Training Report on

“Advocacy and Mobilisation Techniques for a Victims Strategy on Transitional Justice”

Organised under the Transitional Justice Academy

by Al-Kawakibi Democracy Transition Centre, the Association on Justice and Rehabilitation, No Peace Without Justice and UNDP

14 -16 March 2013

Hotel El-Eklil, Le Kef
1. **Background**

On 14-16 March 2013, Al-Kawakibi Democracy Transition Centre (KADEM), in cooperation with the Association on Justice and Rehabilitation (AJR), No Peace Without Justice (NPWJ) and the United Nations Development Program (UNDP) organised a training under the framework of the Transitional Justice Academy on Advocacy and Mobilisation Techniques for a Victims Strategy on Transitional Justice. The activity built on the conclusions of the December 2012 consultation organised by NPWJ, KADEM and AJR that victims’ self-organisation within networks and coalitions would maximise the impact of individual initiatives, thereby enhancing their effectiveness. The training was designed to provide victims and their representatives with the necessary tools to prepare a common strategy among different groups, to advocate effectively with policy-makers and to strengthen their knowledge on transitional justice.

2. **Summary of the training**

2.a **Participation**

Around 16 people, including representatives of victims’ associations and families as well as victims themselves, participated in the training session from different regions of Tunisia. For more information on the participants, please see Annex I.

2.b **Trainers and training presentation**

Dhaker Aloui, a lawyer and member of the Transitional Justice Academy, conducted the sessions on Transitional Justice, while Karim Bouzouita, an expert in human development and advocacy, facilitated the part on mobilisation and advocacy techniques.

The training was organised in the wake of the consultation with victims held in Tunis on 21 December 2012. Amine Ghali, Program Director of KADEM, opened the training, introducing the Centre and its activities on Transitional Justice that have been conducted since 2008, including its contribution to the creation of the Transitional Justice Academy with NPWJ.

The two main topics of the Training, transitional justice and advocacy and mobilisation techniques, are very different and this report will follow them separately. For more information on the division of the sessions throughout the program, please see Annex II. All sessions of the training were interactive and encouraged dialogue and discussions among all participants.

2.c **Training**

On the topic of TJ, the presenter shared a brief introduction on the process in Tunisia considering the vital participation of victims and focused on the basic assumptions of transitional justice to enhance participants’ knowledge on this subject. TJ processes aim to reach peace and reconciliation between people and to help rebuild society according to democratic principles through holding people accountable for violations committed in the past. Their objectives are mainly revealing the truth and providing reparations and rehabilitation to people who suffered from past violations, by putting victims at the core of the whole process. Participants also discussed that political will and outreach campaigns on transitional justice are essential to carry out a successful transition.
The importance of victims self-organising to play a more effective role in TJ was highlighted. Developing a network or coalition between victims’ representatives and associations helps overcome the lack of participation in the transition as also demonstrated by other countries’ experiences. In particular, the creation of networks and coalitions enables victims to raise their concerns more effectively with policy- and decision-makers. However, it should be clear that given victims’ diversity of interests, it may not be possible to satisfy all victims’ expectations in any given context.

Participants addressed the position of victims in the transitional justice process in Tunisia, analysing what has been achieved so far in the country and the draft legislation on TJ, which creates the Truth and Dignity Commission. The presenter stressed that victims have a significant position in transitional justice processes and the first step is to draw attention on their case and to strengthen their capacity to make their voices heard. Civil society organisations are usually able to reach victims’ groups and even more marginalised communities. This could be the starting point for a victims’ network, which remains crucially needed in Tunisia. Moreover, the negligence of media in addressing victims’ issues should be considered to find a solution to the problem. These communities should benefit from media coverage to raise their case with policy- and decision-makers. However, the issue dwindles in the face of politicisation of victims both by the government and the opposition.

The trainer presented the draft legislation creating the Truth and Dignity Commission, which is devoted to investigate the most serious past violations, to reveal the truth, to achieve accountability, to prevent the repetition of such crimes and to draw up a reparations strategy. Victims are at the centre of the TJ framework, not only in revealing the truth but also throughout the whole process, including the arbitration considered by the draft legislation and for reparations. The trainer mentioned that the Commission should hold hearing sessions as a successful tool to make victims part of transitional justice and accountability process. He also stressed that the same right to be heard publically and to express him or herself should be recognised for alleged perpetrators.

On the topic of mobilisation and advocacy technique for victims’ associations, the presenter emphasised that media coverage and legal knowledge are complementary and necessary to reach the donors community and to raise victims’ concerns in the society. Then participants continued discussions in working groups on the creation of an association, its objectives and how to achieve them. The presenter intervened to give some organisational suggestions that would overcome a number of challenges identified during the discussions. For more information, please see Annex III.

It was highlighted that the association should target specific groups – public opinion, media, authorities – to shape its advocacy campaign. For instance, lobbying is the more appropriate strategy to target decision-makers and donors and to influence public policies. Furthermore, associations should consider the relationships with journalists essential, as they can help draw an advantageous public picture of the association. Public relations remain a key area on which to work on to attract donors and to build a network. A spokesperson or a press attaché and a person assigned to public relations are useful since they can follow-up with the media and build strong partnerships with other associations.

During the Training, the presenter dedicated some time to present the techniques of delivering a speech in a press conference, with an emphasis on how to address some difficult questions from journalists. In addition, he showed the participants how to write a press release. He stressed that the title should be concise, attracting the attention of the reader, and that the most important information should come at the beginning. The presenter also showed a number of videos on how to deliver a speech and participants did a number of practical exercises.
## Annex I

### List of participants

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<tr>
<th></th>
<th>Name</th>
<th>Association</th>
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<tbody>
<tr>
<td>1</td>
<td>Mohsen Kaabi</td>
<td>Equity for Former military Personnel</td>
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<td>2</td>
<td>Chedi Abid</td>
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<td>3</td>
<td>Hiba Ben Hadj Khelifa</td>
<td>Tunisian Women</td>
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<td>4</td>
<td>Wajdi Ben Houssin</td>
<td>AJR</td>
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<td>5</td>
<td>Sliman Hadji</td>
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<td>6</td>
<td>Karim Ayachi</td>
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<td>7</td>
<td>Henda Tlijani</td>
<td>Woman and Progress</td>
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<td>8</td>
<td>Houda Msallmi</td>
<td>Tarahom</td>
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<td>9</td>
<td>Salma Righi</td>
<td>Tunisian Woman</td>
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<tr>
<td>10</td>
<td>Raja Marzouki</td>
<td>Woman and Progress</td>
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<td>12</td>
<td>Mohamed Kamel Houki</td>
<td>AJR</td>
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<td>13</td>
<td>Ahmed Douiri</td>
<td>AJR</td>
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<td>14</td>
<td>Zouheir Ayadi</td>
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<td>15</td>
<td>Ferdaous Kramti</td>
<td>AJR</td>
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<tr>
<td>16</td>
<td>Wafa Ferchichi</td>
<td>AJR</td>
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Annex II
Program

First Day 14 March 2013

12:00: Arrival of participants and registration

13.00: Lunch

14.00 - 15.30: Opening session and pathways interventions
   - Amine Ghali, Director Program of KADEM
   - Karim Abdessalam: President of JRA
   - Greta Barbone: Tunisia Project Coordinator of NPWJ
   - Dhaker Alwi: Intervention on general principles of Transitional Justice

15:30 - 15:45 Coffee Break

First session: Methodology and goals, Karim Bouzouita

15:45 - 18:00: Part 1: Presenting the methodology
   - Identifying the objectives of the training session
   - Communications tools for civil society organisations

Second Day: 15 March 2013

9.00 - 10.15: Part 2: Advocacy and Mobilisation

10.15 - 10.30: Coffee Break

10.30 - 12.00: Campaign Management

12.00 - 13.30: Lunch Break

Second session: Position of the victim in transitional justice processes, Dhaker Aloui

13.30 - 15.00: Part 1: Victim status in the process of transitional justice

15.00 - 15.15: Coffee Break

15.15 - 16.15: Part 2: Accountability in transitional justice

16.15 - 16.45: Part 3: Victim’s position in the transitional justice draft law
Annex III

Working groups: How to create an association, its objectives and how to achieve it

**First Association:** Tunisian Women

**Objectives:** Promoting the role of women in the society and achieve in Tunisia a higher standard on women's rights protection compared to other countries in the Arab world, encouraging the participation of women from rural areas in decision-making, strengthening the women’s participation in the political life and in transitional justice processes.

**Second Association:** Woman and Progress

**Objectives:** Promoting women’s socio-economical and political rights, raising awareness among Tunisian women on their rights and their relevant place in the society.

**Third Association:** Loyalists to the Families of Martyrs and the Wounded of the Tunisian Revolution

**Objectives:** Regaining victims’ rights, their moral and physical rehabilitation, prosecution of perpetrators, granting medical care and rights to wounded people – up to 60 families and 200 people in Tunisia – raising the issue of martyrs and wounded people among civil society organisations’ priorities, reporting victims’ testimonies and encouraging decision-makers to deal with this issue according to people’s expectations.

**Fourth Association:** Equity for Former Military Personnel

**Objectives:** Moral and physical reparations along two years, holding also ministers and generals accountable for their crimes, undertaking cultural and social activities.

**Fifth Association:**

**Objectives:** Raising awareness on Hassan Ayadi’s case, removing the charges against him and investigating his murder to establish the truth, granting rehabilitation, moral and physical reparations.