

IMPULSE!

Thématique: Transition of societies
Durée: 2 weeks face-to-face, 6 webinars, online openspaces
Langue: French
Localisation: Dakar (Toubab Diallaw), Marseille
Modalités d'inscription: on application
Format: Online and On-site

Global Theme/context

To drive the changes needed in our societies, advocacy work and grassroots campaigns are essential levers of action to master and mobilize in response to societal, climate, economic and gender equality issues.

To be in a position to bring about collective social change, you first need to know yourself better as an individual. This hybrid, experiential training program combines an innovative approach to strengthening technical skills in advocacy and campaigning with leadership development.

Training objectives

The aim is to increase participants' confidence and effectiveness in developing and implementing advocacy strategies and grassroots mobilization campaigns at local, national or international level.

- The course enables participants to :
- Know yourself better and understand others
- Decipher your environment and analyze change
- Develop technical skills in advocacy and campaigning
- Take collective action

Pedagogy & activity

The course's pedagogical approach is engaging and innovative.

Although this course is being developed for the first time with the AFD Group Campus, the training capitalizes on the methodology and experience of the CALP program (Campaign and Advocacy Leadership Program) – from which it is directly inspired – designed by Oxfam International and implemented over the past 15 years.

Both face-to-face and distance learning, it is based on the consolidation of an individual project as well as the animation of collective work, in a perspective of community of practice. You learn from your own experience and from exchanges with others.

You are put into practical situations through role-playing, and open spaces for sharing experience and expertise. You'll meet activists and change leaders, and draw inspiration from their journeys and experiences in different contexts.

Agenda

The training course runs from the end of March to mid-October 2025.

It consists of two one-week face-to-face modules, the first in Senegal, from April 7 to 11, 2025, and the second at the AFD Group Campus in Marseille, France, from October 6 to 10, 2025.

Webinars (at least 6 sessions of around 2 hours) will be organized between the two modules.

The call for applications will be published in early January.

Target audience

The training course is aimed at all French-speaking actors of change, primarily from the South, who wish to strengthen their capacities and confidence in advocacy and campaigning to drive change in their context: members of civil society, local elected representatives, development actors...

Applications from young people and women are particularly welcome.

Partners

The Impulse course is offered in collaboration with facilitators and trainers Claire Le Privé and Imma de Miguel Gonzalez, who are responsible for its pedagogical animation.