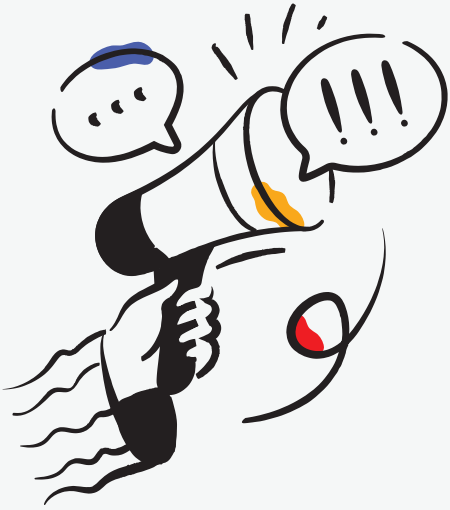
Advocacy and Grassroots Lobbying in a Dynamic and Technological Environment

Guidebook on Representation and Mass Lobbying for the Protection of Children from Online Sexual Abuse



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First Children's Embassy in the World Megjashi

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CENTAR ZA NESTALU I ZLOSTAVLJANU DECU

Qendra për të Drejtat e Fëmijëve në Shqipëri
Child Rights Centre Albania

ПРВА ДЕТСКА АМБАСАДА ВО СВЕТОТ МЕЃАШИ
МЕЃАШИ
РЕПУБЛИКА МАКЕДОНИЈА

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First Children's Embassy in the World Megjashi

Norway

SMART Balkans
Civil Society for Shared Society in the Western Balkans

CPCD
Centar za promociju civilnog društva

Institute for Democracy and Mediation

CRPM
Center for Research and Policy Making

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Introduction

Advocacy vs. Lobbying: *Defining the terms*

These two terms are often used together. Although they are related, there are significant differences between them. Let us begin by defining them.

Advocacy, in general, means engaging knowledge and skills in order to bring about certain social changes. In other words, advocacy means defending a particular cause or idea—whether it concerns environmental protection, children's rights, or a wide range of other issues that affect people's lives. There are no limits to the scope of advocacy activities that an individual or an organization can undertake. Advocacy means supporting an issue and influencing its resolution, but it also means mobilizing the community.

Lobbying, on the other hand, can generally be defined as any attempt to influence a politician or a public official regarding a specific issue. Lobbying is a term that originates from the Anglo-Saxon tradition (from the English word lobby, meaning hallway or foyer) and literally referred to acting in the lobby of the House of Commons, where citizens, landowners, or businessmen who wished to resolve a particular issue would wait for members of parliament to come out of the chamber and then attempt to influence them to address that issue (WFD, 2017).

Lobbying is divided into two main groups, depending on the techniques used and the way influence is exerted. Thus, we distinguish:

- **Direct lobbying**, which involves an attempt to influence the drafting of a new law or the amendment of an existing law or public policy/program through **communication with a member of a legislative body (parliament) or another government representative who has influence and authority in adopting laws and/or public policies and programs** (members of the Assembly of the Republic of North Macedonia, municipal councils, or the Council of the City of Skopje).
- **Grassroots lobbying**, which involves asking or influencing the general public to contact legislators and/or mobilizing the public around a

specific legislative issue. For example, civil society organizations may call on their constituents to approach legislators or government institutions, although this may also be considered direct lobbying. An example of grassroots lobbying includes petitions—written or electronic—to encourage public support for a cause or issue, organizing public demonstrations or protests, or distributing brochures and other materials to raise awareness.

As can be seen, advocacy has many similarities to so-called grassroots lobbying.

To clarify the distinction between advocacy and lobbying, below are several examples of both activities.

Examples of advocacy include:

- *Informing* a member of parliament or a municipal council about how a particular decision or policy affects citizens or the constituents of the CSO carrying out the advocacy—for instance, how the absence of a local strategy for promoting children's rights impacts the increase of peer violence in the municipality.
- Using *social media to promote a specific issue*, problem, or cause and to raise awareness.
- Meeting with a government official to point out how a particular problem affects a specific group of citizens or organizations, or the environment, etc.

Examples of lobbying include:

- *Openly asking* a member of parliament to *vote for or against a law*, to *propose amendments*, or to *introduce a new law*.
- Writing e-mails to the *members of an organization*, calling on them to *contact MPs* to support or oppose a specific law.
- Preparing and circulating an *electronic (or paper) petition* and asking members of a specific group or organization (direct lobbying) or the general public (grassroots lobbying) to contact their legislators in support of or in opposition to a specific law/policy.

Who can advocate? Anyone can engage in the process of advocacy. Educating policymakers about the needs of a particular organization or community is something anyone can do. Advocacy can be carried out by organizing one's supporters and/or constituents around important issues and encouraging and motivating them to contact elected officials in parliament or the municipal council (by e-mail, by requesting a direct meeting, by written correspondence, or by phone call). Advocacy can also be done through the use of social media to educate people about certain issues and problems. Likewise, advocacy can be carried out through meetings on various occasions with members of parliament or the municipal council to explain how a particular issue affects the community. Everyone has the power to engage in the process of advocacy.

When a member of parliament or a municipal councilor is asked to support a specific legislative solution or policy/program, this is already considered lobbying. For certain issues, advocacy alone is sometimes not enough, and a legal solution may be necessary to resolve a specific problem. That is the moment when the involvement of an experienced and professional lobbyist becomes essential.

The Law on Lobbying[1] defines lobbying as "an activity aimed at exerting influence over the processes of drafting, adopting, and amending laws, bylaws, or other general acts and public policies, i.e., programs adopted by the bodies being lobbied" (Article 3[2]). According to Article 4 of this Law, "lobbying may be carried out only by lobbyists registered in accordance with the provisions of this Law[3]" *For the purposes of this guidebook, this definition will not be considered, since neither FCEW Megjashi is a lobbying organization nor is it registered as such, and the tools proposed in the Guidebook are closer to advocacy and grassroots lobbying.*

(1) Law on Lobbying, 2021. https://dksk.mk/wp-content/uploads/2021/06/Zakon-za-lobiranje.pdf
(2) ibid
(3) ibid

Shift and Rise Toward Digital Lobbying and Advocacy

Lobbying and advocacy are undergoing a major transformation, largely driven by the rise of digital platforms and social media.

Before the emerging of digital tools, lobbying was primarily tied to phone calls and face-to-face meetings, whereas now everything is connected to the power of technology. The digital era has introduced us to a new phase of lobbying and advocacy, in which these activities occur predominantly online, often producing more effective results than traditional methods.

Social media platforms, which were not initially considered serious, have evolved into powerful tools for advocacy and lobbying that can generate broad local support. Meanwhile, old-fashioned tools such as sending e-mails have become almost obsolete—today, there are far more reliable methods of communication.

Digital platforms such as Facebook and X (formerly Twitter) provide easy access to millions of people, enabling lobbyists to amplify their messages and "move the masses" on a level that was previously unattainable. Online meetings (via Zoom) allow policymakers to hold the same discussions without leaving the comfort of their offices.

These trends indicate a shift toward stronger forms of advocacy, supported by digital technologies. Thus, digital advocacy has already become an essential feature of effective lobbying strategies. With this in mind, there should be no doubt that the growth of online public advocacy is positively redefining the relationship between policymakers and the public.

More and more, understanding the details and shortcomings of digital lobbying—and making the most of its potential—will be of crucial importance both for lobbyists and for policymakers.

The digital era has elevated lobbying/advocacy to new heights,

thanks to increasingly sophisticated digital tools available to advocates for social change. The large number of analytical tools offered by the platforms themselves allows for targeted, focused, informed (databased) campaigns that shape public opinion and capture the attention of decision-makers. Key factors contributing to the growth of digital lobbying/advocacy include:

- **Accessibility and Inclusiveness** – Digital platforms make it possible to reach anyone with Internet access (which means a very large number of people). This inclusiveness has allowed diverse voices to be heard in the decision-making arena, which is especially valuable for marginalized communities.
- **Cost-effectiveness** – Digital platforms enable the exchange of messages through social media, e-mail, and websites for only a fraction of the cost (price) of traditional methods, such as television advertising or face-to-face meetings. In many cases, knowledge and experience are more important than budget; therefore, in modern lobbying it is crucial to understand how to fully utilize tools that are free or very inexpensive to use.
- **Real-time Mobilization** – Digital campaigns can start quickly, and those leading lobbying/advocacy efforts can also respond immediately to current events. It is possible to reach millions of people practically in a very short time, simply with the "push of a button."
- **Enhanced Storytelling** – Digital media offer innovative ways to tell compelling stories that can capture a wide audience or, on the other hand, target a relatively small group of influential individuals. For example, a three-minute YouTube video can make a complex topic understandable and engaging, requiring only minimal time investment from the target audience to watch it.
- **Relevant Feedback** – Analytics tools provide instant feedback on how a campaign is progressing, making it possible to adjust lobbying/advocacy tactics without delay. For instance, it is possible to see which video or online ad has the most views in a particular campaign, or which platforms yield the best results, and then adjust the tactics

accordingly. In this way, messaging in the digital space will remain effective for the target audience.

- **Global Reach** – The internet is a global phenomenon. As a result, local issues can gain national (and even international) support, and vice versa. This can significantly strengthen the efforts or the impact of advocacy.

Technological innovations in the digital environment substantially increase the scope and precision of public campaigns, allowing them to be better targeted and more effective. Thanks to **advanced data analytics**—through the use of sophisticated algorithms to extract relevant information from large amounts of data (for example, demographic data, engagement metrics)—it becomes easier to identify public trends, enabling more precise strategies for how messages should be delivered. So-called **predictive modeling**—based on the analysis of previous online campaign activities—can forecast the outcomes of different advocacy strategies, such as social media advertising campaigns. This enables organizations to allocate their resources for maximum impact. **Artificial intelligence** (AI) allows the automation of repetitive tasks, such as data sorting or e-mail management. In addition, with the help of AI, monitoring and **analyzing social media and online conversations in real time** makes it possible for advocacy campaigns to adapt to current trends by quickly and timely adjusting their strategy. Chatbots, in turn, enable **personalized communication** with supporters, tailored to individual needs or preferences.

The digital era, despite its great advantages in driving social change, also brings challenges that must be addressed when lobbying/advocating through digital tools. These include **information overload**—within the immense digital "noise" a well-thought-out strategy is needed to ensure the message is heard. Another challenge also lies in the **content policies or rules of individual platforms**, which impose certain restrictions on both the content itself and its reach. A further challenge is the **rapid pace of technological development**, which **requires keeping up with a fast-evolving digital landscape**, meaning continuous learning. On one hand, this can encourage fruitful innovation, but on the other hand, it can place

pressure on available resources. Finally, among the challenges of advocacy through digital tools is **data security**. As important as data collection is for lobbying, the protection of sensitive information that could compromise the privacy of advocates and supporters is becoming increasingly crucial.

Despite these obstacles, the digitalization of social advocacy should remain a positive force that creates strong opportunities for effective messaging.

The Role of Effective Lobbying/Advocacy

Lobbying/advocacy can be a powerful tool in shaping public policies and securing resources for both the governmental and non-governmental sectors. Each of them faces operational challenges that require dedicated advocacy and lobbying in order to achieve the necessary legislative or other regulatory changes. The importance of lobbying for these sectors is immense.

Government lobbying can be defined as advocacy on behalf of public institutions, including local and central authorities, with the aim of influencing policymaking, securing funding, or shaping legislation. The main goal of government lobbying is to ensure that the needs and priorities of government entities are taken into account in legislative processes, that financial resources and other means are secured, and that influence is exerted over regulatory policies relevant to their work. On the other hand, CSO lobbying focuses on advancing their missions by advocating for policy changes, funding opportunities for their programs, and raising greater public awareness of the causes they support. Lobbying for CSOs often involves local mobilization as well as direct contact and engagement with policymakers in order to influence them in line with these goals.

One common misconception about lobbying is that it must necessarily involve direct interaction with legislators. Certainly, direct lobbying is an important component, but it is not the only one. Lobbying also encompasses a wide range of other activities, such as public education campaigns and advocacy for changes in policies and regulatory frameworks.

About the Guidebook

This guidebook was prepared within the framework of the project "TOMAS – Toward Harmonized Legislation Against the Online Sexual Abuse of Children" and is based on the conclusions and recommendations from the Analysis of Existing Strategies, Policies, and Practices for Protecting Children from Online Sexual Abuse in Macedonia, developed for the purposes of the project. The guidebook provides tools for digital lobbying/advocacy, translating the recommendations into practical activities through which the situation can be improved at several levels. Namely, the recommendations from the analysis include changes at multiple levels: from amendments to the legal framework and public policies to recommendations for empowering young people with knowledge and skills for safer navigation in the digital space.

It is intended primarily for organizations that advocate for the protection of children's rights, but also for all other groups of citizens and public institutions that work with and for children.

Subject, Objective, and Target Group
of Lobbying for the Protection of
Children from Online Sexual Abuse

As the subtitle indicates, the **subject** of the proposed lobbying tools is

enhanced and more effective protection of children from online sexual exploitation and abuse,

while the overall **objective** can be broken down into several sub-objectives:

1. Advocacy for strengthening the legal framework related to the online sexual abuse of children, by ensuring special provisions in all relevant laws, harmonizing terminology, and eliminating the term "child pornography" from all relevant legislation.
2. Advocacy for ensuring child participation in the preparation of the new Internet Safety Strategy announced by the Ministry of Digital Transformation, through a careful consultation process to gain insights into their experiences and perspectives.
3. Advocacy for a comprehensive Internet Safety Strategy, meaning a prior detailed and thorough analysis of all aspects of online safety—including protection from the online sexual abuse of children—followed by cooperation and involvement of the private ICT sector, the judiciary, and the education sector, as well as an assessment of public awareness about the issue of online safety, particularly concerning the sexual abuse of children online.
4. Advocacy for strengthening the position and role of the National Coordination Body for the Protection and Prevention of Child Abuse and Neglect, by increasing public visibility of the activities of this body, especially in the area of protecting children from online sexual abuse; ensuring it has one of the key consultative roles in creating an integrated system for recording online abuse cases involving children; and actively involving its members in the preparation of the new Internet Safety Strategy.
5. Advocacy for the preparation of educational content and materials for protecting children from online sexual abuse, tailored to different age groups and integrated into regular curricula, with the aim of empowering children themselves with knowledge and skills to combat this problem.

6. Advocacy for raising public awareness about the seriousness of this issue and the role of all stakeholders in addressing it.

From the subject and the defined advocacy objectives also derive the **target groups** toward which lobbying and advocacy efforts are directed. These are primarily:

- From government bodies: Ministry of Social Policy, Demography and Youth; Ministry of Digital Transformation; Ministry of Internal Affairs; the Ministry of Justice; Ministry of Education and Science; and Ministry of Health
- Judicial bodies, especially the Basic Criminal Court
- the National Coordination Body for the Protection and Prevention of Child Abuse and Neglect
- Social Work Centers
- The Bureau for Development of Education and the schools (primary and secondary)
- The general public

In this way, the defined subject, objectives, and target groups point to long-term and multi-faceted lobbying. As an organization that promotes child participation, it is advisable for FCEW Megjashi to actively involve children in the lobbying/advocacy process—both in consultations and in the preparation of advocacy messages, as well as in the advocacy and lobbying campaigns themselves.

The proposed messages around which advocacy and lobbying should be organized—derived from the analysis of the legal, strategic, and institutional framework, as well as from research on the topic of children's online safety and online sexual abuse of children—are presented below.

Key Messages

For a more effective and clearer legal and strategic framework

- **Let us call things by their proper name in order to better address them!** This means amending the term "child pornography" to "online child sexual abuse material" in all relevant laws, programs, and strategic documents. **It is crucial that legislation makes a clear distinction between people who make or watch pornography and perpetrators who sexually abuse children, distribute and consume illegal material, leading to re-victimization.** Understanding the material depicting children in sexually explicit behavior as a subcategory of pornography, **increases the risk of normalizing, trivializing, and even legitimizing the sexual abuse and exploitation of children.**

- **Let us create an informed, inclusive, and effective Internet safety strategy tailored to children!** In developing the new internet safety (cybersecurity) strategy, additional research should be conducted following the ITU methodology. Research should be directed toward analyzing national strategies and activities for the protection of children online; whether all important stakeholders, and especially children, are included in the consultative process; analysis of the legal aspects of child online protection and child sexual exploitation material; whether the IT sector is involved and what support is provided by this sector; what the level of public awareness is and how much has been done to raise awareness, and whether educational campaigns exist and how effective they are.

- **Let us monitor the indicators of online child sexual abuse so that we can be more successful in combating it!** Within the strategic priority "Implemented effective system for data collection and analysis, monitoring the situation of violence" from the National Strategy and Action Plan for the Prevention and Protection of Children from Violence, the NCB should define indicators for monitoring and collecting data related to online child sexual abuse.

For better and more visible institutional cooperation

- **With enhanced cooperation of the NCB with schools and the IT sector for more effective activities to combat sexual abuse of children online!** The National Coordination Body (NCB) for the Protection and Prevention of Child Abuse and Neglect, within its activities, could also plan targeted actions aimed at combating online child sexual abuse through strengthened cooperation with schools, private entities in the information and communication technology sector, civil society, and the academic community.

- **A more visible NCB – safer youth online: through a clear communication strategy, the National Coordinating Body will convey important messages against violence and child sexual abuse!** The NCB has very limited visibility in the public sphere, outside of professional circles. To raise public awareness of all issues related to the protection of children from any form of abuse, including sexual abuse in the digital space, it is essential for NCB members to appear publicly with their findings, research, recommendations, and results from the work of the intersectoral team established in accordance with the Operation Protocol of the Intersectoral Team for Protection of Child Victims of Abuse, Neglect, and Violence. It would be advisable for the NCB to develop its own communication strategy to convey important messages in the fight against violence and abuse of children.

- **Let us make the NCB an important stakeholder in the national Internet safety center!** The MKSafeNet project envisages a comprehensive, integrated case recording system, and therefore it is more than advisable to actively involve the members of the NCT so that the database is appropriate for the needs of all stakeholders.

For stronger and more aware youth in the fight against child sexual abuse

- **What are my rights in the digital environment!** Develop long-term educational campaigns to raise awareness of children's rights in the digital environment, with a special focus on the right to protection from online sexual abuse, on informing about corrective and non-judicial mechanisms for violations of children's rights in the digital space, and on the mechanisms for reporting and filing complaints regarding violations and infringements of children's rights online, especially sexual exploitation and abuse.

- **I know, I am able, and I can deal with online sexual abuse because I have the means and the opportunities to develop the necessary skills!** Education is the most comprehensive process that can have a significant impact on strengthening the knowledge, awareness, and skills not only of young people but also of parents. In this way, it complements the effect that can be provided by the legal frameworks, measures, and institutional capacities in the fight against child sexual abuse, both within and beyond the digital environment. Therefore, it is very important that educational content provides space for topics such as what privacy is, what the right to privacy means and how to protect both one's own and others' privacy, what intimate relationships mean, how they are built and the role privacy plays in them, what the threats in the digital environment are, and so forth.

- **With open conversations about sexuality and risks, I can cope more easily with unpleasant online experiences!** Conversations should not focus solely on "just don't do it." They must occur early, must clearly communicate the risks and how to avoid or overcome them, and must include an open door, non-judgmental and supportive approach in the event of danger.

- **When I have the support of my peers, I can more easily cope with unpleasant experiences and potential online abuse!** The informed peer support as a protective factor for young people is enormous.

Both national and local activation strategies to engage young people in ways that build not only their individual resilience to online threats, but also their resilience as an integral part of broader peer support are an area of vital need. These peer-focused intervention strategies should help young people build and reinforce healthy attitudes about sharing and dissemination that place consent, empathy and respect at the heart of their work.

Lobbying Tools with Examples

As stated in the introduction of this guide, the proposed tools for advocacy and lobbying are based on digital technologies and opportunities. Of course, not excluding direct, face-to-face contacts with policymakers. FCEW Megjashi is a member of the National Coordination Body for the Protection of Children from Abuse and Neglect, a member of ECPAT, and a participant in the MkSafeNet project, and can use all these bodies and projects as opportunities to influence ministers, coordinators from government institutions, and relevant authorities. In addition, direct cooperation with schools and encouraging activities on the topic of protection from online sexual abuse—both with teaching staff, as well as with children and parents—is part of the broader advocacy and lobbying strategy for this issue.

Tool 1

Social media campaigns for raising public awareness about:

- Materials related to online sexual abuse of children;
- The necessity of including online child sexual abuse in all relevant legal and strategic documents;
- Findings from research related to this problem both in our country and worldwide;
- The views of children and young people on the prevalence of this problem in our country and their own proposed solutions;
- Children's rights in the digital space – promotion of General Comment No. 25 (2021) of the Committee on the Rights of the Child, which addresses the revision of children's rights in relation to the digital environment;
- The work of the National Coordination Body (NCB) and the results achieved so far;

The campaigns may include a variety of materials—infographics, comics, videos, excerpts from relevant research. They should be carefully designed and form part of a longer-term communication strategy, since building and raising public awareness is a long-term process. Key messages should be extracted and re-

peated throughout the campaign. Whenever relevant, digital content should call upon the responsible authorities by using tagging tools to mention the person or institution being held accountable.

Debates and/or forums broadcast live on social media on topics related to the subject of lobbying, aimed at informing citizens and clarifying doubts and misconceptions. Among the debates and/or live forums, the following topics can be included:

- How journalists should report on cases of online or live-streamed child sexual abuse (for example, the "Public Room" case on Telegram, where many media outlets failed in their reporting and follow-up, opting for sensationalism)
- What revictimization means – discussions with experts about its consequences
- The experiences of our country in court cases of child sexual abuse when a child is called to testify.
- What should be taken into account when preparing the Internet Safety Strategy
- The role of schools, teachers, parents, and other professionals working with children in building skills for online protection, especially against online sexual abuse
- What the right to privacy means, the boundaries of privacy, and the right to say "no" in any relationship or interaction
- Etc.

The goal of this tool is to open public debates in which the public will have the opportunity to participate and follow. It is important that the speakers at these debates are relevant, appropriate, and qualified experts who will primarily educate the public, while also raising questions related to the legal, regulatory, and institutional framework.

Educational videos promoted through social media on topics related to all of the identified key messages.

Examples:

1. A short educational video on the difference between the terms "pedophilia" and "online child sexual abuse material," which could feature brief conversations with various professionals—judges, lawyers, forensic psychiatrists who have worked with child victims, psychologists, sociologists, social workers, and educators—to examine the terms from multiple perspectives. The video could be uploaded to a YouTube channel and promoted by sharing it across different social media platforms, in cooperation with other organizations working with the media, including posting it on their social media accounts.

2. Videos prepared by children themselves on activities related to the topic, which they have chosen to create for better protection, or messages to various institutions outlining what they expect each institution to do to improve online safety—or any other idea the children themselves may come up with. In cooperation with schools, FCEW Megjashi can provide support in the design and production of the videos.

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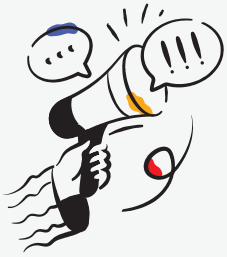

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