

Advocacy & Awareness Activities



Ghana
Land Services and Citizenship
for the Urban Poor
A Country Partnership Programme



Cemil Alyanak

**Consultant working on the LSC
in Ghana**



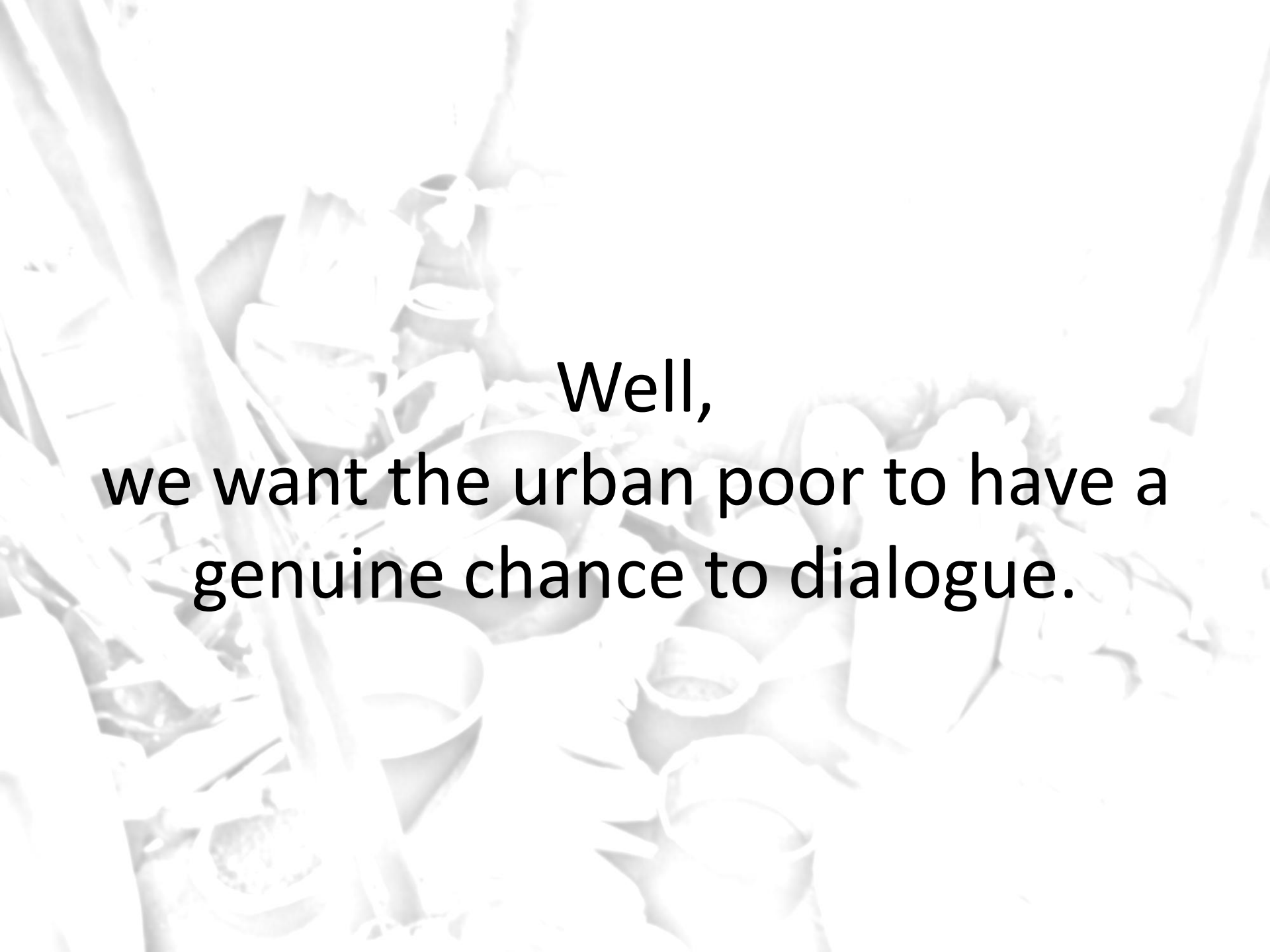
We are currently at
the design stage

**Next step:
additional consultation round
with local partners;
then submit report**



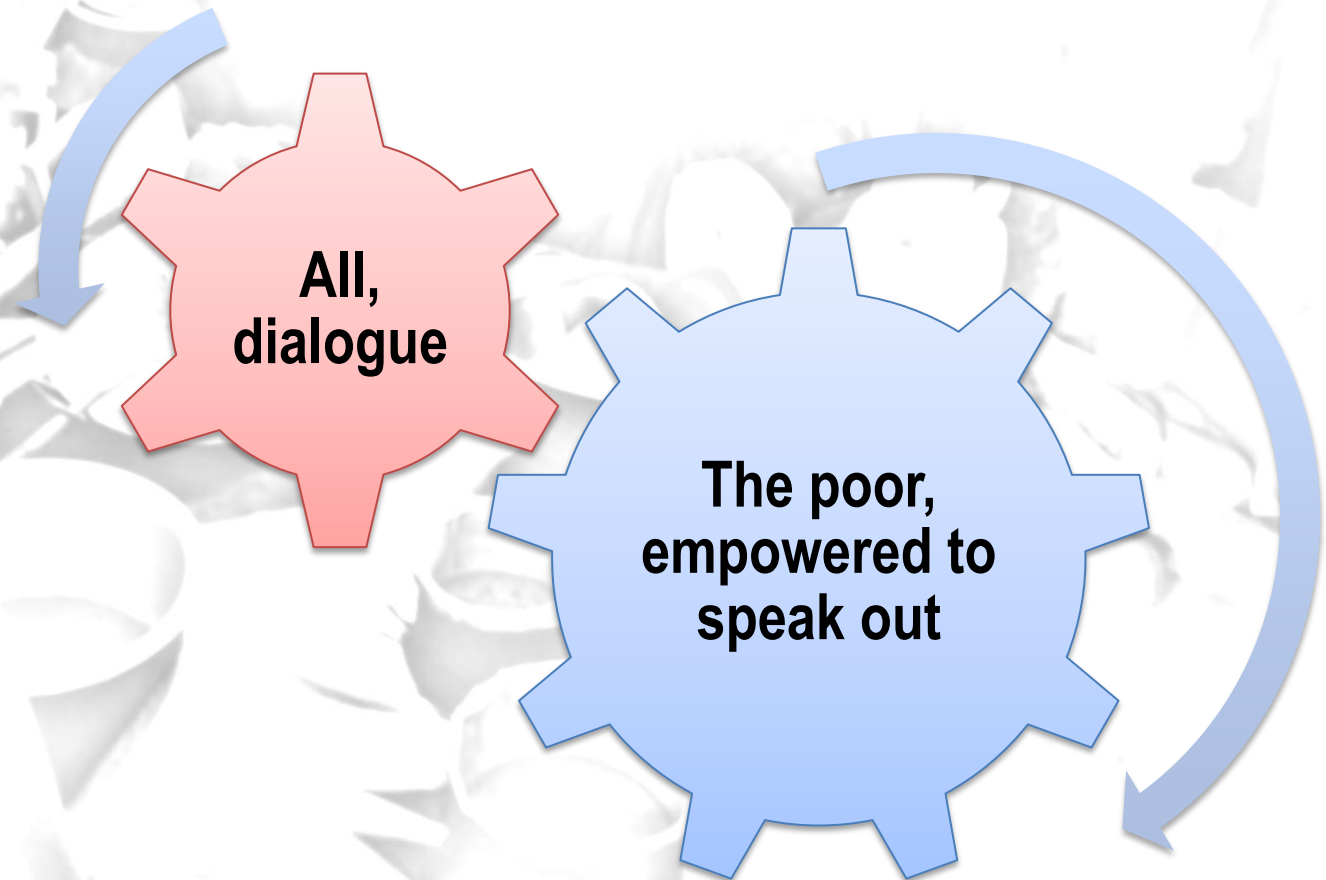
Who here is a parent?

**So what's better,
to force a decision upon your child
or to engage in
constructive and informed dialogue?**



Well,
we want the urban poor to have a
genuine chance to dialogue.

Outcome of the process:



Potential activities

subject to stakeholder discussions

- 1. Learning to build an advocacy and awareness campaign** {cb}
- 2. Deciding on an effective dialogue platform** {ta}
- 3. Development of a common 'urban vision' statement** {cb/ta}
- 4. Urban Press Accra** {cb/ta}
- 5. Urban Voice Ghana** {cb/ta}

Responding to a need?

How will these specific advocacy actions respond to the needs of Ghana's urban poor?

- **They will empower the disenfranchised to better formulate and increase the leverage of their messages; *not currently the case!***
- **They will create new spaces for dialogue, improve existing ones and ensure that in both cases they are inclusive; *not currently the case!***
- **They will support civil society in their efforts to further raise the profile and priority of the urban agenda, in particular the urban poor agenda, in Ghana; *not currently the case!***

The project per se

During the design process we adapted the focus.

- **We began by wanting to ‘make the argument’ for the poor.**
- **We discovered that they had most of the arguments, what was lacking was the means to make them.**

Our adjusted emphasis is to focus on form, spaces and tools, more so than on substance.

Conclusion


The urban poor do not have the means of expressing their own vision.

They also lack access to the right space for dialogue and sufficient leverage to influence outcome.

With strong local ownership, both can be fixed, sustainably.

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