

Advocacy *unusual*

Advocate better: develop
creative ideas and strategies.

Add a voice, not ~~noise~~.

A workshop series powered
by **dreamocracy**



What?

Reinvent your lobbying strategies: 1 to 4 day workshop series that will help your team reinvent its lobbying strategies and organisational approach using advanced creativity and ideation techniques with rigorous methods of developing campaigning strategies.

Thanks to the ‘creative problem solving’ (CPS) approach, you will:

- ➔ **Strategy:** refresh your advocacy strategies
- ➔ **Capacity-building:** gain new creativity and management skills
- ➔ **Team-building:** re-energize your team



Why?



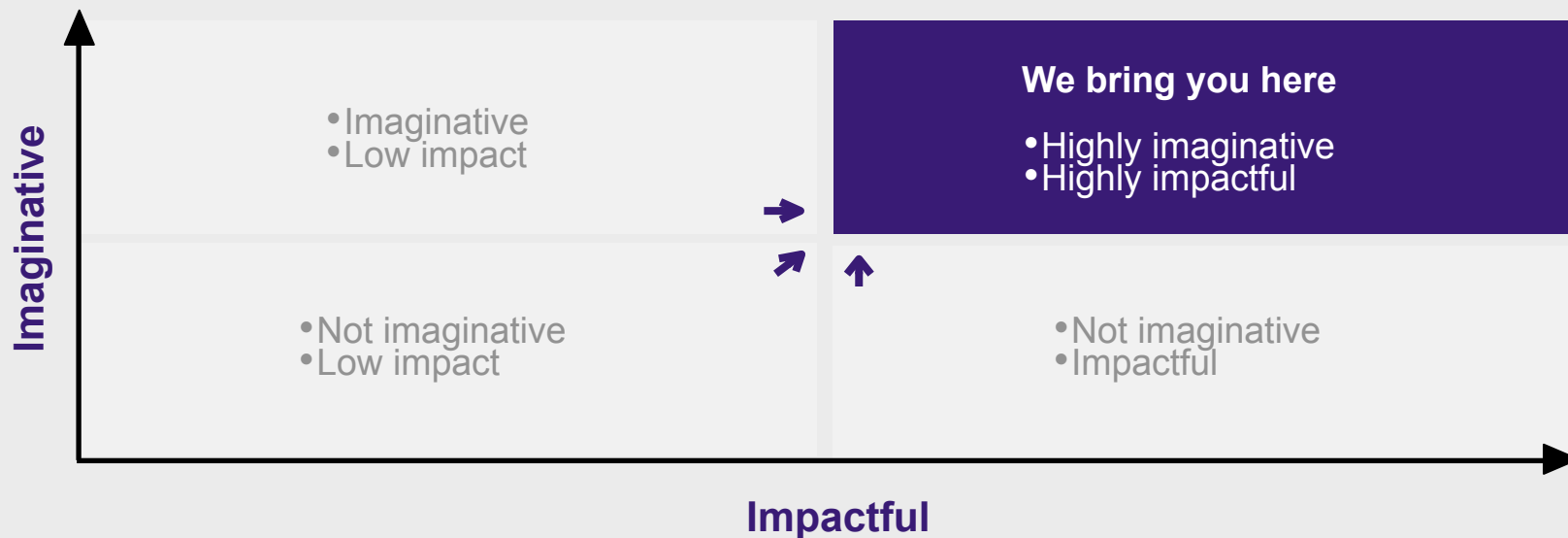
Because **your world is changing faster** than your lobbying strategies.

Because **the other side is distracting society** from making the right decisions.

Because **we are all tired** of seeing the usual suspects using **the same tired arguments**.

Your creative journey

Where would you place your advocacy efforts at the moment on this table?



How?

As an experienced team of creativity and specialists of public policy matters, we rekindle your imagination and ability to provide innovative answers to your key dilemmas by:



Training you in **divergent and convergent ideation techniques** such as reverse thinking, 'dream parties'...



Providing you with relevant **inspiration** of other successful campaigns in other contexts.



Organising your team differently so that it thinks outside the proverbial box.



Deciding **how to implement** your new strategies as well as new ways of thinking, working, and organising your team.

Our methodology:

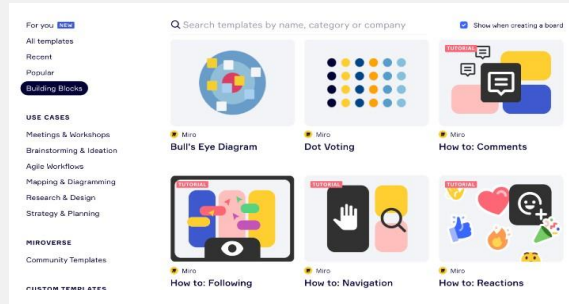
In person or online, we stimulate new thinking at each of a rigorous **6-step process** enhanced by *Creative Problem Solving*.

01. Check in, issues & objectives	02. Repositioning	03. Finding new allies
04. Analyzing the issues	05. New thinking, new tactics	06. Positioning and messaging

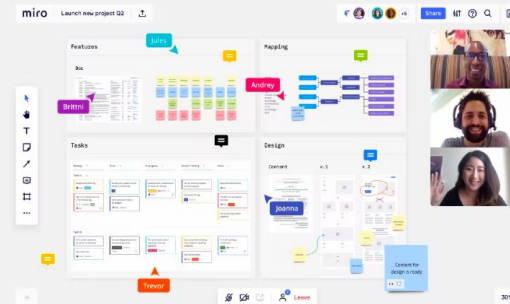
- ➔ Workshops led by 2 senior and 1 junior consultants.
- ➔ Number of sessions and budget adapted to your needs.
- ➔ Workshops in French and/or English.
- ➔ Available at 24 hours notice for 4-hour emergency sessions.

We use Mural - an online white board - to help your team collect, structure and keep an interactive archive of its ideas. This powerful approach can then be endlessly re-used by your team for collaborative working sessions.

Example 1 - Custom-made blocks



Example 2 - Online group work



Want a preview of our unusual formats?

Send us an [email](#)

Advocacy as usual vs. advocacy *unusual*

as usual

- A defensive or aggressive set of arguments, usually asking for “more” or “less” in reaction to the agenda set by others.

- Standard tactics: the good old policy paper, coalition press statement, set of legislative amendments, the odd conference.

- The “usual suspects”: you and your networks talking to the same old community of policy makers and allies.

unusual

A forceful, value-based, proactive set of propositions that set the terms of the debate.

Refreshed strategies and tactics that grab your targets’ attention. They have short attention spans and few opportunities to be surprised!

Exploring alliances with unusual players: different policy fields, coopetition...

Inspirational cases

As part of the workshop, we will stimulate your creative juices with inspiring examples of unusual strategies drawn from our library of 40+ stories.



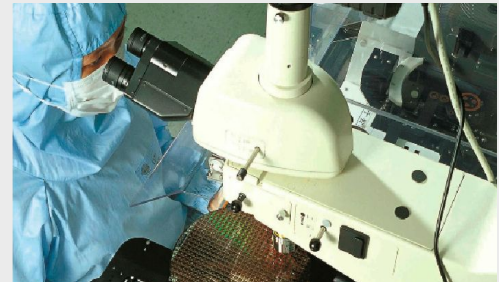
Example 1

The **European paper industry** (CEPI) rethinks its approach to greenhouse gas emissions and the EU climate agenda thanks to a gamified internal competition.



Example 2

The **European wind industry** grabs the attention by installing a wind turbine on the Brussels Schuman roundabout.



Example 3

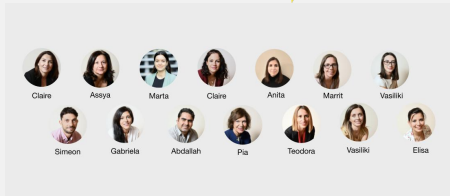
The **Japanese electronics manufacturers** team up with the Royal Institute for the Blind.

They already did the workshop

Dreamocracy runs a variety of workshop for professionals and organizations that seek to develop creative and impactful strategies at national and EU level. The Advocacy Unusual format has been adapted and run for a dozen campaigns so far, including with:



A workshop to imagine how to **reposition** the alliance in 2024-2025.



Reinventing the strategy & action plan to achieve the vision on digital democracy.



Working with 40 Guinean officials to develop new internal persuasion strategies.



Positioning SE as an expert in market design and **shaping** the agenda of the next Commission.



Finding opportunities behind current obstacles ahead of the **EP elections**.

smarter together



20 climate activists for a workshop on **Creative Problem Solving and polarity thinking**.



Imagining **more efficient anti-corruption practices** in the DRC.

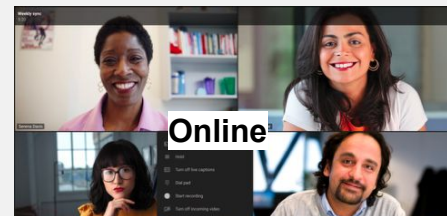


Ministry of Foreign Affairs
State of Palestine



Palestinian Foreign Affairs Ministry working on **mobilizing the EU to fight the imprisonment of children**.

VATTENFALL 



Working on **better combining its renewable energy and biodiversity messages**.

Choose your style

Whatever format works for you, we take you from *Blablaland* to the *Right Club*.

Breaking Good

- 2 hours
- Preliminary creativity diagnosis

Free

Fast & Curious

- 1 day
- 1 moderator
- 100% ideation: focused divergence and convergence phases leading to innovation solutions to a specific creative challenge

2.950 EUR

Eyes Wide Open

- 2 days
- 1 moderator
- 100% ideation: tons of solutions and an action plan
- Upstream research
- Inspirational case studies
- Innovation map
- Murals

7.950 EUR

Most popular

Back to Your Future

- 4 days
- 2 moderators
- 100% ideation
- Sector-specific expert
- Prep and follow up
- Inspirational case studies
- Innovation map
- Map of unusual stakeholders
- Murals

18.500 EUR

or tailored quote

dreamocracy

Who?



Stephen Boucher

brings his lobbying experience and expertise in creativity to run the workshops and strategically think your campaigns through.

[Profile](#) | [Linkedin](#)



Pauline Tawil

builds on her lobbying background to research your challenges and add new insights.

[Profile](#) | [Linkedin](#)



Elise Cuny

contributes her knowledge of the EU to research out-of-the-box but inside-the-bubble inspiration.

[Profile](#) | [Linkedin](#)



Victor Lauret

brings a youth-oriented perspective and his research abilities to challenge your thinking.

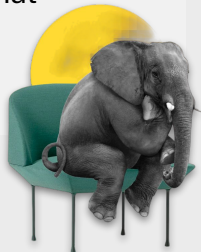
[Profile](#) | [Linkedin](#)

Our other workshop series:

Elephant Challenge

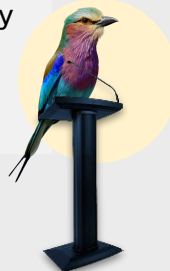
Your organisation seizes the magnitude of the climate and biodiversity challenges, but struggles to align its priorities accordingly?

That's quite common and understandable. We help you overcome that dissonance.



Pimp my Official

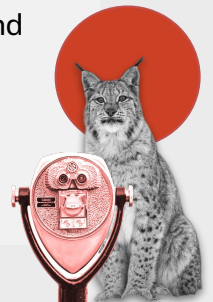
Thanks to our core team's expertise in branding, political communications, and creativity, we have helped a number of political parties and elected officials (re)find their mojo and unique selling point. This typically requires 6 sessions over 2-3 months.



Tomorrow Now

Tired of hearing that “business as usual” rules and that “there is no alternative” ?

This future casting approach allows you to develop a new vision and pathway for the future, internally and/or with relevant audiences.



Make a difference, contact us:

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