



GCAP Mobilisation and Strategies 2008

Final Draft February 15th 2008

I. INTRODUCTION

The Global Call to Action against Poverty (GCAP) is the world's largest anti-poverty civil society alliance of social movements, International NGOs, trade unions, community groups, women's organizations, faith and youth groups, local associations and campaigners working together across more than 100 national coalitions/platforms. GCAP challenges governments to achieve and exceed the Millennium Development Goals as well as protect and promote the rights of all to a decent and dignified life. GCAP demands solutions that address the issues of;

- Public accountability, just governance and the fulfilment of human rights
- Trade Justice
- A major increase in the quantity and quality of aid and financing for development
- Debt cancellation
- Gender equality and women's rights
- Climate change

GCAP supports the decent work agenda and all efforts to eradicate poverty and inequality as outlined in the Montevideo Declaration of May 2007. GCAP places emphasis on outreach and inclusion, particularly with people living in poverty to ensure that the design, implementation and evaluation of campaigning recognises the active role of people living in poverty.

In 2007, GCAP mobilized around key dates including International Women's Day on March 8, the G8 in Germany in June, 7/7 for the mid-point to the Millennium Development Goals and then on October 17 coalitions came together around a menu of actions including the Stand Up and Speak Out against poverty, in which 43.7 million people mobilized around the globe, setting a new world record on the International Day for the Eradication of Poverty.

In 2007, GCAP committed to continue the global call until 2015.

While GCAP recognizes the successes of 2007, it emphasizes the need in 2008 for strengthening political engagement and linking mobilizations more strongly with opportunities for policy change as part of a long-term strategy. We encourage on-going actions under the slogan "ACT NOW AGAINST POVERTY AND INEQUALITY". We reaffirm our commitment to using the White Band as a common symbol to unite our actions.

II. OBJECTIVES FOR 2008

GCAP acknowledges the need for

- targeted joint global mobilisation around specific political opportunities
- further development of regional, national and constituency-based actions
- further work on sharing information about on-going mobilization activities taking place around the globe throughout the year

Key global campaign objectives

We identify the following broad objectives for 2008:

- 1) To highlight and strengthen local anti-poverty campaigns and struggles.
- 2) To contribute to the unity of civil society organizations and their engagement on development
- 3) To mobilize people around the world in support of our core demands
- 4) Significant policy change and implementation by Governments and other actors at the local, national, regional and global level around our core policy demands.

GCAP will achieve this through:

- On-going political targeting and engagement with all actors around significant political opportunities on agreed days of action
- Mobilising existing and new GCAP constituencies
- Linking the actions of the national, regional and global levels
- Quantifying the number of people mobilized around our core demands by recording actions in some verifiable way
- Qualifying the quality of mobilisation by identifying the positive policy changes around our core demands
- Raising awareness of our demands and GCAP through ongoing media engagement and public visibility
- Further development and use of mass mobilization tools and strategies
- Further development of e-campaigning tools and strategies
- Developing innovative actions and mobilisations
- Restructuring the task groups to facilitate this

A more detailed breakdown of campaign objectives and key performance indicators, notably including qualitative indicators will be produced by the support team as outlined in the new governance documents, for endorsement by the new Global Council by May 2008.

Further the mobilization taskforce will develop a long-term strategic mobilization plan during the first half of 2008 in consultation with national, regional and global stakeholders.

Also, the mobilization task force will identify options for improved ways of working and structures to achieve these objectives which will be sent for endorsement by the Global Council at their first face to face meeting.

Key global campaign messages

GCAP will continue to campaign around our core policy demands, as outlined in the introduction to this document.

National coalitions can and should adapt the messaging to their local political context. For example, meeting aid commitments for the achievement of the MDGs, access to essential services as a fundamental human right, etc.

While messaging for each day of action and constituency will be developed separately, we propose the following **over-arching global slogans**:

General: Act Now against Poverty and Inequality

Stand Up: Stand Up and Take Action against Poverty and for the Millennium Development Goals/ Stand Up and Take Action against Poverty and Inequality

Human rights: Freedom from poverty/ Freedom from want is a human right

GCAP also endorses the **Decent Work For All** campaign.

Key global campaign partnerships

GCAP will attempt to partner with a range of other organizations at the global level as part of its on-going **outreach strategy**.

1) GCAP will partner with the Council of Elders under the Every Human Has Rights campaign (www.everyhumanhasrights.org)ⁱ. The core global messaging will be around freedom from poverty as a human right. The shape and form of this partnership is still under discussion.

2) GCAP will partner with the United Nations Millennium Campaign on the Stand Up mass global mobilization, among others. The core global messaging will be Stand Up and Take Action against poverty and for the Millennium Development Goals. Guinness World Records will verify the number of participants in the Stand Up action across three days from October 17th to 19th.

Ways of Working or Memoranda of Understanding (MOU) will be agreed with any external partners to facilitate the relationship.

GCAP will continue to work with all its constituencies supporting their key dates of mobilisation and campaigns eg Decent Work for All (ITUC), Education for All (GCE).

Global Policy, Lobby Support

GCAP will commit to putting in place a process for generating on-going policy work and lobby support for the mobilisations in 2008. The form of this support is still under discussion.

III. MOBILISATION PROPOSAL AND OPPORTUNITIES FOR 2008

1. National, Regional and Constituency-based actions

GCAP encourages on-going national, regional and constituency-based actions on dates/issues relevant in local political contexts. We will support a diverse range of actions taking place throughout the year on all our key demands and those of our constituents, such as International Women's day, Global Action Week of the Global Campaign for Education (GCE), International Youth Day, World Day for Decent Work etc. The GCAP support team together with taskforces and regional secretariats will develop a communications strategy to disseminate the stories and messages of these actions, building them into a strong global message/ narrative of growing civil society activism.

On-line tool

The GCAP support team is currently developing a sophisticated on-line tool for promoting, communicating and reporting actions undertaken by national coalitions as well as regional and constituency groups.

The tool will act both as an interactive calendar and a means of sharing and reporting information. The purpose of this tool is to provide a single space for national coalitions to showcase and share campaigning activities with a global audience. Furthermore, it will demonstrate the diversity of actions taking place around the globe under the global call, and provide further opportunity for linking between coalitions and constituents campaigning on the same issues.

More details will be circulated once this tool is developed and everyone will be invited to comment.

GCAP proposes:

- regional and constituency groups should identify their key opportunities for mobilization and political engagement in 2008 and share with the support team in order for this information to be made available to all
- national coalitions should identify 2008 campaigning strategies and share with the support team and regional secretariats

2. Key global campaigning opportunities

50 DAYS OF ACTION AGAINST POVERTY

The months of September and October 2008 present many unique political opportunities for GCAP and have been identified as a "peak period of mobilization". In order to bring all these activities under the one GCAP umbrella, the period will be referred to as "50 Days of Action against Poverty and Inequality". This will run from 1 September to 20 October 2008 and incorporate the dates in the calendar below.

National coalitions are not expected to mobilize on all of these dates, but to identify the most appropriate in their context. Different members/partners of GCAP will take the lead on different events and more dates and actions will be identified over the coming months. The International Facilitation Team and the Mobilisation Task Force will work to identify **one peak moment** within the 50 Days that all GCAP constituents are encouraged to be involved in. This will be incorporated into the mobilisation toolkit.

It is also not anticipated that there will need to be 50 events for the 50 days. There will be a program of events issued closer to the date, however there will also be, for example, 50 different types of actions individuals can take on these days. A full toolkit will be developed and issued by the mobilization task force. The mobilization task force will look for ways to link across the dates and build momentum, with different options and strategies outlined in the toolkit.

The 50 days will finish after the "Stand Up and Take Action" mass global mobilization with the announcement of both the numbers of participants in the Stand Up as well as the highlights and achievements during the 50 days of action.

We will also use the sub-theme of "Every Human has Rights" throughout the 50 days of action, and more details on messaging will be forthcoming from the mobilisation taskforce and media group.

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 ⁱⁱ	2-4 September	RoA/CCIC/CIVICUS
MDGs	UN High level conference on MDGs (prior to UN General Assembly) ⁱⁱⁱ	25 September	UNMC/ GCAP Global
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

3. Other key dates throughout the year

In the below table are other key dates that GCAP will mobilize around throughout the year.

FOCUS	EVENT/WORLD DAY	DATE	LEAD
CSO joint action	World Social Forum Day of Action	26 January	GCAP global
Gender Equality	International Women's Day	8 March	Feminist Task Force
Trade	UN Conference on Trade and Development (UNCTAD) XII, Accra, Ghana	20-25 April	tbc
Debt	World Debt Day	16 May	Jubilee Debt Campaign
Poverty	G8, Japan	7-9 July	G8 Working group
Youth	International Youth Day	12 August	CYTF

50 DAYS OF ACTION AGAINST POVERTY AND INEQUALITY			
1 September – 20 October (see above)			
Poverty	UN Financing for Development Review Conference in Doha	29 November – 2 December	GCAP global
Climate Change	COP 14, Poland	1 – 12 December	tbc
Poverty and Human rights	60 th Anniversary of signing of the UN Declaration of Human Rights	10 December	GCAP global

A FULL 2008 CALENDAR WITH ADDITIONAL DATES OF GLOBAL POLITICAL OR SOCIAL INTEREST IS INCLUDED IN THE ANNEX TO ASSIST WITH PLANNING.

Notes:

ⁱ See <http://www.theelders.org/>

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The Third High Level Forum on Aid Effectiveness (HLF 3) will be held in Accra, Ghana on 2-4 September 2008. The HLF 3 builds on several previous high level international meetings, most notably the 2003 Rome HLF which highlighted the issue of harmonisation and alignment, and the 2005 Paris HLF which culminated with the endorsement of the Paris Declaration on Aid Effectiveness by over 100 signatories from partner governments, bilateral and multilateral donor agencies, regional development banks, and international agencies.

The primary intention of the HLF 3 is to take stock and review the progress made in implementing the Paris Declaration, also broaden and deepen the dialogue on aid effectiveness by giving ample space and voice to partner countries and newer actors (such as Civil Society Organisations and emerging donors). It is also a forward-looking event which will identify the action needed and bottlenecks to overcome in order to make progress in improving aid effectiveness for 2010 and beyond.

For more information go to http://www.oecd.org/document/47/0,3343,en_2649_3236398_39448751_1_1_1_1,00.html

ⁱⁱⁱ

The United Nations Secretary General, Ban Ki Moon, has announced that a high level meeting on the MDGs will take place prior to the UN General Assembly in September 2008, with the aim of tracking progress on the achievement of the Millennium Development Goals. See <http://www.un.org/apps/news/story.asp?NewsID=25267&Cr=regional&Cr1=group>

ANNEX 1.

Following is a calendar of POLITICAL, SOCIAL AND OTHER key events/opportunities in 2008. This will continue to evolve as new dates are confirmed and others changed. Key events around which GCAP will mobilize globally are highlighted, however we will continue to engage on other events identified

DATE	EVENT/WORLD DAY	FOCUS	LEAD
26 January	World Social Forum Day of Action	Media launch of 2008 plans	
8 March	International Women's Day	Gender Equality	Feminist Task Force
22 March	World Water Day		
7 April	World Health Day		
20-25 April	UN Conference on Trade and Development (UNCTAD) XII, Accra, Ghana	Trade	tbc
21-27 April	Global Campaign for Education (GCE) Global Action Week – Theme "Quality Education to End Exclusion"		
1 May	International Workers' Day		
16-17 May	Latin America-EU Summit, Lima, Peru		LAC, EU
16 May	World Debt Day	Debt	Jubilee Debt Campaign
18 May	'Journey to Justice: Breaking the Chains of Global Debt' - Birmingham		
16 June	Day of the African Child		
7-9 July	G8, Japan	G8 Agenda	G8 working group
8-24 August	Olympic Games China		
9 August	International Day of World's Indigenous People		
12 August	World Youth Day		
2-4 September	Third High Level Forum on Aid Effectiveness, Accra, Ghana	More and better aid	tbc
8 September	International Literacy Day	Education	
25 September	UN High level conference on MDGs (prior to UN General Assembly)	MDGs	
7 October	World Day for Decent Work	Decent work	ITUC
15 October	Rural Women's Day	Gender Justice	
16 October	World Food Day	Poverty	
11-13 October	Annual Meetings of World Bank and IMF		
12-19 October	Global Week of Action on Debt	Debt	Jubilee Debt campaign
13-19 October	Global Week of Action Against Poverty	Poverty	
17 October	International Day for the Eradication of Poverty	MDGs, Human rights	
17-19 October	Stand Up and Take Action	MDGs	UNMC
19 October	Micah Sunday		Micah Challenge
4 November	US elections		
29 November	UN international Day of Solidarity with People under Occupation. UN international Day of Solidarity with Palestinian People under Occupation.		
29 November – 2 December	UN Financing for Development Review Conference in Doha		
1 – 12 December	COP 14, Poland	Climate Change	tbc
10 December	60 th Anniversary of signing of the UN Declaration of Human Rights	Poverty and Human rights, reflections on 2008	