



Operational Note of the Counting Process for the STAND UP and SPEAK OUT 2007

The following acts as a guide to the specific considerations and undertakings, in addition to the general requirements detailed, for any potential attempt for the STAND UP and SPEAK OUT record.

They should be read and understood by all concerned – organisers, participants and witnesses – prior to the event. Please note that these guidelines in no way provide any kind of safety advice or can be construed as providing any comfort that the record is free from risk.

4 EASY STEPS: Join the 24 hour Guinness World Record Challenge!

STEP 1: PLAN or ORGANIZE YOUR EVENT:

- Refer to the brochure for more information about the STAND UP and SPEAK OUT challenge; or
- Visit www.standagainstopoverty.org where you can share your ideas and questions with us on how to organize a STAND UP and SPEAK OUT event in your school, university, organization, community, state, and even country.

STEP 2: REGISTER YOUR EVENT:

- Visit www.standagainstopoverty.org to set up your account and register online. It is easy to do and only takes a few minutes.
- Share your event with others in your area and encourage them to join and participate.
- You can register your event starting **now until 9 PM (GMT) on October 17.**

STEP 3: COUNT and CAPTURE YOUR EVENT:

- ONLY between **9pm GMT on October 16 and 9pm GMT on October 17**, ensure you count (or estimate, in the case of really large events) the number of people that physically or symbolically participate.
- Capture these actions via film, digital cameras, or videos.
- STAND UP and SPEAK OUT actions should only happen from **9pm (GMT) on October 16 to 9pm (GMT) on October 17** to count towards the Guinness World Record challenge.

STEP 4: REPORT YOUR EVENT:

- IMMEDIATELY after counting the number of people who STAND UP and SPEAK OUT please report your event online at www.standagainstopoverty.org or via fax with the World Record Validation Fax Back form.
- If you have already registered your event prior to October 16 it will only take a few minutes. If you have not registered your event, you will have to register your event and report participation numbers to at the same time.
- ALL participant numbers must be submitted by **6am (GMT) on October 18**. Participant numbers received after this time will not be counted towards the final Guinness World Record Breaking number. Upon submitting the numbers you can also upload your photos and/or videos online.

Specific Operational GUINNESS Guidelines & Requirements:

- The 24 hour period is continuous and all actions should take place between 9.00pm (GMT) Tuesday 16 October to 9.00pm (GMT) Wednesday 17 October.
- The act of standing up must occur dynamically from a seated / kneeling position. At a given signal all participants in a specific location will stand up for at least 1 minute. (People with disabilities will be counted as long as they are present at the Stand Up moment and perform an appropriate action of their choice).



- During the attempt the participants may engage in other activities such as singing, saying a pledge, waving a flag, etc.
- **ONLINE Stand Up:** Where possible, actions should be recorded online at www.standagainstopoverty.org in order to ensure that the counting is streamlined and centralized. If required, partners can link to www.standagainstopoverty.org. If partners are unable to do this or have any web related inquiries, please contact jason.woj@undp.org for alternative options.
- **SMS Stand Up:** Participants wishing to stand up via text messaging will also be counted within the following parameters. Participants should physically stand up and report their action via SMS. The SMS must be sent to a designated number (short code) within the allotted 24 hour time frame by one unique user. A report or letter should be obtained by the organization attempting the record from the mobile network provider, confirming the number of participants in the SMS Stand Up.
- **Pictures / Video:** Where possible images and video of the action should be captured and sent with submission. Pictures and video should be uploaded via the online facility at www.standagainstopoverty.org.
- **Reporting:** Accurate reports must be received from each location regarding the number of participants and type of event that took place. Reports must include information for designated fields (see further details on page 3) and can be completed online at www.standagainstopoverty.org, or sent by fax using the attached World Record Validation Fax Back form. Where using a Fax Back form, one witness at each location must affix their signature to confirm the total number of participants present and fax this information to the regional reporting office. The Fax Back form can also be downloaded at www.standagainstopoverty.org with a list of fax numbers of regional reporting offices.
 - **ONLINE:** Where possible, actions should be recorded online. Partners should link to the www.standagainstopoverty.org registration page from their web sites so the counting is streamlined and centralized. If partners are unable to do this or have any web related inquiries, please contact jason.woj@undp.org for alternative options.
 - **FAX:** If using a fax back form then at least one independent witness (i.e. not connected to the organization of the event) should sign the form and verify the authenticity of the number of people that were recorded as having stood up. The job or position of each witness must be clearly stated on the form and where possible they should be a public figure and have “standing” in the local community, meaning that they must be prominent and respected. The witness should also include their contact address underneath their signature and position.
 - If partner organizations have web access and chose to receive fax submissions from individual events please do not fax these to the Millennium Campaign. Add this information on their behalf online via www.standagainstopoverty.org. IF you do NOT have web-access please transfer the faxed information as accurately as possible into an excel table with the exact fields detailed on page 3 and e-mail it to standup2007@standagainstopoverty.org.
 - Where possible organizations should submit **ONE** report per event online or with the fax back form, counting or estimating as accurately as possible the number of people that took part in the action. It is not necessary for every participating individual to submit the form; the organizer can do this on their behalf.

Timeline:

1. The final action globally will be complete by **9.00pm (GMT) on Wednesday 17th October**
2. All report submissions of numbers should be submitted to the Millennium Campaign NY office by **6.00am (GMT) on Thursday 18th October**
3. HQ will count / compile and send to Guinness UK by **11.00am (GMT) on Thursday 18th October**
4. Guinness UK to have final figures counted and returned by **12.00pm (GMT) on Thursday 18th October**
5. Official announcement scheduled to take place at **1.00pm GMT on Thursday 18th October**



SAMPLE Registration Fields:

(these fields are displayed on www.standagainstopoverty.org and will be used for registering your event)

- > Title (Mr/Mrs/Ms):
- > First Name:*
- > Last Name:*
- > Event Name:*
- > Name of organization if appropriate:
- > Type of organization: (drop down: school, college, university, faith based, NGO, CSO, local authority, corporation etc.)
- > Address Line 1:*
- > Address Line 2:
- > City:*
- > State / Province:*
- > ZIP/Postal Code:*
- > Country (drop down):*
- > Region (Africa, Arab Region, Asia, Europe, Latin America & Caribbean, North America, Oceania):*
- > E-mail address*
- > Telephone Nos:
- > Location of Stand Up moment:*
- > Date of Stand Up moment:*
- > Number of people expected to Stand Up:*
- > Short description of planned event:

SAMPLE Reporting Fields

(these fields will only be available for reporting Stand Up numbers from 9pm (GMT) on October 16 to 6am (GMT) on October 18. If you have not registered for your event before this time you will have to fill out the fields above to register your event and those below to report participant numbers from your event at the same time.)

- > Number of people that Stood Up:*
- (Insert line "I confirm that the above information is accurate to the best of my knowledge)
- > Initial form: e.g. AK
- > Tab inviting participants to write a brief overview of their event (including where it was, how many people stood up, celebrity / high profile participation, how they spoke out, atmosphere, notable highlights)
- > Tab inviting people to upload images and video
- > Option for participants to receive further updates from standagainstopoverty.org:
- > Option for participants to receive further updates from standagainstopoverty.org partner organizations:

* = required field

NOTE:

- For those who register prior to the event, reporting is quick and easy. By logging into your account on the day of the event, you can easily input the required details and upload photos/videos of the event. For those who have not registered before their Stand Up and Speak Out event takes place, they will have to register their event and report the numbers at the same time.
- The time frame for Reporting numbers to be counted towards the 2007 Guinness World Record Challenge is LIMITED – all numbers need to be reported online at www.standagainstopoverty.org or via a fax back form by 6AM (GMT) October 18th, 2007!



Stand Up and Speak Out Counting offices and Focal points

Region	UNMC
Global	
Contact	Anand Kantaria & Reshma Kishnani UN Millennium Campaign Global Office New York, NY 10017, USA Tel: +1 212 906 6783 anand.kantaria@undp.org standup2007@standagainstopoverty.org
Reporting Method	www.standagainstopoverty.org Fax: + 1 646 417 7787
Africa	
Contact	Linda Odhiambo UN Millennium Campaign Africa Regional Office Waiyaki Way, Westlands, Nairobi, Kenya Tel: +254 (0)20 445 3440 standupafrica@gmail.com
Reporting Method	www.standagainstopoverty.org East Africa Fax: +254 20 4453444 West Africa Fax: +233 21 776 725 South Africa Fax: +263 4 738 310
Asia	
Contact	Urailuk Jetsongkul UN Millennium Campaign Asia Regional Office Rajadamnern Nok Avenue, Bangkok 10200, Thailand Tel: + 66 (0)2 288 2592 jetsongkul@un.org
Reporting Method	www.standagainstopoverty.org Fax: +91 22 6645 9566
Latin America & Caribbean	
Contact	Juan Miguel Diez United Nations Information Centre Mexico City, Mexico Tel: +52 55 52639723/21 levantate@un.org.mx
Reporting Method	www.standagainstopoverty.org Fax: +(52 55) 5203 8638
Europe	
Contact	Serwah Asante UN Millennium Campaign New York 10017, USA Tel: +1 212 906 6324 serwah.asante@undp.org
Reporting Method	www.standagainstopoverty.org
North America	
Contact	Carol Welch UN Millennium Campaign Office (US) Washington DC Tel: +1 202 778 3554 cwelch@unfoundation.org
Reporting Method	www.standagainstopoverty.org Fax: +1 202 887 9021
Arab Region	
Contact	Diana Zeidan Arab NGO Network for Development Beirut, Lebanon Tel: +961 1 319 366 Diana.zeidan@annd.org
Reporting Method	www.standagainstopoverty.org Fax: +961 1 815 636
Oceania	
Contact	Starr Guzman SENSE Foundation Inc Victoria, Australia Tel: +61 402 669 884 starr@sense.org.au
Reporting Method	www.standagainstopoverty.org





WORLD RECORD VALIDATION FAX BACK FORM

PLEASE FAX THIS FORM TO : +1 646 417 7787 (US), +91 22 6645 9566 (ASIA), +254 20 44 53444 (EAST AFRICA),
+233 21 776 725 (WEST AFRICA), +263 4 738 310 (SOUTH AFRICA), + 52 55 5203 8638 (LATIN AMERICA) WITHIN 8
HOURS OF YOUR STAND UP AND SPEAK OUT EVENT OR FILL IN A FORM ONLINE AT WWW.STANDAGAINSTPOVERTY.ORG

DETAILS OF PERSON FILLING IN THE FORM:

Title: _____ First Name: _____ Last Name: _____

SIGNATURE: _____

Name of organization if appropriate: _____ Telephone Number: _____

Address: _____

City: _____ State / Province: _____ ZIP/Postal Code: _____ Country: _____

E-mail address: _____

If you would like to receive updates from standagainstopoverty.org and/or its partner organizations via e-mail which will include news from the other STAND UP and SPEAK OUT events around the world please tick here: ☐

DETAILS OF WITNESS

I confirm that the above stated participant numbers for the STAND UP and SPEAK OUT challenge are accurate to the best of my knowledge

Title: _____ First Name: _____ Last Name: _____

SIGNATURE: _____

E-mail address: _____

If you would like to receive updates from standagainstopoverty.org and/or its partner organizations via e-mail which will include news from the other STAND UP and SPEAK OUT events around the world please tick here: ☐

DETAILS OF THE EVENT:

Location of STAND UP and SPEAK OUT moment: _____

City: _____ Country: _____

Region (Africa, Middle East, Asia, Europe, Latin America & Caribbean, North America, Oceania): _____

Time and Date of STAND UP and SPEAK OUT moment: _____

Number of people that Stood Up: _____

Please write a brief overview of the event: _____

Please clearly label and submit any images and video of your event that you are able to capture. These can either be uploaded to www.standagainstopoverty.org or mailed to Millennium Campaign Stand UP, 304 East 45th Street, FF 610, New York, NY 10017. After the event all pictures and videos of the STAND UP and SPEAK OUT attempt will be displayed online.

