

# Transnational Advocacy Networks: Mobilizing Global Change Across Borders

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## Introduction

Transnational advocacy networks (TANs) have emerged as influential actors in global governance and international politics, enabling civil society organizations, activists, and experts to coordinate action across borders. These networks facilitate the exchange of information, strategies, and resources to influence policy agendas, promote human rights, environmental protection, and social justice. Unlike formal international institutions, TANs operate through decentralized, flexible, and issue-specific collaborations that transcend state boundaries. This article examines the structure, strategies, and impact of transnational advocacy networks, highlighting their role in shaping global norms, influencing decision-makers, and fostering collective action on transnational issues [1].

### Understanding Transnational Advocacy Networks

The concept of transnational advocacy networks was popularized by Margaret E. Keck and Kathryn Sikkink, who defined TANs as sets of individuals and organizations working across borders to promote normative change. TANs often connect local activists, international NGOs, epistemic communities, and sympathetic actors within governments or international organizations. They are characterized by shared values, common goals, and coordinated strategies to influence policies at national, regional, and global levels.

TANs function in contexts where state actors may be unwilling or unable to address social, environmental, or human rights concerns effectively [2]. By linking local knowledge with global leverage, TANs amplify marginalized voices and foster global accountability.

### Key Features and Principles

Transnational advocacy networks share several defining features:

**Cross-Border Connectivity:** TANs operate across multiple countries, linking local, regional, and international actors.

**Issue-Specific Focus:** Networks are usually organized around

specific causes such as climate change, human rights, gender equality, or labor standards.

**Information Exchange:** TANs rely on the rapid flow of information to raise awareness, document abuses, and coordinate advocacy campaigns.

**Norm Promotion:** TANs seek to establish or reinforce global norms, influencing the behavior of states, institutions, and corporations.

**Strategic Flexibility:** These networks employ diverse tactics, including lobbying, media campaigns, protests, and litigation, adapting to political contexts and opportunities [3].

These principles allow TANs to operate effectively despite limited formal authority or centralized structures.

### Mechanisms of Influence

Transnational advocacy networks influence global governance through several interconnected mechanisms:

**Information Politics:** TANs gather, produce, and disseminate information to highlight issues, mobilize support, and pressure decision-makers. Reports, case studies, and visual media are critical tools for shaping global perceptions.

**Symbolic Politics:** Networks employ compelling symbols, narratives, and campaigns to frame issues in ways that resonate with global audiences, such as linking environmental protection to human survival or social justice.

**Leverage Politics:** TANs use their connections with powerful

actors—such as international organizations, states, or media—to amplify the impact of local advocacy, creating pressure on reluctant policymakers.

**Accountability Politics:** TANs hold states, corporations, and institutions accountable by exposing violations of human rights, environmental standards, or international agreements. Public campaigns, naming-and-shaming, and legal action are common methods [4].

Through these mechanisms, TANs can translate local grievances into global attention and influence policy outcomes across multiple levels.

### Impact on Global Governance

Transnational advocacy networks have played pivotal roles in shaping international norms and governance structures. For example, human rights TANs contributed to the establishment of international treaties such as the Convention on the Rights of the Child and mechanisms for monitoring human rights violations. Environmental TANs, such as those addressing climate change or biodiversity loss, have influenced global policy frameworks, including the United Nations Framework Convention on Climate Change (UNFCCC). Gender-focused networks have advanced international norms on women's rights and combatting gender-based violence.

TANs also facilitate knowledge transfer, capacity-building, and coordination across regions, enhancing the effectiveness of global campaigns. By linking grassroots actors with global institutions, they create multi-level pressure for normative compliance and policy reform.

### Challenges and Limitations

Despite their effectiveness, transnational advocacy networks face several challenges:

**Resource Constraints:** Many TANs operate with limited funding and rely on volunteer participation, which can limit their scope and sustainability.

**Legitimacy Concerns:** TANs may be criticized for being dominated by Western or urban elites, raising questions about whose voices are represented.

**Political Resistance:** States or corporations may resist pressure

from TANs, labeling them as external interference or lobbying against national interests [5].

**Fragmentation:** Networks are often decentralized, which can hinder coordination and strategic coherence, especially in complex or contentious issues.

**Security and Repression:** Activists involved in TANs may face threats, harassment, or legal restrictions, particularly in authoritarian contexts.

Addressing these challenges requires careful network management, inclusivity, and adaptive strategies to sustain advocacy efforts.

### The Future of Transnational Advocacy Networks

The digital era has expanded opportunities for TANs through social media, online campaigns, and real-time communication. Digital platforms allow rapid mobilization, wider visibility, and engagement with global audiences, making advocacy more dynamic and accessible. However, they also introduce challenges, such as misinformation, online surveillance, and platform dependency.

The future of TANs will depend on their ability to balance local relevance with global coordination, adapt to technological and political shifts, and engage diverse stakeholders to maintain legitimacy. Strengthening collaboration with international organizations, policymakers, and private actors can enhance their capacity to influence systemic change on transnational issues.

## Conclusion

Transnational advocacy networks are vital instruments of global civil society, enabling coordinated action to address complex social, environmental, and human rights challenges. By leveraging information, symbolic campaigns, and strategic alliances, TANs can influence policies, establish norms, and hold powerful actors accountable across borders. While resource constraints, legitimacy issues, and political resistance pose challenges, TANs continue to demonstrate the potential of cross-border collaboration in shaping global governance. In an interconnected world facing pressing transnational problems, transnational advocacy networks remain crucial for mobilizing collective action, amplifying marginalized voices, and promoting sustainable and equitable global change.

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