

GENEVA ADVOCACY METHODOLOGY GUIDE FOR NGOS

PREPARING FOR GENEVA

1

ONE-PAGERS

A one-pager is a short, visually appealing advocacy document (1-2 pages).

Why are one-pagers useful?

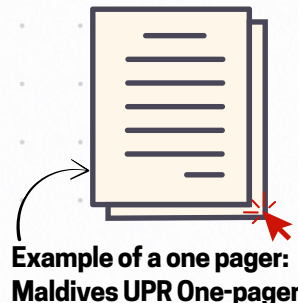
- Diplomats are busy and prefer short, digestible info
- They rarely read full stakeholder reports
- It helps them prioritize recommendations
- Diplomatic interventions are limited to 55–180 seconds

How to use a one-pager:

- For Email lobbying
- During meetings with Council delegates
- As an educational tool
- With journalists
- For treaty body advocacy

- Highlights key issues and SMART* recommendations
- Shows the credibility of your organization
- Includes recent updates

* SMART = Specific, Measurable, Achievable, Relevant, Time-bound



2

IDENTIFYING TARGET COUNTRIES FOR LOBBYING



**Example of an UPR:
Maldives 2021 UPR**

Review Past UPR
Recommendations

01.

Database searches
Search in the [upr-info.org](https://www.upr-info.org/)
database to identify the
countries you want to target

02.

- Prioritize countries previously supportive of your issue
- Target broadly to those active on related topics to expand potential allies
- Rank targets by priority and prepare for outreach

03.

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How do countries draft recommendations:

- Permanent Mission to the UN in Geneva
- Embassies in the country under review (don't forget to include them in your lobbying outreach)
- Ministries of Foreign Affairs

How to lobby:

- Send personalized emails with your one-pager and stakeholder report link
- Hold one-on-one meetings (in person or virtual)
- Engage through events: national forums/conferences, HRC side events, UPR Info pre-sessions



ON THE GROUND IN GENEVA

When your delegation is in Geneva:

- Attend advocacy training
- Participate in treaty body reviews (if they coincide)
- Meet with Special Procedures staff and country desk officers
- Take part in Human Rights Council sessions
- Deliver oral statements during the Council sessions

Schedule meetings with target country diplomats:

- Share one-pagers
- Ask if the country has any priorities
- Ask whether the country plans to submit questions in advance or pose questions during the interactive dialogue
- Tell them what is happening on the ground
- Give them SMART recommendations to consider
- Ask whether there is anyone else at the embassy/mission you should contact
- If appropriate, ask about possibilities for future support and collaboration
- Get their contact information to follow up

Reach out to **www.theadvocatesforhumanrights.org** for more info.

