

# COMMUNICATION AND ADVOCACY STRATEGY

2022 - 2023



gFSC CC's retreat:-  
Strategy PILLAR (4): FSC &  
Advocacy

Whole of Syria FSC

# ADVOCACY & COMMUNICATION OBJECTIVES



# EXTERNAL AUDIENCE

## DONORS DECISION MAKERS

- ↪ Inform on programme results, gaps, challenges
- ↪ Improve donor engagement

## PUBLIC AUDIENCE

- ↪ Identify opportunities & foster joint collaboration
- ↪ Raise awareness on the Sector's objectives in particular SO2-3

## PARTNERS OTHER SECTORS

- ↪ Improve the understanding of the FSS mission & activities
- ↪ Identify local opportunities to engage and advocate
- ↪ Integrate social behavior approach

# INTERNAL AUDIENCE

Whole Of Syria FSS Team

Strengthen internal reporting and practices/experience sharing within the team.



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# EXAMPLES

## DONORS

- ✓ Sitreps every two months.  
*e.g., Ukraine crisis impact on food security in Syria.*
- ✓ HNO overview and brief with Q/A.  
*Regular meetings including partners .*
- ✓ Provide analysis and brief papers on the worsening food security situation, particularly on the key drivers of food insecurity.  
*e.g., Water scarcity impact, conflict, or no-resolution consequences analysis on food security status.*
- ✓ Share with donors the regular food security sector gaps and needs.

## OTHER STAKEHOLDERS

- ✓ Regular food security sector needs brief to the HC and leadership.
- ✓ CLA's support in the FSC allocation planned for each SHF, SCHF round. With the evidence provided by the sector.
- ✓ CLA's push forward on the cluster messaging and needs to donors bilaterally, and through the HCT/SSG platform.

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Food Security Cluster

@FSCluster

"Syria continues to suffer from multiple and complex socioeconomic difficulties. The protracted crisis is exacerbating food security and livelihood needs". Partners in the field's commitment is to [#leavenoonebehind](https://twitter.com/leavenoonebehind) [fscluster.org/syria](https://www.fscluster.org/syria)



3:00 PM · Oct 17, 2022



Food Security Cluster

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#LIVE #WholeOfSyria #HNOWorkshop #FoodSecurity

"I find the workshop very useful and participatory; it helps us get adequate information as much as possible from all partners to address the information gaps and ensure the HNO 2023 is very informative and reliable as sources of HRP development. This culture should continue in the future." Tesfaye Abebe, Food Security and Livelihoods Advisor Oxfam GB



You and 46 others

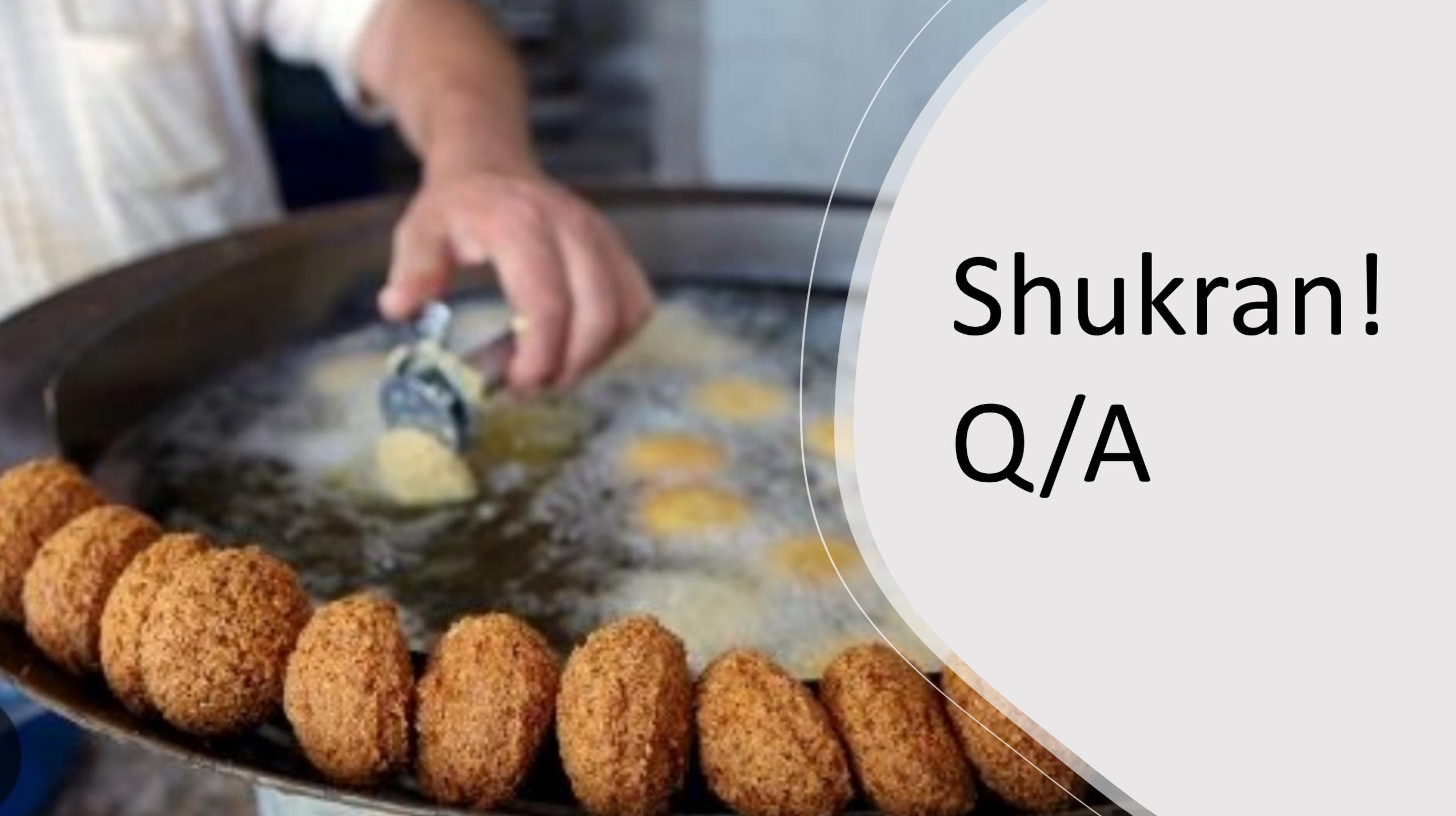
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**Shukran!**

**Q/A**