



Promoting the Rights of Marginalized Communities in Mauritania
Legal and Communications Training for Lawyers and Activists | Training Agenda Outline
Funded by the National Endowment for Democracy

Goal: Free the Slaves will work with the Mauritanian civil society partner organization *Association de Lutte Contre la Dépendance* (ALCD) to train 15 grassroots leaders including women and men leading former slave associations and 10 ALCD staff/volunteers on 1) international and Mauritania laws that protect marginalized groups, and 2) communications skills to strengthen messaging that assures the voices of civil society, minority groups and the disadvantaged are promoted and that the government is held accountable for its commitments under international agreements and national law.

Training Agenda			
DAY ONE			
Day One Goal: Participants will gain a broad-based perspective on modern slavery and global anti-slavery strategies.			
Time	Facilitator	Subject	Format
9:00		Opening, Introductions, Ice breaker, present the agenda, establish ground rules, conduct opening quiz on knowledge of modern slavery	Discussion, slides, flipchart, quiz handout (individual exercise)
10:30	Morning Break		
10:45		The global slavery situation: global statistics, types of modern slavery, what makes something modern slavery, Mauritania’s global reputation	Presentation with slides, play video “What Does Slavery Look Like Today (French subtitles)”
11:45		Identifying modern slavery examples in Mauritania	Exercise: Breakout groups work to identify three examples of modern slavery and solutions and report to main workshop
12:30		Global efforts to fight modern slavery: a welcome from and introduction to Free the Slaves, and an orientation on U.N. Alliance 8.7	Zoom link, presentation with slides
1:00	Lunch		
2:00		Causes and Cures in Mauritania: Linking social exclusion, inequality and modern slavery to their root causes, and identifying civil society efforts to address those root causes, creates a list of story opportunities for journalists to cover.	Small breakout groups conduct exercise and then report to main group.

3:30	Afternoon Break		
3:45		Open group discussion for peer-to-peer knowledge transfer and movement building. Topic: What are the biggest challenges for Mauritania civil society organizations in building public support, and how can we overcome them?	Full workshop open discussion
5:00		Review day and close	
DAY TWO			
Day Two Goal: Participants will learn the legal landscape that shapes Mauritania’s commitments to combat modern slavery and will identify specific commitments the government has made.			
9:00		Open Day Two: review Day Two agenda, ground rules, etc.	Presentation with slides
9:15		Mauritania’s legal commitments: 1) The International Convention on Civil and Political Rights (ICCPR), to which Mauritania is a state party; 2) the 2007 Anti-Slavery Act and its updated version of 2015. What is in the treaty and law? What specifically has Mauritania’s government promised to do?	Presentation with slides
10:30	Morning Break		
10:45		Mauritania’s legal commitments (continued): 3) Laws that protect marginalized groups, especially women, the stateless and current and former victims of slavery known as the Haratines. 4) Alliance 8.7 Pathfinder commitments: What has the government promised to do under the national action plan developed with U.N. Alliance 8.7. How do the laws and the Alliance 8.7 commitments create a climate of social inclusion to end discrimination and marginalization that lead to modern slavery.	Presentation with slides continued and Q&A
1:00	Lunch		
2:00		Holding government accountable: By listing the government’s deliverables under international agreements and national law, and by listing gaps in access to justice for marginalized groups, activists will create	Breakout groups for 45 minutes and groups report back to main workshop.

		roadmaps for future advocacy campaigning. Exercise: small groups outline at least five goals, and milestones that the government must meet to reach these goals, for government to honor its various commitments. Be sure to ask participants to include in their list of goals any commitments by government to fix gaps in social inclusion and access to justice that allow modern slavery to exist.	Lawyer remains as a technical expert resource to help ensure the groups accurately identify commitments and milestones.
3:30	Afternoon Break		
3:45		Advocacy roadmap: by taking the outputs from the just-completed exercise to identify government promises that need to be met, including promises to improve social inclusion, the participants will work together to create a list of potential advocacy campaigning opportunities. They will use this list later in the workshop to develop plans for developing communications strategies for these advocacy opportunities.	Large group exercise
5:00		Review day and close	
DAY THREE			
Day Three Goal: Participants will discuss challenges in promoting the voices of civil society, minority groups and the disadvantaged, and in holding governmental actors accountable. Participants will learn procedures for creating advocacy communications campaigns.			
9:00		Open Day Three: introduction, review Day Three agenda, ground rules, etc.	Presentation with slides
9:15		Communications gap: What is working and what is not working with civil society communications to promote social inclusion and an end to modern slavery in Mauritania? Facilitator can act as a coach suggesting solutions during full-group discussion.	Participants break into small groups and identify at least three communications tactics that are working and three that are not, and then report to main workshop for large group discussion.
10:30	Morning Break		
10:45		Message mapping. Who do you need to reach? What messages will be persuasive with them? Who are influencers that might	Presentation with slides.

		reach them? How can you ensure disadvantaged groups and the disadvantaged are included? This session establishes a system for outline a communications plan.	Exercise: message mapping matrix is completed in small groups. Columns are created for different types of audiences (government officials, business leaders, religious leaders, etc.), and messages, platforms, influencers and ways to ensure disadvantaged groups are part of the conversation are listed under each type of audience.
1:00	Lunch		
2:00		Crafting a communications plan: How to blend traditional journalism, social media, advertising, events and other elements into a winning campaign. How to measure success. The process is similar to the morning session on message mapping, but going beyond the messages to include tactics and channels for communication.	<p>Presentation with slides.</p> <p>Exercise: small groups develop campaign communications plans based on one of the government commitments that need to occur that have been identified earlier in the workshop, and then report to the main group.</p>
3:30	Afternoon Break		
3:45		Photography for advocacy communications. What kinds of photos do you need to tell the story of the problem, the solution and the work of your organization? After presentation of slide show of Free the Slaves photos, full group can discuss common photography problems and offer solutions to each other.	Presentation with slides of Free the Slaves photos. And then large group discussion.
5:00		Review day and close.	
DAY FOUR			
Day Four Goal: Participants will learn practical skills to create effective communications tools.			

9:00		Open Day Four: review Day Four agenda, ground rules, etc.	Presentation with slides
9:15		Fact sheet, info kits, briefing papers. What are the key elements of presenting short, effective materials?	<p>Presentation with slides.</p> <p>Exercise: fact sheet creation. Participants create one-page fact sheets that include the problem, the solution, and their organization's value-add in making change happen.</p>
10:30	Morning Break		
10:45		Preparing activists and survivors for public engagement with politicians and journalists. How to prepare victims and survivors to tell compelling stories that also advocate for change? How can you control the message in ways that protect survivors and spokespeople from harm?	<p>Exercise: lift speech role playing.</p> <p>Participants work on preparing and presenting a one-minute lift speech that can be used in engagement with politicians and the media.</p>
1:00	Lunch		
2:00		News conference tips: What are the most effective ways to organize a media briefing? What handouts should you prepare? How many people should speak? How can you control the event?	<p>Presentation with slides.</p> <p>Exercise: news conference agenda development and event planning and checklist creation.</p>
3:30	Afternoon Break		
3:45		Social Media Landscape: Open plenary discussion for peer-to-peer learning on what is working and isn't on social media in Mauritania. Tips from the facilitator	Full workshop open discussion
4:30		Wrap-up, participant evaluations, slavery communications knowledge end-line quiz, certificate presentation	
5:00		End	