



**13 April 2011**

**To: GCAP National Coalitions and Constituency Groups**

**Call to Action - Join The World We Want Global Mobilisation 15-17 October 2011**

*"In recent decades we have seen time after time that when millions of people stand together, we can make change can happen.. Ending poverty is the responsibility of our generation. In a world of plenty, millions are hungry; and millions lack the basic rights that should be afforded to all. Our movement has been growing for years and is now ready to challenge governments and undemocratic international institutions that break their promises causing so many to remain impoverished."*

Kumi Naidoo, GCAP ambassador

Dear Colleagues,

In October 2008 116.9 million citizens took part in Stand Up and Take Action 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 Millennium Development Goal (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 take 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 you to focus on the key concerns for you 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.

Given the thematic days on 15 and 16 October, gender justice, food security and climate justice will be key unifying themes for many.

A major GCAP “The World We Want report” will be an important action across countries and at the global level during the weekend. The report will serve as a marker of progress made by governments to end poverty and inequality in the period of a year, and outline the actions that need to be taken to ensure significant progress on existing commitments with regard to the seven strategic themes of the GCAP alliance. The report will synthesize analysis by civil society that ensures people affected by poverty and inequality are driving the debates about the MDGs and the World We Want in 2015 and beyond.

GCAP National Coalitions and Constituency Groups will be invited to organise a launch event at the national level to highlight the findings of the report during 15-17 October.

**Next Steps:**

- GCAP National Coalition coordinators and decision-making bodies are asked to reach out to their members/supporting organisations to plan action(s) in each country, liaising as necessary regionally and internationally.

The broad unifying theme of ‘The World We Want’ provides space for a wide range of actions over the weekend however the following could be used to guide planning.

- a) Potential for Strategic Impact: Can the action proposed result in a visible or measurable impact or outcome at the national / global level (for instance, in relation to influencing or effecting policy or practice changes at the local, national or global levels?)
- b) Potential for Strategic Collaboration: Can the proposed theme / action proposed energize a significant number of collaborative partnerships with global, national and local organizations?
- c) Potential for Mass Mobilisation: Can the proposed theme / action inspire a people and communities across all walks of life to join in and engage with the mobilisation in large numbers?
- d) Potential for Public Dialogue and Opinion Building: Is the proposed theme / action timely and topical – ie. relevant for public and media engagement?

The GCAP Global Secretariat will support the creation of a Mobilization Taskforce to prepare for ‘The World We Want’ mobilisation weekend comprising 1 representative from each region and constituency group to reach across structures for submissions / reactions to develop and connect possible themes and ideas for action. If you would like to join this taskforce please contact GCAP Mobilisation Coordinator Fionuala Cregan [fionuala.cregan@whiteband.org](mailto:fionuala.cregan@whiteband.org).

A broad consultation will take place across the GCAP alliance and with global partners towards the development of ‘The World We Want’ report. A revised and final Action Plan and Mobilization Guide will be released across and outside the GCAP alliance in June 2011.

We look forward to working with you and to once again feeling the energy and dynamism of the whole GCAP alliance in October.

In solidarity,

GCAP Co-Chairs

Amitabh Behar

Marta Benavides

Sylvia Borren

On behalf of [GCAP Global Council](#)