



GCAP MOBILISATION GUIDE 2011



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Introduction

Mobilisation

Mobilisation is at the heart of GCAP's campaigning activities because we believe it to have a crucial role to play in ending poverty and injustice.

We define mobilization as "the process of organizing the political participation of people around the world, including the marginalized and ignored."¹

GCAP uses the opportunity of key internationally recognised days to mobilise people and effect positive policy change. GCAP also builds campaigning capacity and impact of actions at global political meetings such as the G8, G20, IMF/World Bank meetings, UNFCCC meetings and those of the UN General Assembly.

Advocacy

Advocacy also plays a key role in our campaigning activities with the added value of GCAP being to amplify the voices of those living in poverty, and of social movements, networks and organisations most specialized in a specific policy area. The role of GCAP is to be able to reach global policy consensus to mobilise public opinion, to write a lobby letter or a press release. The common global GCAP policy position is used by National Coalitions and Constituency Groups to strengthen their own national advocacy position and their specific policy demands. Access to governments is impressive in a large number of GCAP countries, and governments often welcome the joint-agency approach.

Mobilisation and Advocacy in combination with Media work have been the basis for concrete advances on government decisions and political will and GCAP will continue to strengthen its role in creating a space for civil society to engage directly with governments on the agenda of public policy and social accountability.

¹ Montevideo Declaration 2007

Mobilisation and Advocacy Objectives 2011

The following national, regional and global objectives are outlined in the Mobilisation Section of GCAP's strategic plan 2011-2014:

At the national level, GCAP's actions will aim to:

Build a consistent and documented campaign process across 100+ countries and ensure that activities are designed around the priorities and demands that are closest to the people.

Contribute to the unity of civil society organisations around key national democratic processes and national input to regional and global processes

Coordinate actions around key internationally recognised days including but not limited to

International Women's Day (8 March); International Youth Day (12 August); the International Day of Peace (Sep 21); World Day for Decent Work (7 October); the International Day for the Eradication of Poverty (Oct 17); World Dignity Day (Socially Excluded) and Human Rights Day (5, 10 December) to organize major mobilizations.

At the level of regional and constituency groups, GCAP will aim to:

- Identify at least one theme / action within the strategic plan <http://www.whiteband.org/sites/default/files/GCAP%20StrategicPlan%202011to14%20FINAL.pdf> that the region can lead on.
- Ensure representation to key groups like the Mobilization Taskforce; G8/G20 Planning Group and The World We Want 2015 Working Group.
- Coordinate the development of actions and demands around key governance and financial institutions and related processes, such as the AU, EU, SAARC, ASEAN and regional bodies of the UN.

Across the GCAP alliance, this will involve:

the development of theme / action based toolkits and campaign guides to feed into actions

- the development of an effective and ongoing system of communication in each region to capture ideas, actions and outcomes
- the development of a peer exchange processes on key themes and functions
- the coordination of actions and demands around relevant advocacy and solidarity across the year, such as in relation to the UN, G8/G20, BRIC, LDC, IMF-WB, etc.

Indicators that will be used to actively measure progress include:

- the number and quality of policy changes and implementation of these changes across the world
- the number and diversity of individual activists and organisations mobilising with GCAP (online and offline, global and regionally, etc.)
- the level and quality of communications between parts of the GCAP coalition at all levels
- the level of engagement of coalition members with GCAP activities
- the size, diversity and geographical spread of GCAP coalition
- the range of on and offline media coverage of GCAP activities

PLEASE NOTE: The aim of this guide is to provide a general overview of key regional and global mobilisation moments in 2011 and early 2012 and some of the keys issues that GCAP will prioritise to assist national coalitions and constituency groups with their annual planning process. The guide is not prescriptive and more specific toolkits will be provided to guide implementation of our mobilisation plans on key dates.



Key issues and messages 2011

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 Plan 2011-2014.

Achievement of the MDGs-plus through a focus on the following:

- 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).



Campaign Banner : The World We Want 2015

During 2010, GCAP chose “The World We Want 2015” as a broad campaign banner. While in the short term this banner was focused on the MDG+10 Review, in the long term it focuses on defining our vision of the transformative political, economic and social agenda that the world so urgently needs and how we are going to work towards achieving it. The World We Want transmits a strong message on working

from the bottom up, with civil society setting and defining development priorities, and demanding that leaders follow our priorities. The continuation of The World We Want 2015 as a campaign banner was endorsed during the GCAP Global Assembly 2010.

You can Download TWWW2015 logos here: <http://db.tt/BUowBT8>

Priorities for 2011

To respond to the current political context and key strategic issues a focus on one or more of the following key issues in 2011 is recommended:

1. Follow up on the outcomes of the MDG+10 Review Summit with the aim of ensuring that accountability mechanisms are established and strengthened at the national and international level and there is a concrete focus on inequality and social exclusion.
2. Call for governments to review and align MDG strategies with the international human rights framework particularly through the ratification of the optional protocol on Economic, Social and Cultural Rights
3. Finance for Development - ·Advocacy actions for the implementation of the Financial Transaction Tax, and other new aid and financing mechanisms across countries
4. Climate Justice - Organize climate affected communities to articulate their demands, lobby Governments and participate actively in the push for a global deal on climate change



Key dates 2011

Along with the issues above the following are the important mobilisation dates

1. Economic Social and Cultural Rights Global Mobilisation Month June 2011
2. G8 summit - June, G20 summit - November, France
3. GCAP Global Mobilisation, 15 – 17th October
4. UN HLF on Aid Effectiveness, 29 Nov – 01 Dec, South Korea

1. Follow up on the Millennium Development Goals +10 Review Summit

Introduction

Throughout 2010 GCAP mobilised around the MDG 10 year review process - information on these actions can be found here:

<http://dl.dropbox.com/u/1418964/Website%20Resources/Documents%20and%20Publications/TWWW2015%20REPORT.pdf>

While recognising some of the small advances made during the review process e.g. new language around social protection floors, human rights and innovative sources of financing such as a financial transaction tax), GCAP remains deeply concerned at the ongoing lack of accountability of Governments to a set of commitments they have made which, even in their limited scope, have not been met. Unless urgent action is taken to accelerate progress, these goals risk not being met by 2015.

Mass and radical civil society actions and mobilisations will be key in the next five years to ensure the MDGs are not only achieved but are surpassed.

Some Key MDG asks 2011²

- Accountability mechanisms must be established and/or strengthened at the national and international level so that Governments can be held to account if they fail to fulfill their duty to respect, protect and promote human rights and bring them to the heart of all initiatives addressing poverty and inequality.
- Governments must review and align MDG strategies with the international human rights framework and set time bound targets to realize all economic, social and cultural rights.
- There must be substantive civil society and public participation in planning, implementation, budgeting and monitoring at all levels.
- Governments monitor the impact of MDG efforts and make this information public including indicators that monitor MDG interventions and disaggregated budget information on resources allocated and spent for these interventions.
- Best practices to achieving human rights and the MDGs through a gender perspective must be recognized and reinforced

One of the key areas of focus in monitoring the MDGs will be on access to public social services such as education, healthcare, water and sanitation, housing etc. A GCAP Working Group on universal access to public services is being developed. The Objective of the group is to link national networks more effectively, and map where we are most active; find ways to share

² These asks can be found in the human rights, accountability and citizen's participation section of the GCAP Strategic Plan 2011-2014

information on issues and challenges common to us all, for example a policy resource hub on international partnerships; Run joint campaigns e.g. identifying a common issue that we can focus on, such as fiscal ceilings set by the IFIs on social expenditure or a common theme such as gender or social inclusion and unite in national and international lobbying in focusing on finance ministers, as opposed to just sector ministers. If you are interested in joining this group please email fionuala.cregan@whiteband.org

Some key global MDG Moments in 2011

2-3 June 2011: MDGs Follow up Conference in Tokyo entitled "Towards the Achievement of the MDGs: Realising Human Security and Equitable Development"

The aim of this conference is to help build a bridge between the outcomes of the UN MDGs Review Summit 2010 and concrete and effective measures that should follow, through promoting dialogue among a broad range of stakeholders in particular to maintain and strengthen international political momentum on the MDGs; pursue the achievement of the MDGs in ways that help correct inequities/inequalities; share good practices through in-depth discussions among well-performing governments and international institutions from the perspectives of human security and equity; collaborate with private sector by inviting these non-traditional actors and encouraging their positive engagement; and to help set the terms of debate for post-2015 development agenda by kicking-off discussions focused on the types of economic growth that guarantees the achievement and sustenance of the MDGs.

Suggested action: Write a letter to your Government urging her/him to ensure high level Ministerial attendance at this conference alongside civil society engagement in the preparation process towards it.

For more information on this conference or on the possibility of organising a side event on 01 June please contact Takumo Yamada, GCAP Japan takumo@oxfam.jp

9-11 May 4th UN Conference on Least Developed Countries, Turkey

The objective of the conference is to

1. Assess the results of the 10-year action plan for the Least Developed Countries (LDCs) adopted at the Third United Nations Conference on LDCs in Brussels, Belgium, in 2001.
2. Adopt new measures and strategies for the sustainable development of the LDCs into the next decade.

The GCAP Working Group on access to essential services will be working on key mobilisation and advocacy actions towards the summit. For more information contact Fionuala Cregan fionuala.cregan@whiteband.org

July 2011: ECOSOC Annual Ministerial Review (Geneva) - focus on MDG2

This AMR will provide an opportunity for ECOSOC to:

- Assess the state of implementation of the United Nations Development Agenda with a focus on its education-related goals and objectives;
- Analyse key challenges affecting the achievement of the internationally agreed goals and commitments related to education;
- Consider recommendations and proposals for action, including new initiatives and partnerships to accelerate the implementation of education-related objectives at all levels;
- Promote broad-based engagement by encouraging input from a broad-range of stakeholders.

Suggested actions:

- a) Organisations focusing on education should write to their Ministers of Education (if they are attending the meeting) outlining key asks. See for example the [collective analysis of the MDG 2010 Summit](#).
- b) Organisations whose [governments are making National Voluntary Presentations](#) during the session should find out who is attending the AMR and highlight their key asks. (NVPs focus on national progress on internationally agreed development goals, including the MDGs).
- c) Participate in [preparatory meetings](#) for the AMR in order to highlight key asks and influence proceedings in advance.
- d) Include a special focus on gender given that the MDG target of eliminating gender disparity in primary and secondary education is way of track with only 18 out of 113 countries on track to have all girls in school by 2015.

MDG Summit Follow Up: Case Study 1

A Collective Analysis of the MDG Summit In the UK

Following the UN MDG Review Summit in September 2010, GCAP UK (Bond) produced a collective analysis of the Summit, signed by 28 Bond members, which follows on from the specific asks made of the UK Government in Bond's collective position paper '[A Last Chance to Keep our Promises](#)'

The MDG by MDG analysis touches on the Outcome Document, statements by member states, roundtable discussions and side events. Crucially, it contains specific recommendations to the UK Government which, if adopted, would enable the UK to make a meaningful contribution to the achievement of the MDGs by 2015.

The collective analysis was mailed to British MPs with an interest in international development, specific advocacy targets and allies in the UK Government as well as signatory organisations. Bond convened a meeting between Bond members and policy leads at DFID in order to discuss the specific recommendations.

Linking with other campaigns (for example, the campaign for a financial transaction tax), Bond used recommendations made in the analysis to encourage MPS to ask parliamentary questions on these issues.

MDG Summit Follow Up: Case Study 2

GCAP Kenya – mobilisation and advocacy to push for landmark MDGS motion in Parliament.



For 10 years the Parliament in Kenya did not engage with the MDG process despite the importance of these goals to the lives of millions of Kenyans. Involvement of parliament is one of the acceleration measures that came out of the UN MDG + 10 review summit. Amongst the roles that parliament is supposed to play is providing oversight to the executive in the fulfilment of the millennium commitments, enacting pro people policies and monitoring progress. Though the government of Kenya has regularly published MDGs status reports since 2005, GCAP Kenya has been concerned that there has been no structured mechanism for holding the government accountable for the

state of affairs, questioning the report and providing a legally bidding way forward against which the government delivers on the promises.

In this context, GCAP Kenya started a partnership with MPs in 2010, encouraging the formation of a caucus on MDGs and poverty with a particular focus on the development of people-sensitive policies. This caucus worked on creating an MDGS motion to present to Parliament.

Among the mobilisation tools used by GCAP Kenya were the development of a consultative charter, a public petition and close coordination with the media to get public support for the MDGs motion in Parliament. In January 2011 a motion was passed which requires the government to present regular reports to Parliament on MDG implementation across the country. The reports will be produced 6 months to annually. This is a landmark motion - for the first time the Kenyan Parliament is involved in monitoring the governments MDG policy!

Towards a new global consensus on Poverty and Inequality - after the MDGs.

As part of its Strategic Plan for 2011-14, GCAP identifies the need for a collaborative effort across civil society and progressive governments to discuss and develop a 'new global consensus' on the agenda of Poverty and Inequality. This 'consensus' must be driven by the need to develop a transformative (as opposed to minimalist) agenda for global development and one that effectively addresses the key challenges in the fight against poverty and inequality in this post-crisis decade. Throughout 2011-2013 GCAP will work with like-minded civil society networks, progressive governments and potential partners within the UN system to aimed at developing a proposal on the potential post-2015 framework and concrete measures to tackle Poverty and Inequality as part of ongoing MDG efforts. This proposal will be developed and discussed during the UN MDG Review 2013.

A key moment in this effort will be at the CIVICUS World Assembly 10-11 September 2011.

2. Claiming Economic, Social and Cultural Rights

Introduction

An integral component of the MDG monitoring work outlined above is a focus on the international agreed human rights standards and commitments. Of particular importance is the International Covenant on Economic, Social and Cultural Rights (ICESCR) to which 160 countries have become party and which recognises the rights to adequate housing, food, water, sanitation, health, work, education and social security. An Optional Protocol to the ICESCR was opened for ratification in September 2009 and would enable citizens whose ESC rights have been violated and who are unable to find remedies within their own countries seek justice within the UN. In order for this complaints and investigation mechanisms under the OP-ICESCR to come into existence 7 more countries must ratify it. So far Ecuador, Spain and Mongolia have ratified

GCAP in partnership with Amnesty International will focus throughout 2011 on a campaign for the ratification of the OP-ICESCR as a way of focusing attention on these rights and putting pressure on Government to ensure national laws enforce economic, social and cultural rights enabling citizens to access justice where there rights are violated.

Background on the OP-ICESCR and guidance on organising or getting involved in a ratification campaign can be found here http://www.escr-net.org/resources/resources_show.htm?doc_id=1475393

Key moments

June 2011 is ESCRs Mobilisation Month!

Organizations working on economic, social and cultural rights will come together in June to organise global mass mobilisation to push for progress towards universal acceptance of ESCR as legally binding human rights that must be protected. The mobilisations will involve a series of on-line and off-line actions, high-level lobbying, media work and cross sector partnerships. June has been chosen for the mobilisations as a strategic date, giving governments 3 months to take action before the symbolic date of 24 September which will be the second anniversary of the opening of the OP-ICESCR for signature and ratification. The annual UN Treaty Event will also be held around this time at the UN in New York, which is a formal occasion for high-level representatives to sign or ratify key international human rights treaties.

A key objective of the mobilisation month is to raise awareness amongst the general public and campaign to governments to ratify the OP-ICESCR and comply with the following key asks

- Protect Economic, Social and Cultural rights – make them part of national laws where they are not already included;
- Enable people to claim their rights through removing barriers to access to justice and providing effective remedies for violations at the national and international level;
- Comply with decisions by courts and regional and international human rights mechanisms upholding the rights of those living in poverty.

Suggested actions:

- Partner up - the broad overarching theme of Economic, Social and Cultural rights of this mobilization offers an opportunity to partner up with alliances, networks, coalitions and NGOs to organise joint events and joint statements/letters to Government . Amnesty International sections and members of the NGO Coalition for the OP-ICESCR will be actively participating in this mobilisation. For information on contacting representatives of both organizations in your country please contact fionuala.cregan@whiteband.org
- Gather information – Organize Economic, Social and Cultural Rights hearings with testimonies from people whose ESCRs have been violated or are at risk of a violation e.g. communities who are homeless, facing an eviction, have no access to education, cannot afford health care, are denied legal aid or the right to join a trade union of their choice etc. These Tribunals would represent a powerful way of communicating the campaign to the media and general public.
- Lobby - Send a letter to your government (or follow-up on previous correspondence) urging them to sign and ratify or accede to the Optional Protocol without delay and urging them to ensure that ESC rights are enforceable in domestic law and bringing attention to any gaps for ensuring ESC rights for all that have been identified and calling on them to take the necessary steps towards ensuring these gaps are addressed.
- Media – issues a press release or statement calling on the government to become party to the OP-ICESCR bringing to light the gaps in domestic law for ensuring ESC rights for all as highlighted above.
- Petition – set up a petition or letter writing action calling on the government to become party to the OP-ICESCR

3. Aid and Financing for Development

Introduction

GCAP firmly believes that achievement of the MDGs by 2015 depends on international aid commitments being met, especially in times of financial and economic crisis, and yet the MDG+10 Summit has not dealt firmly with the pending commitment to invest 0.7% GNI in Aid as committed by many OECD countries. Given that the OECD indicates many aid targets are not on track to be met, there is an urgent need to remind Governments of their commitments and demand their compliance by putting in place binding timetables at national level towards the attainment of these targets. Critically, the finances needed for adaptation to climate change should not be taken from aid budgets.

Financial Transaction Tax

It is clear that the emergency proportions and challenges of the interlinked global crises require support for new forms of financing for development, most notably a Financial Transaction Tax (FTT) Such a tax would accelerate achievement of the MDGs in areas of full and productive employment, providing resources for social protection, essential services, and the financing needs of developing countries in climate mitigation and adaptation. This tax could also contribute to reforming the financial architecture by reducing speculation and excessive liquidity, thereby promoting greater equity and stability of the financial system.

Since 2009 GCAP has supported the demand for a Financial Transaction Tax , also known as the Robin Hood Tax. It is believed that the FTT will help secure some of the funding needed for moving forward on poverty reduction and achieving the Millennium Development Goals and helping low income countries cope with the impacts of climate change, at a time when fiscal deficits are beginning to threaten aid flows.



The call has gained political support, most notably in the form of the French President Sarkozy actively promoting an FTT as well as initiating discussions within the G8/20 on proposals for the inclusion of FTT discussion in the upcoming G20 Summit. With France hosting both the G8 and G20 Summit in 2011, many campaigners believe the opportunity is ripe to push for the FTT to become a reality

A number of GCAP National Coalitions participated in the Global Day of Action for the Financial Transaction Tax on 17 February 2011 and campaigning actions will continue in the next few months towards the G20 summit which will take place in November 2011. There will also be a

focus on supporting and encouraging the participation of national coalitions in the South in particular by sharing reports, arguments, briefings and collective events at the national level.

Key Mobilisation moments:

G8 summit in Deauville, France 26-27 May

The priority issues on the official agenda for this meeting are:

1. Internet and green growth,
2. Peace and security issues
3. Partnership with Africa

In addition, prior to the summit the G8 will launch its second accountability report focusing on food security and health and in this context a focus on food security will be a key mobilisation and advocacy issues around this summit.

In particular:

- Calling on the French government, as host, to fulfil its promise to make hunger and food prices significant foci of both the G8 and G20 Summits, and the promised convening of G20 Agriculture Ministers to address productively the factors contributing to food price volatility. This is closely linked to the G8's 2009 pledge to bolster food security by building agricultural capacity in developing countries.

Official G8 website: <http://www.g20-g8.com/g8-g20/g8/english/home.18.html>

G20 summit Cannes, France, 3-4 November

The priority issues on the agenda for this meeting are:

- 1 - Reforming the International Monetary System (IMS)
- 2 - Strengthening financial regulation
- 3 - Combating commodity price volatility
- 5 - Fighting corruption
- 6 - Working on behalf of development

Key issues

- Membership status and decision making power of Africa (represented by the African Union and the New Partnership for African Development (NEPAD)) is still not clear. Their invitation is still not full membership - and this does not bode well for promoting equal decision making and participation since decisions by the G20 to a large extent affect developing countries.

- The financial sector still remains inadequately regulated and the impact of the financial crisis has hit developing countries immensely. The Financial Transactions Tax as mentioned above is a key campaigning issue as it could ensure funds for development and serve as a buffer to tackle another crises. Sustained civil society advocacy will be required throughout the year towards November to put mass pressure on leaders to endorse the FTT.
- With more than one billion people - mostly women and children – go to bed hungry every night, urgent and concrete action on the food crisis must be taken and G20 leaders must give this issue serious attention during the November summit as well.

Suggested Actions

- Demand a clarification of Africa's status and invitation to the G20 Summit
- National level lobby the AU and NEPAD members, prior to the July AU Summit
- Widespread lobby to call on the G20 to approve and endorse a Financial Transactions Tax
- GCAP and Partners in Africa will be organising an Africa CSO Consultative forum with Regional Institutions including NEPAD, to develop a joint regional CSO recommendation on issues to the G20. More information will be available soon.
- Mobilisations, advocacy and collaborative Media work will be carried out by GCAP as part of the Global G8/20 Working Group around the summit. GCAP will as part of global CSO efforts, issue press releases as well as a reactive response to summit communiqué.

For information on joining this Working group please contact Joanna Rea jrea@bond.org.uk or John Ruthrauff JRuthrauff@interaction.org

- National level engagement of CSOs and G20 Sherpa to call for urgent action to tackle the food crisis.

Official G20 website: <http://www.g20-g8.com/g8-g20/g20/english/home.9.html>

- High Level Forum on Aid Effectiveness, South Korea, November

This forum will be a key opportunity for civil society to lobby for enhanced mechanisms for Aid Effectiveness. For more information please contact GCAP Korea, Anselmo Lee alee7080@gmail.com

4. Climate Justice

Introduction

GCAP frames its work on climate change under the banner of climate justice which means building greater awareness amongst political leaders and the broader public about the interconnectedness of climate change with issues of development and social justice.

GCAP believes that genuine and sustainable solutions to climate change can only be found when the rights, needs, and voices of those most affected by environmental changes—particularly those living in poverty, the disempowered, the marginalized, women, and indigenous peoples—are recognized, heard, and given priority in global debates on mitigation and adaptation strategies. In addition, such strategies must target benefits to, and address potential unintended negative consequences for vulnerable and marginalized groups.

Key Climate Justice Asks 2011³:

- A new global deal on climate change that halts global warming and ensures international public finance and technology for adaptation and compensation.
- Developing countries must increase public investment in agriculture while donor countries increase aid to agriculture, food security and social protection by US\$ 40 million globally.
- Women and community leaders from the global south must be actively engaged in global climate change debates.
- Humanitarian aid for slow disasters must be timely, adequate and justly distributed, and reconstruction is sustainable

Key moments:

COP17 Durban

In November 2010 GCAP organised the First International Forum of Communities affected by Climate Change in Mexico City prior to COP16. The forum reaffirmed the link between affected communities and civil society organizations as key asset in facing the challenges of climate change and called for the establishment of a global network of collaboration to ensure effective monitoring, proposal generation and the promotion and defence of the rights of affected communities. Participants in the event proposed the organization of a World Assembly of Communities Affected by Climate Change, to take place

³ These asks can be found in the climate justice section of GCAP's Strategic Plan 2011-2014.

prior to COP 17 in Durban. GCAP Mexico will shortly be convening an Organizational and Promotion Committee for the forum. More information will be available shortly.

Rio Earth Summit 2012

On 4th - 6th June 2012, the UN Conference on Sustainable Development (UNCSD) or 'Rio+20' will take place in Brazil. Also referred to as the Rio+20 Earth Summit, due to the initial conference held in Rio in 1992. The objectives of the Summit are: to secure renewed political commitment to sustainable development; to assess progress towards internationally agreed goals on sustainable development and to address new and emerging challenges.

The Summit will also focus on two specific themes –

- 1) a green economy in the context of poverty eradication and sustainable development and
- 2) an institutional framework for sustainable development.

In this context the Rio Summit will play an important part in GCAP's overall work on the MDG and post 2015 Agenda.

Preparations for the summit are underway and some of the key milestones include

- Consultation process in preparation of summit Outcome Document Sep 2011 – Jan 2012
- CSO Preparation Forum for Rio+20 Summit, Brazil, September 2011
- World Social Forum 2012, Brazil

A working group is being formed of key civil society networks who will work together in mobilising towards the Earth Summit. Information on this will be available soon.

5. Gender Justice

Gender equality to end poverty is a cross cutting issue across all of GCAP's work and thus all of the above mobilisation moments and asks contain a focus on gender equality.

The GCAP Feminist Task Force takes the lead in organising gender specific mobilisations and messaging and to increase the visibility and bring better understanding of the linkages between gender, poverty and inequality.

A key gender specific event in 2011 is the launch of the new UN gender entity UN Women and the 100 Days of Action launched on International Women's Day March 8 2011.



UN Women

The official launch of UN Women, the United Nations entity for gender equality and women's empowerment, took place on February 24 marking a new era for women not only at the UN but around the world. The event, "Honouring the Past: Envisioning the Future for Women and Girls," was an historic occasion. The new women's entity is now in the midst of its first 100 days and in the process of developing its strategic plan. Now is the time to provide inputs and suggestions to UN Women on how it can best serve the needs of women and girls around the world. What type of new UN Women are you envisioning? What concrete suggestions can you provide to Ms. Michelle Bachelet, the new Under-Secretary-General and Executive Director of UN Women?

On the occasion of the 100th anniversary of International Women's Day on 8 March and the first 100 days of the new UN women's entity, the "100 Days 100 Ways" for UN Women e-camp@ign was launched to collect over 100 contributions from around the world on how the UN Women can better serve women, promote women's human rights and be a champion for achieving gender equality and women's empowerment. These contributions will be directed to, Ms. Michelle Bachelet.

Suggested Actions

- Read about the focus areas of UN Women, and make concrete suggestions based on these focus areas: Violence against Women; Peace and Security; Leadership and Participation; Economic Empowerment; National Planning & Budgeting; Human Rights; Millennium Development Goals.
- Share your ideas and recommendations on the 100days100waysforunwomen.blogspot.com/
- More information on UN Women can be found here: www.unwomen.org

More information on the civil society campaign which helped catapult the creation of UN Women can be found here: www.gearcampaign.org

6. Youth

Introduction

In August 2010 the United Nations declared the International Year of the Youth moving forward a vision that would move to the forefront the voice of young people around the world. Therefore, youth are integral to the achievement of the Millennium Development Goals (MDGs) and should not only be recipients of programs to support the achievement of the MDGs, but should be included as active participants in the decision making processes to ensure that the MDGs become a reality, strengthen global partnerships, and work towards the eradication of poverty. GCAP will play an active role in involving youth led-organizations to achieving the MDGs given the important role they play in development. As youth become active participants there are critical areas that need to be looked at as it pertains to youth:



Key Issues

- Access to quality education in order to achieve MDGs 5 and 6, and MDG 1 cannot be achieved without young people's access to quality, relevant, education as a tool towards the eradication of poverty
- Access to physical, mental and social health services important to strengthen current efforts to achieve MDGs 4, 5 and 6; specifically, MDG 5b — Universal Access to Reproductive Health
- We know that young people and women are the ones most affected by the current economic, financial, climate, and food crisis and therefore GCAP must work to increase pressure on governments to develop public policies that will ensure that youth have access to decent work in order to achieve MDG 1b and MDG 8.
- Ensure that youth have access to the necessary sanitation necessary to ensure access to clean water, which was declared as a basic human right by the United Nation in June 2010.
- Youth play an active role in peace and security and therefore need to be taken as serious actors in the peace and security process playing an active role in the political process
- Increase awareness of youth who are displaced due to war and forced to migrate due to poverty and lack of access to basic resources in their home country.

Key Actions

- Mobilize to ensure that the UN Secretary General publish a World Youth Report in 2013, focusing on how young people are contributing to the achievement of the MDGs, in order to prepare for a youth-friendly and participatory post-2015 development agenda.
- Give follow-up to the Declaration by youth at the World Youth Forum in Mexico on August 2010, especially the UN Secretary General Report
- Mobilize to have actions across the world on the International Day of the Youth 12 August 2011
- Develop days of action during the International Week of Employment to raise the level of awareness regarding youth and the direct connection with employment

For more information on the GCAP child and youth task force please contact Arjun Bhattarai arjunilam@gmail.com

7. World Dignity Day

5th December – World Dignity Day – is an annual mobilisation where socially excluded groups 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.

In 2011 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.



8. The World We Want Global Mobilisation Weekend

GCAP and the UN Millennium Campaign have been organising the global Stand Up and Take Action Mobilisation. In October 2008 116.9 million citizens took part, demanding world leaders act against poverty and inequality. One year later that figure increased to 178 million. Both moments broke the Guinness World Record for the largest coordinated global mobilisation in history. In 2010 Stand Up took place in New York in September to coincide with the UN MDG+10 Review Summit. Over 2000 actions took place in 74 countries all over the world.

This annual global mobilisation is a key part of the GCAP movement with national level actions small and large coming together to form one big global movement and call to action. Many GCAP National Coalitions use the day strategically to push for a relevant national issue on the anti poverty agenda or to raise awareness around a key theme.

This year, GCAP will once again mobilise and inspire millions of people all over the world to part and demand that world leaders end poverty, and meet and exceed the MDGs.

Date: The 2011 global mobilisation takes place over the weekend 15-17 October to include Rural Women's Day, World Food Day and International Day for the Eradication of Poverty respectively.

Theme: The banner for the weekend is "The World We Want 2015" to promote the idea of civil society defining the political, social and economic agenda, working towards that vision and demanding that world leaders act urgently on our priorities.

This broad theme will enable GCAP National Coalitions and Constituency Groups to focus on the key relevant issues at the national level, providing an opportunity to organise high profile events to enhance an ongoing campaign, launch a new one or raise awareness of issues and make specific demands related to them.

A Call to Action has been sent out across the GCAP alliance and a comprehensive 17 October 2011 toolkit will be sent out in June.

Social Media Guide



Why use social media?

Online social media has become a leading tool to spur social change. From grass roots movements, to leading charities, social media has become a tool to bring attention to an organization's issues and mobilise its constituents.

Combined with on the ground action, social media allows for a one-to-one style of communication with your network.

By directly engaging with your network, you can keep them informed on the most up to date information from your sector, as well as stay informed yourself on the latest trends, discussions and campaigns happening in any area of interest. Its success comes from connecting with people directly and having "real" conversations.

Some social media success stories for non-profits include:

TCKTCKTCK Harmony

(<http://tcktcktck.org/2010/11/introducing-harmony-and-mosaicearth/>)

Oxfam's G20 Voices

(<http://blogs.oxfam.org/en/blog/10-11-11-g20-voice-what-expect>)

Save the Children

<http://www.goodgoes.org>

Where can I find GCAP on Social Media?

- Facebook Fan page: <http://www.facebook.com/GlobalCalltoActionAgainstPoverty>

- Twitter: <http://twitter.com/whiteband>
- Flickr: <http://www.flickr.com/photos/standagainstopoverty/>
- YouTube: <http://www.youtube.com/user/gcapwhiteband>

What type of social media is right for me?... Questions to ask yourself

- Who is your target audience?
- What is your goal? Are you trying to raise money? or awareness to a cause?
- Is your campaign local/international?
- Where are you located? What social media tool is most used in your region?
- What kind of content do you expect to be sharing? Is it video based? Will there be frequent short updates?

Getting Started

Opening up a social media account can be very exciting. Not only will it open up a whole new digital world for you, but it can put you in touch with a larger international network of internet users.

Before getting started, there are some things to think about.

- Decide which social media tools you are going to use.
- Choose a social media name, ex. GCAP uses the “whiteband” name
- It may seem trite, but most social media tools require an email address to open an account - determine which email account is best for opening the account. Do you want to use your personal address? or a general info@?
- Many sites will be a combination of updates and images - choose your images prior to opening your account. What kind of image would you like for a twitter background, for example.
- Lastly, but probably one of the most important - who will be the “voice” for your social media interaction? Choose someone who is comfortable reaching out to other people, who knows the topic or the organization and who can relate to a wide audience.

DO's:

- Listen to your audience
- Engage your audience - if you don't

engage, you will lose them

- Call for action, be proactive
- Share other stories from partners,

and related topics

- Remember your goal
- Speak from a 'personal' voice
- Have fun!

DON'Ts:

- Just post anything - rambling is a 'no no'

- Neglect replying to direct questions, comments
- Think social media will take care of itself - it doesn't!
- Remember, it's not always about "me, me, me"
- Rant
- Be afraid to reach out to others

