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| The Advocacy Initiative |
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| Advocacy Posts | June 2014 |

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| **In this issue:** |
| [Book your place on our final conference – 'Breaking Through: The Future of Social Justice Advocacy' →](http://www.advocacyinitiative.ie/common/emails/preview.tmpl?template=adv-vr_html.inc&NLID=140239634518894595#article1) |
| [What did you get from The Advocacy Initiative? →](http://www.advocacyinitiative.ie/common/emails/preview.tmpl?template=adv-vr_html.inc&NLID=140239634518894595#article2) |
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|   | Book your place on our final conference – 'Breaking Through: The Future of Social Justice Advocacy'

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| BreakingThrough image for website |   |
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Over the past five years The Advocacy Initiative has explored the potential and challenges of social justice advocacy. On July 8th we will be holding our final conference and invite anyone with an interest in social justice advocacy to join us at the Royal Dublin Society, Dublin 4 to explore how our five year journey can influence the future of civil society organisation in Ireland. At the event we hope to explore the implications of what we have learned and ask how this learning can influence the practice, regulation, perceptions and ambition of advocacy for social change. Places are free but limited, so book your place now on our website at: [http://bit.ly/1kgXKLl](http://bit.ly/1kgXKLl%20). |   |
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|   | What did you get from The Advocacy Initiative?

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As the Initiative draws to a close in August our evaluator, Seán Ó Siochrú, is preparing his final report. As part of that he is trying to get an overall sense of what people got (or did not) from our range of activities. As part of that we are asking people who have been involved in the Initiative to fill in a short confidential survey of one page which should take no more than a minute or two to complete at: <http://svy.mk/1nU07aH>.Anyone who answers this survey will have the option to enter a prize draw for a voucher for a half-day 'visual harvesting’ session with Eimear McNally- a graphic facilitator who comes along to your event and captures the discussion with diagrams and graphics. You can see her work at: <http://www.makehandstands.com/>.  |   |
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|   | What happened at our 6th KEF – Visualising Advocacy?

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| AIKEF6 IMG_0098© Paula Geraghty.JPG  |   |
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On May 27th at the Science Gallery; advocates, activists and artists came together to explore the potential of creativity for social change. It was a jam packed day abuzz with energy and creativity that explored how advocates and artists have and can come together to explore and share tactics on how to present information in all kinds of creative ways. Many thanks to all who attended and made the event such a success.The day kicked off with a presentation 'Creative Campaigning: Getting people to care' by Gabi Sobliye from Tactical Technology Collective followed by a series of parallel workshops on drama, video, data representation, billboard advocacy, performance advocacy and using drama to facilitate cross community issues. The panel discussion at the end of the day looked at the challenges and opportunities of art and social change. You can see photos from the day and presentations on our website at: <http://bit.ly/TE9xOv>. |   |
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|   | Advocacy from around the world**'Visualising Information for Advocacy' guide**A new book entitled ‘Visualising Information for Advocacy’ explores how advocates and activists use visual elements in their campaigns. This 170-page guide features over 60 case studies from around the world to provide an introduction to understanding visual information and a framework for using images for influence. It will give you an insight into how different kinds of visual techniques serve the work of advocacy, and outlines three ways to classify how the visual works in advocacy campaigns. You can view the book developed by Tactical Technology Collective at: <https://visualisingadvocacy.org/>.  |   |
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| Promoting understanding, awareness and effectiveness of social justice advocacy in Ireland. |