



GLOBAL CALL TO ACTION AGAINST POVERTY (GCAP)



MOBILISATION GUIDE 2008
50 DAYS OF ACTION: 1 SEPTEMBER TO 20 OCTOBER 2008

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About GCAP

The Global Call to Action against Poverty (GCAP) is a global alliance of International NGOs, grass roots organizations, trade unions, community groups, women's organizations, faith groups, youth groups, local associations and other campaigners working together in coalitions in more than 100 countries. GCAP is a global call from citizens all over the world calling for governments and others to take action to end poverty and inequality. The white band is our symbol and expression of solidarity against poverty.

About the mobilisation

The second half of 2008 offers a series of important, and related opportunities for influencing key decisions and for mobilising massive numbers of people to take action. These opportunities span the spectrum of GCAP issues including climate change, aid, MDGs, food security and others. GCAP will play a key role in linking all of these opportunities to the overall issue of poverty and inequality to ensure outcomes are effective and sustainable. It is important to know that gender equality remains a core and cross-cutting issue in all GCAP activities planned for the remainder of 2008, with a focus on rights and the impact of poverty on women in particular.

Many of these opportunities fall during September and October, and we will focus on these 50 days to mobilise massive numbers of people, and to collectively make a major impact in the fight to end poverty and inequality.

This Guide offers details of these key opportunities, suggestions of ways to mobilise, and other key information.

Summary

The 50 days of mobilisation begin with the **Aid Effectiveness summit in Accra from September 2-4**, with a powerful civil society presence. GCAP will support the activities of leading civil society aid watching groups, and focus on important links between this summit and the MDG and Financing for Development summits taking place in upcoming weeks.

On **September 25**, world leaders will gather in New York at a **UN High-Level Event on the MDGs**. This is possibly the last chance to ensure that many of the MDGs are met by 2015.

On **October 7**, GCAP is supporting the ITUC and other partners for the **Day for Decent Work**.

On **October 17-19**, GCAP is again working with the UN Millennium Campaign and other partners to mobilise people around the world to **Stand Up and Take Action against Poverty and Inequality**. This massive mobilisation will be a key moment to give visibility to core GCAP demands around political events in the 50 days of action.

Other important moments including the Global Week of Action Against Debt, Micah Sunday, World Food Day and the Every Human Has Rights campaign are detailed below.



Outside the 50 Days other key opportunities include:

The **Doha Financing for Development Summit from November 29 – December 2** is an important moment when governments and inter-governmental agencies will come together to discuss the next steps for the Monterrey Consensus. This will have huge significance for ongoing financing of key development objectives including the Millennium Development Goals.

The UNFCCC will hold their 14th **Conference of the Parties on climate change in Poznan, Poland from December 1-12**. This is an important stepping stone on the road to Copenhagen

December 10 marks the 60th anniversary of the Universal Declaration on Human Rights, which will be marked with a series of events around the world.

About this guide

In many cases, planning around these activities is already underway at the national level. **The objective of this guide is to provide information, guidance, support and coordination for national coalitions, regions and partner organisations planning to participate in the 50 days during September and October when GCAP will mobilise to end poverty and inequality.**

The content is based on discussions that have taken place at the national and regional level, in regional meetings, within GCAP working groups and mobilisation task force, and with key partners involved in the campaign.

PLEASE NOTE: All of the information in this Guide is correct at the time of production (July 2008). However, please continue to visit www.whiteband.org/Action for updates and more information.

In this guide you will find

- Messages and demands for each of the key moments
- Key events during the 50 days of mobilisation, with a suggested list of activities
- A description of the types of activities you can take to mobilise during the 50 days of mobilisation and beyond
- Supporting materials, including a calendar of the key events and other relevant dates to mobilise around
- Contacts



Key messages

GCAP coalitions and supporting organisations mobilising during this time are encouraged to link actions together through:

- Using a **common message**
 - Act Now against Poverty and Inequality
 - More and better aid to end Poverty and Inequality
 - Debt relief to end poverty and inequality
 - Trade justice to end poverty and inequality
 - Gender equality to end poverty and inequality
 - Meet and exceed the MDGs
 - Decent work to end poverty and inequality
 - Specific message or demands around the key event (found in this guide under each event)
- Using the **white band** as a unifying symbol
- Referencing **GCAP** or using the **GCAP logo**
- Linking partners focusing on different key moments and opportunities

Key events

The GCAP Mobilisation Taskforce has identified three key opportunities for effective mobilisation. At every level, it is important to link all of these opportunities together as they do not stand in isolation. For example, GCAP will use the opportunity of the High Level Forum on Aid effectiveness in Accra to put pressure on world leaders before the High Level Event on the MDGs in New York.

1. Third High Level Forum on Aid Effectiveness, Accra, Ghana
2. UN High level conference on MDGs (prior to UN General Assembly)
3. International Day for the Eradication of Poverty / Stand Up and Take Action



High Level Forum on Aid Effectiveness, Accra, Ghana 2-4 September

"more and better aid"

Background

Tied aid, conditionality, the use of aid as a foreign policy tool, the use of concessionary loans as a form of development assistance, the use of debt cancellation to inflate ODA figures – all of this contributes to aid not being used for poverty reduction and the achievement of the Millennium Development Goals. The Reality of Aid estimates that only 25% of new aid resources from 2000 to 2004 was available for poverty reduction or MDG programs.

The High Level Forum on Aid Effectiveness is a follow up to the Paris Declaration on Aid Effectiveness of 2005, which set indicators to be achieved by 2010. This meeting will monitor progress towards those indicators and GCAP is supporting civil society efforts to lobby and respond to the meeting.

GCAP has endorsed the CSO paper developed by the Better Aid coalition and signed by more than 300 CSOs. . The CSO paper and other civil society activities are organised by the International CSO Steering Group (ISG)

Objectives

- To add value to ongoing efforts of civil society demanding more and better aid, through the ISG
- Through lobbying and media pressure, to align core messages and outcomes with key demands for the MDG High Level Event and the Doha Financing for Development conference.

Demands/Messages

GCAP endorses the key recommendations of the ISG which can be found at <http://betteraid.org/downloads/Better%20Aid%20-%20final%20final.pdf>.

Some of these recommendations include:

To recognise the centrality of poverty reduction, gender equality, human rights, social justice and environment

To end all donor-imposed policy conditionality

To recognise CSOs as development actors in their own right

Activities at the HLF

- GCAP representatives and supporting organisations will attend the HLF



- Media and online content will be produced at the global level around the event – GCAP is one of the lead media partners for the ISG at the CSO Forum from August 31st to September 1st and then during the HLF itself.

Suggested activities

- Use media and political interest around Accra to **launch the 50 days of action** with a press conference, media stunt, high-level lobby or other activity
- National coalitions and supporting organisations are encouraged to **endorse the civil society paper**
- Add strength to the demands from civil society around aid effectiveness by **using the key recommendations from the CSO paper** to:
 - Lobby local representatives attending the meeting before they leave
 - Generate media coverage before and during the 50 days of action
- **Contact local partners and organisations attending, or contributing to, the civil society response** to Accra and add strength to their work
- **Collect testimonies from those affected by ineffective aid**, use these in your mobilisation and **send them to the Global Secretariat** so their voices can be heard at Accra

Key partners

BetterAid (www.betteraid.org)

CIVICUS (www.civicus.org)

Interaction (www.interaction.org)

Contact

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UN High Level Event on the MDGs 25 September

"meet and exceed the Millennium Development Goals"



Background

The UN has called a heads of state meeting on the MDGs during the UN General Assembly. UN Secretary General, Ban Ki-Moon said, 'For the first time ever - governments, businesses, civil society organisations, NGOs and faith groups will all convene to mark the halfway point to the MDGs, take stock of progress, and agree additional steps the international community will take to accelerate action.'

This is a major opportunity for campaigners around the world to hold governments to account for the promises they made to end poverty through the MDGs. It is imperative that politicians and leaders around the world hear the voices of those living in poverty and those campaigning for a better world if the promises of the MDGs are to be met and exceeded.

Objectives

- Through real testimony and agreed demands, to ensure heads of state taking part in the UN High-Level meeting on September 25 commit to concrete actions to make sustainable progress on the MDGs
- To ensure that the voices of those living in poverty are heard at the High-Level meeting
- By generating media attention and encouraging popular mobilisation, to ensure more people around the world become aware of the effect of poverty on people and feel empowered to take action

Demands/Messages

- Governments are accountable and responsible for commitments made
- Governments must meet and exceed the MDGs
- Solutions for meeting the MDGs must not exacerbate inequality and exclusion
- Women must be at the heart of solutions
- Governments must commit to a major MDG summit in 2010
- Civil society must be active participants in MDG plans at every level

Activities at the event

- **International Poverty Hearing** including a women's tribunal (September 23)
- **Civil society meeting** to plan road map beyond 2015 (September 26)
- **Media launch** of mobilisation called In My Name (September 25)



- **Hand-over of demands** to Ban Ki-Moon (TBC)

Global activities

- We will launch a **global interactive project called In My Name** to give people – particularly those living in the Global South – the opportunity to have their voices heard by making personal pledges to help fight poverty and achieve the MDGs. We will then reflect their voices back to politicians and other influential people at key moments.
- We also hope to hand over a **petition** signed by well over one million people calling on governments to take urgent action. The specific demands are currently being developed. (TBC)
- GCAP is preparing a lobby letter to send to all Government Missions to the UN in mid-August with key demands. This will be sent by the Global Secretariat, and can be used for national level lobbying.
- GCAP will also develop a more detailed note with **common lobbying positions** to be sent to all Heads of State prior to the meeting.

Suggested activities

- Organise poverty hearings (detailed information on how to organise a poverty hearing will be available on the web site. Although it may not be possible to organise a hearing before September 25, this may form a key part of GCAPs ongoing mobilisation strategy)

Poverty hearings are already being planned in South Africa, India, Nepal, Indonesia and Bangladesh, as well as a number of other countries.

- Lobby governments to produce **reports on national progress against the MDGs**, or produce MDG shadow reports or update existing ones from 2007 (again, if time is too short to do this for September, the results can be used later)

A number of countries including many in Asia and Africa, as well as the Arab region are developing civil society reports on the MDGs.

- Lobby senior ministers and Heads of State before they leave for New York. Some governments still need a major push to convince them to attend this important meeting and to bring some meaningful information with them if they go.
- Organise a media opportunity with your government's delegates before they leave for New York. For example, a number of national coalitions will present ministers or leaders with a suitcase, or other travel bag, asking 'Have you packed your MDG plans.'
- Use **citizen scorecards** to show progress (or lack of) towards MDGs



- **Collect testimonies**, use these in your mobilisation/lobbying and **send them to the Global Secretariat** so their voices can be heard at New York

Key partners

The Elders, UN Millennium Campaign, Oxfam GB, Amnesty International, Action Aid, ATD Fourth World, Caritas, CIVICUS

Contact

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Stand Up and Take Action against Poverty and Inequality 17-19 October

Last year, 43.7 million people in 127 countries took part and broke the world record for the most number of people to Stand Up against poverty on one day.

This year, GCAP aims to put more pressure on world leaders and inspire people around the world to take action by breaking that record and facilitating millions more people to Stand Up and Take Action from October 17-19. **It would be great if we could mobilise 1% of the world's population, or 67 million people.**

Take Action

There are countless ways people can take action. A list of MDG related actions can be found below. GCAP coalitions and constituencies are encouraged to identify ways for people to take action that are relevant to their context and situation.

Lobbying of Parliament and Heads of State by GCAP coalitions has proved a powerful action in the past. This can happen before or during the Stand Up action.

Please share the ways that your constituency will Take Action with the Global Secretariat so they can be shared with all coalitions and constituencies. An updated list of ways to Take Action will be posted on www.whiteband.org and www.standagainstopoverty.org.



Focus events:

A number of focus events are being planned in different regions of the world, including a possible “opening event” in Melbourne and “closing event” in New York. Other countries considering holding focus events include Kenya and India. These events will serve as an opportunity for media focus on the Stand Up actions.

Times

This year, Stand Up and Take Action against Poverty and Inequality will take place over 3 days from Friday October 17 to Sunday October 19. Stand Up actions can be counted at any time during those three days in your local time zone. The announcement of the number of people to Stand Up will be made on the morning of September 22 EST.

Materials

Logos, brochures, stickers, video clips and the ‘Event in a Box’ will all be available at <http://standagainstopoverty.org/en/node/21433>
Stand Up and Take Action logos are available now for download at <http://www.box.net/shared/fadgy7jsw4>

Suggested activities

- Encourage as many people as possible to **organise Stand Up and Take Action events** and to register them on www.standagainstopoverty.org
- Develop **materials and resources** to share with other coalitions and constituencies
- Develop ways in which people can Take Action – **see list of suggestions from UN Millennium Campaign below**
- Work with, and gather **testimonies** from, people living in poverty to ensure their voices are heard on October 17
- Contribute your **photos, videos, messages and blogs** to www.standagainstopoverty.org and www.whiteband.org
- Encourage as many people as possible to **wear the white band**
- Develop a **media strategy to announce Stand Up activities**, and to encourage media to cover Stand Up events
- **Communicate your activities to the GCAP Global Secretariat** to support ongoing global media and advocacy work, and the production of materials

The following suggestions are intended to;

- encourage a widest possible meaningful participation of various stakeholders to Stand Up and Take Action in 2008



- ensure all actions should have a specific policy/practice change message addressed to government at appropriate level as decided in the local and or national context.

Most of the actions are quite relevant to developing parts of the world, although many can be adapted for all countries.

STAND UP AND TAKE ACTION AGAINST POVERTY FOR MDGS

1. List of Actions / Millennium Development Goals driven / Focused

Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
1. General Mobilising campaign / advocating for MDGs	MDG and SUTA camps	Organize MDG camps wherein students undertake related activities like planting trees, sanitation, holding adolescent education classes; adult education	MDG Camps will try and make some change at the particular location in relation to all 7 goals	Schools and colleges and educational bodies and institutions		Good story for International and regional media coverage.
	MDG quiz, debates, poster and essay competition	Organise competitions at various forums	Mobilize students to speak out and demand actions from national/regional leaders. Leverage student voices to pressure the govt. to improve education and health services	Schools and colleges; educational institutions like scouts, cadet corps, etc.	This can be part of online action bringing in communities from social networking sites like orkut, facebook_	Web media, print and electronic, direct communication



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Issue based MDG flag march or rally	Issue based march or rally like women empowerment, marginalized group issues, discrimination, environment consciousness, global partnership, education etc Organize action oriented MDG rallies, march with policy agenda/demands: Organise specific rallies march with marginalized groups with policy demands.	Plan meetings with stakeholders and officials from the ministry and key-government institutions; Highlight key issues to fast track MDGs.	Partner organization; CSOs, national coalitions; educational institutions; FBOs	Include Online community for a web-based symbolic support.	National and regional media; feature stories and articles on specific issues in print media; electronic media coverage of the events.



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Online/web and sms action	<ul style="list-style-type: none"> Encourage users to create and post their 1-2 min MDG videos (mobile videos) with strong messaging on our portals Encourage users to send in SMS petitions during the SUTA period. Work with mobile service providers to organize and validate messages. 	Engaging the online community which gives huge numbers will be strong effort. Individuals videos, messages and online petitions will act as first-hand information and a strong source of putting pressure on government and also raising awareness.	Online community; blogging community; people hooked on to Social networking sites;	Online community and bloggers; mobile users	Web media; online social network for word of mouth publicity; mobile users; posting of video on video sites
	Filing Right to Information (RTI) letters and petitions	<ul style="list-style-type: none"> Write to government using Right to Information law. Getting information on progress made on development issues especially MDGs. 	Pressure on government; Right to information letters will pressurize government to extract and assemble information related to MDGs and take notice of the progress in the field;	Partner organizations; CSOs; national coalitions;	Online constituencies; schools students	General interest print media story; feature articles
2. Poverty	Free lunch	Organise a free	This activity can serve	CSOs, Youth,		Local print media



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
and Hunger related campaign		lunch for students and family at schools, at the same time can educate both parents and children on session of food and nutrition.	both hunger and health related issues.	FBOs		/ Radios
3. Education and Youth	Each One teach one	Organise teaching classes by individuals or groups at various locations	Education extension programme for realization of Goal 2, universal primary education	Schools and colleges may participate in a big way	FBOs; Corporates and business confederation and federations who have CSR in their agenda	Web opportunity with social networking sites for publicity; print and electronic media
	Donate used books / Stationeries	Used books to be donated at arranged sites e.g. City Hall / Train station etc. Collected books then be distributed to schools in remote area or public libraries	Goal 2: Remind government on providing basic necessities for school children	General public / CSOs / Youth groups	Local Authority	Local print media / Radios
	Build / reconstruct community schools	Build / reconstruct / Paint schools by volunteer students and/or community workers in 3 days	Goal 2 and community capacity building and livelihood	Youth group / CSOs / FBOs	Local Authority	Local print media / Radios



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Slipper Campaign	Organize rural student's morning march to school Provide slippers to children who go to school barefoot..	Achieve a component within goal 2. There are many students who go to school barefoot in the heat, rain, and cold. Remind the govt. of the vast section of student population who should be taken care of	National coalitions to identify and undertake such march; and private sector to sponsor the same.	Private sector	Event specific media story; Event has good potential for regional and national print coverage owing to ground level action and symbolism. Good opportunity especially for electronic media coverage.
4. Health and Public Sanitation	Blood donation camps	Organise blood donation camps	Pressurize govt. to activate health resources for combating diseases. Build a huge blood bank which may directly help to ameliorate goal 4,5 and 6. we may donate it to various hospitals through our constituencies	Schools, colleges, educational institutions like scouts, guides, cadets; FBO's like AOL, muslim federations; national coalitions	Hospitals and clinics; We may add many more schools and colleges and give them an easy way for taking ACTION.	Event specific media story Centralized camps at a chosen place gives visual appeal for media stories. Print and electronic media



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Sanitation activities:	Mobilize communities to improve (public) basic sanitation facilities.	Goal 4, 5 and 6. Symbolic action for government to look into slum dwelling problems, (which mainly comprises of marginalized section of society and poor)	National Partners, educational institutions and agencies, government organisations	Potentially involve corporations as well; FBOs	Event specific media story Visually and content wise powerful story for both print and electronic media; also for community radio
	Mosquito Nets distribution	Distribution of bed nets to families in malaria endemic areas.	Goal 6: remind government of reversing the spread of malaria. (remind the government of either putting in place a policy/ies or implement one already in place to effectively address the problem)	National partners; FBOs; educational institutions	Corporates and PSUs	Media opportunity for print, radio (especially community radio) and television media
	Free Medical check ups at hospitals / clinics or medical check-up camp at City Halls	Organise a Free Medical check ups with hospitals and clinics like polio malaria, measles vaccination,	Remind government to fight such basic diseases more effectively and urgently; Goal 6 (as above)	Privately and government run Hospitals; FBOs; national coalitions and state partners; educations institutions;	Hospitals; Doctors; FBOs and Corporates	Print and electronic media opportunity;



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Rights to vaccination	Organise a camp for free vaccine distribution for children	Goal 4 and 6: Remind Government on reducing child mortality rate / Preventive measures (as above)	Privately and government run Hospitals; FBOs; national coalitions and state partners; educations institutions	Hospitals; Doctors; FBOs and Corporates	Print and electronic media opportunity;
	Focus Medical Camps for Children and Mother	Organise a Medical check-up camps for mother and children, including educate them on basic intuitions related to health	Mother and child health activity, Goal 4,5 and 6 (as above)	Privately and government run Hospitals; FBOs; national coalitions and state partners; educations institutions	Hospitals; Doctors; FBOs and Corporate	Print and electronic media opportunity;
	Voluntary testing camps for HIV/AIDS	Organise a 1-3 days free testing for HIV/AIDS at the Public Hospitals / Clinics	Goal 6	Youth Groups, FBOs, CSOs, Hospital	Women Groups, Corporate	Print and electronic media opportunity;



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Free distribution of condoms	Free distribution of condoms in University campus / shopping malls	With a message of safe sex and prevention of sexual transmitted diseases. Remind Government to allocate budget for preventive measures which is more efficient than curing measures (Remind the government to pass laws guaranteeing sufficient allocation of budgetary resources to the sector for sustainable management of the problem)	Youth Groups, CSOs	Women groups, corporate	Print and electronic media opportunity;



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
<p>5. Environment sustainability and reverse loss of resources</p>	<p>Tree plantation campaign</p> <p>Mobilise community to protect the trees</p> <p>Mobilise community to build / clean / maintenance of public park</p> <p>Mangroves forestation</p>	<ul style="list-style-type: none"> • Encourage people to plant a tree each and count the number of trees planted during the stipulated action period; • Bring up sense of nurturing / protecting the trees among families and communities. • Mobilise public to engage in mangroves forestation / preservation 	<p>Goal 7: Inform government on easy ways to reverse environmental degradation. Build awareness among the communities to protect trees.</p> <p>The mangrove forest plays many roles such as coastal stabiliser, dispersant of energy of storms, tidal bores and wind, barrier to invasion of inland area by salt water, producer of nutrients and forest resources such as fuel, charcoal, fodder, timber and a wide variety of animal species. It is also a convenient nursery area for fish, shrimp, and crabs</p>	<p>CSO / NGO and UN Specialised agencies engaged in environment and climate change; education institutions; all individuals; FBOs</p>	<p>Private sector, as part of CSR</p>	<p>Web and mobile media apart from specific stories in Print media</p>



Main concept	Types of Actions / Activity	Nature of Event	Possible Policy and Practice change	Constituencies we are mobilising	Potential for building new constituencies	Media outreach / Impact
	Car Pool Day / Car Free Day	<ul style="list-style-type: none"> • Reduce a number of miles you drive by walking or taking mass transit whenever possible • car pool amongst city dwellers; bio-efficient; usage by rural community; 	Goal 7; practice change in individuals to reduce pollution levels; energy- saving consumption	General public	All stakeholders	National / Regional / Global media opportunity with number counting
	Waste recycle / no plastic bags	<ul style="list-style-type: none"> • Recycling waste • Conducting sessions to educate community on ways to reduce waste and encourage efficient-energy consumption 	Goal 7: Practice change in individuals and communities to reduce waste	General public / Local government / local community / School and Youth group	Private sectors, as part of their CSR	Local print media / Radios



List of Actions Focusing on Types and Nature of Action

Type 1: Actions / Activities aimed at Development / Welfare	Type 2: Actions / Activities aimed at petitions and communications / popular education	Type 3: Actions / Activities aimed at mass action / popular mobilization/dissent
<p>Hunger / Poverty Related</p> <ul style="list-style-type: none"> - Organise a Free lunch/food distribution - Organise a free training / workshop on new ways of farming - Distribute free improved seeds, fertilisers <p>Child / Education Related</p> <ul style="list-style-type: none"> - Each one Teach one Campaign involving school children teaching street children or out of school children - Donate used-books / stationeries - Build / Reconstruct/retrofit community schools <p>Health / Public Sanitation Related</p> <ul style="list-style-type: none"> - Slipper Campaign- distribute slippers to children - Blood donation Camp - Improve basic sanitation facilities - Mosquito nets distribution - Free medical check-up camps - Rights to Vaccination for kids - Focus medical camps for mother and children - Voluntary testing camps for HIV/AIDS 	<p>Formal Statements</p> <ul style="list-style-type: none"> - Public speech - Letters of opposition or support - Declarations by organizations and institutions - Signed public declarations - Declarations of indictment and intention <p>Communication with wider audiences</p> <ul style="list-style-type: none"> - Slogans, caricatures, and symbols / displays / caravans - Group or mass petitions - Banners, posters, and displayed communications - Leaflets, pamphlets, and books - Newspapers and journals - Records, radio, and television - Sky-writing and earth-writing - Literature and speeches advocating resistance - Publishing books / poetry / reports on issues of concerned / social engagement - MDG quiz, debates, poster and essay competition - Issue based MDG flag march or rally 	<ul style="list-style-type: none"> - Public speech as part of mobilisation activity - Displays of flags and symbolic colours - Wearing of symbols – e.g. White bands - Prayer and worship - Delivering symbolic objects - Protest disrobing - Symbolic lights - Displays of portraits - Paint as protest - Symbolic sounds - Symbolic reclamations - Humorous skits and pranks - Performances of plays and music - Singing / Requieming - Public concerts <p>Processions</p> <ul style="list-style-type: none"> - Marches - Parades - Religious processions <p>Public Assemblies</p> <ul style="list-style-type: none"> - Assemblies of protest or support - Protest meetings - Camouflaged meetings of protest



<ul style="list-style-type: none"> - Free distribution of condoms Environmental Related - Tree plantation campaign - Mobilise community to protect trees - Mobilise community to build / clean / maintenance of public parks/ponds - Mangroves forestation - Car-pool/Car-free day - Waste recycle / No plastic bag campaign - Actions targeted at big industrial polluters? - Provision of Shelter/Housing and or materials - Setting up appropriate technology fares in the 3 days 	<ul style="list-style-type: none"> - Web online / SMS actions - Filing Right to Information (RTI) letters and petitions - MDG and Stand Up and Take Action Camp 	<ul style="list-style-type: none"> - Teach-ins on MDGs Group representations - Deputations / Delegations to Government - Mock awards – Worst performed of MDGs - Group lobbying - Reverse trial – Public Tribunals focusing on Government / Ministries responsible for MDGs Social Intervention - Overloading of facilities by emails / faxes / letters Physical Intervention - Sit-in to Stand Up - Stand-in to Take Action - Mill-in to Stand Up - Pray-in Psychological Intervention - Self-exposure to the elements – Semi-nude actions - The Fast – Individuals / Groups / Mass / relay - The Fast of moral pressure to deliver on promises - Hunger strike to protest Government inactive on MDGs - Satyagrahic fast to assert truth
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October – Every Human Has Rights

2008 is the 60th anniversary of the Universal Declaration of Human Rights – and it's more crucial now than ever.

Article 1 of the Declaration states that 'All human beings are born free and equal in dignity and rights', yet genocide, discrimination and abject poverty are still trapping billions in lives of despair. Challenges like climate change and limited access to healthcare and employment confront us all. It's time we made human dignity and freedom a reality for everyone.

The Every Human Has Rights campaign was catalyzed with the vision that 2008 can also be the year people take individual responsibility for the human rights framed by the Universal Declaration, in their lives, communities, workplaces and schools. The more people who uphold and promote the civil, political, social, economic and cultural rights enshrined in the Universal Declaration, the greater the change in our societies.

Every Human Has Rights is a campaign run collectively by some of the most respected NGOs and CSOs in the world. Each month of 2008 a different partner organisation is leading on a particular theme and in October, GCAP will lead on the theme of Freedom from Poverty.

Activities

Throughout the 50 days of action, GCAP coalitions and supporting organisations are encouraged to link core messages and activities to the demand for basic human rights for all.

EHR has a 'widget' on their web site which can be used by all supporting organisations to encourage individuals to sign up to the Universal Declaration of Human Rights. You can also find this on the homepage of www.whiteband.org

Coalitions hoping to organise big, high profile events on the weekend of the 17th can indicate their wish to invite a member of the Elders to attend. These specific requests will be passed on through their team and considered – PLEASE send your requests in quickly.

Video and written messages from the Elders supporting the work to end poverty and the Right to Freedom from Poverty will be available for you to use in your events, screenings and with media.

Contact

Ben Margolis: benmargolis@whiteband.org

Ciara O'Sullivan: ciara.osullivan@civicus.org (Media and communications)



Other key mobilisation opportunities

Day for Decent Work – October 7

The Trade Union movement is organising a World Day for Decent Work. This is an unparalleled opportunity for trade unions and organisations interested in Decent World all around the world to join a broad global mobilisation involving a large number of people and a wide range of activities. The Unions aim to focus attention on the urgent need for a new globalisation, and to provide a basis for the trade union movement in every continent to join in a common action.

Why is Decent Work important?

Every person on earth should be able to have a job that enables them to live a good life in which all their basic needs are met. Employment is a crucial factor for achieving this. This is why all governments should be urged to work more on job creations. Not just any jobs, but decent jobs for everyone. It is often argued that countries cannot afford to have fair wages and better conditions, however the short-term costs will quickly be outstripped by the long-term benefits. To most people around the world, lack of decent work means poverty.

Key themes

Activities on WDDW will focus on three key themes: 1) Rights at Work 2) Solidarity 3) Ending Poverty and Inequality

Suggested activities include:

Mobilisation including rallies, demonstrations, marches, cultural events etc:

Thematic activities including meetings, seminars, press events, lobby activities and presentation of demands to governments, international institutions, employer organisations and:

Promotion - Electronic activities to facilitate the widest possible participation in the lead-up to and during the day, including those who may not be in a position to take part in mobilisation or meetings. The ITUC is going to develop special interactive web pages with a range of easy-to-use applications to support the organising of the day. These will allow people to join in with actions linked to the day and download material for use or modification. Media releases will be available to issue nationally.

More information – www.wddw.org

Contact

Claire Courteille: claire.courteille@ituc-csi.org



World Food Day – October 16

World Food Day – October 16

October 16 marks the date of the founding of the Food and Agriculture Organization (FAO) in 1945. This was proclaimed as a date of International significance by the FAO in 1979 and was subsequently endorsed by the United Nations General Assembly in 1980.

Why is it important?

The World Food Day has never been more important as it is this year. The rapidly increasing food prices that resulted in what we now know as the food crisis threatens to not only increase the number of the hungry in the world, but also puts to greater risk those who are already hungry and those on the brink of poverty. This year's World Food Day is an opportune time for us to live up to the original objective of this day which was:

“To heighten public awareness of the world food problem and strengthen solidarity in the struggle against hunger, malnutrition and poverty”

It is not a coincidence that World Food Day is immediately preceded by Rural Women's Day. Rural women are the main contributors to the well-being of families and the development of rural economies. Because of women's key role in food production and food security, the day before the World Food Day was proclaimed to recognize and honour the multiple roles of rural women who are mostly farmers and small entrepreneurs.

Suggested activities

- Sign-up to take action and for more information at www.actionaid.org/hungerfree
- Link your actions with national, regional or global activities happening on October 16
- Use the opportunity for media work to promote Stand Up activities

This year's Rural Women's Day and World Food Day will mark the start of a 5-month long mobilization activities spearheaded by women who take action against the Food Crisis. This initiative aims to highlight this crisis' impact on women, and more importantly the role of women in providing solutions.

Plans are currently taking shape in several countries, regions, and internationally. If you would like to participate, share your activities, or just want to stay informed, please contact dinah.fuentesfina@actionaid.org



Micah Sunday - October 19

Micah Sunday is coordinated by Micah Challenge, a global Christian campaign which aims to deepen engagement with impoverished and marginalised communities through prayer and action. It calls on leaders of rich and poor countries to fulfil their promise to halve absolute poverty by 2015 through the Millennium Development Goals.

Within this framework, Micah Challenge promotes Micah Sunday each year. Micah Sunday is a global day of prayer to mobilise churches to engage with global poverty issues. It is a time for churches to learn, reflect and act on their belief about the importance of justice, and to commit to the fight for dignity for the most vulnerable.

Micah Sunday is celebrated with activities in church services around the world. These activities include prayer times, biblical reflections and mobilization of faith communities to present public petitions in the fight against poverty within each context.

Micah Sunday is usually scheduled for the Sunday closest to the International Day for the Eradication of Poverty declared by the UN for 17th October. Micah Sunday 2008 will therefore take place on the 19th of October. Micah Challenge will promote a Stand up Take Action moment as part of their Micah Sunday activities.

Further information will be available at: www.micahchallenge.org/english/do/calendar/MicahSunday/

Other key opportunities November - December

Financing for Development

The UN Financing for Development Conference will take place in Doha, Qatar from November 2 – December 2. This is an important conference for discussions and negotiations between governments and other actors to agree next steps on the Monterrey Consensus. A number of key GCAP supporting organisations, including ANND and the Feminist Taskforce are leading civil society participation and action at the conference and will communicate with all national coalitions and constituency groups in coming months

UNFCCC climate change

Following the Bali meeting in 2007, the UNFCCC will convene again for the 14th Conference of the Parties in Poznan, Poland. GCAP will be represented at the conference to call on leaders and negotiators to put poverty and women and the heart of all discussions. The GCAP climate change working group is developing a series of briefing notes and documents to support national coalitions and constituency groups in understanding the UN climate change process, and to take action in the build up to Poznan.



GCAP is supporting the Global Day of Action on climate change which this year will take place on December 6 in countries around the world. For more information go to www.globalclimatecampaign.org.

Human Rights Day

2008 marks the 60th anniversary of the Universal Declaration of Human Rights. This crucial document marked the first time in human history that the whole world came together behind a shared set of beliefs in basic rights. Too often in the last 60 years, that Declaration has been broken in appalling abuses of all forms of human rights. To mark the 60th anniversary, the Elders have launched the Every Human Has Rights campaign and with them and other partners, GCAP will be marking Human Rights Day. Coalitions and constituency groups are encouraged to visit www.whiteband.org and www.everyhumanhasrights.org for ongoing updates, and to link with human rights groups for coordinated actions.

Activities Section

The following section outlines the types of activities that can take place during the 50 days of mobilisation. The list is not exhaustive and we encourage you to share with others any other types of activities that you may be taking.

Lobbying

GCAP has become a powerful force for lobbying at the national level. In 2007, more than 30 coalitions organised lobbies of senior ministers in the build-up to Stand Up and Speak Out.

You are strongly encouraged to **lobby Heads of State and senior ministers in the build-up to and/or throughout the 50 days of action**. To effect significant change at the national, regional and global level, focus lobbying efforts on national change priorities, as well as significant global priorities.

To assist you with your lobbying you may:

- Create a report on progress towards MDGs; or you may lobby your government to create their own report
- Use citizen scorecards
- Collect and present testimonies



Materials available

- Key messages
- National coalitions are encouraged to share testimonies and reports already compiled to serve as inspiration to others

Media work

Media coverage is crucial to ensure maximum impact for mobilisation activities. It is a vital tool in putting pressure on politicians and for raising popular awareness. For support and advice on gaining effective media coverage, please contact the GCAP media coordinator, Ciara O'Sullivan at ciara_os@hotmail.com. Ensuring media coverage – through press releases and statements or press events – at national, regional and global levels will be a crucial part of making all activities successful.

The GCAP Global Secretariat will be coordinating media work at the global level and in order to maximise coverage of GCAP's impact worldwide, your assistance is requested in **sending information about your planned activities as soon as possible**, and a brief outline of the results after the activity has been completed.

You may try to get media coverage by:

- Organising a press conference
- Organising a photo opportunity, for example with delegates before they set off for the events
- Mobilising the public

Materials available

- Global press releases/statements will be made available during the mobilisation
- National coalitions are encouraged to share information about their media activities. Send all information to ciara_os@hotmail.com

Mass public awareness and participation

GCAP is only as strong as the people that mobilise around our core messages. Mobilisation is therefore a vital part of our strategy, and relies upon getting as many people as possible involved in your activities. Organise **advertising** on radio, TV and other media, develop **activities that the public can take part in**, such as rallies, marches or petitions and **develop products that will help others pass our message on**, such as posters, postcards, branded t-shirts etc.



Public participation is especially crucial during the Stand Up and Take Action days, when we're hoping to break last year's record of 43.7million people standing up against poverty and inequality.

Materials available

- Photographs and graphics available from whiteband.org, as well as examples of previous activities
- National coalitions are encouraged to share with others any materials they create that could be reused

Online work

You are encouraged, within your capacity, to use the online space to mobilise support, maximise media coverage and increase public awareness.

Whiteband.org will be a central hub where you can find materials related to the mobilisation, including this guide and other relevant strategies and documents.

Whiteband.org will also reflect GCAP activity through the mobilisation, with blogs, photos and publishing press materials.

Materials available

- Online content as it is produced
- National coalitions are encouraged to share their online strategies around the mobilisation prior to the events (so that we can link it up through whiteband.org), and also to share any materials that could be reused (e.g. web banners, etc)

Poverty hearings

Using ideas based on the poverty tribunal in South Africa and the women's tribunals organised by the Feminist Task Force in 2007, national coalitions are encouraged, based on capacity, to **organise national level poverty hearings**. Poverty hearings are a powerful tool, which you can use during or after the 50 days of action, as their rich outcomes will be useful in future mobilisations.

Poverty hearings are already being planned for South Africa, India, Nepal, Indonesia and Bangladesh, and a number of other countries are developing plans.



Materials available

- Toolkits and “how-to” guides are in production and will be made available for download on a dedicated page on our website.

Parliamentary debates

You are encouraged to organise parliamentary debates on the MDGs. GCAP and the UNMC will work to assist national coalitions to organise some of these debates.

Other campaigning tools

Other tools that you may want to produce to strengthen your campaigning are

- Report on progress towards MDGs or other key demands
- Citizen scorecards
- Collected testimonies

Calendar of events

The 50 Days of Action incorporate the following political and campaigning opportunities:

50 DAYS OF ACTION AGAINST POVERTY AND INEQUALITY			
1 September – 20 October			
Including but not limited to:			
More and better aid	Third High Level Forum on Aid Effectiveness, Accra, Ghana	2-4 September	RoA/CCIC/CIVICUS
Peace and Security	International Peace Day	21 September	Various
MDGs	UN High level conference on MDGs (prior to UN General	25 September	UNMC/ GCAP Global



	Assembly)		
Decent Work	World Day for Decent Work	7 October	ITUC
Debt	Global Week of Action on Debt	12-19 October tbc	Jubilee Debt Campaign
Poverty	Global Week of Action against Poverty and Inequality	13-19 October	GCAP global
	Annual Meetings of the World Bank and IMF	11-13 October	GCAP
	Rural Women's Day	15 October	
	World Food Day	16 October	ActionAid
	International Day for the Eradication of Poverty	17 October	GCAP/ATD/UNMC
	Stand Up and Take Action against Poverty and Inequality	17-19 October	UNMC/GCAP
	Micah Sunday	19 October	Micah Challenge
Human Rights	Freedom From Want/Freedom From Poverty	All October	Every Human Has Rights/GCAP

Supporting materials

There are a huge number of resources available in different places to support your mobilisation activities. For specific requests contact the GCAP Mobilisation coordinator Ben Margolis at benmargolis@whiteband.org or 0044 (0) 778 666 0406 (m); 0044 (0) 1865 473111 (t).

Some useful web sites include

www.whiteband.org



www.standagainstopoverty.org

www.endpoverty2015.org

www.everyhumanhasrights.org

www.wddw.org

www.decentwork.org

Materials will be available at www.whiteband.org/action/materials
