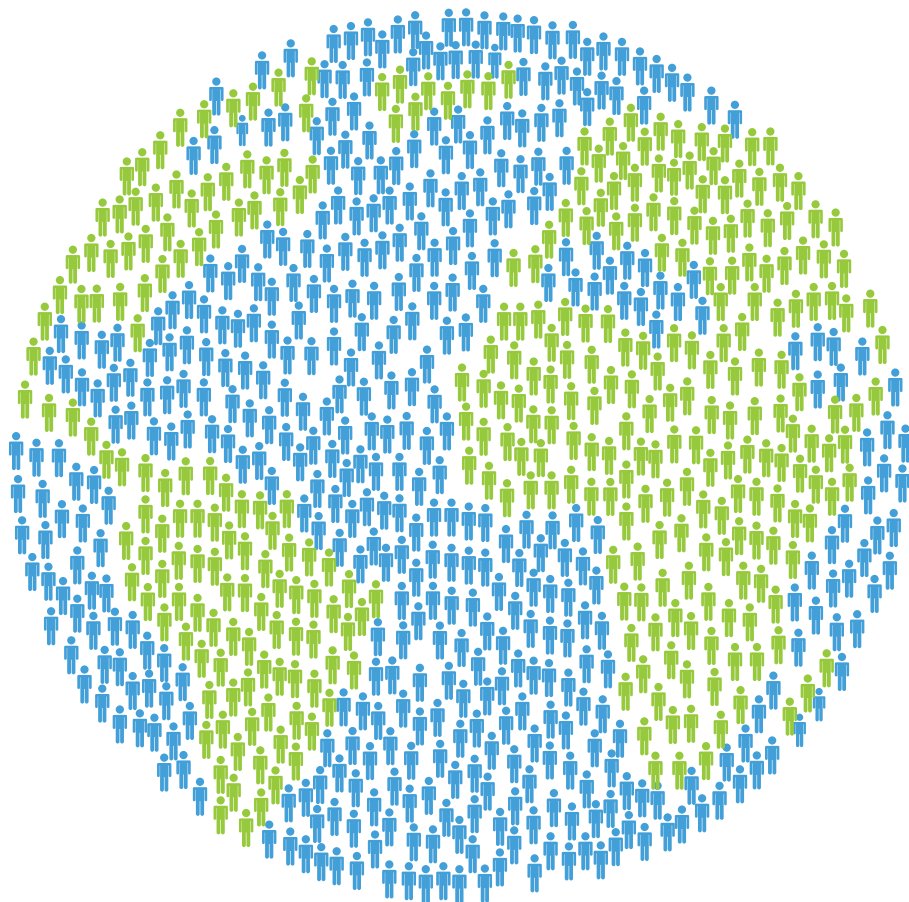


SOCIAL INTELLIGENCE PROJECT IN CIVIL DIPLOMACY



**CIVIL DIPLOMACY
TOOLKIT BOOKLET**

Social Intelligence Project in Civil Diplomacy
Civil Diplomacy Toolkit Booklet

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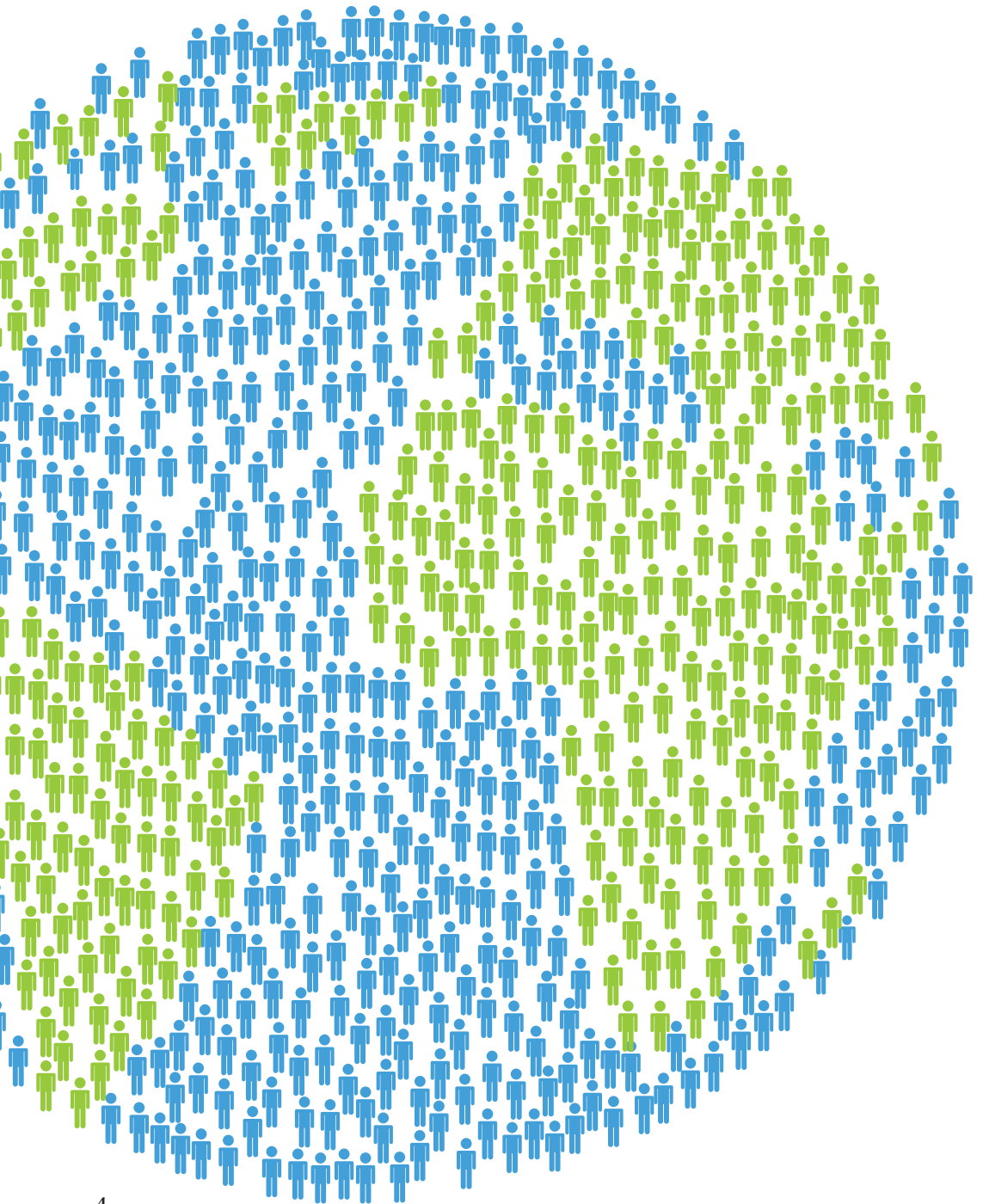
Emine Kayhan

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CIVIL DIPLOMACY TOOLKIT

Description – Template – Example – Checklists and Simulations

A. THE PURPOSE AND USE OF THE CIVIL DIPLOMACY TOOLKIT

This toolkit is designed as a practical guide for civil society organisation (CSO) staff and volunteers seeking to strengthen their capacities in the fields of diplomacy and advocacy. This booklet also provides structured methods, real-life examples and step-by-step instructions to support CSOs in navigating international, regional and local diplomatic arenas.

Using this toolkit, you can:

- Understand the fundamental principles of NGO diplomacy.
- Learn effective communication strategies for engaging with governments, international organisations, and civil society actors.
- Access practical tools for negotiation, coalition building, and conflict resolution.

• You can develop your ability to represent your organization's mission and values in various diplomatic settings.

• You can apply scenario-based exercises that help combine theory with practice.

Target Audience: New and mid-level NGO staff,

Target Audience: New and mid-level NGO staff, volunteers, youth leaders, board members.

Formats:

o Self-study (2–4 hours per module)

o Team training / workshops (half-day or 1–2 day formats)

o On-the-job reference (templates and checklists)

Usage Guide:

• **Read Actively:** Approach each section carefully, considering both theoretical information and practical applications.

• **Apply in Context:** Adapt the strategies to your NGO's specific needs, goals, and cultural environment.

• **Engage in Reflection:** Use the guiding questions and exercises to critically evaluate your organization's current approaches.

• **Collaborate and Share:** Encourage team members to use the toolkit collectively, thereby supporting shared learning and stronger advocacy outcomes.

This toolkit is not a one-time guide, but a living resource.

Review it regularly, update your strategies, and adapt to changing diplomatic environments.

B. BASIC CONCEPTS OF THE CIVIL DIPLOMACY TOOLKIT

- **NGO Diplomacy:**

How NGOs influence international and regional decision-making processes (agenda setting, norm entrepreneurship, Track II participation, public diplomacy).

- **Diplomatic Channels:**

Track I (official/state), Track II (non-official/NGO/academia), Track 1.5 (hybrid environments).

- **Venues:**

UN system and treaty bodies, regional organisations (EU, AU, ASEAN, CoE), summits (COP, G20), thematic forums (WTO Ministerial Conferences, HRC).

- **Power and Legitimacy:**

Representation, accountability, authority, consent, conflict sensitivity.

C. CIVIL DIPLOMACY SKILLS MODULES

(Templates/Examples/Checklists)

a. Advocacy and Lobbying

Objective: To equip NGO representatives with the strategic communication skills necessary to influence policy decisions and establish diplomatic relations.

Key Competencies to Develop:

- **Policy Analysis:** Understanding the policy environment and identifying points of influence.
- **Message Discipline:** Creating and communicating consistent and persuasive messages.
- **Clear 'Requests':** Formulating concrete and actionable requests appropriate for the target audience.
- **Relationship Building:** Establishing trust through continuous interaction and responsiveness.
- **Relational Follow-up:** Building trust through continuous interaction and sensitivity.

Exercise (20–30 minutes): Mock Lobbying Meeting Simulation

- Role-play a 5-minute meeting with a diplomat or government official.
- Present **three clear requests** related to a current advocacy issue.

– **Respond to a challenging** question (e.g., budget constraints, political opposition).

– Respond to a challenging question (e.g., budget constraints, political opposition).

– Consider tone, clarity and adaptability.

Tools Provided:

- **Policy Brief Template:** Structure your advocacy message with evidence and urgency.

- **Meeting Summary:** Prepare key talking points and the context for stakeholders.

- **Lobbying Log:** Track meetings, outcomes, and follow-up actions.

b. Negotiation and Mediation (Track II)

Objective: Strengthen the capacity of NGOs to engage in diplomacy through principled negotiation and collaborative problem-solving.

Key Competencies to Develop:

- **Interests and Positions:** Distinguish core needs from stated demands.

- **BATNA (Best Alternative to a Negotiated Agreement):** Evaluate backup options to strengthen negotiating power.

- **Option Generation:** Brainstorm creative solutions that meet the needs of multiple stakeholders.

- **Building Trust:** Promote credibility and transparency in multilateral dialogue.

- **Building Trust:** Promote credibility and transparency in multilateral dialogue.

Exercise (45–60 minutes): Joint Statement Language Negotiation

– Simulate a multi-stakeholder negotiation involving a state, an NGO, and UN representatives.

– Task: Decide on the language of the joint statement addressing the humanitarian crisis or policy issue.

– Focus on reconciling different tasks, sensitivities and priorities.

– Assess process dynamics, trade-offs and consensus-building techniques.

Provided Tools:

Tools Provided:

- **Negotiation Preparation Sheet:** Before entering into dialogue, clarify interests, objectives and fallback positions.

- **Red Lines and Compromise Table:** Identify non-negotiable issues and areas for compromise between the parties.

c. Strategic Communication and Media

Objective: To enable NGO actors to shape public opinion and influence decision-makers through persuasive, multi-platform messages.

Key Competencies to Develop:

- **Narrative Framework:** Position issues within emotionally resonant, value-driven stories.

- **Op-Eds:** Present persuasive arguments for the public and policymakers.

- **Press Conferences:** Deliver concise and authoritative updates under time pressure.

- **Social Media Diplomacy:** Engage digital audiences and strengthen advocacy through your strategic online presence.

Exercise (25 minutes): Message Alignment Challenge

- Prepare a series of three posts that convey your advocacy stance, each building on the previous one.

- Write a **100-word press note** summarising your position and highlighting your three key demands.

- Ensure consistency across all platforms in terms of tone, language, and framing.

- Conduct peer review for clarity, impact, and alignment with diplomatic norms.

Provided Tools:

Tools Provided:

- **Message House:** Organise key messages, supporting facts, and emotional appeals.

- **Press Release Template:** Prepare concise, media-friendly statements.

- **Social Media Plan:** Define timing, style, and platform-specific strategies.

d. Coalition Building and Partnerships

Objective: To enable NGOs to build resilient, purpose-driven coalitions that bring together various actors around common goals and coordinated actions.

Key Competencies to Develop:

- **Mapping Incentives:** Identify motivational factors that encourage each stakeholder's participation and sustained engagement.
- **Memorandum of Understanding (MoU):** Formalise commitments and clarify expectations.
 - **Coordination Rhythms:** Establish routines for communication, decision-making and accountability.
 - **Conflict Management:** Manage tensions and maintain harmony between organisational cultures.

Exercise (30–40 minutes): Coalition Canvas Workshop

- Design a coalition framework for a multi-NGO initiative.
- Define **roles, shared metrics** and **decision rules** for collaboration.
- Map incentives and anticipate potential points of friction.
- Present the canvas to colleagues to gather feedback and refine.
- Present the canvas to colleagues, gather feedback, and refine it.

Tools Provided:

- **Coalition Memorandum of Understanding Template:** Draft agreements summarising scope, responsibilities, and governance.
- **Roles and Responsibilities Matrix:** Clarify who does what, when, and how.

- **Decision Protocols:** Establish rules for consensus, escalation, and

- **Decision Protocols:** Establish rules for consensus, escalation, and conflict resolution.

e. Evidence and Policy Contributions

Objective: Strengthen the capacity of NGOs to produce reliable and ethically grounded evidence that informs policies and strengthens experiences.

Core Competencies to Develop:

- **Rapid Evidence Reviews:** Synthesise existing research and field data under time constraints.

- **Shadow Reporting:** Provide alternative assessments to official reports, particularly in the context of human rights.

- **Testimonies:** Collect and present personal narratives highlighting systemic issues.

Exercise (30 minutes): Evidence Summary Writing Workshop

- **Ethics and Consent:** Ensure informed participation, confidentiality, and respectful representation.

Exercise (30 minutes): Evidence Summary Writing Workshop

- Draft a one-page Evidence Summary linking an experience (e.g., from a community member or field report) to a specific **policy provision** or recommendation.

Summary that links a lived experience (e.g., from a

community member or field report) to a specific policy provision or proposal.

- Add citations, ethical considerations, and a clear call to action.

- Peer review for clarity, credibility, and policy relevance.

Tools Provided:

Tools Provided:

- **Evidence Summary Template:** Create concise, actionable policy inputs.

- **Citation Checklist:** Ensure proper attribution and transparency.

- **Ethics Checklist:** Verify consent, anonymity, and respectful presentation of sensitive content.

f. Security and Risk (People/Digital/Reputation)

Objective: To prepare NGO actors to anticipate, mitigate and respond to security threats in the personal, digital and reputation domains.

Key Competencies to Develop:

- **Threat Modelling:** Identify potential risks based on context, profile and exposure.

- **Digital Hygiene:** Implement best practices for secure communication, data protection and device usage.

- **Digital Hygiene:** Implement best practices for secure communication, data protection, and device usage.

- **Responding to Doxing:** Respond swiftly to the unauthorised disclosure of personal information.

• **Protection:** Ensure the physical and emotional safety of staff, partners, and affected communities.

Exercise (20 minutes): “What if?” Table-top Simulation

Exercise (20 minutes): ‘What if?’ Desktop Simulation

– Select a scenario: **leak, smear campaign or surveillance attempt.**

– Determine emergency response steps, escalation protocols and communication strategy.

– Discuss the impact on reputation and remediation options.

– Consider preparedness gaps and mitigation strategies.

Provided Tools:

• **Risk Register:** Track and prioritise potential threats in operational areas.

• **Incident Response Plan:** Document emergency response procedures and communication protocols.

• **Digital Security Quick Start:** Checklist for secure messaging, passwords and device settings.

• **Event Security SOP:** Standard operating procedures for face-to-face meetings and field assignments.

D. PRACTICAL EXERCISES AND SIMULATIONS

These exercises are designed to simulate real-life NGO diplomacy scenarios. They help participants apply the skills they have learned in previous modules in dynamic and time-limited environments. Each activity includes roles, tasks, deliverables and debriefing instructions.

- **Simulation 1: “Joint Statement at the Summit” (60-90 minutes)**

- **Roles:** State A, State B, UN President, NGO Block (3 organisations), Media

- **Task:** Negotiate and finalise a 3-paragraph joint statement. The NGO bloc aims to use rights-based language.

- **Outputs:** Final statement text + briefing notes.

- **Briefing Focus Points:**

- o Tactics used (e.g., sequencing, side meetings)

- o Compromises and concessions

- o Power dynamics and framing

- **Simulation 1: Detailed Version – Joint Statement at the Summit**

- **Objective**

- To simulate the process by which NGOs aim to influence the language and priorities of a joint statement published at an international summit.

Simulate high-level multilateral negotiations. Participants will develop their coalition-building, strategic messaging and real-time negotiation skills under pressure.

Scenario

An international summit is organised to address global climate justice. Governments, UN representatives, and civil society organisations attend the summit. By the end of the day, a joint statement summarising common commitments and outlining future actions is expected to be released. Civil society organisations have limited speaking time, but enjoy strong public support. Their aim is to ensure the final declaration uses rights-based language, refers to marginalised communities, and includes accountability mechanisms.

Roles

- **State A:** Progressive government pushing for ambitious climate targets
- **State B:** A conservative government prioritising economic growth
- **UN President:** A neutral mediator aiming to achieve consensus
- **NGO Block:** Three organisations with overlapping yet distinct priorities
- **Media Observer:** Can report on leaks, tensions, or significant developments.

Tasks

- **NGO Block:**

Internal coordination for harmonising messages

Identifying entry points in the draft declaration

Engaging in informal lobbying activities with states and the UN President

- **States:**

Negotiate on language that reflects national interests

Respond to pressure from NGOs and scrutiny from the media

- **UN President:**

Facilitate draft preparation sessions

Resolve disagreements through mediation and propose compromise text

- **Media:**

Conduct fake interviews

Publish 'breaking news' during the simulation

Outputs

- Three-paragraph final joint statement

- An annotated draft showing the arrangements and compromises

- Summary notes for each role

Time Allocation

- 20 minutes preparation (role briefings, strategy)
- 45 minutes negotiation
- 15 minutes summary

Briefing Questions

- Which tactics helped NGOs gain influence?
- Which statements were most debated?
- How did power imbalances affect the outcome?
- What would you do differently next time?

• Simulation 2: “Corridor Lobbying Sprint” (40 minutes)

• Task:

• 20 minutes preparation: prepare 3 clear demands, supporting evidence, and anticipate objections

- 5-minute mock lobbying meeting with a diplomat
- 15-minute group debriefing meeting

• Assessment:

- Clarity of message
- Ability to respond to questions
- Use of evidence
- Relationship building

Simulation 2: Detailed Version – Corridor Lobbying Objective

To simulate a fast-paced lobbying meeting during a multilateral conference. Participants will practise preparing short, compelling advocacy messages, anticipating counter-arguments and conducting high-stakes, time-limited meetings with decision-makers.

Scenario

Your civil society organisation has arranged a brief corridor meeting with a key diplomat during UN negotiations on digital rights. You must complete your meeting within 5 minutes before the diplomat moves on to another meeting. Your goal is to persuade the diplomat to support a specific change in the upcoming decision.

Roles

- **NGO Advocate:** Prepares and delivers the lobbying pitch
- **Diplomat:** Responds with questions, sceptical approaches, or support
- **Observer/Coach:** Takes notes and provides feedback

Optional Variations:

- Add multiple diplomats with different positions
- Add a media observer or rival NGO for added pressure

Tasks

Tasks

- **Preparation (20 minutes):**
 - o Prepare 3 drafts of advocacy 'requests' (e.g., language to include, votes to support)
 - o Prepare 2-3 evidence-based talking points
 - o Anticipate possible objections and prepare responses

- **Lobby Meeting (5 minutes):**

- o Deliver your presentation in a realistic corridor setting
- o Respond to questions or objections

- **Evaluation and feedback (15 minutes):**

- o Reflect on clarity, style and adaptability
- o Receive feedback from your peers and coach

Outputs

- One-page lobby briefing
- Summary notes from the observer or coach
- Optional: video recording for self-evaluation

Evaluation Scale

- **Clarity:** Were the demands specific and actionable?
- **Sensitivity:** Were the advocate's objections handled effectively?
 - **Use of Evidence:** Were data or testimonials used persuasively?
 - **Tone and Relationship Building:** Was the approach respectful and strategic?
 - **Tone and rapport:** Was the approach respectful and strategic?

Briefing Questions

- What was the most effective part of your presentation?
- What surprised you about the diplomat's response?
- How did time pressure affect your presentation?
- What would you change next time?



APPENDIX

1. Exercise: “Combating Misinformation and Crisis Communication” (30–45 minutes)

Scenario: Trending misinformation is targeting your coalition.

Outcome: 6-hour response plan (hotlines, allies to be mobilised, security controls).

Exercise: “Combating Misinformation and Crisis Communication” (30–45 minutes)

Scenario: A trending misinformation campaign is targeting your coalition’s legitimacy.

Task: Develop a 6-hour rapid response plan.

Outputs:

- Hold statements
- Allies to be mobilised
- Security and digital hygiene controls

Briefing Questions:

- What worked under pressure?
- Gaps in coordination or messaging
- Lessons for future events

2. Checklists

Lobby Meeting Checklist

- One-sentence objective and three requests
- Roles (leader, note-taker, timekeeper)
- Brief information and documents to be left behind prepared
- Anticipated objections and responses
- Follow-up email within 24 hours (thank you + next steps)

Side Event Checklist (UN/Regional)

- Objective and target audience defined
- Speakers confirmed and briefed
- Room/virtual connection, translation, accessibility
- Media liaison and recording
- Recording/notes and post-event summary

Ethics and Safeguards Quick Check

- Informed consent for stories/data
- Risk assessment for harm
- Anonymisation where necessary
- Care duty and referral pathways

Digital Security Basics

- MFA on all important accounts
- Encrypted communication for sensitive chats
- Shared password vault
- Crisis contacts and removal steps

3. Sample 'Micro Curriculum' (2-Day Workshop)

Day 1

- 09:30 Introduction + Ecosystem (40)
- 10:15 Advocacy and Lobbying (60) + practice
- 11:30 Break
- 11:45 Negotiation Skills (75) + role play
- 13:00 Lunch
- 14:00 Evidence and Summaries (60) + draft preparation
- 15:15 Coalition Building (60) + canvas
- 16:30 Reflection (30)

Day 2

- 09:30 Media and Digital (60) + topic/press exercise
- 10:45 Risk and Security (45)
- 11:30 Break
- 11:45 Simulation: Joint Statement (90)
- 13:15 Lunch
- 14:15 Strategy Clinics (60)
- 15:30 MEL and Follow-up Actions (30)
- 16:15 Commitments and Next Steps (30)

4. Adaptation and Localisation Notes

5. Contextualise locations: Fully map UN/ IGO entry points relevant to your region.

6. Language: Translate 'Requests' and briefings into the language used by target diplomats.

7. Accessibility: Plain language versions; disability-friendly sessions.

8. Protection: Adapt according to local legal/operational risks.

9. Security: Ensure physical security measures are in place.

