
Advocacy toolkit case studies

CONSTRUCTING ROADS IN CENTRAL ASIA

THEME:	Land and property
ADVOCACY APPROACHES:	Community mobilisation Mobilising people and campaigning Research and analysis

After receiving advocacy training from a Tearfund partner in Central Asia, one community leader decided to conduct some research with a cross-section of community members by consulting them about the community's priority needs, and the causes and effects of those needs. She also talked with them about possible solutions to their needs and then established connections with the local authority in the area, with and on behalf of the community.

As a result of the research findings, a joint advocacy campaign was launched, asking for provision of roads to two inaccessible locations where the poorest and most vulnerable people in the community were based. The campaign argued that the roads would open up the locations to trade and increase their standards of living because these were issues of concern that the research had highlighted.

Initially, the government officials were sceptical and threatening. They did not want to see the community empowered. However, the community leader mobilised people in the inaccessible locations to speak out, and they joined other community members at meetings asking for the roads to be built. The local authorities had no option but to listen, and passed the request up to the national ministry for roads and transport, which gave approval and budget to fund the work. The roads were then constructed.