

**Wear the Whiteband
the symbol of the global fight against poverty**



GCAP Month of Mobilisation

16 September – 17 October 2006

Mobilisation Guide



www.whiteband.org



Month of Mobilisation Tool Kit

Contents

Part One

The Month of Mobilisation Suggested Actions and Messages:
Pages 1-7

Part Two

Additional Information and Tools for Planning

Frequently Asked Questions	Page 13-14
IFI / Launch Events Toolkit	Page 17-21
Calendar of Global Events	Page 22
How to Use GCAP's Messaging for the Month	Page 23
Communicating Our Success	Page 24
Information Sharing Form	Page 24-25

The Global Month of Mobilisation 2006

2005 was a landmark year in the fight against poverty. The Global Call to Action against Poverty (GCAP) was launched at the World Social Forum in Porto Alegre in January of 2005. GCAP rapidly grew into the world's largest ever anti-poverty movement, with organisations representing around 150 million people, in over 80 countries. Last year we inspired more than 36 million people to take action – whether this was by signing a petition or taking to the streets.

In 2006 we are continuing to act together to challenge leaders to tackle gross inequalities and global poverty. GCAP is uniting again in global solidarity for the Month of Mobilisation 2006, which runs from September 16th through to October 17th.

Get involved! Let's harness the energy we generated in 2005 and renew our call in the Month of Mobilisation.

What is the Global Month of Mobilisation?

The Month of Mobilisation will see millions of people in over 80 countries unite again under the banner of the white band. We will be standing-up against poverty and inequality and demonstrating to world leaders, the media and the public that our movement has not gone away and that we continue to grow in strength and power. The theme for the Month is "Stand Up Against Poverty". People across the world will be linked by this theme.

The Month of Mobilisation launches on September 16th, to coincide with the IMF and World Bank meetings in Singapore, and culminates on October 17th (World Poverty Day), in a Global Day of Action.

This Mobilisation Guide gives an overview of the suggested global actions for the Month of Mobilisation, as agreed by the GCAP Month of Mobilisation Task Force. The Mobilisation Task Force identified a range of common actions for national coalitions during a global planning meeting. These are intended to ensure global coherence and coordination - though national coalitions will, of course, undertake their own events and actions, with their own messaging, according to their national priorities during the Month. If we can stand together in solidarity during key global moments we can make a much more powerful impact.

What do we want to achieve from the Month of Mobilisation?

The Mobilisation Task Force has identified some key aims for the Month of Mobilisation that, as a global coalition, we should strive to achieve. In broadest terms, we should aim to hold one of the most successful joint global civil society mobilisations. With millions of people wearing white bands, signing petitions, taking actions, participating in events, and reaching far more through the media, particularly in the South, to engage them in our call to action.

The core goal will be to have shared actions that take place in as many of the 80 GCAP countries as possible and adds up to an inspiring global picture of millions taking the

same actions together for the same big cause – the Global Call to Action against Poverty. Secondly, we need to create high visibility for GCAP, both among the public and with decision makers, putting pressure on Southern and Northern governments and IFIs to tackle poverty and inequality and achieve the MDGs.

Finally, we also need to ensure that the Month of Mobilisation helps to build the strength of our movement. All of the above must be embedded in a process of building the capacity of GCAP coalitions to mobilise large numbers of people and secure media attention. All activities should also have a strong focus on ensuring that, in the South, the poorest and most marginalized groups have the opportunity to be part of, and to shape, the campaign.

Please note that the above is drawn from the agreed objectives for the Month of Mobilisation and will be used as a basis for evaluating the Month by the Mobilisation Task Force. These agreed objectives, and an evaluation process, are included in Part Two. Please do take time *after* the Month of Mobilisation to be part of this process of evaluation so that we can learn from what works and what doesn't and take this learning forward into 2007.

What are the core global messages of the Month of Mobilisation?

The core slogan for the month is "*Stand Up Against Poverty*". This will be the global slogan that unites our actions. The Mobilisation Task Force has agreed on a visual brand for this slogan as the version to be used in all materials. This logo is at the top of this pack as well as included in the attached materials section of this pack and available online at: www.whiteband.org in the download section.

Wherever possible, we are asking people to use the secondary message "*Together For Equality*". The Mobilisation Task Force have agreed that it is vital to reflect the Beirut Declaration's decision on the importance of fighting inequality when tackling poverty. This optional second line of the slogan recognises that inequality is a structural cause of poverty: if it is not tackled, poverty will not be ended.

Please see Part Two for more information on how to use GCAP's messaging.

Box 1: The Core Demands from the Beirut Declaration

"We want to pressure governments to eradicate poverty, dramatically lessen inequality, and achieve the Millennium Development Goals.

We demand:

- Public accountability, just governance and the fulfilment of human rights
- Trade justice
- A major increase in the quantity and quality of aid and financing for development
- Debt cancellation

We demand gender equality be recognized as a central issue for poverty eradication. We further demand that upholding the rights of children, youth, women and other excluded groups, as well as ensuring their equal participation, be recognised as fundamental to the achievement of these goals.

We encourage national coalitions to use other messages from the Beirut Declaration, where appropriate, in a way that makes sense to their own context. We also encourage everyone to ensure that the final messages are easy to communicate.

Taking Action Together During The Month

During the Month of Mobilisation, activities all over the world will be built around the theme of *Stand Up Against Poverty*.

You could organise a Stand Up Against Poverty event at any time during the Month of Mobilisation, but the period around the Global Day of Action on 17th October is the time when we must mobilise in our millions, stand up and be heard.

Launch Events – Targeting the International Financial Institutions (IFIs)

The start of the Month of Mobilisation is timed to coincide with the Annual Meetings of the IMF and World Bank, which take place from September 16th- 17th. We encourage national and regional coalitions to launch their month of mobilisation activities with actions around these key meetings.

What is GCAP planning around the IFI meetings?

There are a number of activities and events that are already planned by GCAP around the Singapore Annual Meetings.

- In Singapore, GCAP is planning to hold a photo stunt on 16th Saturday September and press conference on 17th September at the Singapore meetings – to coincide with the launch of the month and to highlight our messages around the IFI Annual meetings
- GCAP will be a co-convenor of the International People's Forum to take place from the 15th to the 17th September in Batam, Indonesia. The International People's Forum is intended to mirror the Annual Meetings and is the chance for civil society organisations to come together for a few days before the official meeting of the IMF and WB on September 19 to 20. GCAP is also planning to hold a skillshare session on 'Campaigning Against IFIs' within this event.
- GCAP Asia is holding a People's Tribunal on Debt and Poverty, one of the major events in the International People's Forum.

What can GCAP coalitions do as part of the Month of Mobilisation?

There are two principle ideas for actions:

1. **A fax action** – we would like all GCAP coalitions to send a fax to the Chair of the International Monetary and Financial Committee (IMFC), Gordon Brown on the 12th and 13th September and their national representative to the Annual Meetings (likely to be the Finance Minister or the Central Banker)
2. **A photo stunt** – we encourage all GCAP coalitions to consider doing this photo stunt outside the national offices of the Bank and Fund on, or before, 15th

September.

Please see Part Two of this pack for more information on planning for events around the IFIs and also for a fax template letter.

Culmination of the Month Global Day of Action on 17th October

We ask all coalitions to take part in or hold a mass action or event on, or around, the Global Day of Action on 17th October. This is *the* moment when we can all act together during the Month of Mobilisation and we strongly encourage all coalitions to take part – no matter how big or small the action is. We learnt last year that when we act together and speak with one voice on one day, with simultaneous events across the world, we are far stronger and can make a powerful impact.

What You Can Do

The primary action we ask all national coalitions to do is to take part in a *Stand Up Against Poverty* event. These events should aim to generate publicity for GCAP and our demands:

- Public accountability, just governance and the fulfilment of human rights
- Trade justice
- A major increase in the quantity and quality of aid and financing for development
- Debt cancellation

These activities should also serve to showcase your national demands and the activities of your coalition that have taken place throughout the Month of Mobilisation.

Events should highlight the large numbers of people who have Stood Up Against Poverty during the Month of Mobilisation, in your country and globally. We want world leaders to hear the call of the people to take action on poverty, loud and clear. On the Global Day of Action at the culmination of the Month, we want politicians, world leaders and the world's media to know that millions of people have come together to Stand Up Against Poverty.

Remember to invite the people you are trying to influence to your events – e.g. parliamentarians, decision makers, policy makers, the media – and hand over petitions, or other totals for the number of people who have taken action. Consider getting appropriate people who could be campaign ambassadors involved.

Ideas for *Stand Up Against Poverty* Events

There are lots of different ways in which coalitions can plan for a Stand Up Against Poverty event. Below are just a few suggestions.

- ❖ Hold a mass event in a town or city centre that takes the form of a white band human chain around national monuments, assemblies or parliaments. Make sure

everyone wears white, and use white material to create giant white bands. Incorporate a mass Stand Up Against Poverty moment.

- ❖ Hold a Poverty Summit throughout the days around 17th October and make sure that everyone present takes part in a mass Stand Up action on the Global Day of Action on 17th October.
- ❖ Hold a Stand Up Against Poverty cultural or musical event – a People’s Festival – perhaps tied to a Poverty Summit.
- ❖ Take part in the global attempt to set an official Guinness World Record for the biggest number of people ever to Stand Up Against Poverty on 15th and 16th October. See later in the Toolkit for more information.
- ❖ Hold a media event at the end of the Month of Mobilisation where you invite the media and unveil the numbers of people that have taken some form of Stand Up Against Poverty action during the Month – both in your country and globally. GCAP will be announcing a global total of people taking action during the Month, available on the GCAP website at www.whiteband.org

Box 2: Using the Stand Up Against Poverty theme

Get yourselves noticed! Standing up is an ordinary thing, but if you do it together in an unusual way, you’ll get people’s attention.

- Have people Standing Up on stilts at events and press conferences.
- Get everyone at an event to kneel or sit down at the same time, and then have them all Stand Up together.
- Arrange a march around your town or city centre. Get groups of people to gather sitting down at points around your route so that they Stand Up and join the march as you reach them. Encourage other people who are sitting or standing around to Stand Up and join you.
- Instead of a “sit in”, how about organising a “Stand In”, with large numbers of people standing up for some time outside an important building or monument in protest against poverty and inequality.
- How about Stand Up Against Poverty Comedy night?
- If you have lots of people sitting down in a big venue like a sports stadium, put out a loudspeaker announcement to get everyone to Stand Up together, or even do a coordinated Stand Up “audience wave”.

Linking Up With What Is Already Happening

If you do not have the capacity to hold a mass event, think about linking the Global Month of Mobilisation into what you already know is happening in your area.

You could get in touch with churches, mosques, temples and synagogues around the weekend of 17th October to wrap their buildings in white bands and get them involved in Stand Up Against Poverty actions.

Contact local cinemas, theatres, concerts or other audience-focused events and ask if you can get the audience to Stand Up Against Poverty before the event starts, explaining the issues at the same time.

If there is a large sporting event taking place, get the local sports team or sports stadium on board. Ask them to do an announcement to get the whole audience to Stand Up Against Poverty together – perhaps they could be asked to do an audience wave? Perhaps prominent players could take part?

What Are We Asking Individuals To Do?

One of the key aims of the Month of Mobilisation is to try and ensure that GCAP inspires millions of people to take action. You should ask individuals to support our call by taking one of the following actions:

- Wearing a white band.
- Stand Up Against Poverty, and take part in the Stand Up World Record Attempt on 15th/16th October.
- Pledge support by adding their voice to:
 - Petitions (adding their name, thumbprint or footprint) and adding these into your national targets.
 - Send an email as part of the global e-campaign – please try to send an email to all your supporters, networks and friends asking them to sign-up to our online petition: please tell them to visit **www.whiteband.org/takeaction** after September 10th to sign-up to our call. We will be collecting the numbers of people that have taken this action and adding them into the global total.
 - Sending letters – Ensure that you send lobby letters to the relevant targets in your country. Please also try to make sure that you fax the IFI lobby letter included in the IFI Toolkit in Part Two of this Guide

Box 3: Our shared symbol: the white band

The great thing about the white band is that it is simple and flexible, and can be used easily by anyone in the world, whatever their circumstances.

It is not necessary to wear a professionally produced white band – most people will make their own. You can make a white band with a piece of fabric or paper and wear it any way you like: as a wristband, an armband, a headband, or a lapel badge.

Stand Up Against Poverty World Record Attempt

On 15th-16th October there will be a global attempt to set an official Guinness World Record for the largest number of people ever to Stand Up Against Poverty.

It will be held in a 24-hour period from 10am GMT on Sunday 15th October to 10am GMT on Monday 16th October.

People all over the world will be taking part, and it is simple to get involved. Get in touch with as many schools, places of worship, youth groups, trade unions and women's networks as you can – get them involved!

Box 4: How to do a World Record Stand Up attempt

You can organise a Stand Up Against Poverty world record event at any time during the 24-hour period of the challenge. You can hold it in your school, workplace, town hall, place of worship or any other appropriate venue.

All actions must take place between 10am GMT Sunday 15th October and 10am GMT Monday 16th October.

Someone – a celebrity, mayor or other appropriate event leader – should ask everyone gathered to come together and sit or kneel down.

The event leader should give a brief explanation of Stand Up Against Poverty and why we are doing it.

The event leader should ask the crowd to count down from ten and then at zero everyone should rise to a standing position. People who are physically unable to stand will be counted as long as they are present at the Stand Up moment and can perform an appropriate action of their choice.

Either the whole crowd, or just the event leader, should then say the “global pledge” – it is reciting the pledge that will make the attempt count as a world record, so this is very important. The text of the pledge will be made available soon.

The final, but crucial, step is to count or estimate as accurately as possible the number of people taking part. These numbers will be added to the global record-breaking total.

Go to www.whiteband.org to find out more about how to take part in the Stand Up Guinness World Record Attempt, to get information on events in your area, and to register your participation.

Outreach – Ensuring We Include Key Groups In Our Call

In 2005, the broad and open agenda of the campaign helped us to reach out to new constituencies and to unify civil society organisations with diverse objectives. This is important if our movement is to be fully representative of those living in poverty and fighting against inequality and if GCAP is to be as big, powerful and diverse a campaign as possible.

This year we want to build on this and engage youth and children's groups, and women's and labour movements. Please do ensure that as a national coalition you proactively endeavour to reach out to as many of these groups as possible.

Showing the Support of Millions

Last year we counted the numbers of people taking action – an amazing 36 million in total! These numbers helped us to gain publicity and to show the breadth of the global support for our call to politicians, world leaders and the media.

If we can do the same again then we will be able to generate the same level of interest. We are hoping that we will be able to unveil the numbers who took action throughout the month, to the world's media, on October 17th for World Poverty Day. So **please** do email the numbers of people that have taken part in events or signing petitions or taking part in the Guinness World Record or any other activity that falls within the month to: **actionnumbers@whiteband.org**

GCAP will also be recording all the numbers of people that have signed up to our online petition and adding these to all the national and regional figures to compile a massive global figure – don't forget we will be racing against time to compile these numbers for media events on October 17th, so please email us with numbers as soon as possible.

Global Materials Support

As with 2005, there will be some centrally produced materials available for using and downloading for use within your country and at events – these will be in the form of: posters, stickers, action cards and leaflets. These will be available online from 10th of September at: **www.whiteband.org** and go to the 'downloads' section.

We will also be attempting to make promotional materials for radio, video, TV, print media and the internet. Promotional materials can be adapted for national use, to be used throughout and before the Month of Mobilisation will also be available through the Global Support Team. Please email **info@whiteband.org** for more information on these.

GCAP is also looking to engage a number of 'campaign ambassadors'. These will be high profile individuals who wish to support GCAP but who are not part of a supporting organization. GCAP Ambassadors are celebrities, with constituency support, and public outreach. These Ambassadors would be asked to present GCAP in various public fora, during the month of mobilization, appear on posters, and other promotional materials and record video messages. Please email **info@whiteband.org** for more information on these.

Part Two: Additional Information and Tools for Planning

Frequently Asked Questions Around the Month of Mobilisation

Q. What is the Global Month of Action?

A. It is a month of activity being organised by the Global Call to Action Against Poverty to engage the public, put pressure on decision makers, and build momentum for further campaigning on global poverty and injustice. More than a hundred national coalitions around the world will be taking action under the unifying theme of “Stand Up Against Poverty”.

Q. Why is GCAP taking action now?

A. The month includes key political moments such as the annual meetings of the International Monetary Fund (IMF) and World Bank and ends on 17 October, which is also World Poverty Day. The Month was chosen by representatives from across GCAP during the Beirut meeting and is included in the Beirut Declaration as the agreed Month for action in 2006.

Q. What is the Beirut Declaration?

A. GCAP met in March to decide whether to renew the 2005 call to action. During this meeting GCAP decided to continue working together as a global movement until at least the end of 2007. During this meeting GCAP drafted a declaration – known as the Beirut Declaration – which outlines the agreed actions, dates and policy platform for GCAP. To find out more or to read the Beirut Declaration please visit the GCAP website.

Q. How has the agreed actions and messages for the month been chosen?

A GCAP Mobilisation Task Force has been set-up to look into planning at the global level for GCAP actions during the GCAP Month of Mobilisation. The team consists of representatives from the regional level, as well as other key constituencies across GCAP. This Team met for a face-to-face meeting, which took place from June 26th - 27th in London and has since been meeting for regular teleconferences. The Communiqué from the meeting was distributed after this meeting. Together we have formulated the key actions and messages.

Q. Where do I get extra information on events and how do I share my national plans with others?

A. For more information or clarifications please email the Global Support Team on: info@whiteband.org

If you haven't already sent in information on what your coalitions plans are for the month please do fill in the National Coalitions Feedback Form at the end of this pack and send to info@whiteband.org.

For posting information on the GCAP website please email:
newmedia@whiteband.org

We really need as many good quality pictures as possible, as well as video footage from events to record actions on the website and in media work – please do send your pictures or footage of events to **both:** newmedia@whiteband.org and info@whiteband.org

Q. How does the World Record Attempt relate to the Month of Mobilisation activities?

It is one of the many activities that we are asking individuals to do throughout the month. Many national coalitions will be taking part in the World Record and promoting it within their country. You don't have to take part in the World Record attempt to hold a Stand Up Against Poverty event – Stand Up events can take many forms and take place throughout the month.

Q. What Support can we expect from GCAP globally for our Month of Mobilisation plans?

A. We are attempting to give as much support as possible at the global level for national coalitions activities throughout the month. The kind of support that we have identified as possible for us to give our support to, is via information sharing (website) etc and also in giving tools for the mobilisation, such as the promotional materials.

Q. What are GCAP Campaign Ambassadors?

A. GCAP has been looking to engage a number of 'campaign ambassadors'. These are high profile individuals who wish to support GCAP but who are not part of a supporting organization. GCAP Ambassadors are celebrities, with constituency support, and public outreach. These Ambassadors would be asked to present GCAP in various public fora, during the month of mobilization, appear on posters, and other promotional materials and record video messages.

GCAP Month of Mobilisation International Financial Institutions (IFIs) Toolkit

‘Stand Up Against Poverty: We Must Have a Voice!’

Introduction

The start of the month of mobilisation is timed to coincide with the Annual Meetings of the IMF and World Bank, which take place from September 16th- 17th. We encourage national and regional coalitions to launch their month of mobilization activities with actions around these key meetings under the umbrella slogan ‘Stand Up Against Poverty: We Must Have a Voice’.

Why target the World Bank and IMF Annual Meetings?

The Annual Meetings of the World Bank and IMF will be held in Singapore over the period 14- 20 September, with the more high-profile meetings taking place on 16-17th September. The meeting agenda will focus on the reform and governance of the IMF and the transparency of selection of the leaders of the IMF and the World Bank. There is also likely to be a progress report on the implementation of the World Bank’s new conditionality guidelines.

Conditions imposed by the World Bank and IMF, including privatisation, cutting spending, and trade liberalisation, often hurt poor people rather than helping them. IMF and World Bank conditions also take decision-making away from local people and instead puts it in the hands of Washington based bureaucrats. Civil society organisations, parliaments and governments often find that they are unable to make choices about their policies because the policies have already been set by the World Bank and IMF. For example, IMF imposed spending ceilings often limits decisions on budget allocations to health and education.

The governance structures of the World Bank and IMF also give poor countries very little say in how the institutions are run. G8 countries dominate the boards of both institutions – the UK has a greater voting share than the whole of Sub-Saharan Africa, for example. At the Annual Meetings, the IMF board is likely to approve some increases in voting shares for middle-income countries such as Mexico, Turkey and South Korea, but at the moment any increase in voting shares for Africa is highly unlikely.

The GCAP actions will focus on ensuring any reform gives the poor a greater voice in the decision-making process of the IMF and the World Bank and in setting country-owned development paths without the imposition of harmful economic policy conditions.

What can GCAP coalitions do as part of the Month of Mobilisation?

There are two principle ideas for actions:

1. **A fax action** – we would like all GCAP coalitions to send a fax to the Chair of the International Monetary and Financial Committee (IMFC), Gordon Brown on the 12th and 13th September and their national representative to the Annual Meetings (likely to be the Finance Minister or the Central Banker)

2. **A Photo stunt** – we encourage all GCAP coalitions to consider doing this photo stunt outside the national offices of the Bank and Fund on, or before, 15th September.

Coordinating GCAP coalition actions around the IFIs

In order to demonstrate the breadth of concern and protest around the IFIs it is very important for us to know about actions taking place. If you plan to do either or both of the above actions please do let us know in advance. Please contact Emma Harbour at eharbour@bond.org.uk. Likewise, after the event please do send in any reports or photos of your action so that we can use it on the www.whiteband.org website and in other communications. Please contact Jo Walker at jwalker@oxfam.org.uk

Other activities around the IFIs

- GCAP will be doing a photo stunt on Saturday 16th September and press conference on 17th September at the Singapore meetings
- GCAP will be a co-convenor of the International People's Forum to take place from the 15th to the 17th September in Batam, Indonesia.

IFI Action 1 – We Must Have a Voice!’ faxing action

We encourage all GCAP coalitions to take this simple action – in so doing we will show the breadth and unity of our voice against IFI conditionality and for IFI governance reform.

Please send a fax, signed on behalf of the coalition, to the Chair of the IMFC.

The fax needs to be sent on 12th or 13th September

If your coalition is planning to do this action, please let us know so that we can collate numbers – email eharbour@bond.org.uk

Note: as well as the coalition sending a fax please encourage individual organisations to also send a fax.

Aims of faxing action:

- To put pressure on the IMFC to include a wider representation of southern voices in its decision-making, in particular to include more African representatives.
- To put pressure on IMFC to institute a more transparent and accountable process for choosing new IMF Managing Directors and World Bank Presidents.
- To put pressure on the World Bank and IMF regarding conditionality.

What to do:

- Agree to do the fax action within your coalition
- Print and sign the fax
- Inform emma.harbour@actionaid.org from GCAP that you are doing the action
- Encourage individual organisations within or outside the coalition to also send the fax
- On 12th or 13th September send the fax to Gordon Brown, fax number **00 44 207 270 4580**
- You should also send a copy of your letter to Gordon Brown to your national representative attending the IFI meetings in Singapore. This will probably be either the Finance Minister or the Central Banker.
- Copy and resend the fax to any others you wish e.g. media, IMF/WB representatives
- Inform GCAP that you have sent the fax by 15th September so we can collate the numbers for the media email eharbour@bond.org.uk.

Alternatives

- If you want to broaden the action to individuals and supporters you could ask them to send a fax. Alternatively, you could get people to sign-up in advance via your website or through email lists and then add their names to the signatories at the bottom of your fax

FAX TEXT

Dear Gordon Brown,

We are writing to you in your role as Chair of the IMFC, to express our deep concern that the process within the International Monetary Fund (IMF) continues to exclude the voices and representation of the poor, whilst continuing to make decisions that directly affect their lives.

As you know, reform of the governance structures of the International Monetary Fund (IMF) is on the IMFC agenda on the 16th September. We believe that any such review needs to go beyond increasing quota allocations to a handful of middle income countries to include a complete reform of the institution to address, increasing the representation of poor countries, increasing transparency and ensuring it can fulfil its appropriate role in meeting the Millennium Development Goals.

Specifically, we call on the IMFC to undertake

- 1. Transparent, Merit Based Leadership Selection which is open to all nationalities.**
- 2. Urgent reform of the Votes and Shares including the adoption of a double-majority voting system. This would mean that decisions by the IMF board would only be made when a majority of member governments agree and the decision garners a majority of votes.**

Alongside reforming the IMF we believe that for the IMF to radically cut the number of binding and non-binding conditions it imposes on lending countries, and for the IMF to stop attaching controversial economic policy conditions to its loans.

The G8 has underlined the need to provide economic space for developing countries to determine the best macro-economic policies to tackle poverty. Yet, the IMF's continuing attachment of conditionalities to its loans undermines government's ability to control their own policies.

Last year, the 80 coalitions that make up part of the Global Call to Action against Poverty (GCAP - a worldwide movement committed to campaigning to fight poverty and inequality), mobilised 36 million people in over 80 countries worldwide. We are united in calling on our leaders both in both rich and poor countries to act to bring an end to poverty.

GCAP's Month of Mobilisation runs from the 16th September to the 17th October, and we will be undertaking actions at the international level in Singapore and in our national capitals to highlight these issues around the IFIs. Please take these petitions to the meeting in Singapore and take the right decisions to end poverty.

We look forward to a continuing dialogue with you on these important issues,

Your sincerely

GCAP National Coalition

Cc: National Representative attending the World Bank/IMF Annual Meetings in Singapore

IFI Action 2 – ‘We Must Have a Voice!’ photo stunt

We encourage as many GCAP coalitions as possible to take this relatively simple action. The photo stunt will also be replicated in Singapore at the IMF/WB meetings.

The photo stunt should take place either on the 15th September or in the week before.

If your coalition is planning to do this action, please do let us know so that we can coordinate, especially for media purposes – email jwalker@oxfam.org.uk

Aims of the ‘Stand Up Against Poverty: We Must Have a Voice!’ photo stunt

To draw media attention to national demands, namely:

- the need for governance reform of the IFIs
- the need to remove harmful economic policy conditions from IFI aid and debt relief

How to do the photo stunt

A group of people will wear gags representing the lack of voice that developing countries, and their citizens, have in the IFIs and in determining their country’s own development paths.

A group of campaigners or civil society representatives will gather outside the offices of the IMF Representative, and/or the World Bank offices. The larger the number of people, the more attention you will attract but this could also be done with a smaller number of approx 10, depending on your national laws.

They people gathered will all be wearing gags representing the lack of voice that developing countries, and their citizens, have in the IFIs and in determining their country’s own development paths. On the gags you could write ‘no voice’ in your national language.

We suggest that you also have a large banner with the message ‘no voice’ or ‘xxxx number of people don’t have a voice’ with GCAP branding and slogan. For the media we think it would look best if everyone was wearing similar clothes e.g. a white t-shirt. You could also think about printing t-shirts with a message such as ‘IMF and World Bank: We Must Have a Voice’.

Note: GCAP can provide artwork for banners and t-shirts if required

Note: For those coalitions unable to mobilise outside the offices of the Bank and IMF, is there another suitable location? Alternatively, your coalition could hand in a letter to the World Bank and/or IMF representative detailing the national demands.

What you will need:

- permission to do the stunt outside the offices of the WB and IMF
- a group of people
- white/printed t-shirts
- material for gags and pens for people to write on them
- large banner
- copies of your press release and someone to hand them out and possibly someone to talk to journalists (as everyone else will be gagged!).
- someone to take some good photos for you (to send to the press and use in some of your other communications). Digital photos are good for sending to the media
- white bands or leaflets about your coalition and someone to hand them out

Getting media coverage of the photo stunt

Getting media coverage of the stunt will help to build awareness of our demands and the Global Call To Action against Poverty. It can help in educating the public on our issues and what can be done about them, encouraging the public to get involved, as well as potentially influencing decision makers.

To make sure you have the best chance of getting media coverage draw up a press release that includes:

- what you are doing and why
- the policy demands in language that the public would understand
- quotes from members of the coalition
- details of when and where the photo stunt will take place
- contact details and how journalists can get more information
- information about GCAP
- information about what else you will be doing for the month of mobilisation
- send your press release well in advance and follow up with calls to key journalists
- after the stunt, send photos to media contacts with a second press release

Note: if you need help with preparing your press release for the IFI action please contact jwalker@oxfam.org.uk

Month of Mobilization Calendar of Global Events

Sept 13th - 20th	<p>IMF & World Bank Annual Meetings, Singapore GCAP will be doing a photo stunt on Saturday 16th September and holding a press conference on 17th September at the Singapore meetings.</p> <p>GCAP coalitions are encouraged to take part in the fax action – to send a fax to the Chair of the International Monetary and Financial Committee (IMFC), Gordon Brown on the 12th and 13th September and their national representative to the Annual Meetings.</p> <p>GCAP coalitions should also consider doing a photo stunt outside their national offices of the World Bank and IMF on, or before, 15th September.</p>
Sept 16th	<p style="text-align: center;">GCAP Global Day of Action</p> <p style="text-align: center;">Launch Date of the GCAP Month of Mobilisation</p>
Sept 15th -17th	<p>International Peoples Forum, Battam, Indonesia GCAP will be co-convening the International People's Forum, during which GCAP Asia will be holding a 'Poverty & Debt Tribunal: IMF vs the People' on X Sept. GCAP will also be presenting a skillshare session for 'Campaigning Against IFIs'.</p>
Sept 27th	Stop EPA's Day
Oct 15th	Stand Up! Guinness World Record
Oct 17th	<p style="text-align: center;">GCAP Global Day of Action</p> <p style="text-align: center;">World Poverty Day</p>

How to use GCAP Messages

The global messages and demands for the month of mobilisation are deliberately not detailed. This is because they are the core values that unite us at a global level and GCAP does not attempt to devise detailed policy agreements. All national coalitions and different constituencies will elaborate upon these messages and have more detailed public policy messages that relate to their own national context.

The Mobilisation Task Force has also agreed that it is vital to reflect the Beirut Declaration's decision on the importance of fighting inequality when tackling poverty. Please do try to incorporate messaging on this into your work.

The policy messages are drawn from the Beirut Declaration. Below is the section from the Beirut Declaration that applies to messaging.

Beirut Declaration: Section on 'Public Policy Change Objectives'

"There is great diversity among our group, but we know that we will be more effective when we work together. We do not endeavour to reach absolute agreement on detailed policy, but we want to pressure governments to eradicate poverty, dramatically lessen inequality, and achieve the Millennium Development Goals.

We demand:

- Public accountability, just governance and the fulfilment of human rights
 - Trade justice
 - A major increase in the quantity and quality of aid and financing for development
 - Debt cancellation
1. We demand gender equality be recognized as a central issue for poverty eradication. We further demand that upholding the rights of children, youth, women and other excluded groups, as well as ensuring their equal participation, be recognised as fundamental to the achievement of these goals.
 2. We call on governments to act against poverty immediately and decisively. We call on civil society to pressurise governments and mobilize the political will needed to achieve our goals. We call on people to wear a white band to express their support for the global call. We invite organisations to actively participate, co-operate with each other and coordinate their activities, particularly at national level to promote participation, mobilisation and people centred advocacy. National activities will be home grown."

In addition the GCAP Feminist Task Force has produced messages related to women, which can be incorporated into national campaign promotional material, presentations, actions and activities. These include:

- "Gender Equality to End Poverty"
- "If gender equality is not there, eradication of poverty is NO WHERE! "
- "Feminization of poverty is a reality. Address it!"

Communicating Our Success

If we Stand Up, we have to make sure that we are counted as well! It is vital that we tell each other what we are doing, total up the actions that we have taken globally during the Month of Mobilisation, and monitor and evaluate what we do so that we can learn from 2006 and mobilise with an even more powerful voice in 2007.

At the end of the Month of Mobilisation, please answer the following the questions and send in the answers to info@whiteband.org by Friday 20th October. This will enable us to put together a global picture of what we achieved during the Month of Mobilisation, to celebrate and communicate our collective achievements and learn from the experience of 2006.

- 1) Give your best example of how you interacted with decision makers?
- 2) Give one example of change/progress (e.g. use of GCAP language in statements, actual policy change).
- 3) Approximately how many people took action during the month?
- 4) Give a few examples of the kinds of actions organised and where they took place?
- 5) What was the best example of campaign representation in the media?
- 6) Have you provided at least 3 pictures for www.whiteband.org? If not please send them now.
- 7) Did you involve any new groups/sectors? Especially unions, disability, youth/children and women's groups?
- 8) If so, who/how many and with what level of response or interest?
- 9) How did you raise youth, disability and women's issues during the month?
- 10) What was your best example of how you raised awareness with a particular audience?
- 11) Do you feel stronger now, nationally and regionally?
- 12) How many groups are in your coalition, across how many sectors? Have any groups left the coalition?
- 13) Do you feel more connected to the global movement now? Why?
- 14) Have you got plans for 2007? What are they in brief?

Tell us about your plans

It is really useful for us to know as much as possible about plans around the world. Please use the table below to tell us more about your country's plans for the Month of Mobilisation, if you have not already filled a form like this out.

Please return this form to info@whiteband.org

Apart from the contact names and details, this information will be shared with other country coalitions, the whiteband.org website and used in media work.

Country:	Name Of National Coalition:
Website:	Translation of your National Coalition Name in English:
Your Name, Telephone Number And E-Mail Address:	
Which Organisations Are In Your Coalition? (Give a weblink to a list if easier)	

What Are You Demanding From Your National Government? What are your other demands (World Bank, IMF, UN etc.)?

Will Your Coalition Be Taking Part In The Global Month Of Mobilization And/Or White Band Day 2006?

Are There / Have There Been Any Other National Days Of Action In 2006 For Your Coalition? *(Please either detail plans or provide a write up of what happened)*

**Are You Planning To Take Part In The *Stand Up World Record Attempt?*
*(Please detail any plans you currently have as well as an estimate of the number of people you expect to take part in your country)***

Communication Contacts:

Please list the e-mail address of those who would like to receive communications on regional or global activities (as many as you want):

Name	Organisation	E-mail Address
------	--------------	----------------

Website Contact

Please list the e-mail address of those who will be responsible for providing content about your coalition to the editors of whiteband.org the GCAP website.

Name	Organisation	E-mail Address
------	--------------	----------------

Spokespeople Contacts:

Please list the names of and contact details of those who are able to speak to the campaign in your country (as many as you want):

Name	Organisation	E-mail Address
------	--------------	----------------

Outreach Plan:

Please detail any plans you have to reach out to a broad range of groups in your coalition (trade unions, religious groups, youth organisations etc).