

# Project Progress Sharing

Project Name: Building Capacity for  
Grassroots Women Organizations


Project Coordinator: Dr. Celia H.Y. Chan  
Team Members: Ms Si-si Liu, Ms Vicky Kan

# Project Background



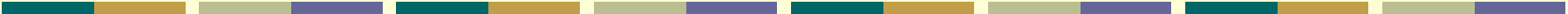


# Project objectives

- Provide training to grassroots women organizations' leaders, volunteers and staff
  - Develop network
  - Document local women's movement in the past 10 years.
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# Target groups

- Member organizations of the Hong Kong Women's Coalition on Equal Opportunities(WCEO)
  - Other grassroots women's NGOs
  - Civil society organizations
- ➔ Leaders, staff and volunteers
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# What have we done so far?

Workshop on NGO Advocacy:  
Internet as New Advocacy Tool

Workshop on NGO Evidence-  
based Advocacy: Social Research



# Workshop on NGO Advocacy: Internet as New Advocacy Tool

- Date: 4 August 2012 (Sat) 14:00 – 16:00
- Aim: To introduce online advocacy tools and tactics
- Beneficiaries:  
21 participants and 45 online viewers

Online :

<http://www.youtube.com/watch?v=KAAfGrEI>  
OkY



# Workshop on NGO Advocacy: Internet as New Advocacy Tool



Ms Tai Sau Wai, Facilitator of  
Digital Story Telling Workshop  
on My Story of Lok Fu

Tactics: Digital story  
telling

- Let women voice out  
their opinions easily.

# Workshop on NGO Advocacy: Internet as New Advocacy Tool

Tactics: use of social media  
to mobilize public support



Ms Chan Hoi Shan  
Member of Choi Yuen  
Village Concern  
Group



Ms Chan Ping Fung  
Member of Choi  
Yuen Village Concern  
Group



# How it benefited grassroots women's organizations



- Introduction for online advocacy.
- Diversities of innovative advocacy methods





# Workshop on NGO Evidence-based Advocacy: Social Research

Date: 21 August 2012 19.00-22.00

Aim: To understand the effects and the techniques of conducting research for advocacy.

Beneficiaries:

● 16 participants and 56 online viewers

Online: <http://www.youtube.com/watch?v=RhQZRfQqGNQ>



# Workshop on NGO Evidence-based Advocacy: Social Research



Mr. Lee Kim Ming  
Instructor of The  
Community College  
of City University

- How social research benefit policy advocacy.
- How scholars conduct social researches with NGOs.

# Workshop on NGO Evidence-based Advocacy: Social Research

- How to design the framework and procedure



Mr. Ho Chun Kit,  
Policy Officer of  
Oxfam Hong Kong

# Workshop on NGO Evidence-based Advocacy: Social Research



Chau Chun Yum, Project Officer  
of Touch Project of The Boys' &  
Girls' Clubs Association of  
Hong Kong

- How the mass media reported research findings
- How to plan social research


# Workshop on NGO Evidence-based Advocacy: Social Research

- 16 participants(NGOs research officers and management staff)





# How it benefited grassroots women's organizations

- Reveal + resolve concerns → encourage them to conduct social research.
    - Research with limited resources and validity → Useless?
    - What if research results that are not beneficial to policy advocacy?
    - How to promote complex concepts? (e.g. Gender budgeting)
  - Maximizing effects of social research conducted by small size NGOs
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# Reflections







# Difficulties encountered

- Target audiences were not well served
  - ➔ Low participation from grassroots women organizations
    - Diverse background
    - Difficult to conduct workshops to satisfy all WCEO members
    - Activities overload
    - How to tackle: tailor-made to specific target groups, transportation allowance, promotion



# Documentaries (on-going)





# Manual


- Synthesis of learning from workshops
- Review history of women's movement for 2000-2012





# Case writing-Proposed Topics

Researching international and local best practice on

- (1) Strategies for developing self-help groups
  - (2) Strategies for developing marginalized groups
  - (3) Strategies in linking different organizations and parties in organizing social movement or campaigns
  - (4) Measures for organizing members
  - (5) Agenda setting to advocate for carers
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# Upcoming events...





# Upcoming

- Network meeting (7 Oct 2012)
  - 4 training workshops (Nov&Dec 2012; May&July 2013)
  - Full Day Symposium (Mar 2013)
  - 2-Day Symposium(Sept 2013)
  - Press Conference (Oct 2013)
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## Network Meeting on advocacy Strategies and Approaches (7 October 2012)

Morning section: Public seminar

Speakers:

1. Ms. Wong Ying-Kay JP  
(Supervisor of HKICC Lee Shau Kee School of  
Creativity)
2. Ms. Gloria Chang Wan Ki  
(Campaign Manager of Green Peace)
3. Mr. Ng Kin Wing  
(Organizer of Grassroots Development Centre)

Afternoon section: Internal meeting on strategic  
planning



Thank you