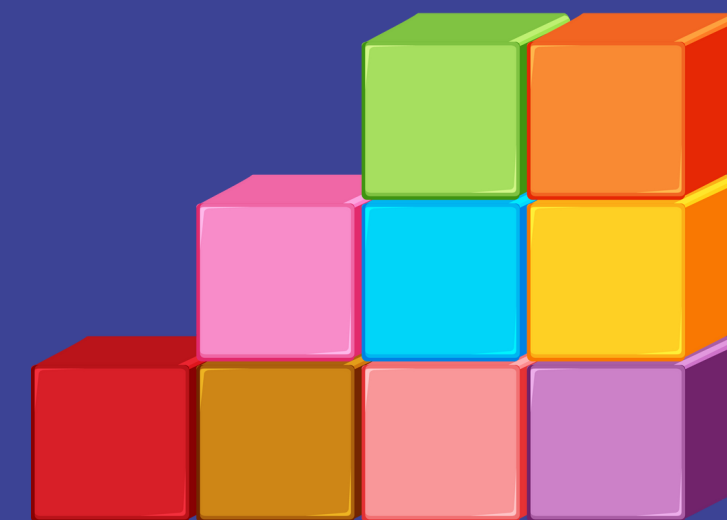




Building Momentum

Linking data to policy influence,
turning learning into action

August 2025



Session Objectives

By the end of the session, we will be able to:

1. Identify key data and learning from programmes on gender and VAW.
2. Translate this evidence into policy influence opportunities
3. Co-create practical advocacy actions.
4. Agree on one joint advocacy action for the 16 Days of Activism.

Building Momentum

Building momentum means creating and sustaining energy, focus, and collective drive around a cause or campaign – moving from scattered individual efforts to a unified, growing force for change.



What does it involve?

1

Amplifying evidence and voices

so that key issues gain visibility and urgency

2

Connecting actors —

organisations, communities, and allies — to align around shared priorities.

3

Maintaining forward movement

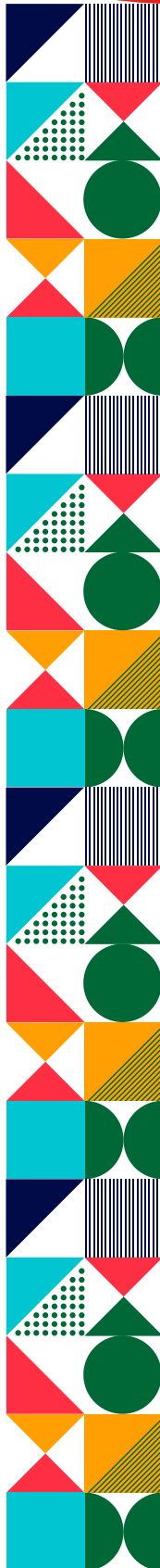
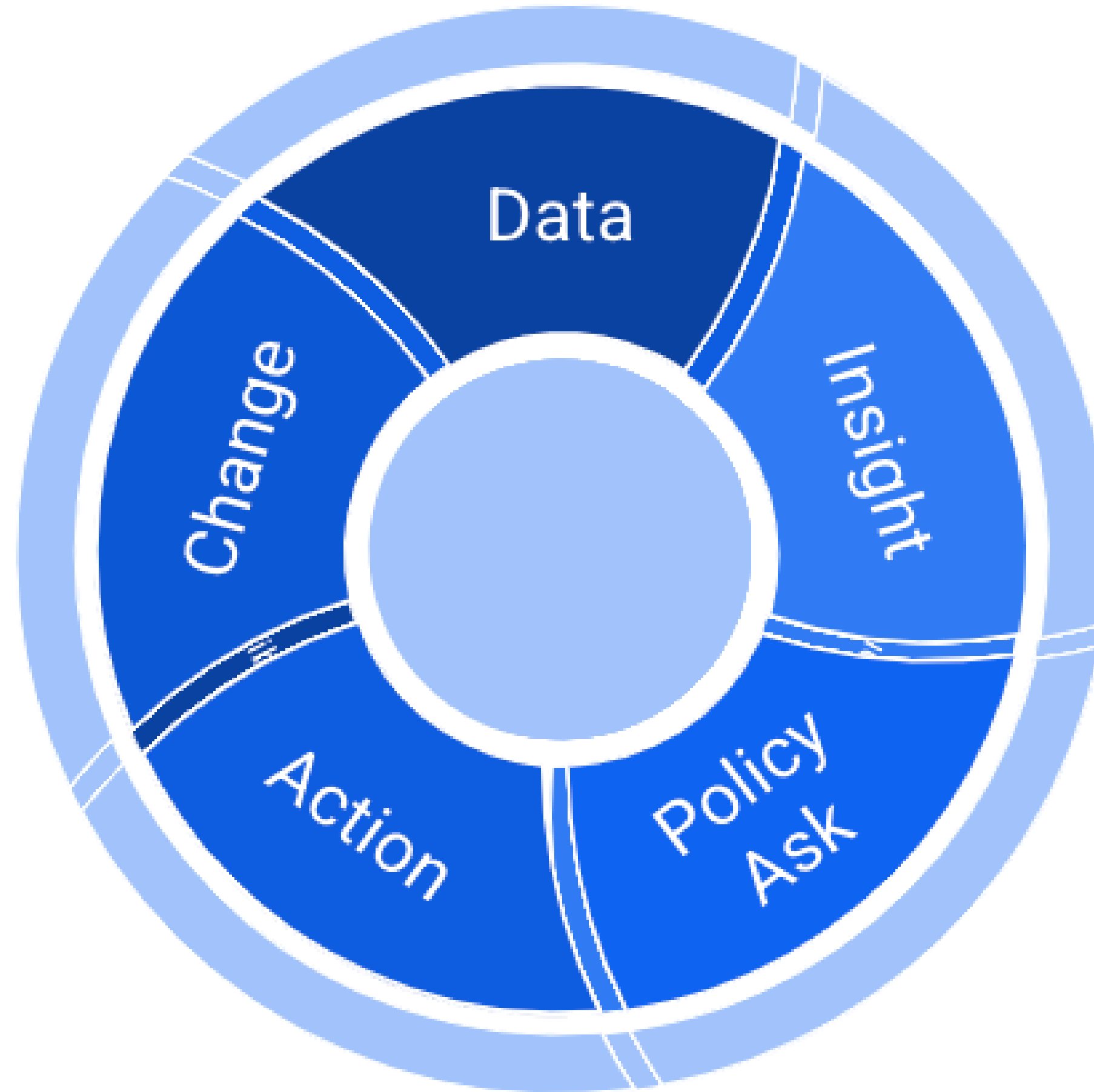
through ongoing actions, advocacy, and engagement that build on each other rather than fizzling out

Why it's important:

- **Increases influence:** Coordinated, continuous advocacy has more weight with policymakers than isolated efforts.
- **Keeps issues on the agenda:** Sustained action prevents important causes (like ending violence against women) from being sidelined.
- **Strengthens collaboration:** Shared momentum fosters trust, resource-sharing, and solidarity among NGOs
- **Drives lasting change:** Change rarely happens from a single action — momentum ensures each step builds toward a tangible policy or social outcome.

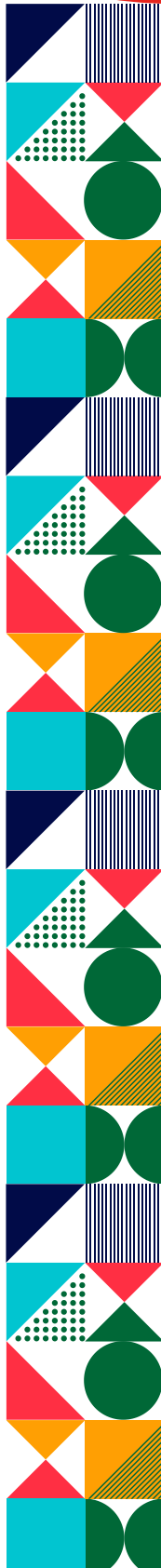
It's the difference between a single spark and a sustained fire for justice.

Why does evidence matter for advocacy?



Data Harvesting

- What data/evidence do we have?
- What does it tell us? (key insights)
- What gaps remain?



From Data to Policy Influence |

Identify entry points for influence

- Which policy change(s) would our evidence support?
- Who are the decision-makers we need to reach?
- What's our advocacy "ask"?

Share in plenary



Turning Learning into action – Developing Concrete Advocacy Action

- What action could we take during the 16 Days that connects to our policy ask?
- What would make it impactful (timing, visibility, partnerships)?

Turning Learning into action – Developing Concrete Advocacy Action

Co-Creating the Collective Action

- Agree on ONE joint advocacy activity using dot voting
- Facilitator presents top 3–4 action ideas from previous step.
- Discussion to refine and combine ideas into a single agreed action.

Turning Learning into action – Developing Concrete Advocacy Action

One word – how do you feel leaving the session

Thank you

