

August 2010

REVIEW | of July

Overview

The month of July was a successful one for development campaigners: the World Cup and the Education for All campaign 1GOAL pulled-off the first ever political meeting to take place as part of a sporting event; maternal health was front and centre of the African Union Summit; the UN resolved that water and sanitation is a human right; the IMF agreed to cancel Haiti's outstanding debts; and the UN set-up a long demanded Women's agency – UN Women. These are significant victories for some long-running campaigns.

Meanwhile, in Vienna, the XVIII International AIDS Conference made global headlines on the fight against HIV/AIDS. The HIV/AIDS campaigners have not been dominating the INGO space this year despite putting out some great materials that seem to be popular with the public. The Born HIV Free campaign (covered here in the June edition) aims to raise the profile of HIV/AIDS funding in the lead-up to October's replenishment conference of the Global Fund has been particularly successful. The YouTube page of the campaign, with its fascinating video, has had over 14 million channel views since it was created in February. Yet, the Vienna Conference was not covered at all by the INGO community and HIV/AIDS is not one of the top popular campaigning issues outside the HIV/AIDS community.

In the climate camp, the focus appears to be to appeal directly to the public and get them to take action. Some groups are trying to capitalize on the big oil spill to connect to the public: Greenpeace is using BP as a leverage to get alternative energy sources into the press – they protested at a large number of BP petrol stations in London at the end of July. Climate change groups are putting out a number of new initiatives, from the Great Power Race to the 10:10:10 week of action. However, the Bonn Climate Change talks that begin on the 2nd of August have pretty much gone under the radar, perhaps underlining the campaigners revised approach of mobilizing the public rather than targeting the policy process this year.

A lot of attention in the INGO community was on Haiti some 6 months after the earthquake. The focus of the coverage is mostly on the state of reconstruction and appeals for more aid to help out. An exception is the ONE Campaign which has condemned global donors for their poor record of delivering promised aid – only 10% of committed monies have been spent according to the organization – and have launched a petition demanding global donors deliver on their commitments.

Another issue in the news was food speculation. The World Development Movement launched a new report and campaign in the UK demanding the authorities constrain food speculation. The campaign was launched just at the same time as a hedge fund apparently bought some 7% of the world cocoa supply which commentators have labeled a speculative purchase. As a result the WDM campaign received a great deal of attention in the UK. Food commodities and speculation look set to become one of the new campaigning topics.

So July was a lot more active than forecasted. With the MDG Summit looming, August may be equally as busy. We shall see.

What's HOT

Water

MDG Summit

Haiti

What's NOT

Corporations

Robin Hood

Finance

Campaigning and Advocacy Up-dates

Food Speculation Campaign

The World Development Campaign (WDM) launched a high profile campaign in July that targets hedge funds and banks that participate in food speculation. The report, *The Great Hunger Lottery*, that goes with the campaign specifically targets Goldman Sachs, alleging that the company is earning millions in profits from betting on food prices: allegations the company refutes. WDM campaign is demanding the UK financial regulation authority – the FSA – constrain food speculation, and to do so WDM has asked its supporters to participate in a phone-in to the Agency to demand action. According to the NGO, some 900 calls were made in response.

Whether by design or by accident, the campaign launched just at the time one UK based hedge fund bought a large portion of the world's cocoa beans stock. This put the WDM campaign front and centre of the news cycle in the UK.



World Development Movement

African Union Summit

A number of NGOs targeted the AU Summit this year with the focus mainly on maternal and child health. Some NGOs were prevented from undertaking planned media stunts due to increased security following the Kampala bombing during the World Cup final. A Save the Children rally was going to feature huge puppets of two African heads of state who have done more in tackling child deaths in their countries.

NGO did get their voices heard at the Summit however. A coalition that included the Partnership for Maternal, New-born and Child Health called on African nations to save

CAMPAIGN LAUNCHES

The Great Power Race

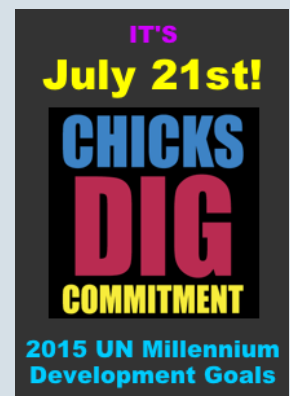
The climate campaigning group, 350.org, has launched a new competition between the US, Indian and Chinese students to develop clean energy. Working on the basis that friendly competition will motivate countries, and spur innovation, the campaign is signing up universities to participate in the competition which begins in September. So far some 500 campuses, some 200 in India and 175 in China have signed up. Politicians in participating countries will be encouraged to visit the campuses to see the projects in development during 350.org's action week in October.

www.greatpowerrace.org

Chicks Dig Commitment

A great new twist on making the MDGs more attractive to the public has been launched in the US. The campaign Commit in September uses the tagline 'Chicks dig Commitment' and appeals to the American university market. Commit in September is a grassroots advocacy campaign organized by the Millennium Campus Network that aims to deliver a petition with 10,000 signatures to President Obama asking him to go to the UN MDG Summit in September and fulfill commitments on education, health and Haiti. The campaign is supported by the UN Millennium Campaign and the UN Foundation. Oh, for those interested, T-shirts with the campaign slogan can be ordered online.

www.commitinseptember.com



11 million African women by investing \$32 billion in improving their status. GCAP convened a pre-Summit public dialogue in Kampala to highlight the lack of progress on MDG 5 and called on African leaders to agree concrete action on MDG 5 at the Summit.

2010 Soccer World Cup Education Summit

The South African government hosted a conference on global education on the 11th July. It was the first time a political summit was held due to major sporting event. A number of African heads of state attended the event alongside the Dutch prime minister, the President of Germany and the UK's Secretary of State for International Development.

The meeting opened with a strong statement from President Zuma calling on the international community to take action on global education in the September MDG Summit. A communiqué was released at the end of the meeting which recognized the importance of education and underlined that the global community was not going to meet the education goal by 2015 with business as usual. The group echoed President Zuma's speech and called on the international community to take action at the forthcoming MDG Summit to address the current funding gap and get back on track to reach education for all targets.

Vienna HIV Conference

The XVIII International AIDS Conference took place in late July. The gathering of scientists, activists, foundations and governments received a great deal of press internationally and pushed HIV/AIDS on the international agenda. A number of protests around the cutting of funding on HIV/AIDS took place with one group staging a massive 'die-in' in the conference venue.

The event received a great deal of international press, perhaps due to its high-profile speakers: Bill Clinton and Bill Gates. However, the conference passed the NGO community by, with very few NGOs highlighting the conference and its outcomes to their supporters or on their sites.

INDUSTRY MOVES

Steve Cockburn is leaving his position as Coordinator of the End Water Campaign to become Oxfam GB's West African Regional Campaign Manager based in Senegal.

Justin Forsyth, a former special advisor to Gordon Brown and former Oxfamer, has been appointed to be the CEO of Save the Children UK.

Brazilian Anti-Corruption Victory

In a surprising move, the Brazilian legislature has passed a bill barring anyone convicted of corruption from holding public office. This victory is due to a massive mobilization in Brazil in support of the legislation started in late 2009 by a Brazilian NGO called the Movement Against Corrupt Elections which put together a petition of over 1.5 million signatures. This was complimented with an online campaign, coordinated by the campaigning group, Avaaz, which has some 600,000 members in Brazil, which raised an additional 2 million online actions over the course of a few short months. This overwhelming public support in an election year was enough to put pressure on politicians (some of whom will be effected by it) to pass the bill.



1GOAL Yellow Card Hand-Over

1GOAL World Cup Campaign

The World Cup leg of the 1GOAL campaign concluded with the final of the World Cup on the 11th July. It appears the alliance with the tournament organizers, FIFA, paid off as there are now 14 million actions taken this year, some 400,000 from Africa.

During the month of the World Cup, the campaign had over 100,000 new online supporters each week. The exposure of the campaign, through the partnership with mobile phone providers as well as football associated TV feeds, paid dividends for the campaign. 1GOAL delivered their Yellow Card action to the President of South Africa at the opening of the Soccer Education World Cup Summit. The campaign will now have to carry the momentum to New York and the MDG Summit.

Greenpeace and BP

In a significant ratcheting up of its campaign on BP and the Gulf oil spill, Greenpeace activists managed to ‘close down’ BP petrol stations throughout London on the 27th June (see the back-page for the photo). Campaigners put their version of the BP logo on the petrol signs and held out placards to inform the public. The action received a great deal of press in the UK and helped keep pressure on the company as it announced its new CEO.

MICAH

The Christian campaigning coalition, MICAH, which is focused on reaching the MDGs has launched their own campaign called 10:10:10. This is rather confusingly the same name of the climate campaign 10:10:10 co-organised by 10:10 and 350.org (using numbers as campaign names seems to be a new trend).

MICAH’s numbers refer to the campaign targets: 100 million prayers; 10 million people taking the Big Promise action – a hand-print and a pledge to help the poor; and meetings with 1000 political leaders to hand-over the hand prints. All this will take place from the 10th October onwards. It is a neat number trick and ambitious but may be within the reach of MICAH’s niche market of evangelical churches.

10:10

The other 10:10 campaign is gearing up for more activity. 10:10 has had a great deal of media exposure in the UK and recently sat down with Comic Relief’s Richard Curtis to devise a new video to reach the public. The campaign hopes to replicate the sort of success Curtis’s Banker video did for the Robin Hood campaign. However, 10:10 will rely on its partner, 350.org in getting the messages out internationally as its exposure still remains the greatest in the UK.

UNUSUAL ALLIES CORNER

Sometimes, global campaigning comes across some unusual allies – all are welcomed and celebrated. Here are two good examples:

End Piracy Petition

A coalition of maritime seafaring groups and unions have joined forces to demand the world community take action against the Somali pirates to protect sailors. The petition does not just focus on the outcomes of piracy but also demands world leaders act to bring peace to Somalia, the real solution to the problem. The petition aims to hand-over some 500,000 signatures to world leaders on the 23rd September, World Maritime Day.

www.endpiracypetition.org



Business and Investors Against Tax Havens

Another group campaigning on a global issue is a coalition of small businesses in the US that have put together a petition to President Obama and Congress asking them to constrain the use of off-shore tax havens. The Business and Investors Against Tax Abuse allege that these centres give larger corporations an unfair advantage and rob the US government of some \$30 billion in taxes each year. They have published a report to back up their findings and are promoting the petition online. That US businesses would be advocating for the same thing as European left-of-centre groups is heartening.

www.businessagainsttaxhavens.org

COMING UP | in August

It is summer in the northern hemisphere so the campaigning and meetings will slow down for the next couple of months. That said, there are still some meetings taking place and activities planned. Strangely, there appears to be two world youth summits organised for the summer break.

CIVICUS World Assembly

CIVICUS will be holding its regular World Assembly again in Montreal, Canada from the 20th to 23rd August. The theme of the event is Acting Together for a Just World, and will focus on economic justice as its core theme underpinned by development effectiveness and climate justice.

www.civicusassembly.org



The World Youth Summit

23rd to 27th August, Mexico

The Mexican government, in partnership with the UN, is holding an international assembly of youth from the 23rd to the 27th August. The meeting will bring together youth delegates from a number of countries to discuss how youth can become active in development and achieving the MDGs.

www.youth2010.org

7th Annual Youth Assembly at the UN

4th – 6th August, New York, USA

The UN is hosting the 7th Annual Youth Assembly at its headquarters in New York. The event is advertised as a gathering of youth to seek practical ways to contribute to achieving the MDGs, as well as global networking and social entrepreneurship.

www.faf.org/unyouthassembly/ya_home.htm

WEB REVIEW | July

The web review of 100 of the top INGOs and coalitions sites showed that poverty issues and rights and peace (including peace & security and gender) was the most covered topics featured 67 times and 38 times respectively.

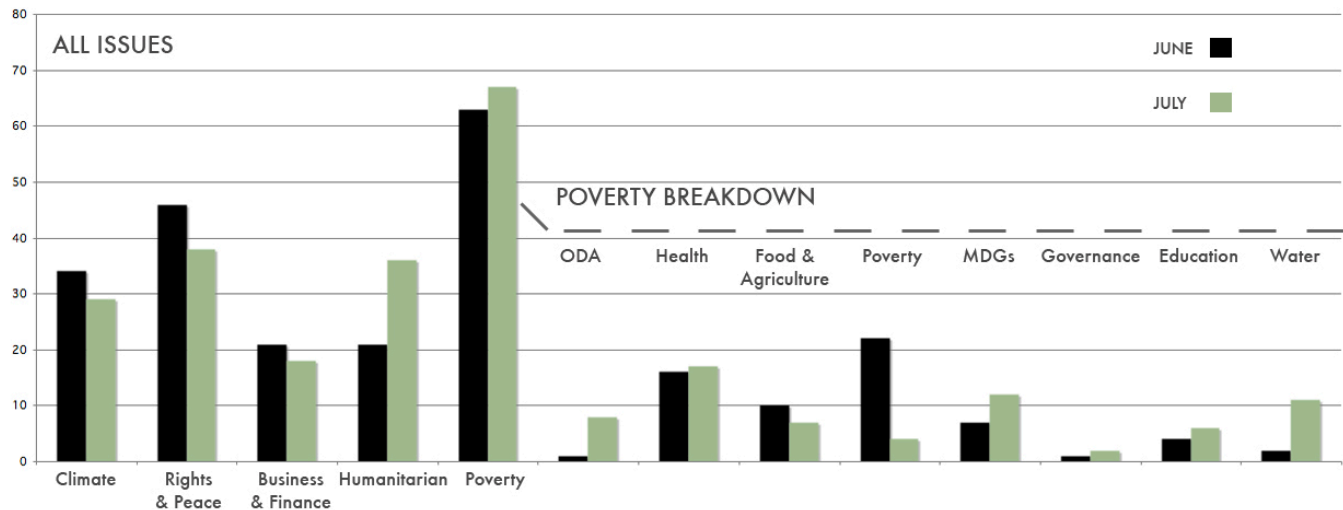
The single most dominant issues was the sixth month anniversary of the Haiti earthquake as NGOs reviewed their work in the country and looked to the next stage in reconstruction. The UN debate and adoption of water as a human right was also featured on a number of sites.

Climate change issues were diffuse. June’s focus on the oil spill has given way to a wider range of issues from climate financing, home insulation to the issue of chemical plant

security. The Gulf oil spill and BP were again prominent in INGO discussions.

Following the peak of activity around the G8 and G20, financial issues were substantially down: the financial transaction tax was not prominent in the review. Transparency in the oil industry was another issue profiled on a number of websites, perhaps linked to the off-shore drilling debate.

WEB REVIEW | July compared to June | Number of sites featuring the five sectors



ACTION TRACKER | July actions

The action tracker counts the petitions, letters and other actions for supporters to take as they are presented on the 100 sites monitored. Of the total 100 sites reviewed, 52 sites listed 114 actions: 48 sites had no actions for supporters to take.

The greatest portion of actions were around poverty related issues with a total of 39 (out of 114), or 34%, followed by climate and human rights which includes peace and gender both with 27 actions or 24%. Business and finance recorded 21 or 18%.

With respect to poverty, key issues were MDGs, education and water. The number of actions on education fell in July following their peak in June during the World Cup. MDGs saw a significant increase as groups start focusing on the forthcoming September summit. The number of climate actions also increased in July with a wide-range of issues from a campaign on stopping destroying rainforests for grazing

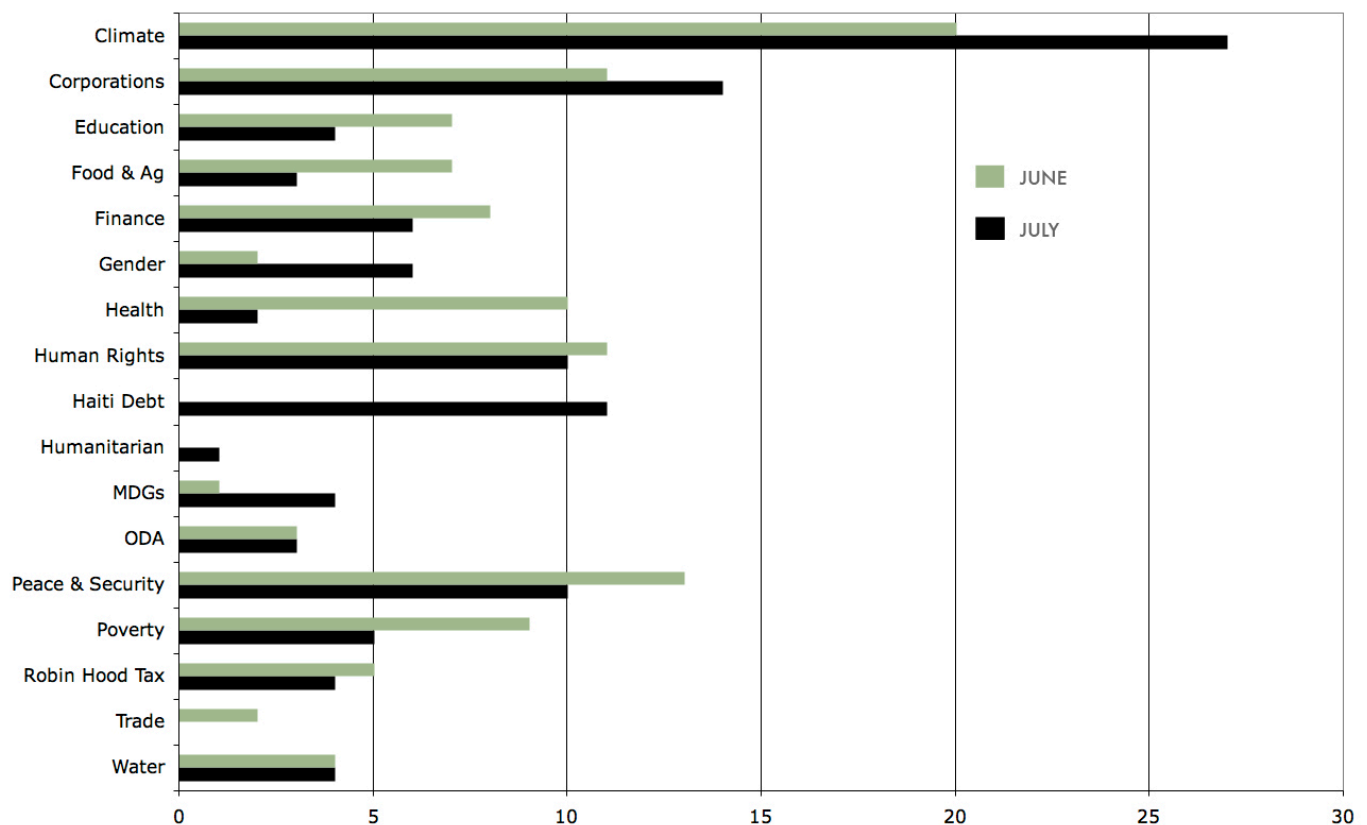
land for cattle destined for fast-food outlets to protecting tigers and stopping coal mining. Interestingly, there were only two petitions on the Gulf oil spill on the websites reviewed.

There was a slight fall in the number of initiatives concerning human rights as well as gender. Peace and security numbers were up in July with a number of actions focused on the Gaza blockade. The Haiti debt petition disappeared in July after the successful push to get the IMF cancel the debts. The number of actions on business and corporations were also slightly up.

MOST FEATURED ACTIONS IN JULY (TIE):



ACTION TRACKER | June vs. July | Total number of actions featured per issue



WEB REVIEW | In-Depth Review

This is a more in-depth look at which issues key NGOs are highlighting on their webpages. The review was carried out at the beginning of the month.

Organization	Website Development Focus and Priority
Actionaid	<ul style="list-style-type: none"> UK: Vandenta Mine; Rebuilding Haiti; Bangladeshi brothels and drugs Italy: Education; global hunger; Born HIV Free campaign International: Haiti six months on; 1GOAL; G8 & G20 broken promises
Amnesty	<ul style="list-style-type: none"> International: US hikers imprisoned in Iran; Transportation of arms; The situation of asylum seekers and migrants in Greece UK: Jailed Indonesian activist; Civil rights in the UK
Avaaz	<ul style="list-style-type: none"> English: Iranian women's possible stoning; Gaza blockade; Victory for whales – whaling ban holds
CARE	<ul style="list-style-type: none"> UK: Niger crisis; Haiti 6 months on; Voices against violence US: Child marriage; Violence against women; Haiti Australia: Floods in Myanmar; Haiti 6 months on; New UN women's organization
CIDSE	<ul style="list-style-type: none"> Experts confirm financial transaction tax viable; Seminar on Gaza blockade
CIVICUS	<ul style="list-style-type: none"> Venezuela and prosecuting human rights defenders; Kumi Naidoo's new book.
Christian Aid	<ul style="list-style-type: none"> Haiti 6 months on; West African food crisis
CONCORD	<ul style="list-style-type: none"> More and better aid; Civil society consultation in EU development policy; Development education policy report on EU member states
Friend of the Earth	<ul style="list-style-type: none"> International: UN recognizes water as a right; protesting dams in South Korea; BP oil spill
Global Call to Action Against Poverty	<ul style="list-style-type: none"> International: GE crops in Italy; Coal defeated in NZ; Whaling and trial of Japanese activists
Greenpeace	<ul style="list-style-type: none"> International: GE crops in Italy; Coal defeated in NZ; Whaling and trial of Japanese activists US: Gulf oils spill; rebranding BP; Chemical plant security
Malaria No More	<ul style="list-style-type: none"> Youssou N'dour and malaria awareness in Senegal; American Idol nets campaign up-date
ONE Campaign	<ul style="list-style-type: none"> UK: Reneging on Haiti commitments; ONE Award; Transparency motion in UK parliament US: US MDG Strategy; Women and development; Poverty issue in New Hampshire France: DATA Report 2010; Kick Italy out of the G8 action

WEB REVIEW | In-Depth Review (cont'd)

Organization	Website Development Focus and Priority
Oxfam	<ul style="list-style-type: none"> • GB: Haiti 6 months on; Business supporting carbon cuts; West African food crisis • US: Women tacking climate change; Afghan crisis; Haiti 6 months on • Canada: Afghan crisis; Haiti 6 months on; West African food crisis
Plan International	<ul style="list-style-type: none"> • Haiti 6 months on; education for street children; Impact of freezing weather in Peru
Save the Children	<ul style="list-style-type: none"> • UK: Impacts of welfare cuts in the UK; Niger food crisis; Haiti 6 months on • US: Crisis in Kyrgyzstan; Haiti 6 months on; Pakistani flooding
Social Watch	<ul style="list-style-type: none"> • Statement on the UN MDG Summit; Lebanese Finance Minister on poverty eradication and women
The Elders	<ul style="list-style-type: none"> • Desmond Tutu to retire; Losing the war on preventable childhood diseases; Holocaust
Third World Network	<ul style="list-style-type: none"> • Bonn climate change talks; Development Conference 2012
White Ribbon Alliance	<ul style="list-style-type: none"> • AU Summit and maternal health
World Vision	<ul style="list-style-type: none"> • Australia: World Vision wins transparency award; food aid in Mozambique; Bonn climate change talks • Canada: Haiti 6 months on; preventing school drop-outs in Toronto • US: Conflict minerals from the DRC; Malaria funding cuts; Haiti 6 months on
World Wildlife Fund	<ul style="list-style-type: none"> • Canada: Endangered tigers; new national marine conversation area in Canada; Tracking polar bears • International: Off shore oil; mass coral bleaching; WWF issues apologies to Saudi Arabia over name-plate incident
UN Millennium Campaign	<ul style="list-style-type: none"> • UN MDG Summit; Stand Up Against Poverty action
UNDP	<ul style="list-style-type: none"> • Entrepreneurs in Ghana; UNDP cash-for-work programmes in Kyrgyzstan; UNDP conversation programme in Tanzania
UNICEF	<ul style="list-style-type: none"> • Promoting universal breastfeeding; Situation in Kyrgyzstan; Vienna AIDS Conference

EVENTS CALENDAR | August & September 2010

August

President Obama's Young African Leaders Summit
3rd – 5th August
Washington, DC, USA

7th Annual UN Youth Assembly
4th – 6th August
New York, USA

International Youth Day
12th August

Mother's Day (India)
19th August

CIVICUS World Assembly
20th - 23rd August
Montreal, Canada

World Youth Conference
23rd - 29th August
Mexico City, Mexico

North American Leaders Summit
August 2010
Canada

UN DPI/NGO Annual Conference
"Advance Global Health: Achieve the MDGs"
30th August – 1st September
Melbourne, Australia

International Day of Democracy
15th September

Stand Up Against Poverty Days of Action
17th – 19th September

International Peace Day
21st September

Clinton Global Initiative
21st – 23rd September
New York, USA

UN High-Level Event on Biodiversity
22nd September
New York, USA

UN High-Level Plenary Meeting on the MDGs
20th – 23rd September
New York, USA

Blouin Creative Leadership Summit
22nd -24th September
New York, USA

UN Private Sector Forum
20th – 22nd September
New York, USA

World Maritime Day
23rd September

September

G20 Sherpa Meeting
Exact date unknown
South Korea

International Literacy Day
8th September

What World 2010 Campaign Tracker



Greenpeace action at a BP Camden petrol station. Photo: Greenpeace.

The *What World 2010 Campaign Tracker* is a monthly review of the main campaigns working on global issues such as poverty, human rights and climate change. Mixing campaign up-dates and a review of the websites of 100 NGOs and coalitions, *What World* aims to track the trends in global campaigning and advocacy as the industry gears up to the key events in 2010, namely the G8 & G20s, the UN MDG conference and the next Climate Change meeting in Cancun.

By highlighting the campaigns and activities of the industry and how they are communicated to the wider public of politicians and other decision-makers, *What World* hopes to create more space for collaboration and coherence in global campaigning and advocacy industry.

What World is interested in information on campaigns and forthcoming events. Please send your information and updates to: kel@whatworld.com.

For up-to-date information on NGO campaigning and advocacy, take a look at www.sherpatimes.com.

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