

THINK:

Before about the potential risks of what you do to your partner; to the link; to yourselves.

REFLECT on the:

- The relative importance of the issue; being worthy is not enough.
- The impact of the tactics.
- Potential negative implications

QUESTION:

Whether both partners will be able to work on the change?

Checklist:

- ✓ Have you thought about how you will show that what you want matters?
- ✓ Have you thought how the change could be turned into an achievable goal?
- ✓ Are our plans realistic?
- ✓ Have you considered how culture affects the issue?
- ✓ Are you being reflective and critical?
- ✓ Is the goal identified clear, measurable and simple?
- ✓ Have you identified the people with the power to effect the change?
- ✓ Do you have supporters who will be active?
- ✓ Have you considered ways of keeping less active supporters in touch?
- ✓ Have you considered the challenges from those who are actively against the proposed actions?
- ✓ Are you making effective use of sympathetic contacts?
- ✓ Are you really listening to what your partners are saying?
- ✓ Do you have sufficient resources for advocacy?

Next steps:

- Consider current campaign activities currently being undertaken locally.
- Share knowledge of the activities with your partners.
- Consider and identify the changes needed with your partners
- Ensure everyone involved is consulted including stakeholders.
- Ensure that everyone is fully informed.
- Look at the campaign guidelines overleaf.
- Identify the goals or solutions.
- Consider any risks and who would be exposed to them.
- Don't be vague; collect all of the hard data that you can.
- Produce persuasive arguments not just information.
- Take care to avoid a 'crusading' mentality.
- Look at similar initiatives and learn from them.

Speaking out

Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly; defend the rights of the poor and needy. *Book of Proverbs*

Questioning is key to understanding global inequality. There are many ways in which inequalities across the globe can be challenged by individuals and organisations working together to make a difference.

Advocacy: an umbrella term for organised activism related to a particular set of issues.

Campaigning: a campaign is a combined series of actions aimed at bringing about a specific goal.

Lobbying: advocacy with the aim of influencing a governing body by promoting a point of view that is conducive to an individual's or organisation's goals.

Participation: a process of collective analysis, learning and action.

Advocacy is more than raising awareness. It is about engaging directly in the political process and can be undertaken by all.

When I give food to the poor, they call me a saint. When I ask why the poor have no food, they call me a communist. *Dom Helder Camara, Brazil*

Solidarity is one of the reasons why communities form links. There are activities which groups can undertake to support each other and to help address issues of inequality or other issues of concern. These are in addition to the many civil society organisations and individuals working together across the globe. As our world is becoming more interdependent, local actions can, and increasingly do, have global consequences while global processes affect and shape the local as well.

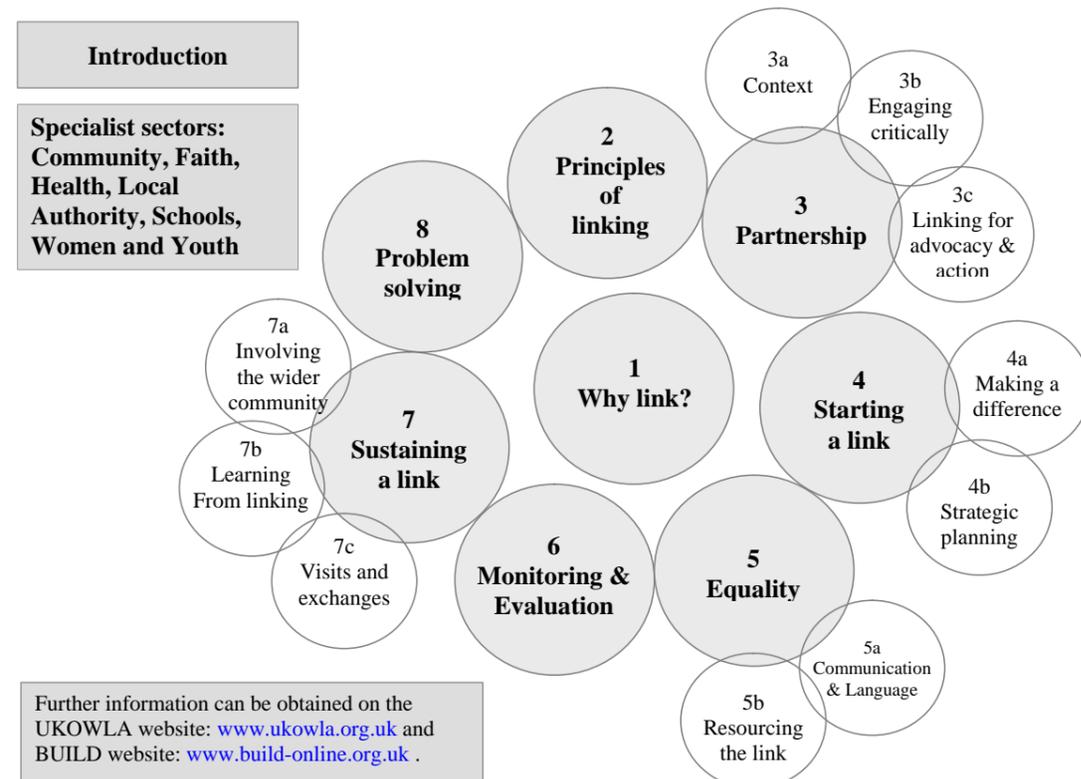
However making the connections between our local activities and the wider global impact visible, can be difficult. Linking can enable discussion on global issues to take place and provide an opportunity for marginalised voices to be heard. It is important too that people experiencing the effects of globalisation have a voice and the opportunity to explain what they need and what changes they think are important. This means everybody can be sure they are campaigning for what people really want and that people with a particular interest in the campaign, who might otherwise be marginalised, are involved from the beginning.

Listening to partners and using their knowledge to gain an understanding of a global issue from their local perspective, helps us to reflect on our own practices and to make connections with the global agenda. Local campaigns such as access to clean water, education and effective health care are part of the global campaign for justice for all.

It is also important to be aware of global power structures in order to understand that world poverty is not an unavoidable phenomenon, but rather part of the existing system. The success of global campaigns such as Drop the Debt and Trade Justice Movement depends on people around the world uniting in calling for changes to the system. For example, challenges are being made to the World Trade Organisation, an international body established to oversee world trade to the benefit of all. However the WTO is seen by many as increasing inequality between countries; failing poor countries in favour of rich, and now failing citizens in favour of corporations.

Globalisation poses new challenges for how people's voices and participation affect institutions, decisions and issues well beyond the local level or even national level. Peoples' movements around the world are working to demonstrate that the path to sustainable development, social and economic justice lies in alternative models for people-centred and self-reliant progress as seen, for example, in the World Social Forum.

Toolkit for Linking leaflets



What others say

Those of us who attempt to act and do things for others or for the world without deepening our own self-understanding, freedom, integrity, and capacity to love, will not have anything to give others. *Thomas Merton, France*

Learn from the people
Plan with the people
Begin with what they have
Build on what they know
Of the best leaders
When their task is accomplished
The people will remark
'We have done it ourselves'.
Lao-tzu, China

Never doubt that a group of thoughtful, committed citizens can change the world. Indeed it's the only thing that ever has.
Margaret Mead, USA

Colonialism did nothing for our self confidence and we are still trapped in low self esteem. True community partnerships can help to give us the confidence we need for our own development. *African participant, UKOWLA conference 2001*

Many people in the North use wealth as the principle of worth, blind to the true value and dignity of people in the South. What we should all be working towards in the end is political change. Linking should help build a grassroots development for global change and that should be our aim. Justice is required, not aid. *Linking For Development Conference Bulawayo 1990*

Why is it that all the profits from a business go to those who put up the capital? A new form of producer-consumer-investor co-operative gives all the participants a share. Look at issues to change in both communities. *Stan Thekaekara, India*

We shall have to repent of this generation, not so much for the evil deeds of the wicked people, but for the appalling silence of the good people. *Martin Luther King, USA*

Solutions to poverty must be rooted in, and acceptable to, the institutions, communities and societies where they will operate. *UK, Department for International Development*

Working together for change

There are many considerations in identifying and establishing a campaign and campaign strategy. A campaign can succeed only when a problem is recognised, the solution is accepted and at the same time there is political will to act. A campaign must be well researched and properly planned with sufficient human and financial resources. The complexity and interdependence of issues, and the positive and negative implications, need to be considered as well as the limitations of any strategy, if the campaign is going to lead to responsible and effective action.



Working together with global campaigns:

Trade Justice Movement: the Trade Justice Movement campaigns for fundamental changes to the unjust rules and institutions governing international trade, so that trade is made to work for all. www.tjm.org.uk

World Social Forum (WSF): provides an open platform to discuss strategies to challenge the model for globalisation formulated at the annual World Economic Forum by multinational corporations, national governments, International Monetary Fund, the World Bank and the WTO.

Control Arms Campaign: lack of controls on the arms trade is fuelling conflict, poverty and human rights abuses worldwide. Every government is responsible. The Control Arms campaign is asking governments to toughen up controls on the arms trade. www.controlarms.org

Roll Back Malaria: to provide a co-ordinated international approach to fighting malaria, a disease that kills more than a million people each year, most of them children. RBM's goal is to halve the burden of malaria by 2010. www.rbm.who.int

Global Campaign for Education: promotes education as a basic human right, and mobilizes public pressure on governments and international community to fulfil promises to provide free, compulsory public basic education for all people; in particular for children, women and all disadvantaged, deprived sections of society. www.campaignforeducation.org

Working together on a local campaign:

Advice from BBC Action Network Online to change the world around you:

- Start small: share concerns
- Grow roots: find people near you
- Branch out: make a difference in your neighbourhood

There are several possible overarching approaches to a campaign, namely:

Education: raising awareness.

Social mobilisation: citizens become aware of their power, and use this power to secure changes.

Persuasion: persuading decision-makers to change a process, either formal or informal.

Changing attitudes and behaviour: persuading people to change their behaviour.

Building collaboration between groups: to achieve a goal, disseminate innovations, provide state services and/or improve local infrastructure.

Litigation: promoting change by using the court system to test and challenge laws and institutions.

Direct action: using direct actions to challenge and draw attention to a problem, and through this, pressurise for change.

Diagrams and information from: CIVICUS: SARA/AED Advocacy Training Guide by R Sharma and Advocacy Institute Advocacy Resource Handbook, 2004

A **campaign** is a combined series of actions aimed at bringing about a **specific goal**. The most successful campaigns are normally geared towards a specific goal, are well-organized and time limited.

There are four keys to success in campaigning:

1. a **single-minded focus** on a
2. **goal** which delivers the desired change, which is
3. **achievable**, and
4. the **goal must determine the methods**, not vice versa.

In any campaign process and ethics are extremely important.

Adapted from: Minority Rights Group Campaigns Guide

Linked co-operative chain

The Just Change concept is an attempt to link producers, consumers and investors in a co-operative chain which allows the three factors of production and wealth creation to work together for mutual benefit. It is now slowly developing into a fully-fledged system through which community groups have begun to trade directly with each other. From being helpless victims in a marauding global market economy, these communities are now beginning to hope that by working together they can strengthen their local economies by restructuring the way they trade.

Just Change builds on the concept of fair trade. The fair trade movement has worked wonders in terms of creating awareness of the unfairness of trade structures and in increasing the demand by consumers for fairly traded products. But it does not change the fundamental relationship between labour and capital. Capital still has the power to 'buy' labour and the fruits of labour. Paying a higher price will definitely alleviate the suffering of the producer but we need to go further. We need to change the structure under which we conduct our trade and our economy in a way that will change the power relationship between labour and capital so they work in tandem for mutual benefit.

Just Change is now a registered trust both in India and the UK. Tea was the first product to be traded through the Just Change network and rice has also been introduced. Our hope is that, over time, the network will trade in a range of products among communities both in India and across the globe.
Stan Thekaekara, Just Change.