

## Stand For Her Land Country Campaign-Building Guidelines & FAQ

**Background:** The first country campaign to take root is Stand for Her Land Tanzania, founded during a ‘Country Campaign Scoping Convening’ that took place in January 2019. Since 2020, 5 additional campaign countries have been established in Bangladesh, Colombia, Ethiopia, Senegal, and Uganda. The Secretariat and the rest of the Global Steering Committee (Global Campaign Coordination Team)<sup>1</sup> of the S4HL campaign aims to facilitate and nurture the development and roll-out of a minimum<sup>2</sup> of 9 additional country-based campaigns by year end 2025.

*This FAQ aims to provide high level guidance for civil society groups and other non-state actors interested in learning more about joining the S4HL campaign at the country level.*

### The Basics

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#### Who can join?

Civil society groups, including both national and grassroots organizations; international NGOs & UN agencies with in- country missions; academia and other non-state actors comprise the S4HL country campaign advocacy coalitions (either new distinct S4HL coalitions, or integrated into active and adjacent advocacy coalitions in countries).

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<sup>1</sup> Landesa is serving as Campaign Secretariat. Other current Global Steering Committee Members are UN-Habitat hosted Global Land Tool Network, Habitat for Humanity International, Huairou Commission, Rights and Resources Initiative, and the World Bank. As they join the campaign, future Global Partners who do not sit on the Steering Committee may also take part in the Global Campaign Coordination Team as advisors.

<sup>2</sup> This is a floor, not a ceiling.

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## What kind of expertise is required?

S4HL country coalition members are comprised of organizations and individuals with expertise across a range of intersectional issues, including but not limited to: urban land rights, rural land rights, community land rights, customary law, inheritance, housing rights, individual land rights, food security, poverty alleviation and livelihoods, women's economic empowerment and rights, climate change and conservation, forest rights and indigenous rights, health and nutrition, conflict prevention and peace-building, among others.

## Are there any other required criteria to start a Stand for Her Land country campaign?

Yes. They are as follows:

- The existence of laws protecting women's land rights that face implementation challenges due to any number of social, structural, or other significant and persistent barriers
- A strong civil society with expertise on women's land rights and adjacent issues, willing to take 'ownership' and drive the campaign in country
- A need for a new initiative that will add-value to existing collective or individual advocacy efforts to advance women's secure and equal land rights in practice
- A generally open political environment conducive to an advocacy campaign that will in most cases aim to influence and guide policymakers and other decisionmakers
- The potential to measure impact

## Is there a geographic focus?

No. This is a global campaign. The coordination team is eager to work with civil society groups and other non-state actors in countries from around the world to develop and nurture S4HL country campaigns in Asia, Latin America, MENA, and sub-Saharan Africa.

## What do the country campaigns aim to do and achieve?

The country campaigns agree to work together within the overall vision and framework of the Global Campaign: to close the in-country gap between law and practice through advocacy to advance women's secure and equal rights to land.

This can include a range of advocacy objectives as are relevant to a given country context and coalition strengths, from coordinated social norm change advocacy at the local level and structural change goals at the sub-national level, to advocacy efforts aimed at influencing policymakers at the national level.

Objectives and activities will be assessed by the country campaign coalitions, with coordination and facilitation support from the global campaign coordination team.

## Starting a Stand for Her Land Country Campaign

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### How does my organization/coalition join or start a country campaign?

The Global Campaign Coordination Team works within their networks and with colleagues to identify new potential country coalitions.

Equally, interested country-based coalitions already working on women's land rights or women's rights and empowerment who would like to explore integrating S4HL into their own efforts, and/or individual organizations interested in coordinating and/or leading the formation of a new distinct S4HL coalition in any given country (or countries) are strongly encouraged to contact the Secretariat at [contact@stand4herland.org](mailto:contact@stand4herland.org) to begin a conversation to explore potential alignment.

### What's the first step to getting a country campaign off the ground?

In most cases, the Secretariat and/or other members of the Global Campaign Coordination Team will work with a volunteer coordinating organization or coalition in country to organize a **Strategic Scoping Convening** in country, inviting interested non-state actors working on a range of issues that intersect with women's land rights. In exceptional cases, the global coordination team might work with an in-country consultant to help organize the Strategic Scoping Convening.

While there may be some financial support available for these convenings, resources will be limited. Identifying organizations (drawn from participating civil society organizations, INGOs and/or multilaterals, including the Steering Committee Members where they have the capacity) that can host the convenings will therefore be important where possible. The host does not necessarily be the organization acting as the volunteer coordinator.

### What is the purpose of the Strategic Scoping Convenings?

The convenings take place in person, in country, over the course of 2 days, though it can be tailored to local need (when possible, virtual participation should also be made available). A member of the global coordination team will co-facilitate the convening alongside the country volunteer coordinator(s), adapting the workshop and agenda to meet the unique needs and challenges of any given geographic or political context. The main outcomes expected are:

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- Clarity on whether/how this campaign would add value to, or complement, advocacy efforts already underway to advance women's secure land rights in the country.
- The potential for impact and how it might be measured over time.
- An outline strategy, including agreed-to high level objectives, targets, activities, and overall strategic focus of the campaign.
- An outline agreement of the country coalition structure, coordination, and governance
- An outline on next steps and what is needed to advance the campaign's growth in country

## Country Campaign Coordination, Structure & Sustainability

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What is the nature of the relationship with the global/central Stand for Her Land Campaign?

The S4HL vision is that of a confederation of country campaign coalitions that coordinate and communicates with the Global Campaign Coordination Team. The founders and Steering Committee envision a mutually supportive, symbiotic relationship.

### The Global S4HL Campaign Coordination Team:

- Facilitates and nurtures the formation of new country campaigns;
- Works to generate resources on behalf of the entire global campaign;
- Supports individual country campaign coalitions raise funds;
- Designs global advocacy and communications actions and tools for country coalitions to adapt and deploy and supports coalitions in development of national specific advocacy and communications strategies, tools and resources;
- Provides access to digital platforms to elevate and amplify the voices of campaign coalitions and member organizations on the global stage;
- Spearheads and facilitates speaking opportunities for country campaign coalition members at global convenings to leverage their expertise to influence the global conversation on the importance of advancing women's secure rights to land; and,
- Generate learning opportunities and collective action with other S4HL country campaigns within global regions and with global partners and aligned organizations.

### The S4HL Country Campaign Coalitions:

- Participate in monthly coordination calls with the Secretariat;

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- Provide quarterly written one-page updates on country campaign developments and, as needed, unscheduled updates upon significant developments;
- Participate in quarterly global coordination calls;
- Upon request and when possible, contribute input for policy reports, papers or other products designed to advance the mission of the campaign; and,
- If and as articulated in any funding agreement, align with the required compliance and regulations stipulated in any grant or contract;
- Upon request and when possible, provide rich storytelling content and case studies for dissemination through the campaign's communications channels, and to boost efforts to raise greater global awareness of the campaign and its mission, and to better influence global stakeholders to advance women's secure rights to land around the world.

## How are the country campaigns structured & coordinated?

Country campaign coalitions are able to collectively develop and deliver a shared advocacy strategy and objectives with the aim of closing the in-country gap between law and practice to advance women's secure and equal rights to land. They are also able to agree and adhere to the following:

- Coordinate with S4HL's Global Campaign Coordination Team that works to support, promote, sustain, grow and generally coordinate the campaign globally (see above).
- The country S4HL campaigns are structured:
  - Either as new, distinct coalitions dedicated solely to the campaign's mandate and vision, coordinated by an in-country Secretariat/Coordinating organization along with a small decision-making Steering Committee or similar governance structure (ideally 3-5 organizations; there is no limit to overall country campaign membership) OR
  - Integrated into existing, compatible advocacy coalitions comprised of civil society groups and other non-state actors working on women's rights, land rights, women's rights or women's empowerment.
- Coalitions will strive for an inclusive membership of non-state actors, representing different issue strengths, perspectives and expertise on and at the intersection of women's land rights, including, where relevant: urban land rights, rural land rights, community land rights, customary law, inheritance, housing rights, individual land rights, food security, housing rights, poverty alleviation and livelihoods, women's economic empowerment and rights, climate change and conservation, forest rights and indigenous rights, health and nutrition, conflict prevention and peace-building, among others
- Where possible, coalitions are willing to operate and organize – at least to a certain extent – with limited additional resources, and with members cost-sharing and hosting regular meetings and

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light-lift activities that enhance individual member organizations' existing work advancing women's secure rights to land.

## Is there funding available to run the individual country campaigns?

As potential country coalitions are identified, the Secretariat and Steering Committee will work together to identify funding and resources for the local context. A leading priority and goal of Global Campaign Coordination Team is to raise funds to build, grow, expand, and sustain the campaign in existing campaign countries, and in new ones. The Global Campaign Coordination Team provides as much support as possible, drawing on cost-sharing strategies, to kick-start campaigns in new countries. Regardless of resources, the Global Campaign Coordination Team is committed to building out structures and opportunities for amplifying campaign coalition members' voices and expertise through communications and engagement channels and platforms; designing action toolkits; and working with new country campaign coalitions to fundraise after a strategy and outline action plan are designed by the member organizations, in consultation with the Global Campaign Coordination Team to build a long term funding plan for sustainable and continued action in national settings.

Funders and Donors interested in kickstarting a Country Coalition should reach out to the Stand4HerLand Campaign at [contact@stand4herland.org](mailto:contact@stand4herland.org).