



GCAP GLOBAL FOUNDATION

PROJECT ACCELERATE ANNUAL NARRATIVE REPORT

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Annual Progress Report - Narrative

Objectives

A. Activities Undertaken

In keeping with its goal to “create a comprehensive advocacy campaign to pressure officials in G8 countries and selected African countries to accelerate the progress to meet the MDGs and end poverty”, the focus of activities within Project Accelerate in this period has been on the activities organized around the Canadian G8/G20 Summits and Enhancing the Policy Influence of African Civil Society.

In Canada, the focus ahead of the G8 and G20 Summits was on increasing public and media engagement with the government’s role as host of the G8/G20 meetings as well as building public opinion for the delivery of key commitments as an outcome from the meetings.

Project Accelerate in Africa was organized towards the aim of ensuring that leaders to deliver on their commitments to end poverty – and by way of facilitating a highly efficient and functioning civil society utilizing the public and media to hold national politicians accountable to their obligation to meet the MDGs and end poverty.

Strengthening Campaign Efforts in Africa & Asia

An integral part of ‘globalizing’ the efforts of the Canadian G8/G20 was achieved through the strong conceptual and operational linkages that were formed between MPH Canada and other GCAP coalitions who were engaged with the G8 and G20. Through participation in strategic meetings held across Nairobi (Dec 2009), Johannesburg (Feb 2010) and Seoul (Aug / Nov 2010), MPH Canada was closely involved in transferring knowledge and helping shape campaign plans around the G8/G20 with national coalitions in Africa and Asia. The outreach to Canadian Embassies as part of the ‘Africa at the Table’ campaign and meetings held with the South Africa with the Deputy Director General of the President’s Office, the G20 Sherpa and officials of the Foreign Affairs ministry were activities that were undertaken as part of this effort.

B. Milestones

- **Public Action**

Make Poverty History played a lead role in formulating a common Canadian platform for the 2010 Canadian G8 Civil Society Coordinating Committee. The platform covered three areas - Combating Poverty, Transforming the Global Economic and Financial System, and Acting on Climate Change - and was launched in September 2010 after a process of soliciting sign-ons from Canadian organizations. In addition to NGOs, the coalition included a number of trade unions - such as the Canadian Labour Congress, the Public Service Alliance of Canada, the United Steelworkers union, the Canadian Autoworkers Union, the Canadian Union of Public Employees, and the National Union of Public and General Employees – and professional bodies such as the Society of Obstetricians and Gynaecologists of Canada and the Canadian Association of Midwives.

On-the-ground actions took place in a number of Canadian cities including Saint John’s, Halifax, Montreal, Ottawa, Toronto, Winnipeg, Edmonton and Vancouver, including events organized at the time of the G8 Development Minister’s Meeting in April 2010, the Vancouver People’s Summit (June

20) and the facilitation of a half day program in the Montreal Millennium Summit, (April 20 to 22, 2010).

MPH Canada also commissioned a public opinion poll that was conducted by Angus-Reid. The findings showed that 77% of Canadians thought it important for Canada to be known as a world leader in funding solutions to reduce poverty and advance child and maternal health initiatives. 61% agreed that Canada should increase the amount of money it currently spends on international aid programs, and 62% of Canadians thought that it was not realistic for Canada to freeze its aid budget and still expect to keep its international commitments. The full text of the news release can be found [here](#).

In Africa, the effort to mobilize, inform and foster citizen engagement at the grassroots level across Malawi, Uganda, Kenya, Tanzania and Rwanda involved the use of **social audits, enquiry forums, poverty hearings, public sensitization meetings, MDG Roundtable Dialogues and Launch of a Hunger Free Scorecard** as means to elicit the responses of citizens towards poverty issues and to remind government and local leaders to deliver on their mandate to reduce poverty and improve the citizens' wellbeing. In Malawi, the two planned social audit meetings were held with over 6,000 people, consisting of ordinary citizens, traditional leaders, members of parliament, extension workers, CSOs leaders and other stakeholders. GCAP Tanzania engaged over 300 members of the public at different public forums to discuss issues relating to poverty and how citizens can hold their government accountable to election promises to tackle poverty.

GCAP Uganda organized a **Citizens Inquiry Forum** in Luweero District which was preceded by a march past, and enabled citizens to raise a number of issues for consideration by the district administration and health workers in relation to infant mortality rates, limited and non functional health centers, increased number of women giving birth at traditional birth attendants, neglect in the government health units and poor working condition of the health workers. However in the 2011 March elections, the District Chairperson and many of his council members lost their political positions for failure to deliver on promises over time. GCAP Uganda coalition and its members in the district have been hailed by ordinary citizens for organizing such "eye opening" forums. The coalition is faced with a high demand for such citizen-leaders interface forums, including having been approached by the World Bank and IMF to participate in similar meetings and seeking to collaborate with the coalition to organize citizen hearings in various regions of the country.

Public Sensitization Meetings

Targeting the youth, GCAP Uganda organized a **public sensitization meeting** in Mbarara district, 230km from Kampala to raise the issue of unemployment in the country. Under the leadership of Youth Plus Policy Network, a member of the coalition, the sensitization meeting also dubbed as "Mbarara Community Action Day", started with a community outreach seminar on youth unemployment. The youth agreed on a 'consensus statement' that articulated key recommendations on promoting youth employment for the District Service Commission, the District Council, Microfinance and Banking Institutions, political parties and the civil Society. This statement has been used by the youth in the process towards elections to demand for increased focus by government on the youth.

In a similar vein, GCAP Tanzania's public forum sought to solicit views about public perception of the social services they receive from the central and local governments. The collected information will be used to engage government and other service providers in the coming months. GCAP Kenya too has conducted 5 **poverty hearings** involving over 1900 women and 700 men across nine communities. The poverty hearings involved a panel of eminent persons receiving first hand testimonials of people's experiences with poverty. Leaders were invited to the hearings with special focus on the Parliamentary Caucus on the MDGs.

GCAP Rwanda has teamed up with Action Aid International to organize an "MDGs Roundtable Dialogue" and the "Launch of Hunger Free Score Card". This was followed by an exhibition to highlight the reality lack of food and the challenge of ordinary people having access to basic social services. The GCAP Rwanda Coalition has created MDGs clubs in secondary schools with the aim of these clubs are playing a major role in youth mobilization and generating awareness and debate about the Millennium Development Goals. The clubs participate in the MDGs campaign by organizing various events at school and during the holidays, such as debates, festivals, sports etc to generate and understanding of the MDGs. So far, 12 MDG Clubs have been established with a membership of **1,963 girls, and 1,569 boys**. As part of the activities of the club, a workshop was organized for local leaders (Executive Secretaries) and Representatives of MDGs Clubs in schools to raise public awareness on the MDGs progress and poverty reduction in Rwanda.

- **Online Campaigns**

A [series of online actions](#) were carried out between January 2010 to February 2011 aimed at building support for and reinforcing key demands towards the June Summits and in its follow up leading to South Korea (G20, Nov 2010) and France (Apr / Nov, 2011). Key messages in this period have been in relation to the democratic and accountable functions of the G8 and G20 ("At the Table", "Africa at the Table"); and in the context of increased aid and financing for development ("Mother's Day Action", "Unfreeze the Aid Budget" and "Robin Hood Tax").

The "The At the Table" public engagement campaign was launched on March 8. The campaign tool kit, which can be found at: www.atthetable2010.org, provided guides and tools to help local groups to put on At the Table dinners and events involving their Member of Parliament as well as "Flat Leaders" that can be used to animate sending messages to G8 leaders and posting to the At the Table web site. A total of 1.7 million petitions to the G8 and G20 leaders were collected as part of this effort, and released to the media on June 25th - the first day of the G8 Summit. Details of this initiative are available on the '[At the Table](#)' website and [here](#).

In Rwanda (Africa), the GCAP coalition used **SMS technology** during the campaign week from 14th to 19th September. **1,200 000 SMS-es** were used to raise citizens' awareness on the MDGs and to encourage them to deliver messages to political leaders. Similarly, GCAP Uganda also used SMS technology during the elections to ask citizens to demand for accountability from their leaders. Given that this is the first time coalitions are using this tool, they will need to be linked up to campaigns that have used SMS to enable them learn how to measure the impact of the tool.

An official website for GCAP Uganda i.e. www.gcapuganda.org was developed to create more visibility of the campaign and its work to the wider public and the international campaigners. The

website is being updated to include more information and a social network media platform to make it interactive to receive feedback from different actors. Other national coalitions will also develop their websites in the coming year to foster information sharing and build linkages across coalitions as well as the GCAP global network.

- **Engaging the Media**

A range of media events, including the Media Launch of the Canadian G8 Civil Society Campaign (Jan 2010); the launch of the “At the Table” public engagement campaign (Mar 2010), the Global Day of Action (June 17, 2010) and the release of findings from a Public Opinion Poll on Canada’s global commitments and initiatives (June 23, 2010), ensured a steady stream of media attention to civil society actions and demands ahead of the G8/G20 Summits. Coverage was received across mainstream newspapers, radio and television channels including the Globe & Mail, CBC Radio One and CNBC National Television News¹. Advertisements for the “Global Day of Action” were also placed in the Metro and NOW newspapers in Toronto. A front-page advert was also placed in a supplement on poverty that was included in the National Post in December 2010. "At the Table" animated banners were placed in June 2010 on www.Globeandmail.com and other websites that guaranteed more than 5 million impressions.

Video ads titled “Get to the Point” were produced to promote getting to the 0.7% UN aid target, and involving endorsement from the public figures such as Feist, George Stroumboulopoulos and Gord Downie. They were run on the www.CTV.ca (the web site of the CTV television network). Animated banners were placed on media websites, including www.CBC.ca, www.globeandmail.com, www.rabble.ca and www.walrusmagazine.com across Dec 2009 and Jan 2010. The online ad placement guaranteed more than 700,000 impressions and can be seen [here](#).

In Africa, the June 2010 FIFA World Cup provided an opportunity as a key mobilization moment to draw the attention of the general public and for them to demand accountability from government towards providing social services. GCAP Uganda and Rwanda organized the **“The Kick Out Poverty”** campaign to organize many memorable public mobilization actions and re-position the MDG campaign strategically both within Africa and globally. Kick out Poverty, where significance was attached to the symbolic kicking of a ball, aimed at mobilizing the masses to deepen governance accountability for the accelerated achievement of the MDGs; and consolidating the building of a global movement against poverty.

GCAP Uganda in collaboration with the organizers of the “Ekitoobero”, a local event organized by one of the most popular radio station, **CBS Radio**; launched the Kick out Poverty campaign. Over **100,000 ordinary citizens** participating in this launch saw performances and anti-poverty messages by Uganda’s leading artists, campaigners and activists. Members of Parliament, opinion and cultural leaders, political party representatives and many non-traditional civil society groups attended the concert. During the event GCAP Uganda representatives addressed the masses on key government policies, current state of poverty in the country and citizens entitlements in the MDGs targets that the country must achieve. The highlight of the day was the symbolic kicking of the GCAP Uganda

¹ Further details of media coverage received are provided in Appendix A (Objectives and Outcomes) of this report.

“kick out poverty” ball by **Prince H. Wassajja** representing the Kabaka (King) of Buganda Kingdom. As a result of this event the coalition is making effort to ensure that a representative of the Buganda Kingdom is made one of the GCAP Uganda Ambassadors.

In Malawi, an interactive media workshop inspired by the Colloquium in Dar Es Salaam, took place on 17 March 2011 in Blantyre. It attracted representatives from 11 media houses (with national coverage), targeted editors and reporters. The process **has led to a formation of CSO-Media network on MDGs in Malawi** which shall ensure regular interaction between the two stakeholders on various development issues. Since the workshop, the coalition has seen an increase in development oriented and MDG related reportage. Similarly, **GCAP Tanzania** trained **fifty eight journalists** in two training sessions to further deepen their understanding of the key poverty policies the campaign is focusing on. The coalition is currently monitoring the impact on the training on the quality and frequency on reportage on poverty issues.

Targeted meetings with editors of major media houses, has fostered partnership building and sensitization about campaign issues. In Malawi, 27 media house visits were done during the reporting period with around 47 journalists (both print and electronic media). Efforts have also been made to reach out to community radios as a way of getting closer to the rural masses. Editors and reporters are primary targets. A similar exercise in Kenya resulted in the coalition securing **six talk shows on radio and TV** over a one month period and in the last quarter, they participated in six live talk shows on radio. GCAP Tanzania also secured **seven pro-bono slots** on radio and TV which has been covered.

A field visit with the media as a side event to highlight issues of maternal and child mortality as part ahead of the **African Union Summit** was coordinated by GCAP Uganda. GCAP activists and the media visited the Gomba Hospital in Mpigi district, to highlight the issue of infant mortality and the urgency of improved health service delivery. During a tour of the wards and an interaction with patients, the media had first hand information about the challenges faced by rural women in accessing antenatal and post natal health care. Drawing from the consolidated statement of the pre-AU summit dialogue, campaigners held a press conference on the key demands in regard to infant and maternal health. The press conference was the **major headline on prime news** on most of the media outlets in the country. Similar visits were held in Malawi and Rwanda to highlight the challenges of maternal and child health delivery at rural health institutions.

The Malawi coalition also published **two paid adverts** in newspaper prior to Standup Campaign and the UN High level event in New York in September, 2010. These adverts in the most popular news paper, sought to highlight the two events and the need for government to deliver on their commitment towards meeting the MDGs.

- **Influencing the Policy Agenda**

The policy imperatives towards the Canadian G8/G20 Summits that were identified through the Global Planning Meeting held in October 2009 were developed further into a Common Lobbying Position that was forward for national lobbying actions through members of the G8/G20 Working Group. Several GCAP coalitions and supporting organizations undertook Embassy Actions related to the G8 in February 2010, thereby reaching the **Common Lobbying Position** to a wide range of governments.

Make Poverty History organized several meetings with the **Canadian Sherpa** and members of the Sherpa team, including before and during the Italian G8, in August, October and December 2009, as well as in January 2010 – thereby establishing a positive working relationship ahead of the G8/G20 Summits. A sub-group of the Canadian NGO Coalition, those with a child-poverty focus, were able to meet with the **International Development Minister** to discuss the Muskoka Maternal and Child Health Initiative. Make Poverty History was able to secure a meeting with the Canadian Finance Minister in October of 2010 to discuss the Korean G20 Summit, the Financial Transaction Tax, the aid budget, anti-corruption and food security issues.

Meetings took place with six Members of Parliament who are members of the **Foreign Affairs Committee**, beginning in June 2009. In October, 2009 several representatives of Make Poverty History and the 2010 Canadian G8 Civil Society Coordinating Committee were able to make a presentation to the Foreign Affairs Committee. They presented the **Canadian Civil Society Policy Platform** and called for public hearings by the committee to get input from citizens on what the Canadian government should do at the G8 and G20 Summits. The Finance Committee Report on their Pre-Budget Consultations **endorsed the MPH recommendations** on increasing aid to reach the 0.7% target and recommended that the federal government make a commitment to providing increased and sustained funding for the Global Fund to Fight AIDS, Tuberculosis and Malaria as well as provide significant assistance to developing countries, with a view to achieving the Millennium Development Goals. A copy of the Finance Committee Report can be found [here](#).

The credibility and visibility of the Canadian campaign was evident when the **Canadian Foreign Affairs Department** asked Make Poverty History to organize the Civil G8 Dialogue, which took place in Vancouver from April 14 to 16, 2010. About 60 NGO delegates from 30 countries took part and it included a three hour session with the G8 Sherpas. The news release issued after the dialogue session with the G8 Sherpas can be seen [here](#).

Global Parliamentarians' Summit

Make Poverty History Canada was invited to sit on the Steering Committee for the Global Parliamentarians' Summit, held in Ottawa from June 10 – 11, 2010. Over 75 parliamentarians from over 40 countries and 95 Non-Governmental Organization observers attended it. MPH Coordinator, Dennis Howlett facilitated the Working Group on MDG 1: Eradicate extreme poverty and hunger, and presented the highlights of the group's discussion to the plenary session. Make Poverty History also helped to organize a reception for the UN Millennium Campaign to launch the 2010 Manual for Parliamentary Engagement with the MDGs.

On September 17th 2010, GCAP Uganda organized a **High Level Pre-MDG Summit Colloquium** that brought together different stakeholders including representatives from Government Ministries, development partners, Embassy Representatives, Diplomatic Missions, Parliament, the World Bank, Bank of Uganda, civil society organizations, academia, media, research institutions political parties etc. The Colloquium was within the framework of the GCAP to demand that governments recommit themselves to the promises they made on the MDGs in 2000. At the time of the meeting, Uganda MDG Report was 'not for public consumption' and the presentation by Ministry of Finance, Planning and Economic Development only gave highlights of the national report including an admission that there was a reversal in the fight against HIV/AIDS; and slow progress on maternal health and infant mortality. Stakeholders at the meeting called for a deeper discussion to identify the specific constraints with a way of addressing them.

Prior to and after the UN MDGs summit, GCAP Kenya met with UNDP Kenya office and the **Ministry of Planning and National Development** to discuss the need for them to organize a national forum on MDGs. A post UN MDGs summit was held on November 28th -30th 2010, bringing together stakeholders drawn from the Government's line ministries, the UN, private sector and the civil society to deliberate on the how to the post summit road map. GCAP Kenya has scored a major victory in campaigning for an accelerated progress of achieving the Millennium Development Goals by 2015 after **Parliament unanimously passed a motion** seeking to compel the government to provide a regular report on implementation of the goals. The adoption of the Motion by Igembe North MP Ntoitha M' Mithiaru, implies that the government will now be required to table a report on the performance and implementation of the status of the MDGs within six months and at regular intervals. To effectively play their role, the members will need to build their capacity in MDGs reviews. Furthermore, GCAP will need to monitor parliamentary compliance to this motion.

As part of its policy engagement, GCAP Uganda supports the **Civil Society Aid and Development Effectiveness platform in Uganda**, which brings together civil society organizations to collectively and meaningfully influence the Aid Agenda in Uganda, in the region and globally. The CSO Aid and Development Effectiveness Platform has also been instrumental in the bringing together civil society and coalition members to get their views on the context, process, outcomes and the impact of implementing the Paris Declaration in Uganda during the phrase 2 evaluation of the Paris Declaration. Uganda National NGO Forum represents the platform on the Global Facilitation Group of the Open Forum Process of CSO Development Effectiveness; and also on the Better Aid Platform, Coordination Group. Uganda National NGO Forum, on behalf of the platform also participates as full members of the Working Party on Aid Effectiveness. The coalition is working with the platform in preparation for the Busan HLF 4 on aid effectiveness to develop and localize in Uganda context key messages for the Busan HLF.

GCAP Malawi is actively engaging government how to practically enforce its policy of **equal representation of women and men** in its ministries and to develop and implement gender policies. In addition, all structures including village development committees and area development committees have been advised to ensure gender balance in their activities. CSOs have been offering opinions around such issues and implementing relevant programmes on the ground. Additionally, GCAP Malawi actively participated in the **Forestry Act Review** which has risen out of the fact that about 50,000 hectares of indigenous trees are lost annually in Malawi due to increasing population, lack of power/electricity. Over the year, Malawi Government in collaboration with selected coalition members reviewed the Forestry Act to improve on forestry management. The amended Act is yet to be submitted to the responsible parliamentary committee. The coalition will continue pressurising the Ministry of Energy, Forestry and Environmental Affairs to complete the process as soon as possible.

C. Changes in Milestones

Changes were made in relation to the aim of **Celebrity Engagement on G8** Issues. The milestones in relation to holding a number of events and concerts across Canadian cities and the Release of a MPH Music CD were not carried out due to difficulties faced in making these activities operational. An effort was made to organize a concert in Toronto but it was decided not to proceed because of the high costs involved and the risk that we would not be able to recover the investments needed in ticket sales. Make Poverty History was actively involved as a co-sponsor of the Montreal

Millennium Summit, held in April 2010, which did engage a number of high profile celebrities and which had a half day of their program devoted to the G8 and G20 issues related to the MDGs.

Based on advice from music industry professionals, it was decided that a compilation music CD would not be a viable initiative. It was decided to launch a video ad contest instead. A video ad contest was launched in April 2010. A number of entries were received but none were of a quality that could be used in paid advertising. Unfortunately the www.shortchange.ca domain has lapsed and it cannot be viewed now.

D. Measurable Outputs and Outcomes

In addition to the specific outputs and outcomes listed in Annexure A, the following major gains were achieved through the work organized around the Canadian G8:

Muskoka Maternal and Child Health Initiative – The primary global poverty related policy outcome of the Canadian G8 was the Muskoka Maternal and Child Health Initiative. The Canadian government pledged \$1.1 billion over 5 years for this initiative and at the G8 but there was a disappointing level of support from other G8 countries as the initiative ended up with a total of only \$5 billion, when the need was for at least three times that amount. Nevertheless, as it turned out, this did kick-start a pledge process that did result in \$40 billion being committed from global governments by the time of the UN MDG Summit in September of 2010.

G8 Accountability Report – As a result of civil society lobbying over several years, the G8 finally produced a comprehensive Accountability Report prior to the Canadian G8. While it acknowledged that they were \$14 billion short on delivering on their Gleneagles promise to double aid to Africa, it was the first time that a country by country and promise by promise accounting was attempted. The information that was provided was far more comprehensive than anything they have done before.

African Union at the Table – The Canadian government as the host did respond to our lobbying and as the host invited the President of the African Union (Malawi) and the head of NEPAD (Ethiopia) to attend the G20 Summit. Subsequent lobbying with the South Korean government and other G20 Countries resulted in a decision to make the African Union, NEPAD, as well as ASEAN, regular or permanent members of the G20 in advance of the Korean G20 Summit in November 2010.

Robin Hood Tax Campaign for the Financial Transaction Tax – Make Poverty History led the development of the Canadian Robin Hood Tax Campaign and set up a [campaign website](#) which was launched in April 2010. A number of media stunts were organized in at least 10 cities across the country. An example of these can be seen [here](#). Make Poverty History continued to advocate for a Financial Transaction Tax in advance of the Korean G20 Summit through presentations to the Parliamentary Finance Committee, a meeting with the Finance Minister and a meeting with the Canadian G20 Sherpa, all in October 2010. In 2011, Make Poverty History participated in the FTT Global Day of Action by getting an opinion article published in The Embassy newspaper and organizing meetings with the French, British and German embassies. Make Poverty History also included the FTT issue in its lobby of over 30 Members of Parliament in February 2011.

Engaging the African Union - The 15th Ordinary session of the Assembly of Heads of States and Governments (AU Summit) held in Kampala in July 2010 provided yet another opportunity to hold leaders accountable on a number of issues. The summit was held under the theme “Maternal, Infant and Child Health and Development in Africa.” GCAP Africa, in conjunction with GCAP Uganda

organized a Pre-AU Summit Public Dialogue to provide a platform and space for the public, key stakeholders and campaigners to deliberate on the key actions that African Heads of State should address on infant and maternal mortality and to make specific recommendations for the leaders. The dialogue was attended by over 250 participants from the public, government ministries, political party representatives, UN representatives, Members of Parliament, civil society representatives, as well as Africa GCAP Campaigners from Ghana, Kenya, Malawi, Nigeria, Rwanda, Senegal, Zambia Tanzania and others from GCAP Global Secretariat who were in Uganda for Project Accelerate Reflection meetings. As part of the outcome of this event, a GCAP statement for the AU Summit was issued by GCAP Campaigners emphasized among others, demand for concrete action on maternal health and the need for African heads of states to demand full Africa representation on the G20

GCAP Africa meeting with Africa MPs: Also towards the AU summit, a meeting between the Africa GCAP campaigners, other Civil Society Organizations and representatives of the Africa Parliamentary Network on MDGs was organized. GCAP Campaigners presented to the MPs, the key issues that the MPs as participants at the AU Summit should raise. The Africa Parliamentarians expressed their interest to work with MDGs campaigners and civil society in Africa.

At the national level, GCAP Uganda has continued to engage MPs of the Uganda Parliamentary MDGs Forum on ways to strengthen their forum and more importantly how it could collaborate more with the coalition. Joint monitoring of the MDGs by the coalition and the Forum was among the priorities identified. The coalition aims to ensure that the new parliament, to be sworn in May 2011, focuses more and more on achievement of the MDGs; as their term expires around the same time the MDG target should be met. GCAP Uganda also intends to consult and learn from GCAP Kenya on the process to ensure that Government regularly reports on the country's progress to achieve the MDGs

An MDG Charter for Africa was developed, printed in a giant copy and displayed in New York during the MDG summit at various side events and at Lincoln Square to draw attention to the slow progress in meeting the MDGs in Africa. In addition, national charters and petitions were also developed by national coalitions in Ghana, Rwanda, Malawi and Kenya to serve as a lobbying tool targeting their governments and Summit delegations during the September MDG review summit in New York. Tanzania has just developed her Charter to serve as a CSO lobbying tool with government, whilst Uganda will develop her charter in response to their government MDG report which was released months after the MDG review summit to express citizen's demands from government towards meeting the MDGs.

Enhancing Africa's Policy Influence – GCAP Africa coalitions came together to launch the '**Africa at the Table**' Campaign in January 2010, which was then supported as a key global demand across civil society efforts towards the Canadian G8/G20. The campaign sought to mobilize support and actions at national, regional and global levels that will result in pressure on the G8/20 to grant full African Union membership on the G20, and to collaborate with the African Union commission, Civil Society Organizations in Africa and in G20 countries on diverse actions aimed at supporting this campaign.

GCAP Africa highlighted this demand during the Civil G8 Dialogue and G8 Summit in Canada as well as the July Africa Union Summit in Kampala. The same also formed part of global CSO demand during the Civil G20 dialogue in Incheon, Korea. Key outcomes of this effort include the **formal**

decision by the AU General Assembly in Kampala to demand permanent representation of Africa on the G20; and to be represented by chairs of the AU and NEPAD. The invitation of the AU Chair and NEPAD Chair to the G20 Summit in Toronto, as mentioned above, was a first step forward towards this objective. Additionally, both the Seoul Summit and France summits have so far invited the Chairs of AU and NEPAD. It is notable to mention that NEPAD has a “Sherpa” appointed by the Ethiopian government on the G20. The campaign will continue its call for permanent membership of Africa on the G20, as well as the need for the G20 to implement a Financial Transactions Tax to serve as a buffer against another financial crisis and to finance the MDGs in developing countries.

Knowledge Generated

Objective 1: An Informed and Engaged Public

At the global level, the Planning Meeting and actions organized towards the Canadian G8 also helped initiate an engagement with the G8/G20 in GCAP national coalitions who were new members to the G20 forum, such as Argentina, Mexico, South Africa, India, South Korea, China and Indonesia; as well as those directly concerned with the agenda and outcomes of the G20, such as Bangladesh, Kenya, Malawi, Uganda, Nigeria and Ethiopia. The Civil G8 particularly contributed to shaping dialogue and perspectives on the G8 and G20 forums across several countries, particularly also providing a hands-on orientation for GCAP colleagues in South Korea to pursue and shaping the **first ever Civil G-20**, held as part of the South Korean G20 in Nov, 2010; and which has set a precedent for future institutional dialogue with civil society as part of the G20 Summits. GCAP members were also active in presenting at and facilitation workshops and events around the G8/G20 meetings across April and June; while others from [Haiti](#), [Malawi](#) and South Africa also shared written impressions of their experiences with the G8 that were carried across the GCAP alliance.

In Africa, coalitions designed popular messages which explained the state of implementation of the MDGs and recommended actions to meeting the MDGs. Through **promotional items**, they produced, distributed and disseminated brochures, posters, leaflets, t-shirts, caps and banners etc. to various partners, campaigners and the general public during campaign activities. Publicity materials in vernacular were developed for rural masses. GCAP Malawi also produced 3 different MDG brochures and reproduced over a 1000 copies of the same, whilst GCAP Tanzania printed and disseminated over 3,000 brochures. GCAP Uganda managed to reach over 50,000 people through sensitization materials during campaign materials and events. GCAP Rwanda Coalition has produced 1000 MDGs brochures in the Kinyarwanda language to help Rwandans understand the MDGs as existing documents were only in French and English. As part of the **Africa at the Table Campaign**, sensitization materials such as key holders and headbands with key campaign messages were distributed to CSO activists, residents and the media during the Civil G8 Dialogue and the G8 Summit in Canada. The same headbands were used during the AU Summit engagement process in Kampala.

In Kenya, GCAP organized 11 membership recruitment drives and development fora. The forums were used to deepen the understanding of the members on the GCAP structures, ways of working and policy campaigns. In total over 1238 civil society actors participated. Prior to the recruitment drive, the regional and thematic focal points mobilized and worked with their partners but never laid down regional membership lists that are specifically defined as GCAP lists. Following the drive, a mailing list was already in place and new members were being added on as and when they are recruited.

Objective 2: An Engaged and Active Media

Make Poverty History facilitated a number of media interactions with civil society in the course of the G20 Summit – including a media conference organized with GCAP of African NGO delegates on June 26 which drew attention to ways in which the G20 was failing Africa. The [media advisory](#) and [coverage](#) of this interaction are available online; along with news releases ([1 – MCH Initiative](#)), ([2 – Leaders Accountable](#)) in response to the G8 and G20 communiqués. Media interviews were held with the Globe and Mail, Toronto Star, Canadian Press, CBC News Network, Aljazeera English and Arabic, CTV National News as well as a number of radio stations.

GCAP Rwanda Coalition has signed an agreement with Voice of Africa Radio FM to hold one year regular program on MDGs once per week effective from August 2010. This will enable youth to own the MDGs by participating in radio debates. The Radio producers in consultation with GCAP Rwanda Coalition will organize a competition on MDGs for the students with the aim of promoting public sensitization on issues relating to the MDGs.

A **media guide for CSOs on how to engage with the media** has been produced by GCAP Tanzania. This was produced with support from a communications consultant through a participatory process. It has been finalized and is currently being shared with members and non-member of the coalition for use in their work. Through this, coalition members are expected to will be able to effectively plan and implement their media engagement plans.

Capturing Public Feedback

*Ahead of International Women's Day this year, GCAP Uganda worked with journalists of The Observer, one of the main newspapers in the country and **published a supplement capturing the voices on women leaders** demanding for action on infant and maternal mortality. The Government of Uganda focused on infant and maternal mortality for the 2011 Women's Day. Feedback received as a result of the supplement has shown that more women groups want to join the campaign and movement to demand for urgent action. The coalition will continue to work with women organizations and coalition members in advancing these issues in the public domain and at agendas of policy heavy fora.*

Objective 3: An Increased Influence on the Policy Agenda

The Canadian civil society coalition also organized a series of policy round tables on Parliament Hill for the week of April 19 to engage MPs on key G8 and G20 issues of concern. Presentations were also made by Make Poverty History and other Canadian NGOs to the Parliamentary Finance Committee Pre-Budget Consultations on G8 and G20 related concerns in the fall of 2009. A copy of the brief can be found [here](#).

A second G8/G20 Planning Meeting towards the French G8/G20 meetings of 2011 was also facilitated in part by the resources available to Project Accelerate and organized through GCAP partners in France, Coordination du Sud. This meeting too enabled the discussion and agreement of key strategies and policy positions across a wide number of networks and organizations; while also paving the way for a broader structure of coordination of the G8/G20 Planning Group itself, which originated as a Working Group of GCAP.

GCAP Tanzania produced four poverty policy briefs as planned. They focused on different thematic areas of the MDGs. These policy briefs include information on the status of implementation of the MDGs by different stakeholders (which include the government, Development partners, Civil Society and the private sector). Dissemination is being done through both electronic and printed media

As part of its activities around the National Elections in Uganda; and in collaboration with other partners and civil society groups GCAP Uganda undertook an analysis of the major **Political Party Manifestos** to assess their poverty focus and integration of MDGs. The analysis has been completed and will be shared widely with partners in what will be termed “the Peoples’ manifesto”.

Coalitions in Uganda and Malawi have also actively engaged government and sensitized their members on how to effectively input in the development plans being developed by their governments. In 2010, Government of Uganda released the **National Development Plan (NDP)**, a new development framework for the country for the next five years, replacing the Poverty Eradication Action Plan. Government of Uganda, through the National Planning Authority has already indicated that it will support Uganda National NGO Forum to coordinate civil society monitoring and reporting of the implementation of the NDP.

Similarly, GCAP Malawi members are actively represented in 6 out of the 16 sector working groups established by the Government of Malawi which is responsible for reviewing the Malawi Growth and Development Strategy (MGDS), which comes to an end in June 2011. Coalition members are already inputting into MGDS II through the 6 sector working groups MGDS II has been developed to ensure intensive coordination of development activities in view that 5 years remain before the expiry of Millennium Declaration.

Identify and explain the circumstances concerning any activities that you will not be able to complete during the grant period

There were several activities that were part of the original plan that turned out to be impractical or impossible to deliver or which did not have a very good result. These included organizing a major concert/rally in Toronto and the online video ad contest. The case of the concert/rally, there was an organizing committee set up in Toronto which worked for several months making plans, booking a hall, booking acts, fundraising, etc.

There was some difficulty lining up big name acts that would guarantee sufficient ticket sales to ensure we would be able to cover our costs. Although some musicians had been lined up it was decided that the event was too risky in terms of possible financial loss and the benefits not sufficient to justify taking such risks. The Make Poverty History national office was also having difficulty coordinating all the activities under way and the added challenge of trying to trouble-shoot at a distance from Ottawa also factored into the decision.

The video ad contest was developed and a web site created for this but it failed to get many submissions and none that could be used in paid advertising. There was probably insufficient advertising of this contest and creating a video ad was probably a bit too difficult and technical task for most supporters.

Management Updates

The creation of National Steering Committees during the national planning workshops in all the five implementing countries has fostered an improved system for providing leadership and for monitoring the implementation of activities in each country. Drawn from the various sectors in each country that GCAP works in, the steering committees meet periodically to monitor progress. The Project Facilitators report to the steering committee, who approve plans and sign off reports. This system has resulted in an open and transparent way of working at the national level, whereas hitherto, management of GCAP activities was mainly carried out by the GCAP host organization. With support from the GCAP Learning and Accountability Coordinator, detailed M&E Frameworks have been developed at the national level, linking milestones to key deliverables from their campaign plans.

The Project Management Committee (Project Accelerate Management Committee) has also proven to a valuable element in the success of Project. Constituting sub-grantees, GCAP global governance structures, secretariat and key partners and donor representatives it has been able to communicate regularly on the developments related to the Project and consequently, to respond to challenges and opportunities. Its strategic oversight yet interactive approach has benefited the Project greatly and has demonstrated that it has much to commend it.

Within the Project Accelerate team, the position of G8/G20 Global Coordinator will no longer exist from April 2011 as it was proving to be difficult to manage coordination and consolidation of the work around the G8/G20 through a single person. In keeping with the broader reach of the work around the G20, we propose that the global outreach be organized through representatives of the GCAP Secretariat who are present across regions to enable stronger communication and outreach to relevant national coalition. A representative of the Global Council representing our work with the Feminist Taskforce as well as the Latin American and Caribbean region has also been mandated to represent GCAP as part of the G8/G20 Working Group to enable better coordination.

Lessons Learned

Civil Society & Media Engagement – The Canadian coalition was well received and was influential with decision-makers. While the process took some time it was a useful tool for developing a united front and a broad coalition of civil society groups. The MPH campaign helped to frame the whole G8/G20 media coverage in Canada and received excellent media coverage. The generally sympathetic coverage strengthened lobbying effectiveness.

Policy Gains – There was a good strategic decision to push for a maternal and child health initiative. The Canadian coalition was able to get engagement of some large child-focused development NGOs and also had support from within the civil service as well as pressure from the UN and other governments. While the actual amount committed at the G8 fell short of what was hoped for, the Muskoka Maternal and Child Health Initiative did help generate momentum on this issue that saw its fruition at the UN MDG Summit in September.

Public Campaigning – The Flat leader photo petition, At the Table dinners and online public engagement generated a good response. We had some hit and miss experiences with the public engagement campaign. In general we tried to do too much with limited human and financial resources. But some of the simpler things like the flat leader and the At the Table dinners worked well. Those that were more challenging such as the large concert/rally in Toronto and the online video ad competition did not work well. A key lesson is to keep it simple. However, given the challenge of working with a Conservative government that is fundamentally negative about global poverty issues, we had an incredible result in terms of not only the maternal and child health initiative but also getting an invitation for the African Union and NEPAD to sit at the G20 Table and a robust accountability report on the G8.

Recommendations for future work on G8/G20 based on the Canadian experience:

- a) Identify a few strategic policy goals. Don't try to achieve too many things or your campaign will be too diffuse and you will not be able to use the limited resources and influence that civil society groups have in a way that would result in tangible gains.*
- b) Develop a credible common platform which can help to build unity among civil society groups and provide a very useful tool for lobbying efforts.*
- c) Develop a lobbying strategy - Even though there are huge challenges in terms of the interest groups that are at play, there are political openings that can be exploited with an effective lobbying effort. Lobbying strategies need to be contextual to the country and political moment but they also need to be multi-faceted, engaging the Sherpas and civil service as well as the elected leaders.*
- d) Plan communications and public engagement campaign - A strong media and public engagement campaign is critical to strengthening civil society credibility and lobbying power.*
- e) Collaborate with global partners on global campaign - The global nature of the campaign is critical to mobilizing pressure from other governments and creating conditions where international agreements on key initiatives can be reached at G8 or G20 Summits. The African Union at the Table campaign as well as collaboration on the maternal and child health and FTT issues was very important to the outcomes.*
- f) Are there ways to avoid violent protest stealing all the media attention? One negative experience in Canada was the violent incidents that happened at several of the protests. While the violence was in many ways provoked by the police and the work of a small group, the civil society organizers were not proactive enough in taking steps to avoid it. It had a counter-productive impact on the media coverage and on allowing the government to justify its excessive expenditures on security. They spent more on security for a three day Summit that they committed to 5 years of the maternal and child health initiative.*

The presence of media representatives as part of GCAP membership and their active participation in leadership roles ensures ownership and a deeper appreciation of developmental and poverty related issues by the journalists. The presence these “media champions” has also been invaluable through their advice of strategies to adapt, as well as linking up coalitions with the appropriate media houses and editors. GCAP Kenya has two media associations seating in their council- **Kenya Parliamentary Journalist Association** and **African Media Initiative in Development**. In Malawi, the **National Media Institute of Southern Africa (NAMISA)** is represented on the MDGs task force, which has the responsibility of developing key plans and activities towards promoting government and public to meet the MDGs. Similarly Rwanda has a media representative on the Project Accelerate National Steering Committee.

Changes

Subsequent to the submission of the Project Accelerate proposal to the Gates Foundation in the fall of 2008, the G20 Summit has emerged as a key global decision-making forum. Then at the Italian G8 in July 2009, it was announced that Canada would host both a G8 and G20 Summit in June of 2010. GCAP and Make Poverty History Canada therefore also incorporated the G20 Summit into its campaign plans. Representatives of Make Poverty History attended the London G20 Summit in April 2009 and did several television interviews. MPH staff also attended the Pittsburgh G20 in September 2009 and worked with the GCAP media team to make sure our perspective was reported in the media.

At the global level, the Civil G8 and Canadian G8/G20 Summits were used as an opportunity for consistent interaction between GCAP coalitions engaged with the G20 and more specifically, linking and learning dialogues between MPH Canada and GCAP South Korea. The latter eventually became the main conduit for civil society engagement with the South Korean government on the agenda and events of the G20 held in November 2010. A strategy meeting for civil society coalitions in Asia was organized in Seoul in August 2010, enabling the exchange of perspective of development of a regional strategy towards the G20 Summit and with special attention to the agenda of Poverty and Development. The adoption of the ‘Development Consensus’ at the South Korean G20 – influenced no doubt also by its proximity to the MDG Review of September 2010 and the international advocacy effort organized towards it - is yet another important precedent in the working of the G20 and reinforces the need for civil society – particularly across the new G20 countries to continue their efforts to influence the policy agenda at the national and global levels.

At the country level, changes in the Kenya constitution has brought about far reaching policy and structural shifts in the way Kenya is governed. This calls for a structural change of the campaign and a strategy shift in line with the new developments. By the time of drafting the original proposal and implementation of the first phase, Kenya was divided into 8 administrative provinces. With the passing of the new constitution, a second level of government is expected to come into effect from 2012. In the coming year, GCAP Kenya will be changing its membership structure to reflect the new realities.

Risks

The GCAP proposal identified the following potential risks and mitigation strategy for each of them:

- i. Sudden political instability in the countries where the project is implemented.
- ii. Financial Crisis: The current financial crisis poses some potential risks for the project in two ways. Firstly, donor countries may halt any planned increases or reduce their ODA funding due to pressure to devote all funds to domestic programmes. Secondly, NGOs that have been making contributions to GCAP may now restrict their funding due to decreases in revenues;
- iii. The unwillingness of other partners funding the coalitions to collaborate so that there are competing approaches;
- iv. Political leaders in G8 host countries are not open to policy dialogue with civil society or responsive to public pressure;
- v. Slow response from national coalitions to communications coming from the secretariat might not allow proper planning and contribution
- vi. G20 or other forum may replace G8

Of the above, the risks in relation to the implications of the financial crisis on the ODA, and the replacement of the G8 by the G20 have been the main 'risks' that have emerged. The emergence of conservative governments across Europe and Canada and the domestic economic crises such as seen in countries of Europe have resulted in serious setbacks to funding for international development and global initiatives. Strategies for the creation of public pressure on governments to prevent them from cutting back on or diverting ODA budgets have been in Canada (Public Opinion Poll) and more recently as part of GCAP Japan's efforts to oppose the Japanese government's move to divert its ODA budget to rehabilitation. These are challenging issues to take up and address at the national level; and the creation of nationally driven, but globally inter-linked actions to reinforce the need for governments to meet their aid targets despite the economic / financial crises is key.

In this period the G20 too has emerged as a forum in its own right; and one that has captured the imagination of the global public and media as representative of a 'new economic order' in the world. GCAP has been well positioned to re-invent its outreach and advocacy strategy in relation to the G20 due to the presence of active coalitions / supporting organizations in the new G20 countries. The learning linkages established between GCAP Canada and GCAP South Korea, enabling the latter to almost single handedly coordinate civil society participation and linkages with the host government is a testimony to the effective transfer of experiences and knowledge across the GCAP network. The alliance has also provided GCAP coalitions across Latin America, Africa and Asia with information and guidance on the engagement of their governments on the G20 agenda, which is also a first time campaigning agenda in most of the new G20 countries.