

TRANSNATIONAL ADVOCACY NETWORKS: CASE STUDIES FROM EUROPE AND THE US

WORKSHOP

Friday, April 27th, 9:00AM - 4:30PM, University of Washington, Communications 126

Organized by:

Lance Bennett, Dept. of Political Science and Dept. of Communication

Sabine Lang, Henry M. Jackson School of International Studies

Co-sponsored by the Center for West European Studies and the European Union Center, the Henry M. Jackson School of International Studies, the Center for Communication and Civic Engagement, the Department of Political Science and the Department of Communication of the University of Washington, and the European Union Center at the University of Wisconsin at Madison.

Economic and political globalization put pressure on civil society actors to transnationalize. Transnational advocacy networks influence politics on issues such as fair trade, labor standards, environmental impact and women's rights. At the same time, there is evidence of strong differences in how transnationalization is practiced, what kind of targets are being chosen and strategies used. The workshop will assess such differences, focusing on the relative importance of government networking, business advocacy, NGO mobilization and public outreach in two case studies: Transnational women's advocacy and Fair Trade networks. Ultimately, we are interested in how transnational advocacy networks construct and mobilize publics.

This workshop brings together a number of scholars of and practitioners from these two network spheres to discuss:

- what mobilization strategies transnational advocacy networks employ and, more specifically, what kind of public engagement they produce
- how transnational networks situate themselves between grassroots, bottom up mobilization and supranational advocacy that might or might not include top down mobilization
- how such networks sustain and enlarge membership
- how they employ new media to channel participation, co-ordinate campaigns, and broaden their public outreach
- what kinds of interaction with governance bodies exist and whether government relations shape the mobilization of broader publics.

Speakers include Inge von Boenninghausen (journalist and former board member of the European Women's Lobby), Myra Marx Ferree (Dept. of Sociology, University of Wisconsin, Madison), Sabine Lang (Henry M. Jackson School of International Studies, University of Washington), Kristin Edquist (Dept. of Government, Eastern Washington University), Alison Woodward (Dept. of Sociology, Vrije Universiteit Brussel), Kimberly Easson (Director of Strategic Relationships, Transfair USA), Lance Bennett (Depts. of Political Science and Communication, University of Washington), April Linton (Dept. of Sociology, UC San Diego) and John Wilkinson (Graduate Center in Development, Rural Federal University, Rio de Janeiro, and Kings College/London).

For more information and program, go to www.engagedcitizen.org or contact the Center for West European Studies at 206 - 616 2415.

PROGRAM

Friday, April 27th

9:00 – 9:15 **Introduction:** Lance Bennett & Sabine Lang

9:15 – 12:00 **TRANSNATIONAL WOMEN’S NETWORKS**

9:15 – 10:45 presentations (followed by discussion) by

Inge von Boenninghausen – Former board member of the European Women’s Lobby and journalist.

Alison Woodward – Department of Sociology, Vrije Universiteit Brussel and visiting Professor, Rutgers University.

Kristin Edquist – Department of Government, Eastern Washington University.

10:45 – 11:00 Coffee break

11:00 – 12:00

Sabine Lang – Henry M. Jackson School of International Studies, University of Washington.

Myra Marx Ferree – Department of Sociology, University of Wisconsin, Madison.

12:00 – 1:30 Lunch University of Washington Club

1:30 – 4:30 **FAIR TRADE COFFEE CAMPAIGNS**

1:30 – 2:30

Kimberly Easson – Director of Strategic Relationships, Transfair USA

April Linton – Department of Sociology, UC San Diego

2:30 – 2:45 Coffee break

2:45 – 3:45

John Wilkinson – Graduate Center in Development, Agriculture and Society, Rural Federal University, Rio de Janeiro, Brazil, and researcher, Kings College.

Lance Bennett – Departments of Political Science and Communication, University of Washington.

3:45 – 4:30

Discussion and summary:
The conditions for transnational publics – frames for research and advocacy

7:00

Dinner