spreadsheet techniques that will help bring depth and context to your reporting.	https://advocacyassembly.org/en/courses/47/#/chapter/1/lesson/1		
SPECIFIC TECHNICAL/MEDIA PRODUCTION SKILLS						
Design for change: Graphic design for human rights	Advocacy Assembly (Small media)	Online course (90 mins)	Learn basics regarding the design process and how to get messages across through designed visuals + how to create a graphic design project when hiring an external designer.	https://advocacyassembly.org/en/courses/16/#/chapter/1/lesson/1		Free
Audio for Advocacy: Podcasts and Storytelling	Advocacy Assembly (Sowt)	Online course (30 mins)	Course is designed for organisations interested in audio storytelling and human rights advocacy. Its an intro to podcasting and how human rights advocates can utilise audio storytelling in their work.	https://advocacyassembly.org/en/courses/37/#/chapter/1/lesson/1		Free
Making your Own Podcast	Advocacy Assembly (Sowt)	Online course (30 mins)	Identify a core audience and produce a podcast for that target audience. Learn about the importance of audience analysis, selecting topics to produce, and the technical aspects of putting together your own podcast.	https://advocacyassembly.org/en/courses/38/#/chapter/1/lesson/1	Recommended that this course is taken after the one above (Audio for Advocacy)	Free
Five top tips to Improve your video skills	Advocacy Assembly (WITNESS)	Online course (40 mins)	This course covers five common technical challenges in video taking and is suitable for those who are starting to make their own videos and would like to improve their production skills, as well as learn about metadata and archiving.	https://advocacyassembly.org/en/courses/23/#/chapter/1/lesson/1		Free

SECTION FOUR

RESEARCH & REPORTING

RESEARCH & REPORTING RESOURCES	INSTITUTION / ORGANISER	LENGTH OF COURSE	DESCRIPTION	WHERE TO SIGN UP	OTHER INFO	FEE
Documenting and reporting human rights abuses using testimony	Advocacy Assembly (CUNY Brooklyn College)	Online course	Learn how to interview victims of human rights abuses and how to correctly document their cases. You will also learn the basics of human rights law and how to report rights violations to international bodies.	https://advocacyassembly.org/en/courses/12/#/chapter/1/lesson/1		Free
Cleaning and analysing data	Advocacy Assembly (School of data)	Online course	The course covers how to analyse data using spreadsheets to find stories and the practical skills needed. For both journalists and activists in advocacy/social development.	https://advocacyassembly.org/en/courses/9/#/chapter/1/lesson/1		Free
Data gathering for beginners	Advocacy Assembly (School of data)	Online course	As above.	https://advocacyassembly.org/en/courses/13/#/chapter/1/lesson/1		Free
Introduction to Scraping Data	Advocacy Assembly (School of data)	Online course, 1 hour	This course is for human rights activists and journalists who would like to better use data to support their advocacy work and who wants to broaden their methods of data collation. Discover how to use free and easy-to-use tools to scrape data from web pages, social networks and PDF files.	https://advocacyassembly.org/en/courses/19/#/chapter/1/lesson/1	The course is suitable for anyone who completed School of Data's Data Analysis & Data Gathering courses (above)	Free
Visualise your data with the best charts and graphs	Advocacy Assembly (Infotimes)	Online course, 30 mins	This course will teach you how to choose the best chart and graph to fit your dataset and includes lots of tips and techniques on how to turn complex datasets into easier to understand visuals that you can share in reports, on websites and on social media.	https://advocacyassembly.org/en/courses/17/#/chapter/1/lesson/1		Free
Researching human rights law for advocacy	Advocacy Assembly (HURIDOCS)	Online course, 30 mins	Develop a better idea of the kinds of human rights information that can support your research and advocacy efforts, and where to find human rights documents. It also covers how to use information to frame and support arguments, know what policies and recommendations States support at international bodies, what guides their strategic decisions etc.	https://advocacyassembly.org/en/courses/50/#/chapter/1/lesson/1		Free
Introduction to the Universal Periodic Review	Advocacy Assembly (APC)	Online course, 50 mins	Overview of how the Universal Periodic Review works and serves as a guide for CSOs to advance human rights and digital rights.	https://advocacyassembly.org/en/courses/48/#/chapter/1/lesson/1		Free
Making an impact with the Universal Periodic Review	Advocacy Assembly (APC)	Online course, 50 mins	Building on the previous course, the course gives a deeper look into the Universal Periodic Review, and serves as a guide for civil society organisations to advance human rights. The course will teach you about the different tactics to get your agenda across and make change happen.	https://advocacyassembly.org/en/courses/49/#/chapter/1/lesson/1	Recommended that the course prior is completed first (Intro) before taking this course	Free
Data for change: Data Visualisation for Human Rights	Advocacy Assembly (Small media)	Online course, 90 mins	Data visualisation is an effective way of presenting complex data and information, and can be used to share key stories from your organisation's data to a wider audience. Learn the basic process of creating a data visualisation and apply it to your own projects.	https://advocacyassembly.org/en/courses/10/#/chapter/1/lesson/1		Free
Open source investigations for human rights: Part 1	Advocacy Assembly/Amnesty International	Online course, 90 mins	This introductory course is intended to provide human rights practitioners with an overview of how to discover, analyse and verify open source content for use in human rights advocacy. It will also discuss the challenges of working with open source content, including ethical concerns.	https://advocacyassembly.org/en/courses/57/#/chapter/1/lesson/1		Free
Open source investigations for human rights: Part 2	Advocacy Assembly/Amnesty International	Online course, 90 mins	This course will teach you how to use popular social media platforms to discover and monitor content related to possible human rights violations. It will also share best-practice for preserving content and structuring data for further analysis and use in advocacy. Learn how to verify content, including confirming the time, date and location of when an image or video was captured, and analyse features such as weapons or other military equipment.	https://advocacyassembly.org/en/courses/58/#/chapter/1/lesson/1		Free