**Forming Country Plans**

This will be key to your success in repealing legislation that restricts freedom of expression. The plans should follow SMART objectives (**specific**, **measurable**, **attainable**, **relevant**, and **time-bound**.)

1. What do you want to change? **What** is the GOAL?
2. Power analysis – who has the power and the influence to make/stop change? (NGOs, civil society, business people, politicians, celebrities)
3. Who are the key actors who will drive the change? (**Who** will coordinate the campaign, who will be accountable to timelines, organising meetings with stakeholders)
4. What are the things that need to be changed? (criminal codes, constitution)
5. How are you going to change them (**How** will you reach your goal?)
6. Celebrate success (what are the key milestones to celebrate success to know you’re campaign is on track. These can be small wins).

**1. What is the goal?**

What do you want to achieve. Remember, this campaign is “Decriminalisation of Laws Limiting Freedom of Expression”.

Identify which statutes criminalise freedom of expression and those which clearly fall within the campaign ie:

a.      Criminal defamation

b.      Insult laws

c.      False news

d.      Overly broad definition of sedition

**2. Power Analysis**

It’s a good idea to spend some time analysing the powers at play and how they interact in order to help you deploy their resources where they have the greatest impact. This can improve results, enhance team building and develop a common understanding of the campaign environment.

Three basic questions to ask when building a Power Analysis are:

1. Who has the power to make the change?
2. Who has the power to influence those who can make the change?
3. Who do you have the power to influence? Eg:

i.     general public

ii.     the media

iii.     the judiciary: judges, lawyers, law reform Commissions

iv.     politicians (Parliamentarians, political parties)

vi.     Human rights institutions such as Commissions, Ombud etc, of the campaign and of international freedom of expression standards  etc

The best way to draw a power analysis is by drawing a key influencers map. This key actors map will help you formulate your plan. You can inoculate against negative actors and concentrate on positive ones. The horizontal line represents a person’s or organisation’s influence. The vertical represents their power.

Power & Influence

President

Minister for Education

Malehloka Maleh

Private Secretary

of President

Chief

Justice

Editors Forum

Editor of The Times

Civil Liberties Group

CEO of Power Company

Minister for Information

Position

Negative influence for repealing restrictive media laws

Positive influence for repealing restrictive media laws

Human Rights lawyers group

In this example map, when organising your strategy, you might want to get the Education Minister to attend a meeting with the civil liberties group and the editors’ forum to talk about the link between a free press and the reduction of corruption and poverty, leading to more government money for education. Then you would have the education minister talk with the information minister and organise a second meeting. You then might want to organise a free concert by Malehloka to raise awareness of the right to freedom of expression, so you can gain more influence in civil society. The Editor of the Times can advertise the concert for free.

But, you want to be aware that the private secretary of the President is not on your side. You might want the human rights lawyers to organise a stakeholders meeting that the Chief Justice will come to, so you can change his/her mind about the laws. Then, the Chief Justice might be closer to your side of the power map, and you can start senisitisng the President, being aware that he/she is good friends with the CEO of the power company, who *The Times,* exposed as being corrupt.

3. **Key Actors and organisational structures that will drive your campaign.**

Who will drive the campaign so that the key influencers with power can deliver the changes? **This is ABSOLUTELY key to your success. Someone has to take on responsibility as the coordinator in your country.**

Organisational Structures:

a.      Identify organisations which would be prepared to assist in the campaign and/or to coordinate it

b.      Establish a coordinating committee

c.      Agree on time-lines, organisational processes, and responsibility for aspects of the advocacy programme

**4. What are the things that need to be changed? (criminal codes, constitution)**

Development of strategies for challenging/changing such laws:

a.      Litigation: eg to challenge constitutionality of the laws

b.      General law Amendment Bills: ie to repeal the laws by Parliament

c.      Private members’ Bills – where there is the possibility of multi-party support

d.      Getting politicians heading into elections to sign the Table Mountain Declaration

e.      Getting countries’ politicians to engage with the African Parliament and using the Midrand Declaration and the Declaration of Table Mountain as advocacy tools.

**5. How are you going to change them (How will you reach your goal?). What is your advocacy programme?**

a.      Develop campaign toolkits

b.      Support for legal initiatives

c.      Articles for newspapers

d.      Pamphlets

e.      Petition campaigns

f.       Online/social media campaigns

g.      Finding lawyers to challenge laws in litigation or to draft Bills

h.      Identify assistance from international NGOs, funders which is needed

**6. Celebrate successes.**

Even if they are small, celebrating milestones or successes will keep people engaged and will show that you are gaining momentum in your campaign. In your planning, start with something small, like a stakeholders reception at a newspaper office, to get the ball rolling.