



GCAP Mobilisation Guide 2009

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By the GCAP Mobilisation Task Force

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2009: Building mobilisation for a changing world

The Global Call to Action Against Poverty

The Global Call to Action Against Poverty (GCAP) continues to grow and unite civil society in a massive and powerful call against the gross injustices of poverty and inequality. There are now coalitions in more than 100 countries and on every continent. Globally, GCAP has become recognised as a convening point for civil society around key international meetings such as the G8 and the UN MDG process. We believe that together we are stronger, and through coming together in massive mobilisations and strategic lobbying and campaigning, led and guided by the people living in poverty and the marginalised, we will see a better world in our lifetimes.

This guide includes an overview of the context in which we are operating, a note on GCAP methods, our objectives and messages for 2009 and a guide to the major opportunities that have been identified to mobilise around and win change.

While this guide provides a general overview of our mobilisation strategy, more specific toolkits will be provided to guide implementation of our mobilisation plans on key dates.

Please note: The Guide is not prescriptive

Context

The next two years are critical for fighting poverty and inequality. The UNFCCC climate change talks in Copenhagen in December 2009 must offer a radical new commitment from world governments to fighting climate change, whilst in 2010, the UN MDG summit is likely to indicate the future direction of the global compact on fighting poverty beyond 2015, and the G20 in London potentially provides the moment of a lifetime to call for real change to how international economic structures are governed.

The financial crisis, fuel crisis, increasing food prices and rapidly changing climate are a major threat and an opportunity in our struggle for a more just, equitable and sustainable world. A threat to millions of people already living in poverty and marginalised, and most at risk from extra shocks. But an opportunity to use the political space created to renew our call and demands for a more just and better world.

Now, more than ever the world needs a global call to action against poverty. Millions of individuals coming together in every country to stand up and demand urgent action, to refuse to sit down in the face of injustice, for every individual to commit in their own name to fight for a better world.

GCAP Mobilisation 2009

In 2009, the challenge is for us to take our mobilisation to the next level. To ensure that millions of voices are not just shouting into the wind, but are heard by local, national and international leaders. To ensure that those leaders are encouraged, persuaded and forced to take action. To ensure a better world for all.

The GCAP Montevideo Declaration states:

'We recognise mobilisation as a strategic process of organizing the political participation of

the marginalised and creating widespread support to defend and promote their entitlements. Mass mobilisation, advocacy and global solidarity are our key strategies.'

The Mobilisation Task Force is a representative body set up under the auspices of the Global Council to develop a strategy and support the implementation of GCAP's global campaigning plan. Taking the lead from the Strategic Directions set out for 2009-11 (see <http://www.whiteband.org/about-gcap/reports/gcap-global-council/2008-documents/final-gcap-strategic-directions-2009-11-english/view>), the following guide has been developed by the Mobilisation Task Force as a guide for the key campaigning opportunities and issues in 2009.

PLEASE NOTE:

This should only be used as a guide and coalitions and constituency groups are not expected to utilise every opportunity or campaign on every issue

The Mobilisation Task Force also urges GCAP coalitions and constituency groups to use 2009 to build capacity and strength for mobilisation towards 2010, to ensure we are prepared as a movement for the major opportunities and challenges we will see that year, notably the UN Millennium +10 summit.

Method

Mass mobilisation and advocacy are linked, but different instruments used for effecting change. GCAP strives to use these tools effectively, in order to get even more results from our efforts. A successful campaign will employ both instruments at different times.

Mass mobilisation generally requires emotional, media-oriented, communication with a simple human message. It can work as a political agenda-setting force or as a strong support for advocacy. Mass mobilisation works well with themes that are close to the heart of the public involved.

Advocacy utilises more communications targeted directly to policy makers. The messages are more complicated and their timing more crucial.

Since not all coalitions have both mobilisation and advocacy expertise, it's important to identify where your strengths are. GCAP can also be a useful network connecting advocacy specialists from one coalition to mobilization experts from another. Usually the process works roughly as follows:

- Advocacy specialists identify several key dates, opportunities and messages;
- Mobilisation and advocacy specialists decide together on one key opportunity and message that will have prominence;
- Mobilisation specialists translate this message into a mass communication message and action for a broad public and media;
- Advocacy specialists use the momentum and outcome of public participation and media coverage in their lobbying work;
- Results are communicated back to the broad public and media.

Advocacy objectives for 2009

- To achieve significant national, regional and global level policy change resulting

from our actions (see Strategic Directions document for more detail);

- To further contribute to the unity of civil society organisations around our key issues, especially at key moments;
- To ensure urgent commitments and action from governments towards identified policy demands.

Mobilisation objectives for 2009

- To further increase the level and ambition of activism in all countries with GCAP platforms, as well as regionally and globally;
- To increase the number and level of participation of supporting organisations and partners in mobilisation at all levels;
- To further contribute to the unity of civil society organisations around our key issues, especially at key moments;
- To build unity, cohesion and the strength of civil society globally in the lead up to 2010 which will be a critical campaigning year;
- To maximise the opportunities provided for by the different initiatives on climate change, food and financial crisis to put forward GCAP's messages.

Key issues and messages for 2009

GCAP coalitions and constituency groups will continue to campaign around our core demands and issues as specified in the Montevideo Declaration and developed in GCAP's Strategic Directions 2009-11:

- Public accountability, just governance and the fulfilment of Human Rights;
- Women's rights and gender justice as central issue of poverty eradication;
- A major increase in the quantity and quality of aid and financing for development;
- Debt Cancellation;
- Trade Justice;
- Climate justice ;
- Peace and human security, by ending gender violence, human rights violations, occupation, militarization and war.

Coalitions and constituency groups will further respond individually or collectively to current world affairs where these seriously and urgently affect poverty and inequality and the achievement of the Millennium Development Goals (MDGs).

Many coalitions will continue to use the broad slogan of:

'Act Now Against Poverty and Inequality'

To respond to the current political context and key strategic issues, the Mobilisation Task Force recommends a focus on one or more of the following key issues in 2009:

a) The Millennium Development Goals

GCAP calls on governments to commit themselves to achieving and surpassing the MDGs

and immediately develop National MDG–Based Plans.

To date performance on achieving the MDGs is inexcusably slow. Inequality between and within countries has worsened creating serious social tensions. Consequently, extreme poverty and the lack of access to quality basic services continue to be the daily reality for over half the world's population. In addition, the growing power and influence of corporations poses particular challenges, and governments must create the appropriate regulatory frameworks that ensure companies become accountable to the people.

In 2008, the UN convened a High-Level Event on the MDGs at which some limited financial pledges were given but overall the outcomes were disappointing. In 2010 the UN has called for a full summit on the MDGs at which it is highly likely that the landscape for a post-2015 development agenda will begin to be laid. This will have historic significance for development and will affect development funding and programmes, potentially for decades.

The lack of time for achieving the MDGs offers opportunities: it is no longer a credible excuse for governments to wait for cooperation with, or the actions of, other governments – with such little time left and so much to be achieved, every Government must be held accountable for their own actions. The impact of food price increases and the financial crisis are also seriously affecting the potential for the MDGs to be met.

We need country-specific mobilisation and advocacy to take a powerful message from the public, that failure to deliver on MDG promises is not just a failure of action, it is a failure of national integrity.

To further strengthen the unity of advocacy and mass mobilisation, we recommend each national coalition identifies a specific pledge or message that works well in the media, with the broader public and for advocacy. This message should be developed with all campaign partners and can be simplified for easy and broad communication. In many rich countries this could be a link between the financial crisis and the delivery of the MDGs, or a specific pledge on financing and policy changes. In poor countries, this could be a call on governments for good governance, transparency and accountability, as well as a call for rich governments to deliver on their promises.

This message can be a human one where the real consequences for impoverished and marginalised people are highlighted through your messages.

b) The financial and economic crisis

The past few months have seen one of the most significant financial crises in North American and European history, a crisis caused by a greedy, reckless and unregulated economic system, which has been biased against those living in poverty for decades.

Once again, the fall-out of this crisis will have a detrimental impact on millions of ordinary people in rich countries, and billions of people in the poorest countries of the world.

But while those that created the crisis have been bailed out with unprecedented sums of taxpayer money, those living in poverty in developed and developing nations have received nothing.

It is time for an economic system, which reduces inequality, creates jobs, puts people before profit, ensures a sustainable environment, and puts eradicating poverty at its heart.

We need a new and democratic set of institutions to govern this economic system. This fundamental global reform needs to be agreed democratically, with the most impoverished and marginalised of the world having a full and equal say over the future economic system.

c) The climate crisis

The lives and livelihoods of millions are being steadily destroyed by denying them rights over land, water, forest, natural resources and energy. Climate Change is exacerbating this. Floods, droughts, famine and conflicts resulting from climate change also threaten the development goals for billions of the world's poorest people. Action by the international community and national governments is required to address climate change and its impacts in particular on people living in poverty.

There is now scientific consensus that climate change is man-made and mainly due to the carbon emissions from the high-energy lifestyles and business models of industrialised nations and corporations.

This is a planetary emergency which demands an immediate, just and equitable response, but which governments are currently severely failing to respond to adequately. Recent announcements by the Australian and Canadian governments of miniscule emissions reduction commitments have cited the financial crisis as a cause for their limited ambition. However, not only can climate change be a unique opportunity for the creation of green jobs and a clean economy, the effect of taking no action will be more devastating by far than the impact of the current financial crisis.

2009 is a critical year for international climate change negotiations. In 2007 at the 13th Conference of the Parties to the United Nations Framework Convention on Climate Change, governments committed to a two-year road map to agree a global deal on tackling climate change by December 2009. Scientists overwhelmingly agree that an ambitious and binding agreement in Copenhagen at the 15th CoP in December 2009 is critical if the worst effects of climate change are to be avoided.

The 14th COP in Poland in December 2008 was extremely disappointing with many governments privately saying that a deal will not be reached by Copenhagen. Civil society is now working together to put massive pressure for a deal and GCAP is part of this global effort. It is critical that at appropriate opportunities during this year, GCAP delivers a powerful message of justice and urgency of action to governments at all levels.

During the year 2009 GCAP will also advocate for the G8 and other major economies, including from the developing world, to form a G8+ Climate Group, to pursue technology agreements and related initiatives that will lead to large emissions reductions and to the adoption of appropriate and sustainable farming methods. Mobilise strong GCAP presence at G8 meeting 2009 Italy to exert pressure on G8 leaders and G5 leaders to live up to expectations, deliver on promises.

Key mobilisation opportunities in 2009

All coalitions are called on to mobilise around the International Day for the Eradication of Poverty. A more detailed toolkit for action on and around October 17 will be developed in the first half of 2009.

There are several other key, global opportunities for action in 2009. National coalitions and

constituency groups are encouraged to focus campaigning efforts around one or more of these opportunities depending on context, relevance and capacity.

There will also be critical opportunities for action at regional and national level, and coalitions and constituency groups should develop a calendar of action balancing these with action around the global opportunities.

1. International Women's Day – March 8

100 years ago, 15,000 women marched through the streets of New York demanding shorter working hours, better pay and voting rights. This year, the pertinence of this event is being marked by the theme of 'Shaping Progress'.

This date is now observed in nearly every country around the world with a focus on events large and small to remind communities and leaders of the gender inequality that still exists across the world, and to lobby political leaders for progressive policies to promote gender equality and women's rights.

International Women's Day (IWD) is now marked as a public holiday in Armenia, Russia, Azerbaijan, Belarus, Bulgaria, Kazakhstan, Kyrgyzstan, Macedonia, Moldova, Mongolia, Tajikistan, Ukraine, Uzbekistan and Vietnam reflecting the importance given to its observance.

GCAP incorporated International Women's Day in 2007 as the first annual date for global mobilisation, and the Feminist Task Force has led activities on that date for the last two years.

One of the great successes of GCAP action on gender issues has been the Women's Tribunals, which have taken place in Egypt, Peru and India, as well as in New York on the occasion of the UN High Level Event on the MDGs in September 2008. At these tribunals, poor and marginalised women from across the country came together to share their testimony and make their demands for gender equality and women's rights. The Feminist Task Force is developing a guide to support coalitions and other groups to organise further tribunals which offer a powerful accountability mechanism and open an important space for marginalised groups to be heard.

In 2009, the Mobilisation Task Force and the Feminist Task Force urge coalitions to engage, lead and support activities for International Women's Day. The emphasis will be to highlight the interlinkages between women and poverty and the global crises (food, fuel and financial) In early 2009, the Feminist Task Force will produce and distribute materials to support your efforts. The web site www.internationalwomensday.com is an excellent resource for finding existing events and registering new activities. Information will also be available at www.whiteband.org.

Some of the actions you could plan for International Women's Day include:

- Mass march, rally or protest;
- Lobby of relevant ministers;
- Women's tribunal on poverty;
- Joint media statements with women's group, women's rights activists and others;
- Opinion pieces from civil society leaders;
- Workshops on issues regarding women and the MDGs;

- Sermons in places of worship focused on a women's empowerment;
- Petition and e-card campaigns calling on leaders to deliver on gender equality and women's rights.

For more information, and materials, please contact Ana Agostino (ana@icae.org.uy) and/or Rosa Lizarde (Rosaencasa@aol.com).

2. G8 and G20 summits

The G20 process is likely a temporary grouping more focused to the immediate reform of the financial system, while the G8 historically has put Africa and MDGs issues on its agenda when there has been international pressure to do by civil society. Now, the G20 process needs to link the two issues of poverty and financial system and ensure the voices of the poor are heard.

Messages

- **Results issue:** In 2005, following a mass lobby by the public, the G8 committed to \$50bn more in aid for poor countries and despite G8 countries confirming their commitments several times they still are not delivering against those commitments or others specifically to tackle HIV/AIDS, education water sanitation etc;
- **Financial crisis should not be a justification to divert attention away from the anti poverty commitments** that the G8 made in the past. In the current economic crisis, G8 countries are facing tough financial choices and will feel pressure to focus on domestic rather than international affairs. The poorest and most vulnerable people and countries in the world risk being the main victims of the financial crisis. This is not acceptable. This is an opportunity to show that the financial crisis has been generated by rich countries policies, which are going to hit the poorest the worst;
- **Legitimacy issue:** the G8 has been further losing legitimacy, an issue the next G8 will have to address. In the meantime, the G20 process has been gaining credibility as a result of the current financial crisis. Ordinary people do not understand the value and role of these two processes, and even many NGOs find it difficult to see where the political momentum and therefore action on poverty reduction will be in 2009. **We need to demystify this and give the public and wider civil society a clear focus for their concerns in 2009 so that the pressure for leaders to act is not diluted;**
- **G20 process:** again, the governance issue should not be a justification to divert attention away from the anti-poverty commitments already made. The G20 process is more focused to the reform of the financial system while the G8 historically has put Africa and MDGs issues its agenda as a result of pressure from civil society. Now the G20 process should strictly link the two issues of poverty and financial system and ensure the participation of poor countries;
- It is time to remember that **we are all part of the same world**, and now is the time to make sure leaders act with fairness and help impoverished people as well as the rich. Ending the crisis means a better deal for all people – including the world's most impoverished. There is too little understanding around the concept of aid for development amongst the general public in donor countries; supporting developing countries through aid is still something that too great a proportion of the general public do not know enough to actively add their support. What would happen if G8 countries did not keep their promises? What happens to aid at the moment? Where does this money go? And why should citizens care? Aid for development given by

governments is useful and works, and has produced results so far. We need to find ways to actively show this.

What will happen?

G20 Summit, London, United Kingdom – April 2

In a sign of shifting power relations in international politics, the G20 group of rich nations will meet in London on April 2 2009 as a follow-up to their November 2008 meeting in Washington DC. Their discussions will revolve around the current economic crisis and what to do about it.

This will be a crucial summit as it is likely to set the agenda for future meetings, which may play a key role in shaping the future of the global economic system.

There will be two elements of the campaign: the lead-up to the meeting and events undertaken at the meeting itself.

Lead-Up

Online petition/ action

In the lead-up to the meeting, GCAP will undertake an online petition or action to deliver numbers and concept of global mobilization prior to the G20. Interactive actions using the Whiteband/In My Name tools will be created. These will be 'presented' to the G20 leaders prior to the Summit itself, through a media delivery opportunity.

G20 Events

March 28th

GCAP will aim to undertake mobilizations in the G20 countries and in the regions on the 28th March in solidarity to the actions in the UK. The actions (rallies etc) will look to reflect the GCAP messaging and agreed visuals. The aim would be to have a number of well organized rallies in key G20 countries (Indonesia, Brazil, South Africa, India, G8 and EU countries) to show departing leaders that poverty must be part of the G20 discussions,

April 2nd

A number of media events will be organized to capture the media's attention on the day of the Summit. These may include an advertisement (linked to the online action) or a media stunt around the G8 venue.

Media

GCAP will prepare a media strategy that raises the profile of poverty and the urgent need for G20 action in the press in the lead-up to the London meeting. This will include template opinion-editorials for national coalitions to place in local press; media briefings in the G8 and G20 countries and briefing a selection of spokespeople to offer global media outlets for one to one interviews.

GCAP will organize a media team for the G20 meeting in London including spokespeople and policy analysis.

Policy & Lobbying

Policy messaging and a Common Lobbying Position paper will be prepared for national coalitions to use in the lead-up to the G20 meeting. A lobbying toolkit will be distributed in mid-February for national coalitions to work to.

Intelligence gathering and information sharing will be coordinated by the G20 Working Group calls in the lead-up to the G20.

Draft Messaging:

- Must address food and energy crisis as it is affecting the poorest;
- Accelerate delivery of promises;
- The poor must not pay for folly of the richest.

Women and children are first most directly affected by the rising costs of food and other commodities

The newly formed GCAP G20 group is also calling on all national coalitions to mobilise at this important moment. Ideas include:

- Occupations of financial districts, or actions around buildings associated with unjust or unaccountable power on the same day (holding hands, human white bands etc.). Ideally (and resources permitting), these could be utilise the power of technology to create greater unity;
- A global petition will likely be launched that can be tailored to the local context. This will likely be hosted on www.whitebandaction.org;
- Lobbies of leaders including possible participation in online lobbying;
- Representatives of civil society in as many countries around the world as possible (or, at minimum, the poorest 20 countries, and/or the G20 countries) to lead the mobilisation event in London on 28 March and/or participate in other actions/events to underline the message '*no decision about us without us*';
- Resources and logistics permitting, messages from international civil society may be projected onto buildings in London (possibly even the Summit venue), or to a possible mass mobilisation;
- People around the world could take part in an action, which could be represented physically in London (e.g. links on a paper-chain, bricks on a wall, handprints on a sheet, numbers held up, faces on a hoarding, names on a banner);
- GCAP could use the opportunity to remind world leaders how many people took part in Stand Up and Take Action on the last International Day for the Eradication of Poverty;
- GCAP could use social networking technology to show the strength of feeling worldwide for a just world economic and political system.

For more information, contact Tim Gee at BOND (for GCAP UK) at tgee@bond.org.uk

G8 Summit, La Maddalena Island, Italy – July 8-10

GCAP Italy is leading on the mobilisation and lobby in conjunction with the GCAP G8 Working Group. They are developing both advertising and public campaign materials to use in the build up to and during the Summer 2009 Summit. Members of the G8 Working Group are sharing policy details from the G8 member countries with a view to preparing a Common Lobbying Position and share mobilisation actions. The following activities are under discussion and likely:

- Launching a joint online action by GCAP that can be delivered to leaders and transferred into something visual at the summit;
- Engaging GCAP African coalitions in the process and ensure representation at meetings in Italy before and during the Summit;
- Linking with messages around the G20 in April;
- Linking with the climate change process for the Summit for Copenhagen;
- Direct lobbying before the finance ministers meeting.

For more information contact Kel Currah (kel@G8project.org)

3. Stand Up and Take Action / International Day for the Eradication of Poverty – October 17th

The highlight of GCAP's global mobilisation is the existing Stand Up action on 17th October, the global day for the eradication of poverty. This Stand up action, which nearly doubled in numbers from 23 to 43.7 million people involved in 2007, and more than doubled again in 2008, has evolved where not only action in the sense of mobilisation is envisaged, but also direct concrete acts of support and solidarity. It is envisaged that in the coming years additional mobilisation opportunities and methods of public engagement and solidarity may be found or created around 17th October.

The Stand-up campaign will be:

- Organized in 2009, when the Stand-up and Take Action campaign will be shaped to be a week of action leading up to three days of Stand Up (in 2009 from 16-18 Oct);
- GCAP will continue to use the name 'Stand Up and Take Action' during the year 2009, thus encouraging all joining to combine direct personal anti-poverty action/activities/lifestyles with relevant policy and practice demands of governments and the corporate sector;
- Based on evaluations and consultations, the mobilisation task force will then make recommendations to the Global Council about the shape, spirit and nature of the annual mass mobilisation in 2010 and 2011.

In 2009 we call on GCAP coalitions and constituency groups to mark the international day through activities actions aimed at highlighting the voices of impoverished and marginalised groups and bringing people together to act in solidarity to end the scourge of poverty and inequality.

We call on groups and individuals around the world to once again Stand Up against poverty and to take mass action that can lead to political change. As leaders increasingly fail to respond to the appalling effects of climate change, the financial crisis, food price increases and increasing poverty and inequality, we must ensure our actions increase correspondingly in their ambition and urgency.

A full toolkit will be developed by the Mobilisation Task Force in 2009, and materials will be developed as early as possible.

For more information please get in touch with Ciara O'Sullivan (GCAP Media and Communication Officer) at: ciara.osullivan@civicus.org

4. UNFCCC Climate Change conference, Copenhagen, Denmark – November

30-December 11

This Copenhagen summit marks the official end of the Road Map agreed by UN member states in Bali in December 2007. GCAP is globally working with the Global Campaign for Climate Action to mobilise and lobby for a fair and equitable deal to be agreed in Copenhagen.

We encourage national coalitions to use appropriate moments throughout the year to lobby governments and educate the public on the causes and effects of climate change.

The GCAP climate change working group will develop a strategy for engagement throughout the year which will be released early in 2009.

GCAP is supporting the Global Day of Action called for December 5, 2009, the Saturday half way through the Copenhagen Conference. Details of events in more than 70 countries will be found at www.globalclimatecampaign.org.

For more information please contact Ben Margolis (Bmargolis@oxfam.org.uk)

5. World Dignity Day – December 5th

The World Social Forum 2004 saw an unprecedented mobilisation of the socially excluded and discriminated from all over the world in Mumbai, where they decided to observe 5th December as World Dignity Day each year to assert their dignity; social justice and rights of humankind against all kinds of discrimination and opposition to exclusion based on caste, religion, colour, race, gender, ethnicity, ability/disability or language.

Knowing full well that the overwhelming masses suffering from poverty come from the socially excluded and discriminated sections, GCAP will mobilise with the socially excluded and discriminated to ensure that they are at the centre of the struggle against poverty and the search for solutions to eliminate poverty.

Further reading

GCAP Strategic Directions 2009 – 11: <http://www.whiteband.org/about-gcap/reports/gcap-global-council/2008-documents/final-gcap-strategic-directions-2009-11-english/view>

GCAP Montevideo Declaration: http://www.whiteband.org/about-gcap/reports/ift/montevideo/GCAP_Montevideo_Declaration_Final_eng.doc/view

Annex I: International Campaigning Calendar 2009

Theme	Event	Location	Date	Contact	Toolkit
Gender	World Social Forum	Belem, Brazil	January 27 – February 1	ana@icae.org.uy	None
	World Economic Forum	Davos, Switzerland	January 28 – February 1		None
	International Women's Day	Global	March 1	Rosaencasa@aol.com	To be available in February
	G20 meeting	London, UK	April 2	tgee@bond.org.uk	By End Feb
	CONFITNEA VI (United National International Conference on Adult Education)	Belem do Para, Brazil	May	ana@icae.org.uy	None
Youth	G8 meeting	La Maddalena, Italy	July 8-10	kel@g8project.org	By April
	International Youth Day	Global	August 12	anishkattukaran@gmail.com	TBC
	CIVICUS World Assembly	Montreal, Canada	August 28-31		None
Decent Work	IMF/World Bank annual meetings	Istanbul, Turkey	October 6-7		None
	World Day for Decent Work	Global	October 7	Claire.Courteille@ituc-csi.org	TBC
Gender	Rural Women's Day	Global	October 15		TBC
Food	World Food Day	Global	October 16		TBC
Poverty and inequality	International Day for the Eradication of Poverty	Global	October 17	ciara_os@hotmail.com	By March (TBC)
Climate Change	Micah Sunday	Global	October 18		
	UNFCCC meeting	Copenhagen, Denmark	November 30 – December 11	BMargolis@oxfam.org.uk	By September
Socially Excluded	World Dignity Day	Global	December 5	Tbc	tbc
Human Rights	Human Rights Day	Global	December 10		None

Regional Dates (TBC)

Africa

Latin America

North America

Asia

Europe

Aid Watch Report Launch (CONCORD/GCAP Europe) May 14

European Parliamentary Elections – European Week of Action May (TBC)

Oceania

Annex II: Campaign tools for 2009

Whitebandaction.org

Developed in 2008 and used for the In My Name action, the new whitebandaction.org web site will continue to be managed on a daily basis by a small group of people from the INGO constituency in GCAP. Guided by the GCAP Mobilisation calendar (including any unplanned "crisis responses" if appropriate), specific whitebandaction.org strategic objectives and overall editorial policy would be set in line with GCAP's strategic directions.

A number of coalitions will be identified for online capacity building in 2009 and will learn to use this tool. The coalitions or regional entities would be chosen by a selection criteria based on them having existing targeted and measurable campaigns or activities which would benefit from an online/interactive element and which would provide good learning/examples for the rest of the coalition.

Annex III: A look back to 2008

In 2008, GCAP coalitions around the world brought together citizens from diverse organisations and social groups to call for an end to poverty and inequality. There are many examples of innovative and powerful campaigning, many of which will be highlighted in the 2008 annual report that will be published around March 2009.

In addition to the increasingly powerful campaigns at national level, GCAP also came together around four key moments in 2008 to bring our combined weight and the voice of civil society to international institutions and the international media.

International Women's Day – March 8

The Feminist Task Force coordinated a series of actions around the UN Commission on the Status of Women, as well as e-actions and development of materials. There were actions taken in countries on every continent including marches, political lobbies, talks and press conferences

A short video clip was produced which can be seen at http://uk.youtube.com/watch?v=agPOW_kdpgw

Global food price crisis

In early 2008, the increasing food prices that civil society have been warning about for so long finally came to international attention and the FAO called an emergency summit in Rome from June 3-5. GCAP coalitions responded in a massive way as people were quickly mobilised in more than 40 countries with lobbying and major demonstrations taking place around the world. Regional statements were produced in most global regions.

In Rome, GCAP co-chair Sylvia Borren handed over petitions from 342,197 people to UN Secretary General Ban Ki-Moon. A low-quality video can be seen at <http://uk.youtube.com/watch?v=74ALAkYEWpQ>.

G8 Japan

GCAP was once again a central platform for civil society action around the G8 which took place in Hokkaido, Japan. The main popular action was the Tanabata e-action which was used in all G8 countries, and elsewhere, with over 1 million actions being received before it was handed over to the Japanese Prime Minister.

Simultaneous lobbying actions took place in all G8 countries and press conferences and media work around the world led to a massive amount of media coverage of our issues.

50 Global Days of Action

From September 1 – October 20, millions of people in more than 130 countries mobilised around key moments including the Accra High-Level Forum on Aid Effectiveness, World Day for Decent Work and World Food Day, Major events took place around the UN High-Level Event in the MDGs and the International Day for the Eradication of Poverty.

UN High-Level Event on the MDGs

At the half-way point to the deadline for meeting the MDGs, progress was woefully off track. GCAP coalitions in 12 countries organised poverty hearings where poor and marginalised people called on their Governments for rapid and urgent action to tackle poverty and inequality. These demands were taken to the UN HLE with an international poverty hearing and women's tribunal taking place in New York opposite the UN secretariat. See a video at <http://uk.youtube.com/watch?v=LyCMUdvlw2I>

At the HLE, GCAP also launched the 'In My Name' website including a video

www.whitebandaction.org) that received over 1 million hits on You Tube. Amongst those present at the launch were UN Secretary General Ban Ki-Moon, Former Human Rights Commissioner Mary Robinson and Human Rights advocate Ela Bhatt. .

Stand Up and Take Action / International Day for the Eradication of Poverty

ATD Quart Monde first designated October 17 as the International Day for the Eradication of Poverty in 1987. ATD lobbied successfully for the UN to adopt this as a special day, which they did in 1992 with a resolution urging all states and non-governmental organisations to 'devote the day to presenting and promoting, as appropriate in the national context, concrete activities with regard to the eradication of poverty and destitution.'

GCAP first observed October 17 in 2006 when, in partnership with the UN Millennium Campaign, we called on people around the world to Stand Up together in solidarity in the fight against poverty and inequality. More than 23 million people responded to this call. In 2007, the call was modified to urge people to Stand Up and Speak Out – signifying the importance of our voices being heard – and more than 43 million people called for trade justice, for gender equality, for better aid and more debt relief, for good governance, for justice.

In 2008 we called on people to Stand Up and Take Action symbolising the importance that the day is more than symbolic and that our actions speak louder than words.

On October 17-19 2008, 116,993,629 people broke a Guinness World Record to Stand Up and Take Action against poverty - the largest coordinated mobilisation against poverty in known history. Events in 131 countries involved students and teachers, doctors and nurses, activists and workers, faith groups and trade unionists and many more. From the smallest villages of Nepal to the big cities of the United States, men and women, rich and poor came together with one voice to demand the end to poverty and inequality. People took action in countless ways including marches, assemblies, football matches, concerts, protests at train stations and airports, fasting, praying, tree planting and more. We have shown world leaders that people care. Now we must ensure they take action.