

# **Building Sustainable think tanks: THE ADVOCACY ACADEMY**



**ACADEMIA DE ADVOCACY**

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# The Advocacy Academy

- Who we are and what we do;
- Engaging in successful advocacy projects;
- Strategies for creating an effective, policy-oriented, active and sustainable organization;
- Funding challenges.



# The Advocacy Academy – a think tank oriented on **action**

- Strategic choice: positioning as a resource center rather than research center;
- Provide technical expertise in public policy advocacy;
- “We influence public policies to the benefit of the business community”
- Think tank, expert organization and watch dog: we support the legitimate actions of civil society aimed to amend public policies and improve the decision making process.



# Overview:

- Established in 2002, with CIPE's support;
- Five founding members in Timis area, all business associations:
  - Confederation of Private Entrepreneurs in Timis county,
  - Timisoara Chamber of Commerce and Industry,
  - Association of Businesswomen in Timis,
  - General Union of Industrialist 1903 – Timis branch,
  - Association of Real Estate Agencies –Timis branch;
- Goal: to create an organization capable of supporting the advocacy efforts of the business community, a resource center, an “expert in advocacy”.
- Activities: advocacy campaigns, watch dog activities (monitoring MP activities), training in advocacy (Master in advocacy), technical assistance, studies, reports.



# Public Consultations; Public Hearings

- Promoter among business community and public officials of public consultations as professional tools in advocacy campaigns ;
- Pioneer in introducing public hearing system in Romania.
- Public hearings: organizer, facilitator, contractor (by business community or public officials).
- 2002 – 2009: public hearings for: Lobby law, Labor Code, Leasing Legislation, Corporate legislation, Lustration Law, Employer organizations representativeness, uninominal vote, improving local traffic in Timisoara, etc.





# Advocacy Campaigns

- Partnership with the business community: we have developed advocacy campaigns **FOR** the business associations;
- The Advocacy Academy was contracted for developing and implementing advocacy campaigns: regulating pharmacy activity in Romania, regulating sport bets and gambling in Romania



# Training – Strategic Activity

- Educate stakeholders about public policy advocacy;
- Target audience: business community, local and central public administration, civic groups, students.
- Aim:
  - to make them understand the benefits of the process;
  - create the demand
- Training programs in Romania, Serbia, Bulgaria, Macedonia, Moldova, Croatia.
- Master's program in public policy advocacy – West University, Timisoara



# Watch dog activities

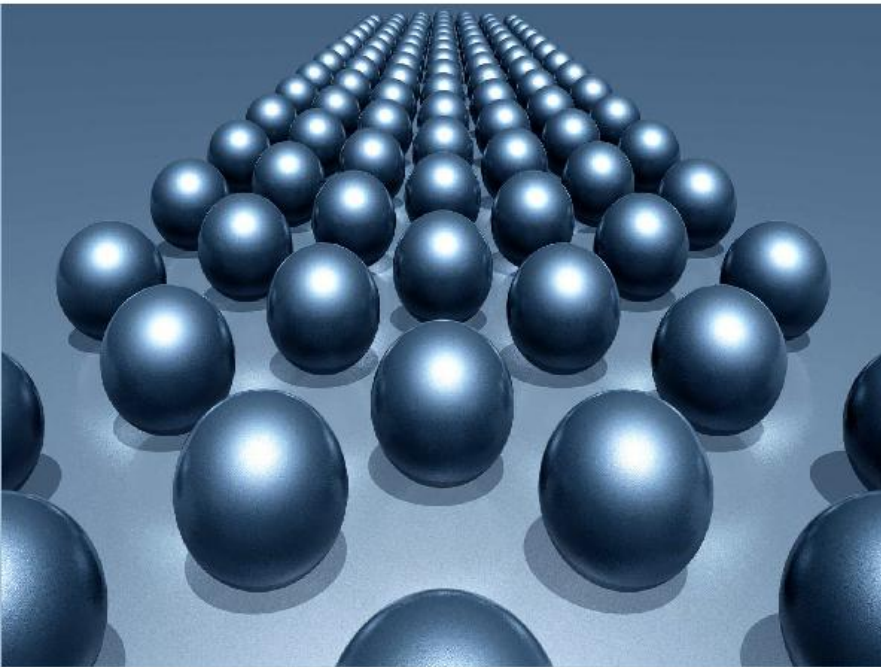
- Essential attributes: credibility and independence;
- “Romanian Public Policies funded from the state budget” – project in 2009;
- Monitoring the activity of the Timisoara City Council members - 2005;
- Monitoring the activity of the members in the Romanian Parliament; Report and press conference 2006
- Member in civil society coalitions (ex: Coalition for a Clean Parliament - 2007)



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Mircea Mitruțiu  
Radu Nicosevici  
Corina Dragomirescu  
Simona Fiț  
Adina Nemeșan

## AGENDA POLITICILOR PUBLICE FINANȚATE PRIN BUGETUL DE STAT 2009



Timișoara  
iunie 2009



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## IMPLICAREA SOCIETĂȚII CIVILE ÎN PROCESUL DE ELABORARE, MONITORIZARE ȘI EVALUARE A POLITICILOR PUBLICE ghld



Timișoara  
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# Partners, Customers, Donors

- **Business community representatives;**
- Chamber of Deputies – Parliament of Romania;
- Ministry of Justice;
- Romanian Government;
- Civil society groups: RCOM, EGateWay Association, Civitas Cluj, Euroregional Center for Democracy, Open Society Foundation, Transparency International Romania, etc.
- International organizations: CIPE, USAID, World Learning, etc.
- Donors: Balkan Trust Fund, Europa Fund, Trust for Civil Society, etc.



# Sustainability:

- Flexible organization;
- Multiple stream of revenues
  - Donor-funded projects;
  - **Consulting services**;
  - Dues.
- Cash flow planning: a continuous challenge.
- Value for Money.