

DEBACLE

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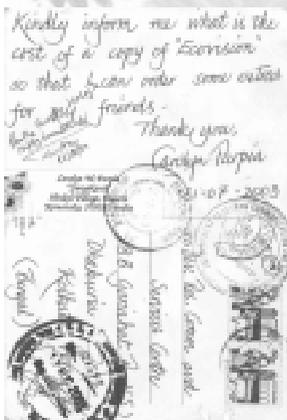
Join the Global Week of Action, 2005

Dear Reader,

We understand when this issue will reach you, the Global Week of Action 2005 will almost start. In spite of this, we decided to publish the issue to make you aware of the global action against unjust trade practices, to understand the impact of world trade policy on food, livelihood, natural resources and to urge you to be a part of the GWA '05 being organised in your area.

The articles in this issue of Debacle will introduce you to the issues and we expect that this will kindle your interest to study more in order to have a better understanding. There are quite a few tips of how to organise your campaign. These articles are excerpts from tried campaigners and would help you to organise your campaign in a better way and in accordance with your means. The GWA '05 is the beginning of beginning. This has set the stage for the coming together of the pro-poor forces. We expect a long-drawn follow-up action after this. And then, this issue of Debacle might be of some help to you. We are indebted to the Ecumenical Advocacy Alliance for the articles, most of which have been taken from their website www.e-alliance.ch/gwa. We gratefully acknowledge their immense contribution to the movement. We would also request you to visit this site for further information and updates.

The Sustainable Agriculture Network and the Micro-enterprise Development Team of DRCSC jointly organised Vasundhara Utsav 2005 at Kankalitala, Birbhum and Kanthi, Purba Medinipur to bring to the fore the issues of the GWA '05. A short report is being published in this issue. A detailed report is being prepared for publication in the next issue.



DEBACLE

observe Global Week of Action 2005

10TH-16TH APRIL

Our aim is to *defeat* the rule of the neo-liberals and to *build* a people's agenda for the future

Our goal is to work with social movements, mass organisations, local and national campaigns and coalitions to organise a " Global peoples' Week of Action" in 2005

Our message *is simple*

NO to the rich and powerful imposing liberalisation/ free trade/ privatisation on the poor.

YES to everyone's right to food, a livelihood and basic services.

Why are we doing this?

- To support, strengthen and build national campaigns and movements. To do this we need flexibility in our approach: the week of action should build on the reality of already existing campaigns and strengthen and add value to them.
- To be a focused time for co-ordinated campaigning in the run up to the G8 in the UK and the next WTO Ministerial in Hong Kong (probably now in 2005). To influence the agendas of the G8, the IMF, the WTO and the World Bank telling them that we reject their policies and offering an alternative.
- To demonstrate our solidarity and internationalism and show the strength of the people's resistance and our rejection of the logic of free trade, blanket privatisation and liberalisation and so become a more visible and viable force for the media and decision-makers
- To give ourselves enough time before April 2005 for the huge task of massive grassroots education and mobilisation, and to be able to share ideas and best practice beforehand.

Who are we targeting?

- WTO, IMF, World Bank, regional development banks
- TNCs
- Governments of the North and South

What to do next?

- Recognise that there is already a lot happening
- Take the idea to existing networks/ campaigns/coalitions
- Listen to suggestions, refine and develop the campaign

Dear
friend,

Action Guide on Global Week of Action on Trade 10-16 April 2005

Trade justice for the
developing world and
for this generation is a truly
significant way for the developed
countries to show commitment to
bringing about an end to global poverty

Nelson Mandela

Where did this idea come from?

A historic gathering took place in Delhi, India in November 2003. Over 100 trade activists from 50 countries came together for the International Trade Campaign Conference.

On the final day the delegates issued the global call to a Week of Action. This was then discussed with international networks before being presented at a seminar of 500 people at the World Social Forum in Mumbai, India, in January 2004. Thousands of key campaigners are already inspired that this could be the biggest mobilisation yet against poverty and hundreds of groups, campaigns and networks all over the world have begun organising for 10-16 April 2005.

For copies of the Delhi report go to
www.e-alliance.ch/gwa_delhi.jsp



As we enter a new millennium, we must make trade work for the poor
Kofi Annan, UN Secretary General

What's the big idea?

Panos/Karen Robinson



The big idea is a Global Week of Action on trade, from 10-16 April 2005. The big idea is to change the lives of millions of the poorest people across the world.

We live in a world of outrageous inequality, with millions of people trapped in poverty. More than anything else it is the institutions, conditions, rules and practices of international trade that keep poor people poor. It is now more important than ever that this situation be transformed. And it is all of us, the peoples of the world, united in action, who have the power to make this happen. 2005 could be the year that we make poverty history.

This action guide explains the idea and aims of the Week and how you can get involved. It doesn't tell you everything about trade, but it is designed, whatever your knowledge of trade, or your experience in campaigning, to help you play your part. Tens of thousands of people are already involved. Absolutely everyone - peoples' movements, churches, unions, NGOs, community groups - has a vital part to play.

Use this guide to join with millions of others worldwide, for the Global Week of Action, to set the peoples' agenda and advance the peoples' vision!

The Call to Action

We call upon all social movements, mass organisations, local and national campaigns and coalitions to join together to organise a Global Week of Action from 10-16 April 2005.

Our message is:

NO to the rich and powerful imposing unjust trade agreements, indiscriminate liberalisation and privatisation on the poor.

YES to everyone's right to food, a livelihood, water, health and education.

What the Global Week of Action is not

It's not a new network or campaign. It is an opportunity for existing networks and campaigns to take action with others. **It's not** led by any one organisation or group of organisations and there is no steering committee. Any organisation or network can participate. **It's not** one action or a group of actions that everyone must take together. There is flexibility for different campaigns and networks to participate as appropriate.

DEBATE

Aims of the Week of Action

1. Challenging the free trade myth

The overall aim of the Week is to challenge the myth, perpetuated by the rich and powerful, that free trade and privatisation is the only answer to global poverty.

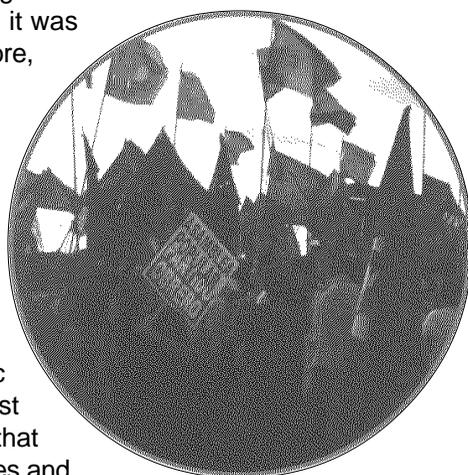
Governments and key decision-makers across the world have swallowed this myth. Poor countries everywhere are being forced to open their markets to foreign companies and cheap, often subsidised imports; to stop helping vulnerable producers and to privatise essential services. The results are devastating. The myth needs to be exploded once and for all.

2. Putting forward the alternative - Trade Justice

The neo-liberal and free trade economics of the 1980s and 1990s was a reaction to the state driven, managed trade of the previous decades. Although the state sometimes safeguarded the interests of the poorest, it was often seen as inefficient and in need of reform. Therefore, the state was sidelined and the market took over.

Neither approach has worked for the poor. We need a radical change in direction if there is to be any hope of ending poverty. Many are calling this change in direction Trade Justice.

Through the Week of Action we can set out the vision of a positive alternative to the two extremes. Trade Justice says that the market can play a role in poverty reduction, but only if balanced by strategic government intervention that strengthens the weakest and serves the poor. Trade Justice proposes policies that allow communities to have control of their own resources and which enable and support people to work their way out of poverty.



Christian Aid/Martin Gordon

3. Telling the stories

The Week of Action is a chance to tell everyone the other side of the story. Together we must tell the world that free trade and privatisation are inflicting misery on millions of poor people. This is a unique opportunity for these stories to be told, by the people themselves, and to show the urgent need for change.

DEBATE

To get ourselves out of poverty we are working harder and harder but this is not helping. The odds are stacked against us
Bakary Diarra, Cotton Farmer, Mali

Championing the cause of the poor of the world in the pursuit of trade justice is a truly noble endeavour
Desmond Tutu, November 2003

4. Putting pressure on governments

The targets for the Week of Action are:

● **National governments**, rich-country governments in particular, and their intellectual enslavement to the ideology of free trade. We suggest three main focuses for the Week of Action, where our governments are pushing free trade:

● **The International Monetary Fund (IMF) and the World Bank.** For them to stop forcing free trade and privatisation on the poor through heavy-handed 'advice' and trade conditions attached to debt repayments and new loans.

● **Regional and bilateral trade agreements**, such as the Free Trade Area of the Americas (FTAA) and the Cotonou Agreement. For a fundamental reassessment of these agreements.

● **The World Trade Organisation (WTO).** For an alternative system, one that has the needs of the poorest, rather than the interest of the rich, at its heart.



Jubbi Lee Debt Campaign

● **Embassies of the G8 countries**, calling for a fundamental change of direction. As host of the G8 summit in the summer of 2005, you may want to focus particularly on UK embassies.

● **Transnational corporations** and their role in pushing free trade and privatisation on the poor.

5. Showing the scale of the global movement - campaigning works!

The global civil society movement opposing enforced free trade is already strong and growing. United in action, the Week of Action will show the strength and scale of the movement.

Think of the scale of Gandhi's Indian Independence Movement, the Civil Rights Movement in the USA, the worldwide Anti-apartheid Movement, and the campaigns to ban landmines and end third world debt.

They prove what is possible with mass mobilisation. They prove that such action can win victories that change history.

6. Building the movement and strengthening campaigns

The idea is not to create a new campaign, but to add value to existing campaigns. Trade campaigns already exist in most countries of the world. The Week of Action will support and strengthen these national trade campaigns and help build a united global voice that cannot be ignored.

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Action ideas

Getting involved is easy

The Global Week of Action is for everyone: individuals, organisations, national coalitions, and international networks. The hope is for as many people as possible to take part, reaching a climax on Saturday 16 April with a global mobilisation.

Anything, however small, can make a difference, if part of something huge. If there is not a local or a national event already organised in your area, why not organise one?

Visit the website www.april2005.org for more information about national contact points and events.

Global Grain March - inspired partly by Gandhi's famous Salt March. Imagine millions of us, around the world, doing this on the same day.

Thousands of people in each capital city or local town take a handful of grain, as a symbol of production and a staple food. As part of a march or demonstration on Saturday 16 April everyone carries their grain to one or more symbolic location (parliament, a port, the Ministry of Trade). They leave it there, as a visible and symbolic reminder that free trade isn't working. Campaigners could also send packets of grain to the government during the week or make a grain trail, sculpture or mountain. This could be done locally for those who can't travel.

The message is simple. Because of enforced free trade poor countries can't protect their markets from the flood of subsidised imports. Poor people can't sell their products. They are losing their livelihoods. Millions can't escape poverty.

Vote for Trade Justice - Set up voting stations across the country, and ask people to vote for Trade Justice. Then deliver the ballots to the government at the end of the week. Latin America has already held a successful continent-wide plebiscite on the Free Trade Area of the Americas in 2001 and a Vote for Trade Justice is planned for the UK in 2004/5.

Church service - Organise a church service to launch the Week of Action on Sunday 10 April. Focus the service on Trade Justice. Why not take a campaign action during the service? To order or download a free Worship Pack for the Week of Action go to www.e-alliance.ch/gwa_order.jsp.

It is not the kings and generals that make history, but the masses of the people
Nelson Mandela



Kath Walker

I am becoming poorer and poorer. My house is falling down,
and I am struggling to keep my children in school
Emmanuel Mubiru, Coffee Farmer, Uganda

Actions and events are more effective when they have a clear message, involve a range of groups, have mass participation, a high profile and are aiming for specific changes. The same actions may not work in different countries, but when planning your action you may want to consider

- Who should we target? ● What sort of events / actions would be most effective?
- How can we get other groups involved? ● How can we educate and mass mobilise?
- How can we get in the media? ● How do we lobby decision-makers?
- For more tips on organising an event go to www.e-alliance.ch/gwa_resources.jsp

Festival - Instead of a simple march, why not organise a carnival procession through the capital city; or a festival of events, with music, seminars and drama.

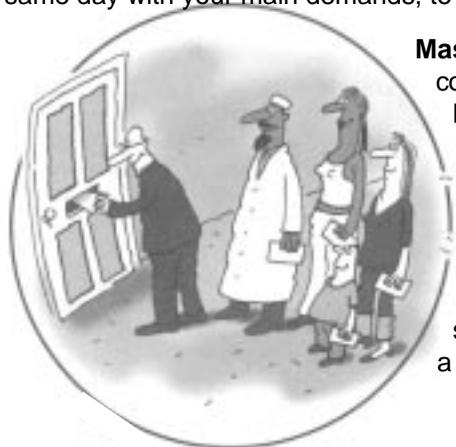
Trade Tribunal - Free Trade on Trial. Put together a panel of experts to investigate the impact of free trade and privatisation. The tribunal could hear evidence from local farmers, traders, officials and others and then issue a verdict. Invite the press to follow the proceedings.

Petition - Organise a national petition with your main demands on it. The Ecumenical Advocacy Alliance, as part of its Trade for People Campaign, is encouraging churches and others to sign a petition. This will be handed to the WTO during the Week of Action. For more information go to www.e-alliance.ch/gwa_resources.jsp



Kath Walker

Postcards - Some people may not be able to make it to the main event or will want to do something local. Why not get thousands of people across the country to send a postcard on the same day with your main demands, to your political target?



Mass Lobby of Parliament - Get thousands of people to converge on your national parliament to spend an afternoon lobbying as many parliamentarians as possible face-to-face, telling them how their trade policies aren't working.

Further ideas - There are countless other creative and cultural ways to get the message across from a local lobby, community teach-in or a debate, to concerts, an evening of sketches and making some giant scales, to show the injustice in trade. Any event, large or small, has a part to play in the Week of Action.

Kath Walker

DEBATE

Building a campaign alliance

Taking action with others

Taking action with others is more effective than taking action alone. This is especially true if you involve a wide range of different groups who will bring different strengths to an alliance. These strengths could be mobilisation, education, policy research, media work and mobilisation, education, policy research, media work and many more.

It's best to approach other groups as early as possible to discuss with them what they want to do. Why not set up an initial meeting to discuss the opportunities and possibilities for the Week of Action? This can be done at a local or national level.

Groups to think about contacting: trade unions, environmental groups, religious groups and churches, student organisations, social movements, indigenous groups, farmers movements, migrant communities, community and social justice groups, consumer groups, women's groups.

These groups could certainly work together during the Week of Action. Would they also be interested in setting up a national campaigning alliance? Below are some recent examples of national alliances, North and South

- **Australia** - AFTINET (the Australian Fair Trade and Investment Network). 78 member organisations who monitor trade negotiations and exchange information and campaign together. www.aftinet.org.au
- **South Africa** - The Anti-Privatisation Forum (APF). Established in 2000 to unite struggles against privatisation, which has caused electricity cut offs, evictions and unaffordable water prices. Now has 20 affiliates including unions, community and student groups. www.apf.org.za
- **UK** - The Trade Justice Movement (TJM). Launched in 2001. Now includes 50 organisations with over 9 million members. In 2003 the TJM successfully reversed the UK Government's support for the launch of new trade negotiations, which would have forced more free trade on poor countries. www.tjm.org.uk

- **Bangladesh** - The Campaign for Good Governance, SUPRO. A network of 600 local NGOs and civil society organisations. Established in 2001. Campaigning for a more democratic culture and for good governance. www.supro.org

- **Ghana** - The National Campaign Against Water Privatisation (NCAP). Set up in 2001 as broad based coalition including trade unions, gender rights groups, students, residents, community associations and religious bodies. United around securing access to water for all Ghanaians by creating a mass civil society campaign. www.isodec.org.gh/isodec/water_NCAPH.htm



Christian Aid/Judith Melby

DEBACLE

To stay quiet is as political an act as speaking out
Arundhati Roy, author and Indian activist

How to educate & mobilise

Raising awareness

To bring about change we need a mass of people all shouting, with one voice, that enough is enough. We need to raise awareness amongst millions of ordinary people about how enforced free trade and privatisation are hurting poor people everywhere. Here some ideas to inspire them to act.

You can make a difference

Campaigning works! Ordinary people acting together have enormous power to bring about change. Everyone has a part to play. Everyone can make a difference. If people need to be convinced, tell them about different campaign successes. You may have been part of some yourself.

Stories about how trade affects real peoples' lives

Show that trade is about more than economics and business. It's about the lives of ordinary people. Tell stories of how unfair trade increases poverty and hurts farmers, traders and communities. Help the people suffering as a result of free trade and privatisation tell their own stories.

Get the trade argument across

People might feel daunted by the details of trade rules and agreements. But you don't have to be an economist to take action! The simple moral principles underlying trade are something we can all understand. These are at the core of the issue and can help shift the argument to a more ethical level.

- **Competition** If the poor are forced to compete with the rich and left to the mercy of the market, then the poor will lose every time. This is wrong. Instead, there should be rules governing trade that favour the poorest, giving them special help and protection.
- **One size doesn't fit all** No one trade policy will be right in every situation. Poor country governments shouldn't be restricted to free trade and privatisation. Instead they should be able to use the whole range of economic tools.
- **Freedom to choose** Poor country governments should have the freedom and rights to choose which trade policies to implement to fight poverty. They shouldn't be pressured to follow the 'advice' of rich countries, if the people don't want it.
- **History** No country in the world has ever successfully developed economically through free trade alone. They have always offered protection and assistance to vulnerable traders and new industries. Poor countries should also be able to enjoy these rights.
- **Human rights** There are internationally recognised human rights agreements. However the rights enshrined in these are currently being violated by some trade agreements. Human rights must always take priority.



Panos/Giacomo Pirozzi

DEBATE

Lobbying decision makers

Making an impact

Your public action will have more impact if you also organise face-to-face meetings with key decision-makers in parliament or government. It is also more effective to have very specific demands and to ask your targets to make specific changes.

10 tips for lobbying politicians

The political climate is very different from country to country, and you will be best placed to judge what is most appropriate. However, whether you lobby your Head of State or your local political representative, here are some useful tips to remember.

- **Select the right people to see.** Who can bring about the changes you want? Is it the Trade Minister, the Finance Minister, the Prime Minister, the President? Or lobby your local parliamentarian and ask them to pass on your concerns.
- **Be persistent.** Politicians often may not agree to see you at first, but in many cases if you get enough public support, doors will open!
- **Be specific.** Make sure you have clear and relevant demands.
- **Have your facts right.** Do your research.
- **Take more than one person.** A small delegation representing several groups is more persuasive than a single person.
- **Double-check the practical arrangements.** Make sure you know the correct time and place of the meeting, and how to get there on time. Confirm the meeting the day before.
- **Always be polite,** even if they are not agreeing with you!
- **Prepare what you want to say.** Know who is going to say what.
- **Leave a written summary.** This should explain what you want them to do and why.
- **Ask them to confirm their promises** in writing afterwards.

Above all, don't be intimidated. If you have a story to tell, then tell your own story. Or tell one of the many stories of village after village and community after community who are suffering from the current unjust rules and practices of international trade.

International trade between my country and the West is like an antelope and a giraffe competing for food which is at the top of a tree. You can make the ground beneath their feet level but the contest will still not be fair



Christian Aid/SimonRawles

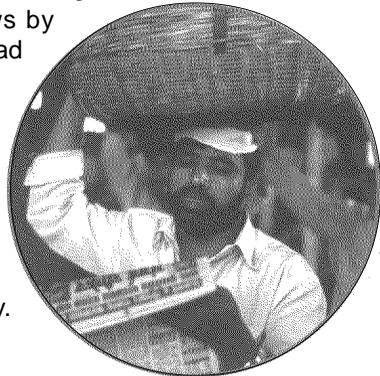
Working with the media

Getting the media interested

Whatever activities you decide to organise, they will almost always have much greater impact if they are reported in the media. The media - newspapers, radio, television, and websites - has the power to spread your message to millions of people both in your country and beyond. Just one prominent story can make politicians listen. However, the media may be suffering under the same illusion as the politicians, believing that free trade is the only way to end poverty. So we may need to educate the media too! They may also be unable or unwilling to criticise the government's position on trade.

Some simple guidelines

- Present your activity as a news story. It should be interesting and have local relevance. See if your story works as news by writing a headline for it and then asking yourself if you would read it! Good news stories include
 - public events especially if they are large and interesting
 - high profile personalities - the media always likes to report things that involve famous people
 - research and statistics about the impact of unfair trade
 - profiles of real people's lives affected by trade.
- Provide a chance to get a good picture of your activity.
- Something interesting, exciting, colourful and fun!
- Have something new to say. This could be a different angle on an old story, or a new report about the effects of free trade on the poor.
- Send out a media release telling the media about your event.
- Telephone journalists with your story - a personal phone call can make a big difference.



Panos/Daniel O'Leary

For more tips on working with the media see www.e-alliance.ch/gwa_resources.jsp

Tips for media releases

Make it short and snappy on one sheet of paper if possible

Get your message across in the first two paragraphs answering: who, when, what, where, and why.

Use key facts and figures, especially local ones, if you have them.

Put in a hard-hitting quote from someone in your community, with strong words and clear points. Also use quotes to urge people or politicians to do something and to draw attention to the issue.

Always type press releases and check your spelling.

Add a 'Notes to Editors' section with contact details for your spokesperson and for further information.

What's wrong with trade?

Increasing poverty

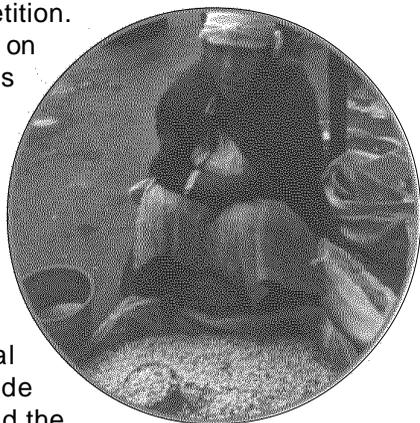
Free trade has rarely reduced poverty. However, rich countries still insist on forcing free trade policies on poor countries, at the same time as refusing to implement free trade themselves.

As the world gets richer, so should the poor. But they aren't. Instead millions of people are stuck in poverty, barely earning enough to survive. The institutions, conditions and rules of international trade are forcing free trade and privatisation on poor countries (but not on rich ones). It is this, more than anything else, that keeps poor people poor.

Free trade is not always wrong. It may sometimes be right to open a particular sector of the economy to competition. However, there is little evidence that forcing free trade on the poor helps them out of poverty. When countries such as Haiti, Nepal, Mali, Zambia and Peru have been 'encouraged' to open their markets to foreign companies and imports, and reduce government involvement in the economy, this has not reduced poverty.

Threats and bullying

For years, rich countries, and the international institutions they control, such as the World Trade Organisation, the International Monetary Fund and the World Bank, have been quietly forcing poor countries to follow their economic 'advice'. Through a mixture of persuasion, threats, bullying and conditions attached to loans and aid poor countries are being forced to open their markets to foreign competition, to stop helping their vulnerable producers and to privatise essential services.

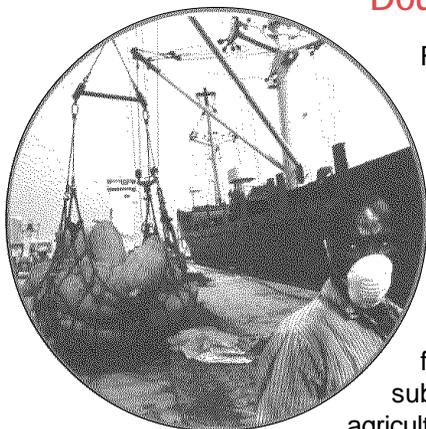


Christian Aid/Salomon Cytrynowicz

Double standards

Rich countries often claim to support free trade. They say free trade is the way to poverty reduction. However despite this rhetoric, rich countries tend only to follow their own advice when they are certain to benefit. So whilst demanding that poor countries remove every possible trade barrier and privatise their basic services, rich countries continue to subsidise and protect their own industries and farmers.

This hypocrisy is greatest in agriculture. Rich Northern farmers receive hundreds of billions of US dollars in state subsidies each year which are used to reduce the price of agricultural exports. These subsidised exports flood poor country markets destroying the livelihoods of millions of poor farmers.



Panos/Sven Torfimm

The international trading system was devised by the rich to suit their needs; it ignores those of the poor

Pope Paul VI

Real lives destroyed

At its heart, trade is not an economic issue; it's a human one. It affects the lives and livelihoods of poor people across the world every day. Here are four of their stories:

'I could no longer support my family.'

Rice in Haiti - Muracin Claircin is one of thousands of rice farmers who have lost their livelihoods in the flood of cheap American imports. In return for World Bank and IMF money the Haitian government had to eliminate almost all import restrictions. In 1995 the import tariff on rice was slashed to just 3%, leaving small Haitian farmers with no chance of competing with subsidised US farmers.

'Sometimes I will go without food so that my grandchildren can have water.'

Water in Ghana - Hawa lives in the capital but has little access to water. And the price she has to pay is rising. This is because the World Bank and the IMF made water privatisation a condition of giving aid to Ghana and the price has risen to attract private investment. However, these private companies have no obligation to invest in poorer areas.

'What sort of efficiency is it that leaves thousands of farmers unproductive, families hungry and parents unable to send their children to school?'

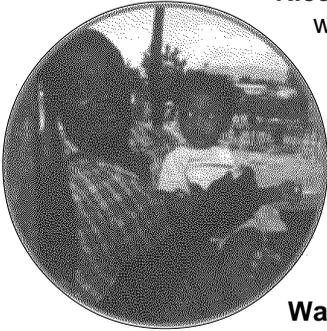
Cotton in Kenya - Susie Ibutu works with poor farmers in Kenya. The economic reforms imposed by the IMF led to the spectacular collapse of the Kenyan cotton industry. Tariffs on imported clothing were removed and government support was drastically cut. By 2000, cotton production was worth less than 5% of its value in the 1980s.

'When we come back from the market it is heartbreaking. The money we get is not worth our hard labour'

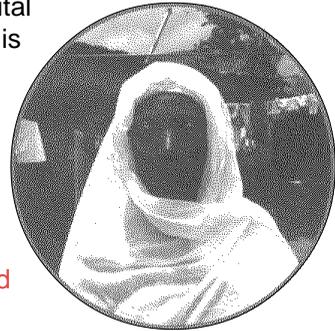
Onions in Senegal - Bolo Sy has seen her livelihood destroyed. As a Senegalese onion farmer, she can no longer compete on the local market with subsidised imported onions from Holland. International trade rules do not allow the Senegalese government to protect the market and provide subsidies to local farmers.

What is true for rice in Haiti, cotton in Kenya, water in Ghana and onions in Senegal is also true for corn and coffee and milk and vegetables and countless other products in village after village, community after community, across the poorest regions of the world.

Christian Aid/Leah Gordon

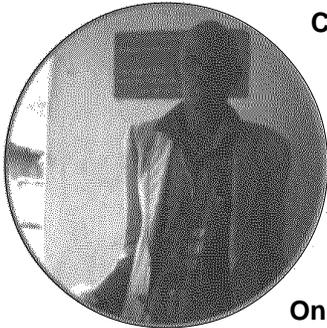


Christian Aid/Isobel Perry

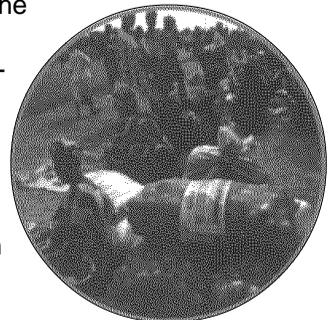


Christian Aid/Judith Melby

"There are no buyers for Arnold Onyaho's cotton"



Christian Aid/Harriet Logan/Network



DEBACIE

What is Trade Justice?

The right to choose trade policies

Poor people have the right to benefit from trade. Poor countries must be able to choose economic policies, including trade policies, that work to reduce poverty. They need the freedom to help support and protect their vulnerable enterprises and traders in the most appropriate way. These policies should not be based on the 'advice' of the rich. They should be decided by the communities affected, based on evidence and experience and suited to the local context.

This is Trade Justice - governments choosing and designing their own trade policies to reduce poverty.

Some concrete examples

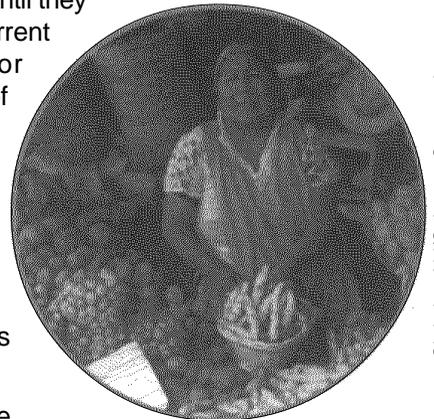
No country became rich without long periods of helping and protecting their vulnerable enterprises and traders until they were strong enough to compete. However, the current rules and institutions of world trade deny poor country governments these rights. This is in spite of the fact that most successful sectors and enterprises in poor countries today are those that have used flexible, managed trade policies. Some recent examples are:

Many East Asian countries reduced poverty this way, through strategic government intervention in trade, as well as free market competition. This was the case for South Korea in the 1960s and 1970s.

Honduras - In 2003, under pressure from local rice growers and domestic processors, the government raised the tariff on imported processed rice. They also drew up an agreement whereby local processors are required to buy local rice before imported rice. Local farmers in Honduras have started to plant rice again and consumers have not faced price increases.

Mauritius - Mauritius has been successful both in terms of economic growth and poverty reduction.

From 1975 to 1999 growth per capita averaged 4.2%, income inequality fell and life expectancy increased by 10 years. The IMF ranked Mauritius as one of the most protected countries in the world in the 1990s. The key to success was a targeted trade policy, giving incentives to exporters and protecting the domestic labour force from competition.



Christian Aid/Salomon Cytrynowicz

The way the WTO works is like putting an adult in a boxing ring with a child. The WTO assumes all countries are equal - but they are not. The WTO should be helping to make countries more equal

Moses Tekere, Trade & Development Centre, Zimbabwe

We want rules. But we want fair rules.
Martin Khor, Director, Third World Network

What Trade Justice means around the world

There is no one-size-fits-all solution to Trade Justice.

It will involve changes in the policies of **rich country governments**. It will certainly involve these governments **eliminating subsidies** they pay their farmers, which are used to reduce the price of exported goods, which then flood poor country markets.

It will also mean more **rights for poor country governments** to intervene to make trade work to reduce poverty. Below are some of the rights that Trade Justice campaigners across the world are fighting for poor country governments to have.

Christian Aid/Leah Gordon



- **The right to protect poor and vulnerable farmers** from cheap imports that would destroy their livelihoods.
- **The right to protect infant industries** from competition until they are strong enough to compete.
- **The right to subsidise the costs** of agricultural inputs and technical advice.
- **The right to regulate the investment of transnational companies** to make them buy materials locally, locate in poor areas, and train local people.
- **The right to support local companies** by giving them contracts to supply government offices, schools, hospitals, etc.
- **The right to regulate prices** to ensure stability for producers and consumers.
- **The right to choose for themselves the best means of providing essential services** to poor people, including the option of keeping public control.
- **The right to limit the export of raw materials** so that local companies process them to add value to the country's exports.
- **The right to support the distribution of agricultural inputs and the collection of agricultural produce** in areas where markets are non-existent or do not operate properly.
- **The right to provide preferential credit** to producers to help them invest and grow.

Join us in the Global Week of Action. A chance to prove that the masses of ordinary people, united in global solidarity, can change the world!

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Resources

Some key organisations working on trade

- **Africa Trade Network**
<http://twnafrica.org/atn.asp> ■ Africa ■ WTO and regional trade agreements
- **Alliance for Responsible Trade**
www.art-us.org/index.html ■ The Americas ■ Regional trade agreements
- **Alternative Information and Development Centre**
www.aidc.org.za/trade.htm ■ Southern Africa ■ WTO and regional trade agreements
- **Christian Aid**
www.christianaid.org.uk ■ All trade issues, especially enforced free trade
- **Ecumenical Advocacy Alliance**
www.e-alliance.ch ■ All trade issues, especially trade and human rights and the role of the church
- **Focus on the Global South**
www.focusweb.org ■ Asia-Pacific ■ All trade issues, especially WTO
- **Institute for Agriculture and Trade Policy**
www.iatp.org ■ All trade issues
- **Our World Is Not For Sale (network)**
www.ourworldisnotforsale.org ■ All trade issues, especially WTO and regional trade agreements
- **Oxfam Make Trade Fair**
www.maketradefair.org ■ All trade issues, especially dumping, market access, commodities
- **Public Citizen**
www.citizen.org/trade ■ The Americas ■ WTO and regional trade agreements
- **Third World Network**
www.twinside.org.sg ■ All trade issues, especially WTO

Source : This is a reprint of "Action Guide, Global Week of Action on Trade 10th-16th April 2005" published by Ecumenical Advocacy Alliance

To order or download additional copies of this Action Pack in English, French, Spanish and Portuguese visit www.e-alliance.ch/gwa_order.jsp.

So you want to organize a public event?

Some Tips

Tables, marches, vigils, pickets, exhibitions...

An effective way to publicise our message and gain media attention is to organise a public event. These can range from marches to the defence ministry, to a gathering outside a landmine producing company headquarters or factory, and from handing out leaflets outside a meeting of government leaders to street theatre. Planning, imagination and hard work are all that are needed!

Keep in mind the following ¹:

- **THINK AHEAD:** Arrange for a planning meeting to strategise for the event, make sure there are a small group of people who will be responsible for the event, notify authorities (eg. Traffic police if you are arranging a march) and make sure that you have a group of people there before the event and afterwards to prepare and clean up. A good rule is to plan your event for maximum publicity with a minimum of disruption to the public.
- **BUILD ALLIANCES:** Sometimes it is useful to ask prominent individuals or organisations to support the event; they can suggest a speaker, help with the practical arrangements or offer staff to assist. Make sure that they are well briefed on the event, and on the message you are putting across, share information and documents and work together to plan the event.
- **ADVERTISE THE EVENT:** You will need to plan an advertising strategy to attract supporters and explain to the community why you are staging the event. This can be done by: distributing leaflets in your community, sticking up posters in public places, placing advertisements in the newspaper, using the free "events/announcements" section on your local radio station, informing your supporters and allies in local organisations, trade unions, campuses and religious centres through letters, emails or faxes. Often the best form of advertising is word-of-mouth - so ask your supporters to phone other members to let them know about the event.



¹ Much of this section has been taken from Do it Justice, A Project of the Social Justice Partnership and Oxfam Canada, S. Gage and S. Ockenden (Victoria: Oxfam Canada, 1996).

- **GET YOUR MESSAGE ACROSS:** if you are standing around in front of a public building in order to make a point, it's a lot more effective if bystanders know what point you are trying to get across. Make sure that you have banners containing your message. Giving out leaflets to the public is also a good idea. Also, practise answering frequently asked questions and train new recruits about the basic messages of the ICBL.
- **PLAN FOR MEDIA COVERAGE:** If you are aiming to get public attention, make sure that you have chosen a good time for your local TV and press media. Often events planned early in the day (before mid afternoon) make it into the evening news while events which take place later do not. Send out a media release before the event (see the section on writing a news release in the section in this kit titled, "So you want to publicise your campaign") and designate one or two well-informed members to speak to the media. Have extra copies of the media release, and background information, available for media people who turn up at the event. Think of ways of making the event visually attractive to inspire camera operators and photographers! (See the section on conceptualising and organising photo calls and news conferences in the section in this kit called: "So you want to publicise your campaign".)



- **THINK ABOUT EQUIPMENT:** Make arrangements in advance to borrow or hire the necessary equipment (eg. Banners, loud-hailers, public address systems and chairs).
- **THINK ABOUT RAISING FUNDS:** Submit fundraising proposals or ask for donations in-kind (refreshments, paint for banners, paper for leaflets, mobile phones for organisers etc). See the section in this kit called: "So you want to hold a landmines conference" and refer to part IV on fundraising.

Setting up tables

Tables are an effective way to get signatures for petitions, publicise our message and fundraise. Some tips on tabling include:

- **WHERE AND WHEN:** Choose a busy shopping centre or area (eg. During a fair or exhibition, campus or community event) and a busy time (such as a Saturday morning or a public holiday);
- **MAKING YOUR POINT:** Make sure that the appearance of the table invites people passing by to stop and ask questions: use posters, banners and other materials to mark the table. Have a

banner made with the name of your campaign and a catchy slogan to convey the campaign message. Display information sheets, stickers, postcards and other materials that can be handed out or given away to passersby.

- **ASK FOR ACTION:** Ask passersby and people who are interested to take some sort of action when they stop at the table. For example they could sign a petition, join a campaign, make a donation or send a letter.

Marches

A march is a good way to involve members and allies, publicise your message and bring pressure to bear on decision-makers. They can also be motivating events to galvanise support from new recruits and the general public. Some tips on marches include:

- **WHERE AND WHEN:** Decide on the route and arrange an assembly place and time;
- **GIVING DIRECTIONS:** Elect peace keepers or marshals and train them to direct the march. They should wear something that identifies them (such as campaign T-shirts or an arm band);
- **LEADERS AND BANNERS:** Some marches are led by community leaders or the heads of member organisations. Banners and placards, bearing the message of the campaign should be carried by marchers – to spread the message to the general public and the media.
- **THE GRAND FINALE:** Every march should have a formal ending, such as a rally, sit-in, handing over of a petition to official or a speech.

Vigils²

Vigils are usually fairly solemn and silent. They can be a powerful way of conveying the tragedy of the landmine crisis and remembering its victims. Some vigils have a religious element, making these kinds of events an effective way of involving members of the religious community already affiliated to the campaign and those who have not yet joined. Pointers for organising vigils include:



² War Resisters League: Organizer's Manual, Ed. Ed Hedemann (New York: War Resisters League, 1986), pp 179, 180.



- Establish a pattern for participants – a line or circle – where the vigil can be easily seen by passersby and not disrupted (so be careful not to block pathways or entrances for example).
- Stand far apart to extend the line as much as possible – increasing the visual impact of the group and lessening the temptation for participants to chat or socialise.
- Try to maintain silence and composure while on vigil.
- Have monitors to check that participants are fine, arrange breaks, and speak to curious onlookers.
- Use visual items like candles or books for participants to carry while on vigil.

Pickets

These are similar to vigils although picketers usually hold signs or placards, pickets are frequently moving and may involve singing or chanting. It is useful to appoint a coordinator to ensure the line does not become messy and to answer questions from the media or onlookers. Choose a prominent public place or road at a busy time of day.

Exhibitions

The ICBL has frequently held exhibitions of photographic or other visual materials (such as paintings, children's drawings and campaign posters). "A picture is worth a thousand words", they say and an exhibition is a powerful way to illustrate our message and tell the stories of people who's lives have been deeply affected by landmines.

Exhibitions are often used at international conferences, or during community meetings. See the section in this kit called: "So you want to hold a landmines conference" and refer to part IV on fundraising.)

In addition exhibitions can be mounted as events on their own, with prominent speakers being invited to open the exhibition. Many photographic and other visual resources are kept in the ICBL's resource centre in Oslo (see the information sheet on the resource centre in this pack). The international campaign is also fortunate to have the support of many professional photographers who give their time to the landmine cause, sometimes providing photographs free of charge.

Some tips

- Choose a public and spacious venue to display the materials, such as a shopping centre, community hall, school or art gallery;

- Try to find a theme for the exhibition - either related to the area, which is illustrated in the pictures (eg. Cambodia or Africa) or the topic (eg. Landmine clearance, rehabilitation, children and landmines);
- Build up relationships with photographers in your country or region and invite them to contribute to a particular exhibition. Sometimes contracts need to be signed with photographers where you agree about how you will use the images. Also make an agreement on payment - which may include paying for re-prints of pictures, or development, user fees and picture editing fees. Other costs will include the transport of the pictures and mounting or framing.
- Think carefully about how the materials will be displayed. Are the photographs mounted or framed? How will they be hung up (hooks, double-sided tape, velcro)? On what surface will the images be displayed (wall, boards covered with materials)? Simple mounting on cardboard is cheap and easy to transport. More expensive glass framing protects the images better, but is difficult to transport as the frames are heavy and breakable. It is important to display the material in a professional and attractive way. Sometimes exhibition companies can be brought in to help hang the exhibition, and sometimes photographers or campaigners will do this.
- Consider using several different mediums – photographs, paintings, video or slides. Remember that you will need to hire or borrow the equipment for the audio-visual displays.
- Pay attention to the text that will accompany the images: are there captions to the pictures explaining a bit about where it was taken, who the subject is etc? Is there information about the photographer or artist? Is there a sheet that acknowledges the sponsors of the exhibition? Don't forget to include some general information on the landmines issue such as facts on mine clearance, information on rehabilitation, details on countries that are mine contaminated and mine producers.
- Think about the timing of the exhibition. Sometimes it is useful to open an exhibition on an important day for the landmine movement, such as on the anniversary of the treaty signing, the day the issue is discussed in parliament or when an international conference on landmines is set to begin. Keep the exhibition up for a limited period, of not more than a few months, otherwise it will lose its impact. Think of ways to re-use the exhibition materials afterward by sharing it with another campaign, displaying it in a new venue or adding new materials or use it



again at another conference.

- Invite arts editors of your local newspaper, television or radio station to view the exhibition or attend the opening. Sometimes photographs from the exhibition can be used in a photographic feature in the newspaper (remember that you may need additional permission from the photographers for this).

A checklist for events ³

Preliminary logistics

- Have you worked out how to coordinate the event? Elected a committee? Given different responsibilities to each person (eg. Programme, logistics, finances, media, advertising, over-all coordination)?
- Have you set a date on an appropriate day (eg. Make sure that the event does not clash with other key activities/public holidays?)
- Is the event location accessible for the disabled? Is there enough parking? Is it located near to public transport?
- The site itself - are there any problems with sound? Is it too big/small? What permits are necessary? Are there enough exits and entrances?
- Advertising the event - how will this be done? Who is responsible for doing this? By when?
- Buses - is it necessary to arrange transport of supporters or speakers? Who is responsible for this?
- Endorsements - have you arranged this? Which organisations/people are endorsing the event? Have they agreed to have their names listed on the media release/leaflet/banners? Do they have a role in the event - planning, making arrangements, public addresses?



- Fund raising - have you arranged donations or contributions for the event? Prepare for a post-rally fund appeal.
- Media - initial press release/conference, on-going work with contacts - interviews, briefings

Site logistics

- Locate or build stage
- Arrange chairs for speakers and supporters
- Arrange rain or sun protection?

³ War Resisters League: Organizer's Manual, Ed. Ed Hedemann (New York: War Resisters League, 1986), pp 158 - 160.

- Organise the sound system
- Arrange security - limited access to stage
- Obtain permits in advance if necessary
- Nurse/doctor or first aid equipment
- Set up booths for food and drinks
- If the site is not clearly visible - stick up signs
- Stage decorations: make banner/s for the stage with slogans and campaign name
- Clean up: have rubbish bins available, have a team of people ready to clean up afterwards
- Programme: appoint a moderator/chaiperson, arrange speakers in advance, determine length of programme and how long each speak, ensure there is a balance of speakers (men/women, local/international, deminers/campaigners/survivors etc), arrange interpretation if necessary
- Entertainment: arrange musicians, actors etc well in advance
- If it is a large event: arrange "marshalls" to deal with crowd/ provide information
- Literature, materials: have tables with T-shirts, leaflets, books, stickers, postcards etc.

Follow up

- Clean up site
- Thank you letters to speakers, sponsors etc
- Hold an evaluation

A special word of thanks to the International Campaign to Ban Landmines (ICBL) for allowing us to reproduce some excerpts of its Campaign Kit. For more information about ICBL, visit www.icbl.org.

Source: www.e-alliance.ch/gwa

SO YOU WANT TO TALK TO THE MEDIA?

Because there are so many media sources – local and international newspapers, daily papers, weeklies, radio stations in different languages broadcasting to different regions or areas, television stations aimed at different audiences and so on – it can sometimes feel quite daunting to choose which ones you should talk to! Consider the following:

- **Their circulation/audience ratings** - are you spending a lot of time with a newspaper that is not read by many people for example? Are you spending enough time on the large circulation publications/radio stations or television stations? Find out about the circulation/readership rates of different media sources in your country by phoning up their advertising or marketing department.
- **Their audience/readership** - Does the newspaper have a small but influential audience (eg. Politicians, decision-makers)? Are you reaching a new audience of potential active supporters (eg. Reaching mothers in a women's magazine)? What are the kinds of people reached by this media source - their age, language, income group, interest, political persuasion? This information will help you to know what kinds of information will interest them. The best way to get to know this information is to get familiar with the media sources by listening, reading and watching them!
- **Their track record** - some media sources are much better at covering the landmine issue. You will find that they run your press releases and come to your news conferences or events. You may wish to give specific stories to old contacts or prioritise giving them interviews, for example.

Who to speak to within a radio or TV station/publication?

- **Reporters who have given you a positive response** (eg. Have written reports on your media release, come to your news conference). See below for more about keeping your media list of regular contacts.
- **The relevant beat reporter.** Mostly, reporters on the politics, international affairs, defence/security or general news beats cover our press releases. However, depending on the angle of your landmine story, you could target another beat reporter or different section of the paper/TV/radio programmes eg. business, travel, health, science, sport or religious beats. Also approach columnists and commentators.
- **News editor (radio, TV, wire services) or bureau chief**

(wire service or foreign media source). If you don't have a contact at a particular media source, it is useful to introduce yourself to the news editor and ask for their suggestion about who you should speak to from the news desk or other beats. They are also the people to speak to if there is a mistake or inaccuracy with an article.

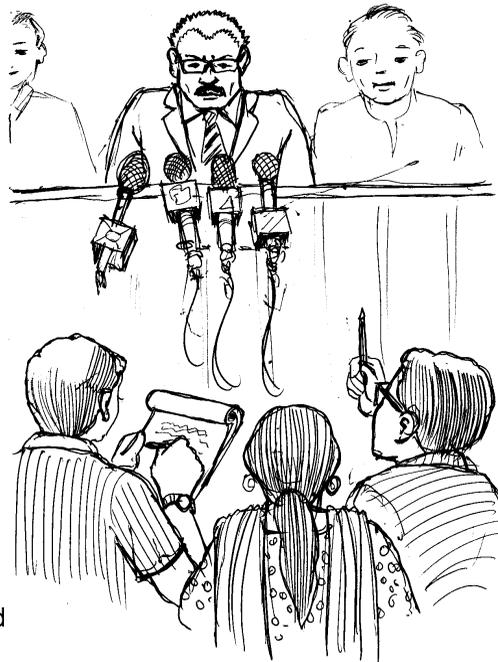
- **Know whom you are talking to.** Read the newspapers and magazines, watch the television programmes and listen to the radio shows. That is the best way to pick up which reporters are most likely to be interested in your story.

Media lists

Develop a list of media contacts and if possible computerise this list onto a data base including: name of reporter, name of media source, telephone number, fax number, email and postal address. Increasingly, media sources are going on-line and email is a faster and cheaper way to send out media releases, so make sure you have their email addresses. Encourage each group in the country campaign to share their media lists. Keep it updated. Keep files of press clippings and add to this list when new reporters cover your stories or call you up for interviews.

If you are beginning to compile a list, rather than maintaining an existing one it is good to ask similar organisations or allies to share their contacts with you. Then a few days of phoning around should make your list comprehensive. Your media list should include local and foreign media sources, and people in the following positions:

- television news assignment editors, reporters and producers
- radio news directors and reporters
- wire service bureau chiefs, assignment editors, photo editors and reporters
- wire service day book editors
- daily and weekly newspaper city or metro editors, news/politics and foreign affairs reporters, defence/security reporters, columnists, editorial page editors, op/ed page editors, features editors and photo editors
- talk show producers, bookers and hosts
- weekly newspaper editors
- locally based magazine editors and reporters



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- managing editors at community or special interest newspapers (eg. religious, defence etc) who may be interested in individual speakers at media conferences
- diary editor/input editor on newspapers/radio/wire services/television
- Always circulate a contact list at news conferences, with space for each reporter to write their name and contact details. You may find new people to add to your list, or update old contact details.

The more, the merrier

Do not be exclusive in your media list - it is far better to inform disinterested people than to miss out on reporters who might want to cover your events. The glossary of Who's Who in the Media in this kit will help you to better understand the jobs of the people you put on your list and perhaps help you to decide how to approach them with your story.

Develop a relationship

Develop a relationship with the reporter and let them know you are available if they need more information for another story. Be consistent in the contact details you provide to the media as different telephone numbers can be confusing. Address media releases to a specific person: either your contact, or if you do not have one yet then to the news editor. Follow up faxing with a phone call to check if they have received it and offer to provide further information.

Other tips

- **props:** provide everything that the media need for a story eg. If you are interviewed bring a visual "prop" so they can take a photo of you in your campaign T-shirt or with a campaign poster in the background. Other props such as fake landmines, prostheses and photos/videos can also be helpful. Your story has a better chance of being run if accompanied by a photo. Develop an identity or "face" for the campaign such as a logo, use of specific colours, or image.
- **schedule:** keep an eye on the calendar and use upcoming events/dates to your advantage. Schedule any media event wisely: in time to meet reporters' deadlines, to take advantage of "slow" media days and to keep media on the issue a day or two longer. Find different angles to the mine issue for different parts of the paper.
- **feedback:** let a reporter know what you thought of their article or programme. Be pleasant but also say if there were factual errors in the piece, that way they will know better for

next time. Be tactful however and don't imagine that you can dictate how a reporter covers a story!

Making new contacts

If you would like to make a contact with a reporter in a newspaper or media source you haven't approached before, or there is a new media source, be proactive! You will probably find that they are looking for contacts and possible stories so they will be happy to meet you and receive information on the landmine issue. Here are a few guidelines:

- If you do not know which reporter to contact speak to the news editor and ask them for their suggestion
- Phone them and make a time to go and meet them (bear in mind they will not be available around deadline time!). If you visit them in their news room it will give you a "feel" for the kind of environment they are working in, the pressure, the kinds of people working there etc. Also a face-to-face meeting will help to develop a relationship with your new contact. Sometimes you may wish to meet them in a more social setting, such as in a café over coffee.
- Take along a package of information and have some concrete ideas for stories they can take up eg. A demining site, people they can interview, news about the Mine Ban Treaty, an upcoming conference which your campaign will be attending etc. Offer to accompany them on a trip, offer the use of photographs or other resources (video, cassette clips, and further information). And leave your contact details with them.
- Follow up your brief meeting by sending them further information if they had asked for it, sending them press releases and inviting them to future news conferences.

Spokespeople

Appoint a spokesperson for your country campaign - both at home and at international conferences in which you are participating. Include their biography in the information you give to the media, but also give a diverse range of other contacts such as survivors, deminers, ex-military, youth, lobbyists and provide recent stories and photos of landmine survivors from your country or region.

Source: www.e-alliance.ch/gwa

SO YOU WANT TO WRITE A PRESS RELEASE?¹

Is this article important? That is the first question editors and writers ask when they pick up a news or media release and start reading. And the conclusion they reach will determine whether they keep reading it and run it in their newspaper or television/radio show or throw the release in the dustbin.

The writer has one paragraph - maybe 20 seconds - to seize the readers' attention.

Important means that the article announces something NEW. It is based on a development that the reader or listener will find interesting. Remember that your media release will be competing with many others that the editor or reporter looks at each day.



Who is your audience?

Many press releases never get opened or read because they are sent to the wrong person or using the wrong address or fax number. Make sure your media list is up to date. If your contact has changed then send it to the chief of staff or news editor.

Getting it right

Producing a news release requires care to ensure your message is eye-catching, topical and easy to read. The first paragraph (journalists call it the "lead" or "intro") must explain the headline and highlight the main news point clearly and vividly. As the lead often makes or breaks the entire releases, the first 20 or 30 words are crucial.

The five W's and one H

As in a typical news report, the lead (or first two paragraphs) should include the 5 W's and 1 H: Who? When? What? Where? Why? And How?

For example:

On the day that the 1997 Mine Ban Treaty becomes binding international law [WHEN], the Nobel Peace Prize-winning International Campaign to Ban Landmines (ICBL) [WHO] praised the remarkable progress made in eliminating antipersonnel landmines, condemned those who continue to use the weapon, especially treaty signatory Angola, and called for more assistance for mine action

¹ Much of the section on press releases is based on: Reuters Foundation, Making News, "Writing a News Release" and Cambodia Communication Institute's, "How to Write a Media Release"

and mine victims [WHAT AND WHY]. The ICBL has organized bell-ringing and other events around the world today to mark the ban treaty's historic entry-into-force [WHAT AND WHERE]

(Source: ICBL press release, 1 March 1999).

Headlines

The headline helps to sell the story at a quick glance. Aim for a complete but short sentence. Avoid the past tense and passive tense and use verbs and active words.

For example:

Mine ban treaty enters into force – ICBL praises progress, condemns users

Datelines

Include the date at the top of the release, for example,

For Immediate Release — 1 March 1999

Or

Embargoed for release until Monday, 1 March 1999, 06h00

It is best to avoid putting embargoes on your releases. However if you have to use an embargo, for example to distribute the advance text of a speech, then make sure that your release carries clear details on the time, day and date of your intended release (for example, when the speech will be given).

You can also include the time and place of release at the beginning of the intro for example:

LUANDA, 18 February — The UN Mine Action Programme in Angola has...

Inverted pyramid: important things first

Write the release in the form of an inverted pyramid - with the main points at the top and less important information further down. This format is used for news writing and if you follow the style a journalist will be able to use the release as it is or adapt it easily. A sub-editor may cut the story to size at any point, so even the lead should be able to stand on its own and make sense as a single paragraph.

Avoid putting important facts later on in the release because the reader or editor may not bother to look for them. As a test of your release: blank out the last paragraph with a sheet of paper and see whether important facts have been lost, then move the sheet of paper up to cover the lower half of your release and check again - the visible text should make sense on its own.

Quotes and naming parties

Include direct quotes from a campaign spokesperson to bring the story to life, but make sure the quote says something - is it both

concise and relevant? Include the first name and family name of the person quoted and their title or position in the organisation. Eg.

“The momentum has continued unabated since the signing of the ban treaty in December 1997,” said Jody Williams, ICBL Ambassador and Nobel co-laureate. “Today, this treaty enters into force more quickly than any other major treaty in history, demonstrating the world’s commitment to eradicate this insidious weapon now,” said Ms. Williams. “While the treaty and the ban movement have already had a huge impact...”

If you are using an ICBL statement you could add in a quote from the spokesperson of the local campaign to make it more relevant or interesting to your local media.

Also spell out the name of the campaign or organisation the first time you use it and then use an abbreviation afterwards.

Facts and background

Make sure that you include enough background information on the mines crisis (statistics and affected countries), the treaty (dates, purpose) and our opinion (the treaty as a solution to the crisis, concerns about country positions). Back up statements with facts: if your release raises concerns about countries where antipersonnel mines are being laid, then name the countries. If you are not entirely sure about something you are suggesting then include a word such as “reportedly” as in “mines are reportedly being laid in parts of Angola”.

Also, avoid ICBL-speak and explain technical terms - remember reporters and the reading public are not experts on APMs! For example, the ICBL March 1 release mentioned “level one surveys” but then went on to explain that these are taking place “in about a dozen countries to identify the locations of mined areas and their socio-economic impact, to help establish appropriate priorities and demining programs”.

Using the active voice

Write the release in the active voice, as it is more direct and punchy:

“We have always viewed demining and the ban as two essential, mutually reinforcing goals and activities” instead of “Demining and the ban have always been viewed by us as two essential, mutually reinforcing goals and activities”.

Design

Use your campaign letterhead. Double spacing between lines is good as it helps the journalists to edit the text. Make sure that the release is labeled: “Media Release” or “Press Release”, and include contact names and telephone numbers of contacts in your organisations who can provide further information (remember to

include up-to-date contact numbers and after hours numbers too). These contacts can be provided at the top or the bottom of the release.

When to send and to whom

Timing can mean the difference between success and failure. Sometimes your releases will coincide with days on the ICBL calendar eg. 1 March, the date the Mine Ban Treaty entered into force was a day to highlight the landmines issue and reflect on progress made and concerns. However also look out for days and times of the day when news is thin and you are likely to get more attention. For example, early mornings are a good time to contact daily newspapers. Try to avoid Friday afternoons or the eve of public holidays. Check on the deadlines of your target media sources.

Address your release to your contact, or to the News Editor. If you are sending out an advisory on future events, then address the release to the Diary Editor (sometimes also called Input Desk Editor).

Media advisories

Media Advisories are very similar to Press Releases, except that they are usually shorter and provide information in advance of newsworthy events such as conferences, campaigning activities, speeches, meetings and so on. They are also sometimes called Media Alerts or Media Invitations.

The format is as follows:

MEDIA ADVISORY/MEDIA ALERT

HEADLINE eg. Meeting of States Parties to Assess Progress...

For immediate release/or Embargoed until...

INTRO: 5 Ws and 1 H — What is taking place? Where is it taking place? Who is organising it? Why is it happening? When? How?

SCHEDULE OF EVENTS: if the event is a conference you will have a timetable of different events that reporters could attend, list these. Remember to include possible photo opportunities such as vigils, pickets or other activities in addition to media briefings, opening speeches and receptions.

CONTACTS: give contact details of members that can be reached before the event and at the venue (if possible give a mobile telephone number).

Luck

As in life, luck plays a role. You may have the greatest story, done the best press release, made many phone calls to follow it up, but if there is other big news eg. Important statement from the president

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or an earthquake your issue may not be covered or may receive more low-key coverage. On the other hand if you have your event or release out on a slow news day, you may get lots of coverage. Good luck!

Checklist

- Is it NEW?
- Are the main points at the top?
- Does it follow the pyramid pattern?
- Is it short, sharp and simple?
- Does it include direct quotes and give the spokesperson's full name and position in the organisation?
- Does it provide a contact name and contact details for further questions or a radio interview?
- Have you avoided jargon, flowery language, generalisations and superlatives, which cannot be supported?
- Have you asked a colleague to check the facts?
- Have you circulated a copy to anyone in the campaign who may be contacted?
- Have you made follow-up calls to journalists you know?

PRESS RELEASE

HEADLINE: (highlighting the main news point)

For immediate release, or Embargoed for release until... (Day, date, time)

INTRO/LEAD: Start with a bang. Aim to answer as many of the five W's and 1 H as possible in your first sentence. Ideally you should state what happened (or is happening), where, when and who says.

SOURCE: If you have not already done so, answer the question: "How do I know?" Journalists need the answer as a source to give credibility to their story.

ESSENTIALS: The essentials of the release and the perspective - the reason why the story is significant.

Unless the facts speak clearly for themselves (and they often don't) you may have to answer the question "So what?" Tell the reader the answer to any other unanswered questions: Why? How? Who?

QUOTES: Press releases gain "life" if you include a direct quote from the most important person involved. It should be brief and to the point.

Give the speaker's full name and job title.

ANYTHING ELSE?: Have you said anything that needs explaining or backing up? If the release spreads to a second page (ideally it shouldn't) type "more follows" at the lower right-hand corner.

ENDS: Make clear where your story ends by typing in "ENDS".

Note to editors

Your last chance to tell journalists how they can get copies of a report, survey, photograph or other information.

Contact: name and telephone/fax/email of people in your campaign that can provide information. Remember to include after hours telephone numbers.



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SO YOU WANT TO ORGANISE A NEWS CONFERENCE OR PHOTO CALL?

A news conference, or informal briefing, should be called when your organisation or campaign wishes to announce something of importance. If it is a general statement or response a press release will do the job better. Most news organisations have limited staff so they need to make careful decisions about who to send to which news conference or event.

Timing

Plan the event carefully. Are there other major national events on the same day (eg. Key government announcements, elections, national holidays or celebrations) that your event will be competing with? Is the conference held in time for journalists to meet their deadlines?

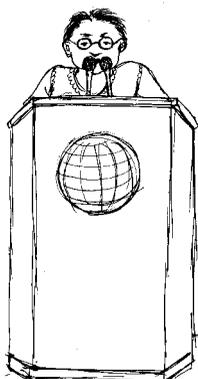
Media sources should be informed about the conference well in advance by a media advisory or press release, but not too long in advance - otherwise they may forget about the event. So send out a release or advisory about a week in advance of the conference and then follow up with calls or personal visits in the days leading up to the conference. If possible, also call key contacts on the day of the conference to remind them. In some countries, journalists carry beepers, which provide information on news events so they are a useful way to remind reporters of news conferences or other events.

Speakers and venue

Choose a few speakers who can speak on different aspects of the mine issue or your particular campaign. Try to pick good public speakers, and people who can put across the position of the organisation. Bear in mind issues of geographic, religious, ethnic and gender representivity when selecting your speakers and aim for a good mix. Also try to have speakers who are fluent in a range of languages, and who are able to give interviews in these languages after the conference.

Choose a central and accessible venue. It may be a church hall, community centre, conference room in a hotel or sometimes large NGOs have a meeting room which can be used for the purpose. It is important that the venue has parking, is easy to reach for the media, has power points, exhibition display board and refreshments. Set up a table near the entrance to lay out press packs, a register of attendance and name badges. Also set up the chairs facing the front table where the speakers will be seated (this way of setting up the room is called school room or cinema style). A podium for the main speaker is sometimes useful, though not essential.

Make sure that there is a good visual backdrop behind the speakers



at the news conference - use banners, posters, photographs etc. In that way a television clip of the news conference will illustrate the ICBL message twice — visually (through a bold slogan on the wall behind the speakers) and through the spoken message given by the speakers. Without a good visual backdrop you can probably forget being shown on TV at all - as few camera operators will be inspired by a boring scene of speakers seated at a table in a drab conference centre!

Ask staff or members to come to the venue an hour or so beforehand to hang the banners and arrange the displays. Have a few staff available to meet the media as they arrive, answer questions and introduce them to spokespeople and others they will want to interview. Sometimes tea and coffee or light refreshments are served as the media arrive.

Programme of the news conference

Most news conferences are fairly quick events - do not be surprised if everything is over in less than an hour. Aim to have the following programme:

- introduction of speakers and welcome media representatives
- short inputs by each speaker (try to stick to 3 speakers or less) and each should have a different angle
- questions from the media and answers
- closure: thank the media for coming and sum up

Most interviews by radio and television take place after the conference. You may need to facilitate these by introducing or suggesting possible interview subjects to the media - though they will almost certainly have their own ideas.

After the news conference

- Drop off copies of the press packs to media sources that did not attend the conference but are interested in covering the story.
- Keep copies of the media coverage of your event - print and electronic copies for your records.
- Update your media lists with details gathered from the attendance register.
- Evaluate how the news conference went: attendance, speakers, coverage, organisation and other aspects of the event and use your learning points for future news conferences.

Photo calls

Photo calls sometimes take place after news conferences, though they may happen as part of other events or independently. For a successful photo call you will need to think up, and create, a strong

visual image — think of activities, people and symbols. Here are some pointers for your planning:



- It can be effective to organise an activity (such as a march or picket) with an important national landmark in the background eg. The national parliament buildings, defence headquarters or a well-known monument.
- Think of powerful visual symbols that you can use (possibly symbols that have a special meaning in your country or region) eg. shoes, prosthetic limbs, death masks, balloons, flowers and candles.
- Colours are another important part of the visual message: steer clear of party political colours and choose colours that will have a visual impact by limiting yourself to one or two strong colours. You may decide to use colours with a symbolic meaning such as white for peace, black for death etc.
- It can be useful to involve local artists in staging a happening or open air exhibition, such as the broken chair sculpture built by Handicap International, and find ways to use and illustrate local craft such as batik paintings, beadwork, baskets and so on.
- Consider involving a well-known public figure, such as a singer, sports player, religious leader, politician or ICBL ambassador. It is important that this celebrity takes part in an action or activity, as this will inspire television crews as well as still photographers (working for newspapers or magazines). The celebrity could lay a wreath, walk through an artificial minefield or meet landmine survivors in a hospital, for example.
- At the event, make sure that you have lots of ICBL props: posters, banners, stickers, postcards and T-shirts.

Examples of successful photo opportunities include: children painting banners in a park in Geneva, the shoe pyramid in front of the Eiffel Tour in Paris, landmine survivors removing their prosthetic limbs outside the White House in Washington DC and a candlelight vigil for mine victims in a cathedral in Maputo.

Once you have planned your photo call you will need to alert picture editors giving them details of the time and place of the event (see the section about Media Advisories). At the event, hand out press packs and be prepared to give the full names of anybody who will appear in the photograph and other details to the photographers. Also, invite your own photographer to take pics for use in future campaign brochures or exhibitions. Their photographs can also be offered to members of the media who did not show up at the event.

SO YOU WANT TO COME ACROSS WELL IN INTERVIEWS²?

Speaking on radio, television or in the print media, is one of the most powerful and immediate way of getting your messages across - because people relate to other people and the human interest pushes your story to the front of the queue.

Types of interviews

There are different types of interviews: "On location" interviews when the radio reporter or TV crew come to you, "down the line" when the interview is transmitted from location to the studio and interviews over the telephone. They may also be live or edited. Most campaigns do a mixture of on location and telephone interviews both live and edited.

Make it easy for them

To succeed in the world of media, with its tight deadlines and quick turnover of stories, you need to be prepared. When asked for an interview at short notice, do everything possible to meet the deadline. If you send out a press release have a calm spokesperson available to conduct interviews. Also make your home telephone number available to the media as many radio interviews for example are conducted early in the morning, before your office will be open. If you make the effort you could get onto prime time radio or television - and it's definitely worth the effort to get our message across!

Before the interview

Find out about the interview, its length and context. Ask about the programme's target audience ask the interviewer for the questions beforehand (if possible). If you are on a talk show or one of several interview subjects, find out who the other guests are to gauge which message you will need to get across or which opponents you will be up against.

Decide on three or four main points you would like to make. Then prioritise what you will say if you are not able to talk about everything. Keep it Short and Simple (KISS). Practise making these points. Think how to turn a negative question into a positive answer. If you are appearing on TV think about what to wear. Don't write out a speech or get bogged down by too many facts. If it helps



² The section on interviews draws from: Reuters Foundation, Making News, "TV and Radio Interviews", the ICBL's "How to Talk to the Media".

you, then jot down a few main points and phrases!

During the interview

- Give yourself a pep talk, reminding yourself that you know your subject best.
- Concentrate on getting your main points across.
- Bring them to life with real examples.
- Speak slowly and clearly.
- Remember that unless the show is being recorded live, the broadcast version will almost certainly contain only edited quotes. Short, sharp “sound bites” are more likely to survive the editing process.
- Make sure the ICBL or your campaign gets mentioned at the beginning. If appropriate say what it does and what it stands for in your opening remarks.
- Keep eye contact with the interviewer. Have a conversation with your interviewer - imagine you’re talking to a friend.
- If you don’t know the answer, then say so (don’t lie or make up facts or um and ah!). Remember to limit yourself to what the journalist wants to know - don’t feel compelled to go on if you don’t think it will help your cause.
- Be careful not to let the journalist put words in your mouth and don’t respond to hearsay as this may be the reporter’s way of getting an emotive response from you. Never allow untrue statements to go unchallenged.
- Be clear that you do not say things that you do not want to be quoted on. Sometimes journalists make you feel comfortable so that they “get” information that they might not otherwise obtain if the environment is not “friendly”. If you are giving information for background only and do not want to be quoted, be absolutely clear to the reporter.
- As a general rule, the “no comment” approach should be avoided, because it alienates people and allows the “other side” to have the final and only say in a story.



On radio

Radio is the most immediate medium, so address the needs of radio journalists first, then television, then newspapers. Avoid calling radio journalists in the countdown times - 15 minutes before the hour. The ideal time is about five or ten minutes after the hour, when the bulletin has been read and things have calmed down a little. Resist the temptation to do radio interviews then and there. Give yourself five or ten minutes (at least) for preparation.

- Avoid microphone popping - don't get too close to the microphone or speak into it, but instead speak over it
- Never speak on an intercom phone or mobile phone - the sound gets distorted
- When doing a telephone interview don't speak straight into the mouth piece - keep it a bit away from your mouth and don't move the phone around because the noise will transfer
- Bring it to life - tell a story, talk normally but in an animated and lively way
- Assume the expression relating to what you are saying (smile or frown) as this will help your voice to reflect this feeling. For example if you are saying, "We are celebrating the treaty coming into force today. It is a proud moment for us", then smile as you are saying it and your voice will come across as positive.
- Soundbites: use short, catchy phrases, short sentences
- Breathe!

On television

- Look the part but be comfortable. For example, wear a suit if appropriate, but don't wear something that will make you feel ill-at-ease
- Don't wear red, white or stripes as these blur the TV cameras. Pale blue is a good colour.
- Sit comfortably and try not to fidget
- Make eye contact with the interviewer
- Interrupt gracefully or firmly if you disagree with another guest or the interviewer. For example, say "If you'll allow me to come in here...the facts speak for themselves, there are few cases where minefields have been properly mapped and marked in conventional warfare..."
- Remember that communication is about information and presentation. It is about what you say and how you say it and come across
- Have a last line ready as a concluding statement. If you have nothing further to say, simply repeat your main point.
- Strive to be: credible, clear, warm, professional, yourself
- Practise with your colleagues and ask for feedback from colleagues and the interviewer after an interview.

Hostile interviews: how to deal with them

These interviewers generally fall into a number of categories in relation to the techniques they employ. All are controllable if you adopt the right approach.

The machine gun interviewer

This journalist usually asks multi-point questions in rapid succession, which are designed to confuse. You don't know where to start.

Approach: firstly do not allow yourself to be flustered (you can only answer one question at a time). Select one question you can deal with and answer it calmly, in a way that allows you to include one of the points you have decided to make in the interview. Then move on to the next question and repeat the process.

The interrupter

This journalist rarely allows you to finish any statement before cutting in with another question, which is a technique that leaves inexperienced interviewees flustered and angry. This proactive style often achieves what it aims to elicit - an angry, emotional outburst.

Approach: always employ the interjection - listen to it, broadly acknowledge it and then return and complete your original point.

The paraphraser

This journalist incorrectly (and often unfairly) re-states everything you have said. Unfortunately, in this scenario, inexperienced interviewees often find themselves agreeing to something they haven't said.

Approach: first, indicate firmly that their interpretation is wrong. Then proceed to restate your position calmly, giving emphasis to the positive aspects of your case.

The dart-thrower

This journalist usually combines a poisonous statement with a following question. For example, "You obviously don't care much about your members - why is this issue so important to your campaign?" The barb is ignored in favour of answering the question.

Approach: immediately address the erroneous statement by using the reverse-positive approach. For example, "In fact our members are our priority, and this is reflected in the way we are dealing with this issue now", then proceed to address the question in equally positive terms.

Interview checklist

- Have you done your homework on the show/programme/target audience etc?
- Have you written your main points on a card and memorised



them beforehand? Concentrate on putting across only a few points, and only one or two telling facts.

- Have you practised to avoid using technical language and jargon, long answers, a “public speaking” tone?
- Did you NOT relax and slump into your chair when the interview was still in progress?
- Did you set the record straight, politely but firmly?
- Did your quotes or “sound bites” survive editing?
- Did you remain calm throughout the interview?



SO YOU WANT TO WRITE A LETTER TO THE EDITOR ³?

Writing a letter to the editor is often the easiest way to get your message in print and the letters pages of some publications are often the most widely read section of a publication.

A letter is usually written to educate the reader or make them look at an article published in the newspaper or magazine in a different way. In general a letter to the editor is published if the writer:

- has been injured by something published in the paper;
- disagrees with something that was published;
- can offer expert opinion or additional information on something published; and
- can offer an interesting opinion about a current news event.

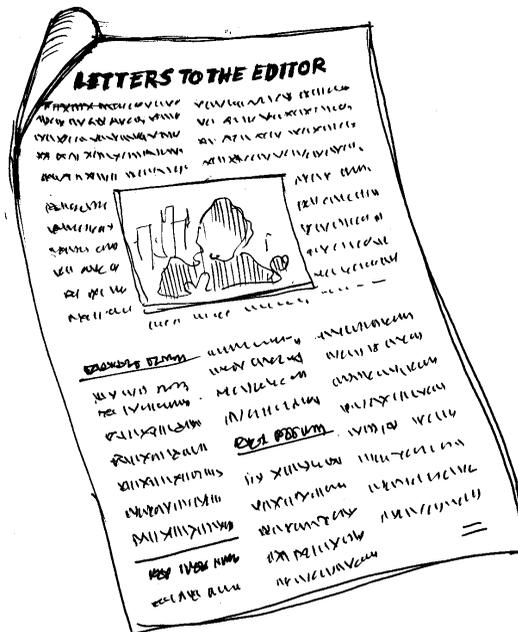
The letter may refer to an article, editorial, opinion-editorial (op-ed) piece or column in the publication. Alternatively, the letter may comment on a public statement or a recent news event (eg. Destruction of stocks, international landmines conference, recent mine incident). The letter will begin by noting the article in question or the news event. Then the author will point out an omission or incorrect aspect of the story and then put forward a different argument or supply additional information. The letter may include a personal perspective or experience or that of the organisation, which the writer represents.

Some tips

- Write and submit your letter to the newspaper as near to the publishing date of the offending article, or as near to an event or public statement, as possible. Your letter is more likely to be published if it is still of interest to the readership.
- Call the publication and ask to speak to the “letters to the editor” department: ask how long the letter should be, ask for the name, title and fax number, email and postal address. Check whether they will accept faxed or emailed letters - because some publications require the original letter.
- Write a first draft of the letter that reflects your immediate feelings and reactions to the story. Then follow this with a second and third draft that analyses the story or event and puts forward a strong argument.

³ This section is based on a leaflet produced by Amnesty International USA, entitled: “How to...Write a letter-to-the-editor”

- Make sure that you have your facts right - check with colleagues in your campaign and other experts in the ICBL and other structures. Ask other campaigners and friends or family to read the article and give you their comments.
- Keep it short - editor's hold the right to cut letters, so don't take several paragraphs to introduce the argument. Also, make sure that the opening two lines are strong and simple: note the title and date of the article you are referring to and state your position.
- Focus your argument on the article and don't make your letter a personal attack on the author.
- Use quotations marks to indicate phrases or sentences that are quoted from the original article.
- Sign the letter and put your telephone number and address under your signature. If you would like to use a pen-name (such as "ban campaigner", "outraged" etc) then you will still need to put in your real name underneath and contact details. The newspaper may need to contact you to discuss an editing change they have made.
- If your letter is published: take note of what changes were made or parts cut out for next time. If your letter is NOT published: phone the editor and ask politely why this happened. Sometimes it is simply the luck of the draw - your letter was one of many competing for space on that day!



SO YOU WANT TO DESIGN MATERIALS: POSTERS, LEAFLETS, STICKERS, BANNERS ...

Planning your poster/leaflet/stickers/banners ⁴

1. Get the idea

- What is the purpose of your poster/leaflet/sticker/banner?
- Who is the audience? (the educational level, age, community background and many different factors will affect the kind of material you produce)

2. Plan the content or message

The headline: a simple slogan is called for in most posters, leaflets, stickers or banners. The fewer words used to get the message across is better; the main thing is not to waste any space or time. But make sure that the slogan you choose reflects the message of the campaign however, and is not simply a clever “gimmick” and also check that it does not offend the reader. It can be helpful to test the slogan with your members and with non-members (ask your friends, family and neighbours what they think). Don’t use much punctuation, except for perhaps exclamation marks in your “punch line” or question marks where there is a question. Posters, particularly, often include a call to action - asking the viewer to do something - so this could be part of your slogan. Some slogans used by the ICBL and other organisations include:

- Landmines must will be stopped
- Ban mines, clear mines, help survivors!
- Negotiate a true ban treaty: no exceptions, no loopholes, no reservations
- Are we the enemy? Ban mines now!
- Working together for a landmine free world – for the children!

3. Plan the visual

The material used for the visual or image in the poster, sticker or leaflet may be a photograph, artist drawing, campaign logo or drawing by a child — they can all be highly effective. Take care to use only the parts of a photograph that are necessary to get the desired effect - crop the pictures if necessary. Just as drawings must be bold and easily comprehensible from a



⁴ This section draws from “What is a good poster”, from a media resource pack produced by the National Land Committee (a land rights NGO, South Africa).

distance, so photographs must be close-up examinations of faces, figures, things or situation that dramatise the theme.

The best materials have a strong pictorial element and brief word message that hang together to form a highly appealing and easily understood whole.

4. Produce the product

When you have already decided what the poster is for and for whom, how to say it in the least number of words and have found the appropriate photograph or graphic that will go along with the text, then you are ready to execute your plan.

Decide how you will get the design ideas on to paper. Is there a campaigner who knows about desktop publishing (DTP)? Do you know of a DTP studio or professional you can contract in? Also find out if the printers or a local newspaper or magazine would provide this service. You might also think about commissioning an artist to do the illustration and lettering.

Then decide how you will reproduce the materials. Silk-screening methods and hand painting have largely been replaced by cheaper, quicker and more professional methods of printing and photocopying. Find out from your printer about the different options and the costs. Ask them what kind of artwork they will require - sometimes a printer will typeset your text and scan in a photograph or image and sometimes you will need to supply them with the art work on disc or on paper.

Also ask about ways to keep your costs down, for example by using cheaper paper or printing in fewer colours instead of full colour. Usually too, the more copies you have printed, the cheaper each item will be (but think carefully about whether you will be able to use or distribute everything you get printed before printing 1000s).



Tips for posters

- If the poster should be read from a few metres away (say you are planning to tie them to lamp posts in the street), make sure the text is bold enough
- Make sure that the layout is composed so that the eye moves easily from illustration to headline, to subtitle to text
- Check that there is a focal point - to attract you to look at and read the poster and to guide the reader
- There should be enough white space around the text and illustration. Remember: simplicity is often more effective than complexity

Tips for leaflets

- Find a good photograph or graphic to include on the front of the brochure to attract the reader and to illustrate your main point
- Write a headline that will grab attention and outline your main points
- Put the action last and in bold - eg. do you want the reader to make a donation, join the campaign or write a letter to a decision-maker?
- Include the name of the campaign and contact details at the end of the leaflet

Tips for stickers

- Choose your sticker size carefully and check how many stickers can be printed on each sheet (for eg. 10 stickers may be printed on one A4 sheet)
- Think about how they can be used in different ways - on folders, in campaign packs etc - and make sure that their size and message is suitable for this
- Because they are fairly small - keep the design and text simple
- As stickers are often cheap to produce you may want to produce the same designs in several languages

Tips for banners

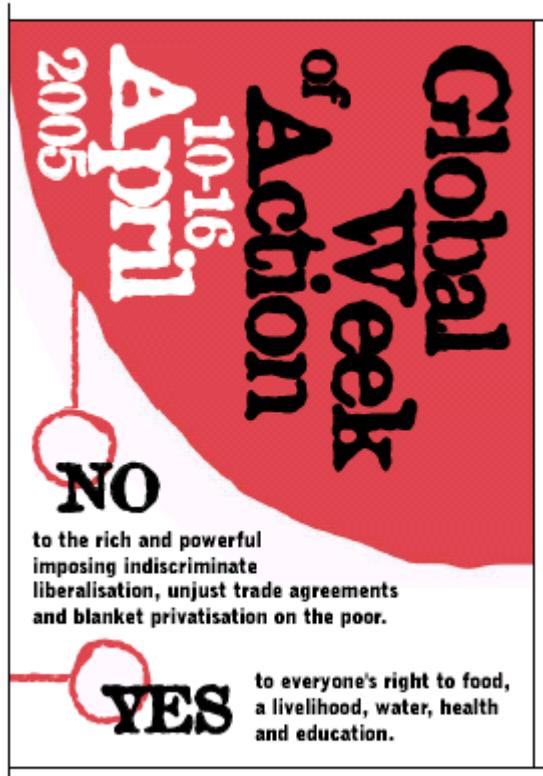
- Think about where and how these will be used. Will they be carried on a march? Will they form the backdrop for a conference? If you choose text that is quite general a banner can be used again and again
- How will the banner be hung or held? If you are using the banner at a conference, visit the venue and work out how it will be fixed in place. Ask the banner makers or printers to include eyelets (for string and rope) or a hem (for wooden sticks) for this purpose.

Checklist

- Idea: check whether the theme can be brought out in a single brief slogan
- Immediate impact: a viewer will decide at a quick glance whether they will read on - does your design and text grab them?
- Interest: have you made the information interesting and relevant to the reader? Are they drawn in on the human-interest angle for example?
- Information: are the facts introduced logically and well illustrated?

- Impulsion: will the material bring about an impulsion to act or feel?
- Insistence: is the viewer called into action?

A special word of thanks to the International Campaign to Ban Landmines (ICBL) for allowing us to reproduce these excerpts of its Campaign Kit. For more information about ICBL, visit www.icbl.org.



The sticker/card designed by Ecumenical Advocacy Alliance for GWA 2005.

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Updates

WHAT WE DID AT DRCSC

We have been associated with the GWA '05 from the very beginning. Our resources are very limited but we tried to involve all that we know and utilise every possible resource to launch the campaign at the pre-GWA stage. The different instruments used were –

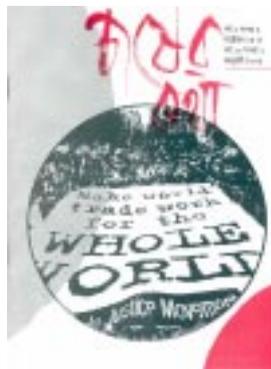
A Letter

We prepared a letter in English and Bengali explaining the issues and sent the copies to all our partners of the Sustainable Agriculture Network, the 400-odd groups with whom we work for their capacity-building and the fraternal organisations and friends.



Our News and Feature Service

For the last 15 years we have been functioning as a news bureau to at least 450 local newspapers serving them with gists of news on sustainable agriculture, environment, education and rural development related issues published in national/international newspapers/magazines and also from the net through a monthly bulletin called 'Sambad Parisheba'. We used this service to spread the message of GWA '05 to the remotest possible places.



Our Quarterly Journal in Bengali

The current issue of 'Chasher Katha' our quarterly journal in Bengali carried the message of GWA '05 as a distinctly separate section.

Posters

Posters were produced on protection of seed rights, all the basic issues of GWA and to give a general call to observe GWA 05.



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A few posters designed for the GWA 2005

Vasundhara Utsav

Two fairs – one at Kankalitala of Birbhum district and the other at Kanthi of Purba Medinipur – were organised to spread a general awareness about GWA. Each of the fairs continued for three days.



Before the fairs started, there was a press conference and at least 6~8 local newspapers carried the report of these fairs on all three days. In Purba Medinipur, the Fishermen Workers Forum had launched the campaign of GWA at the same point of time which reinforced our campaign.

- 1 A gate of Vasundhara Utsav at Kanthi
- 2 Press Meet at Kanthi
- 3 Rally of farmers at Bolpur
- 4 Rally of farmers at Kanthi

On each of these days farmers and agricultural workers from neighbouring villages rallied to come to the fair ground. They put on aprons with slogans printed on them against patenting of lifeforms, contract farming, privatisation of natural resources and in favour of local conservation of native seeds, integrated farming.



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- 1 A member of SHG speaking about local seed conservation at a sharing session in Kankalitala, Birbhum
- 2 A farmer from Tiltikuri Organic Farmers Group speaking about prices of organic food in a sharing session on alliance of consumers and producers of organic food in Bolpur, Birbhum
- 3 Section of the crowd listening to presentation of the sharing sessions
- 4 Registration counter at Kanthi
- 5 Folk song and dance by santhals in Bolpur, Birbhum

The farmer groups shared their experience about native seed conservation, provision for food, fodder and fuel by community management of common property resources, procurement price of food crops, value addition of agricultural products, integrated farming and related issues. The farmers got divided into separate groups in separate arenas to discuss these issues simultaneously.



The findings from these discussions were then presented in the central stage in front of the entire congregation. Experts and govt. officials were invited to attend these sessions in order to answer the questions of the farmers. Successful farmers and farmer groups were awarded for their work.



In the evening cultural sessions were organised with local artists performing traditional art forms.



The fair ground had a number of stalls with thematic presentations illustrated by case studies and models on seed conservation, grain bank, utilisation of common property resources, integrated farm models, traditional handicrafts and locally processed food.

At least a thousand people attended these fairs on each day.



- 1 Model of an integrated farm displayed in one of the stalls at Vasundhara Utsav in Kankalitala
- 2 Handicrafts by artisan groups at display in Vasundhara Utsav at Kanthi
- 3 Section of the crowd watching a film in DRCS stall at Kanthi
- 4 A sharing session in progress at Kankalitala.



DEBACIE

Information

GLOBAL WEEK OF ACTION: WHERE THE IDEA CAME FROM, WHAT HAS BEEN DONE SO FAR AND WHAT IT COULD ACHIEVE

Martin Gordon, International Campaign Manager from Christian Aid gave this overview of the GWA, what is being planned in other parts of the world and how we have got to where we are today in the consultation at Chennai on 5th and 6th October 2004.

Two years ago in London Christian Aid held a small consultation with 12 partners to discuss the state of the international trade campaigns. Campaigns all over the world were working on various aspects of the WTO, unfair trade agreements and privatisation but there was clearly the need for everyone to come together to discuss what we have in common and to share from our common struggles. This proposed international gathering then took 18 months to plan and prepare for, and was held in Delhi in late 2003. Over 100 participants attended from 50 countries and India was best represented. Sectoral campaigns focusing on the IFIs, trade, debt, aid etc gathered together to analyse the global movement - we realised that it was huge and growing but not linked or well connected and we therefore wanted to come together, not to form a new organisation, secretariat or campaign but to maximise our strength through working together and developing joint campaigning activities for trade justice.

It became quickly apparent that there was a lot of momentum and energy towards this goal and after five days we came up with a call to action. For all social movements, faith groups, trade unions, farmers movements etc to join together to say no to the rich and powerful imposing unjust trade agreements, liberalisation and privatisation and yes to everyone's right to food, water, health and education.

We didn't want to develop a grand statement but something that was campaign focussed, that activists could relate to and build towards. Something real that would challenge the neo-liberalism paradigm and myth that the only way towards economic growth and solve poverty is free trade. We need to look beyond national and local campaigns because the free trade myth is strong and has for so long been perpetuated throughout every country. For example the World Bank employs 1 0,000 economists that preach free trade to every government and impose conditions so that if you subscribe to these policies you will get more money. If we are really to challenge this myth in any meaningful way then we will need everyone to come together.

DEBATE



But we are not just saying no, we are also coming with alternatives - both academic and practical. The GWA is an opportunity to show governments and businesses that there are alternatives that are already being put into practice. It is also an opportunity that can build, broaden and strengthen existing national campaigns.

People are talking of tens of millions across the world coming together to say no to free trade for a week of activism, campaigns, celebration and storytelling. We can all give a set of statistics and arguments that are thrown back and forward from NGOs to policy makers and which in some cases can be useful but we need much more than this - a space and opportunity to hear the testimonies of those whose lives have been affected by free trade. We need to use the GWA as a week of story telling that challenges free trade. This challenge can only be faced successfully if we look beyond sectoral and national campaigns. Although national campaigns are strong and rooted, to make the campaign against free trade more powerful, there is a need for collective action. Our voices will only be heard if millions of people come together and say in a single voice that global trade is not working, and show to the people that there are alternatives numbering hundreds and thousands and that some of these are already working in practice.

Exposing the negative facets of trade and projecting positive aspects of alternatives would set both positive and negative agenda of substituting free trade with alternatives, meaningful to local situations.

2005 will be a key year for our movements – the G8, WTO ministerial etc. These may not all be relevant for everyone but if for example we all targeted the same embassies across the world on the same day the rich governments would begin to sit up and listen!

Global Overview

This consultation is the first in Asia and another will be held in Dhaka next week. In Europe 15 national trade campaigns have come together in a similar consultation. In Italy, France, Germany, Denmark and Ireland people are already planning to do something significant both in their own countries and to target the WTO in Geneva and the EU. For the first time in the US faith based and secular groups are working together in joint consultations to plan for the week. In Latin America many groups are mobilising – the churches, the Hemispheric Alliance, social movements and NGOs – towards a week of cultural activities and education in cities all over Latin America to challenge the FT A and bilateral fair trade agreements. African campaigns are at the early stages of planning but are planning to focus on the Cotonou Agreement. Like many agreements Cotonou is being agreed away from the spotlight and goes much further than those currently under discussion within the WTO. The GWA will be critical for raising awareness and momentum around ACP-EU free trade agreements.



There will not be a secretariat where anyone will say do this or do that but it will be good to share ideas, to strategise and come together for common actions. People are sensing that the week will be focussing on food whether in UK or India we need to show that trade is about far more than economics but about food, water, health etc. Campaign ideas so far have included –

- Grain marches
- Voting for trade justice
- Coffins full of rice -represent trade rules killing our communities and livelihoods.
- Fasting for a day in solidarity with those who are starving because of free trade rules
- Protests using pots and pans

We could write a textbook for the week of action but no one would read it – we need to be brave, creative and courageous. We are at the early stages and have everything to play for. The stakes have risen and things are beginning to shift. Governments are beginning to see that they may have to start rethinking free trade and now is a key opportunity to capitalise on this shift. All our campaigns can be strengthened and grown. We hope that the GWA will go some way to achieving this.



SETTING THE SCENE

Dr. Biswajit, Director, Centre of WTO Studies in this paper presented at the consultation in Chennai on 5th and 6th October 2004 tries to explain the impact of world trade policy on people at various levels.

We need to look at April 2005 as part of a longer-term process that will ask how can we build a sustainable movement for a new international regime that is truly fair and just. I have been working on the multilateral trade process for over 10 years now and from seeing the WTO up close, there are a few general issues I would like to raise and we need to take on board these concerns in our campaign. What are the major problems and the exclusions that the market creates?

- We need to understand what problems the market has created for people at various levels. It is very clear that the global market is only concerned about the key market players and MNCs. The market is dominated by these biased elements and institutions that are propelled by short-term profit driving sentiments with no development perspective. We have to tackle the free trade myth head on. Today we have a market where elite players are trying to maintain their dominance in agriculture by unfair means. Last year subsidies from DECO countries totalled \$360 billion. This has created huge problems for farmers and the weight of these subsidies has resulted in very low international prices. On top of this, poorer countries are now facing huge pressure from the US and EU to open up their markets. Grain companies are eyeing big markets such as India and therefore the pressure is on to lower tariffs. We need to find effective alternatives to challenge this process. In India we need to ensure that our markets are not opened up and to build global campaigns that challenge these OECD policies. After the Uruguay Round negotiations, it was expected that rich countries would bring down their subsidies which would lead to an increase in international prices of basic agriculture goods resulting in Indian farmers being better off. However what we face today is the complete opposite. India has to be able to protect its domestic market from imports of cheap agricultural products. How we link global and local issues for the campaign is thus the real challenge.
- We need to put in place non-tariff barriers. Since 1995 when the WTO first came into existence, many non-tariff barriers have been put in place. South East Asia and Latin American countries have been playing the developed country trade game but South Asia has had no clear idea or strategy for playing this game. For example, if you are applying a standard for traded products, it has to be applicable at the national level as well. We have lost out on rules around national standards – you can't use standards



DEBACIE

just to block but they must also be applied to foreign and national goods to create a level playing field. However, we need to look more closely at such non-tariff barriers such as safety standards that claim they are looking after the health and safety of consumers in the US but are unjustified and being used against us.

- TRIPS, the impact on access to health care and the imposition and introduction of patent regimes.

This regime has not yet been introduced in India but prices of health care and medicines are already rising. We must have an effective campaign on access for medicines at a price people can afford. We are really sitting on a huge pile of dynamite when we are looking at health issues. The Prime Minister during his last US visit raised the issue to Bush of how to make India more attractive to pharmaceutical companies. Many MNCs want protection beyond the general protection measures that the government already gives them.

- Protection of traditional knowledge and patents

We need to monitor the legislation that prevents industries that are founded on traditional knowledge from becoming patented. Traditional knowledge should not be patented. Even at home our own Council of Scientific and Industrial Research (CSIR) a government agency has already taken a whole host of patents on plants and herbs with medical properties in the US. They claim there should be no patents on life – but they have done this – so we have to be aware, to look at these issues closely and appropriate campaigns have to be launched so that holders of traditional knowledge are protected and their knowledge not misappropriated in the market place.

- The common trend is towards a one size fits all homogenisation. We need to promote structures that encourage diversity – of resources, different systems of government, protection, support etc. The structure most under threat is the importance of finding local solutions to problems. We need to focus on the promotion of the local and getting the right instruments. The real vacuum is in terms of institutions – if our campaigns are to be sustainable then we have to promote the right institutions that can internalise these concerns. We need to look at the development of local markets and institutions in globalisation – we are always looking at global processes that are delinked from the local. We must remember that if we function in the policy space, then we need anecdotes, case studies and evidence to intervene effectively. We need to work together – to build alliances and find appropriate mechanisms so that we can challenge the dominant thinking.



DEBACLE

ON AGRICULTURE AND SUBSIDIES

Devinder Sharma, expert on WTO and its impact on agriculture at a national and international level tries to explain in this paper presented at the Chennai Consultation how subsidies in rich countries have affected our farmers.

The July 31st framework clearly stated that export subsidies will go and this was held as a great decree for developing countries. However if we look at the CAP of the EU we see what is really going in practice. Subsidies for farmers will continue until 2013! They will be frozen so that even if a farmer sells all his 500 cows now he will still get subsidies if he keeps the land till 2013. If you enter agriculture you get subsidised, if you leave you get subsidised. There is a compensatory payment for older farmers, which the EU claimed was the same as pensions and was a low token payment, but actually it is equal to 790 billion euros per year – just for retirement. And all this at a time when we were being told that the market was encouraging competition and better farmers!

So we have been lied to again and the current structure will remain until 2013 and 2017. We are being told that we need to provide more market access to developed countries but we all know why this is happening and if we look at it in political sense it goes way beyond WTO and is all part of the same package of economic liberalisation being pushed by IFIs worldwide.

One farmer from South Korea came to Cancun and committed suicide and South Korea is not even a developing country. We have to join hands if we are to counteract this trend. Approximately 150 conditions are being attached by institutions to their loans and PRSP processes. One of the most common is the pressure on farmers to diversify – the current mantra is diversification! Farmers in Latin America, Asia and Africa are all being told to shift from staple foods to cash crop and that the market is not interested in their crops. At the same time the US and EU are saddled with huge surpluses – if there is one part of the world where they really need to diversify, it is surely the US and EU – but they are not being asked to do this! Cheaper flowers, tomatoes etc are now being pushed as the focus for developing countries, while the US and EU produce staple crops for export.

US rice productivity is x7 tonnes per hectare while India's is x3 – so we are told that to be competitive India must increase to x7 and economists everywhere are pushing this argument. But US rice farmers receive \$1.4 billion in subsidies without which we could never reach these yields. Neo-liberal economists argue that our farmers are using traditional backward methods and don't know how to farm, so developed country specialists and TNCs must come and teach us! So it is not just WTO that is worrying us but that this paradigm that is being pushed by governments, WB, IMF etc.



What is the agenda now?

The collapse of the green revolution model means we are now moving towards the second revolution of GM, hybrid seeds etc. Farmers have become a burden on governments and society everywhere. We are told that we don't need our farmers anymore — that we should move out of agriculture — if we pit farmers against each other like this then the competition will ensure that one will have to go down and this makes it easier for TNCs and developed countries to move in. The agenda is to force farmers out of agriculture in the South so that the developed countries are the sole suppliers of food. If we are to survive then we need to realise this. Whether it is tea farmers in Kerala or cotton growers in Maharashtra we need to join hands collectively so that when one sector of farmers is affected then we all lobby together.

I see agriculture in India as having a life span of 7/8 years. There is even the threat to our agricultural research infrastructure. The agricultural universities (e.g. IACR), which research these issues of public concern are so starved of resources by the Planning Commission that they are forced to rely on private funds and MNCs that are pushing the neo-liberal agenda such as McKenzie's. Genetic resources are therefore being handed over to companies.

The example of the Golden Rice Gene illustrates that this technology was never created to help the poor but just to place all our traditional resources in the hands of agribusinesses. This process must be destabilised. Let us not forget that 90% of our production is for domestic consumption and only 10% for export —let us not create a system that concentrates only on this 10%.



QUESTIONS TO THE SPEAKERS AND THEIR RESPONSES

The Chennai Consultation was attended by activists and representatives from NGOs, people's movements, central trade unions and funding agencies. Quite a few interesting questions came up and the speakers gladly responded.

- Can you give examples of the right type of institutions that were mentioned - how do you see organisations such as ILO or LFO within this?
- The global paradigm and international policy space is dominated by Breton Woods institutions and all other multilateral agencies have decreasing power and impact –institutions with a development focus are being sidelined. There are still some obligations that countries are taking but UN organisations have no power to enforce them (e.g. Convention on Biological Diversity). The strongest international agency is the WTO because it has the power to enforce the commitments that have been undertaken, through sanctions etc. Therefore a two-tier structure is developing for international institutions. The WTO has deliberately struck deals and agreements with the WB and IMF.
- How can we ensure CSR?
- CSR is difficult to discuss without getting into issues of global governance. We need to define CSR in our own terms and expose its inconsistency and hypocrisy.
- We need to focus on other sectors not just agriculture – weaving, bamboo etc. What about communities that are dependent completely on natural resources – that are not even within the market – especially women who have been most affected by the displacement of communities by forest programs and botanical gardens.
- Displacement from agriculture – one sector after another is going to be hit. The developed countries are arguing that, 'We can provide you with food... rice takes a lot of water to produce so much better if we produce it.' Model of larger scale agriculture is being forced on smaller farmers that can't compete! We need to target state level government on this as well as national.
- Temperate products vs. tropical products – this is a useful distinction when looking at the different approaches of subsidies etc., continuation of colonial exploitation of tropical resources. In this new regime how can we respond to this, as exports should not be totally neglected?
- Issue of oil prices – The reason why developed countries are so reliant on subsidies is the high cost of oil and energy in US/EU.



- GMOs - is it in favour of India to promote GMOs in country?
- GMOs - have been sold as the answer to hunger - but in developing countries we need to ask is there a problem of food quantities? In 2001 we had the highest agricultural output ever seen in our country and the surplus was exported but so many people were starving - we need to address issues of distribution and politics not the amount of food. GMOs do not increase productivity and the yield barrier has not been broken since GMOs were introduced. We were told they would reduce crop losses but we are being fed lies and myths. The WTO is doing the advertising work of companies by promoting GMOs. GMOs have been imported into India with no quarantine and no one knows what has happened to those seeds - so we need to focus on authorities and regulations.
- We need to discuss the hypocrisies of discussing the free movement of capital but not the free movement of labour within developed countries?
- Freedom of labour issue, campaigners have been arguing that this is important for developing countries and there has been a slight weakening of this within the WTO - now is a good opportunity to push the issue.



CAMPAIGN ON LAND RIGHTS

Dr. Rajagopal from Ekta Parishad writes on the campaign launched by his organisation on land rights.

Campaigns

There is a story I often tell to illustrate behaviour of TNCs in India – a lady carrying an empty bucket back from the well meets a visiting TNC prospector – there is an acute drinking water problem here she cries – ‘ah so excellent’ he cries ‘we can market coca-cola here!’ Gandhi was once asked ‘Are you trying to make India like England?’ He replied, “would have to exploit not just the whole world but also the entire universe if I was to do the same for India.’ This is how have we ended up in this terrible position where people are forced to end up in slums, commit suicide, face starvation, sell their own kidneys etc.

Poor nations are being robbed because of current economic policies. This process needs to end and some people in this country believe that India can be the Waterloo for multinationals – whether it is coca-cola or another company. TNCs need to be kicked out and we need to pave the way for other struggles all over the world – as our freedom struggle also inspired so many others worldwide. We really need to lead the way on this. My experience has come from the land campaign so my lessons learnt will be drawn from this.

There were many successes and failures – we acted at local, state and national level but we always had some amount of international support in our struggles. Ekta Parishad try to act out our conviction that:

- We believe that landlessness is rootlessness – if people have no land how can they fight?
- Poverty, unemployment, violence, etc can only be addressed by looking at land reform and the fact that people without land have nothing to depend upon.
- All other reforms must only come after land reform. There is a great urgency to act and you can’t just do it when you feel like doing it. This is because governments one after the other are selling available land to TNCs and private companies.

For example the state government of Tamil Nadu recently sold 2 million hectares of land to the corporate sector. In Orissa land has gone again to mining companies. If we do not halt this process then nothing will remain for reforms and redistribution. TNCs are also convincing the government that Dalits and Adivasis should be allowed to sell their land so that they can make money and benefit from selling their land. A recent bill was passed to allow communities to sell their land and this is being used as a precedent



across India. This moral justification has to be stopped! There is shrinking democratic space for agitation in India. Increasing militarisation and antiterrorist measures could and will be used against social movements and land campaigns.

Our campaign focussed on demolishing myths. Such as:

- There is not enough land available in the country for land reform.
- That small farms are not viable.
- That Adivasis are destroying the forest so that they should be taken out of the forest.

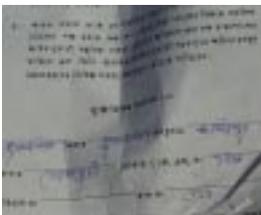
We destroyed the analysis against land reform and showed that land is available if there is political will. We also brought in emotive and philosophical issues that have been used successfully by Via Campesina – that the giving land is a spiritual act and that land should not be traded. We revealed the contradictory actions of governmentseg pushing MDGs and food security issues – but at the same time pushing the majority of people into slums and starvation. We also undertook lobbying and education to try and get parliamentarians to understand land reform issues.

Mobilisation was vital for the movement – we believe in struggle and dialogue. “We will talk to you but we will not leave you in peace until you help the poor!”

We walked 3,500km in 6 months – capturing land wherever possible – walking back to the forest where people had been displaced. We formed a task force of policy people and NGOs. In Madhya Pradesh we organised a padayatra and the campaign resulted in land being redistributed to 350,000 families. Furthermore 5 lakhs court cases against Adivasis were dropped. We went onto Orissa and deployed the same non-violent direct action tactics – we marched to the government after the assassination of an Adivasi by the forest commission. We achieved a high level of mobilisation, blockade of traffic, media support, and discussions with policy makers etc. The more powerful the mobilisation became the higher the media interest and it therefore became easier to promote policy change. After that we went to Chattisgarh and Orissa. There we used the tool of Kooch - similar to padayatra but including blockades.

Now a national level campaign has been formed and we are trying to build on state level successes at the national level. This is going to be difficult - so a number of programs have been launched. We are also pushing land as an international issue together with Landfirst International-linking with campaigns in Brazil, Zimbabwe, and Philippines etc. We set up a People’s Commission on Land to put pressure on the government to set up a National Commission on land. We have also been using the People’s Commission on Land as a tool to get legal remedies wherever possible for the rural poor.

In spite of our efforts it is still not enough and a lot more has to be done. We are working at such different speeds to the TNCs and it is



very difficult to shift the paradigm - there is such urgency on this. We have to address this mismatch in speed. There are many cauldrons boiling in this country at 25° C, how can we ensure that they all burn at 100° C and make the water boil?

THE CAMPAIGN AGAINST FOREIGN TRAWLERS

Harekrishna Debnath from the National Fisherworkers Forum shares his experience.

In 1991 before the WTO formally came into being the Indian government began their SAPs. One of the first areas that opened up for foreign investment was the deep sea fishing industry to harvest deep-sea resources. Around 2600 foreign shipping factory vessels were brought in with nets up to 15km long. Licences were given to MNCs to fish and by October 1992 some 45 MNCs were exploiting the sea's resources. Each ship has a factory on board for cooling, freezing and storage and they can remain out at sea for months. They can catch the same number of fish in one day as one traditional fisherman's annual turnover. Our fisherman faced great danger - people saw a complete destruction of their livelihood - fish were thrown back by these industrial trawlers and lay dead on the sea as they threw away anything that was not shrimp or commercially viable for the market. The fisherworkers came together in Mumbai to ask, what should we do to fight against this?

The National Fishworkers Forum decided to fight. Our agenda was to demand that foreign vessels quit Indian waters. We had no experience but called a fishing strike in India. We didn't know how to strike or who would suffer and it took some time to convince people to act. We asked won't it be us that lose out? But despite our doubts we held a strike on 4th November - that then led to striking throughout India. On 6/7th we held a day of fasting and the opposition had a walk out on the government's fishing policy. The government then formed the Murari Committee to look into the issues of foreign companies in fisheries sector, but it was not representative and so another campaign was launched and the committee was expanded. The committee went to many places to research and collect testimonies. Tough lobbying with the government brought many people on board. In July 1994, we organised another strike as well as fasting. Thomas Kocheril went on indefinite fasting.

There are many contradictions and divisions in the fishing industry - trawlers against nets etc or whether or not to encourage deep-sea fishing in India, but as far as this foreign fishing policy was concerned everyone forgot their differences and worked together for the strike.

The Murari Committee finally came out with 21 recommendations. As expected the government refused to accept them. In August 1997, Tom Kocheril again fasted. Again a series of advocacy and agitation forced the government to accept recommendations and foreign licenses were cancelled.

This struggle allowed us to link with other campaigns and also allowed networking on international level. We called an international conference and the next one will be in November 21-28th 2004 in India to build on the previous conference.

The struggle was successful only up to a point. The government have been trying to get around this in different ways - for example to import ships and trailers so that you can't say it's a foreign issue/concern. They have brought old shipping vessels and recently 28 vessels from Thailand and Taiwan were permitted to import fish. There is also a move to sell the sea in the form of sea ranching. The West Bengal government bought the first four foreign vessels that came to India, so even the state ruled by the left are not averse to the neo-liberal paradigm. We have to show our united front to face the onslaught of the governments that are influenced by free trade regime.



CAMPAIGN FOR THE RIGHTS OF UNSKILLED MIGRANT WORKERS

Mr. Mahadevan from All India Trade Union Congress shares his experience.

There is one example I would like to share which highlights our work on labour issues. At the Tarapore Power plant, contractors brought lots of unskilled migrant workers from Tamil Nadu. They were given food but couldn't go anywhere without permission. The contractors gave their families loans and the workers were basically bonded labourers. AITUC took up the matter as the workers wanted to become permanent. The contractors didn't want this to happen and caused numerous problems. They gave excuses that the workers didn't have birth certificates or formal appointment letters showing their joining date. In addition the contractors forced workers to write a letter stating that they do not need permanent employment. AITUC through local leaders and using sympathetic help from other local workers and their families helped these bonded workers in campaigning and were successful in granting them permanent employment.

CAMPAIGN AGAINST CONTRACT FARMING, MECHANISATION AND EXPORT OF AGRICULTURAL PRODUCTS

P.V. Satheesh from Deccan Development Society narrates about the struggle spearheaded by his organisation.

DDS works in AP with groups of Dalit women farmers. The AP Government through the consultancy of McKenzie developed the famous Vision 20/20 programme. This vision became the policy paper for the government. It had key objectives around agriculture - that 40% of labour should be displaced to other occupations, promotion of contract farming, increase of agricultural products for export and increase in mechanisation. It was pushed by WB and IMF conditions through DFID who provided numerous small-scale loans. DFID tried to co-opt us during their discussions. We started with a signature campaign that failed due to the government's complete support for these neo-liberal policies. We then began to target media and the DFID. We held a Prajatheerpu (Farmers Jury), which was a good example of participatory democracy. 18 farmers from different parts of the state joined the jury. 80% were women and 100% were Dalits or Adivasis. Experts – agriculturists, economists, scientists, officials and planners – were asked to defend their policies in front of the jury. Based on their presentations, the jury came out with two sets of judgements - what we oppose and what we desire? The verdict was published in the media and given wide publicity. It was a huge embarrassment for the Government. Women farmers released the report in the House of Commons. The constant pressure on DFID forced then to hold a Parliamentary Committee to research the problems of 20/20.

CAMPAIGN FOR THE RIGHTS OF THE DALITS AND PLANTATION WORKERS

Mr. Mani and **Mr. Venkatesh** introduces the organisation Mines, Minerals and People and its work.

We need to learn from and join with the Dalit movement and plantation workers. Mines, Minerals and People in achieving the Samata Judgement fought against the state to ensure the rights of Adivasis to their land. It is a far-reaching judgement that can be used as a precedent for elsewhere. mmP has 160 groups nationwide and are also looking to network with other social movements.

NATIONAL CAMPAIGN ON DALIT HUMAN RIGHTS

NCDHR began in 1998 from the realisation that unless caste violations and inequality are addressed then development will never be possible. Fact-finding and research identified 150 forms of caste-based discrimination - 66% of atrocities are at the state or market intervention level. We collected lakhs of signatures and met the PM. We started to build up data and stats on caste violence. We linked to the WSF and by 2002 had UN declaration on descent based discrimination. The Swadhikar Rally made huge impact by raising the visibility of Dalit issues and linking caste to international mechanisms that exist linking local to global. The state is adopting the same policies at national and local level- any trade campaigns must focus on accessibility of vulnerable groups and affordability.

CAMPAIGN ON HEALTH ISSUES

Dr. Mira Shiva from Voluntary Health Association of India shares her concern.

Health issues are slipping off the agenda and cost, access and quality of medical care is key! Rural populations face increasing vulnerability and traditional knowledge and eating patterns are being eroded.

Only 0.9% of GDP is going to health – how can the centre decide on so many central issues – sovereignty at a local level is key. National health programmes are based on WB model – HIV is taking too many resources. The legitimacy of health organisations is being jeopardised by focus on HIV – people are dying today of diarrhoea, malaria etc. All national health programmes are based on WB, loans and western medicine. Social insurance and private insurance are two very different things. We also need to include female infanticide as a social issue and link this to people's health movements.

COCA-COLA CAMPAIGN IN KERALA

It got very little support from TU, media, organised politics but the movement went on regardless without this support at the grassroots level. It was only later that it became popular. What was important was that civil society groups were able to convince the local Panchayats. You can either see them as an extension of the state or as part of civil society – and if we use them in the latter then we can use it as an instrument for negotiating with the state and the policy makers.