

## **Workshop Title:** Broadening our Spheres of influence

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### **Main issues, questions discussed:**

- What info is important, who's messages? What are we trying to say. (What are we selling)
- How can we talk to the private sector without compromising the right to education
- Too many stakeholders- who should engage in influences others- who has agency
- Recognise our limits, maybe we are not the right people to do this!
- Think about what we could do better as a sector

### **Conclusions:**

- Be clear on what the objectives are
- Know the audience
- Keep the message simple and clear- agree on where the focus should be
- Find the interlocutors- the influencers, the champions.
- Understand our audience, learn where they are coming from, what is driving their decisions, find common ground, plan better.
- Recognise our redlines. But be prepared to change messages to audience.
- Evidence is extremely important, invest in research, use the best evidence available to influence others.
- Team up, civil society matters.