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**We Won't
Accept Hunger
Ambassadors' Toolkit**

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Contents

03 Introduction

This toolkit and how to use it

05 Chapter 1

Hunger and Europe:
Problems and solutions

23 Chapter 2

Campaigning tools
and techniques

43 Chapter 3

Social media

47 Chapter 4

Viral campaigning

51 Chapter 5

Training

59 Annex

61 References and resources



What is *We Won't Accept Hunger*?

We Won't Accept Hunger aims to inspire individuals and groups across Europe to take actions that contribute to the aim of halving hunger by 2015, and build public support for the campaign against hunger and poverty. Participants are encouraged to take part in existing campaigns to raise public awareness, or to organise their own.

This project proposes innovative and creative approaches to putting the Millennium Development Goals (MDGs) – the fight against poverty and hunger – firmly in the minds of people in Europe and on the agenda of politicians and policy-makers, in the run up to the 2015 deadline that was set for achieving the goals.

Introduction

This toolkit and how to use it

What is this toolkit for?

Hunger is the world's biggest killer but it can be stopped, if politicians take notice and do something. That's where you come in. This toolkit is a key part of the *We Won't Accept Hunger* project, which is about getting more people involved in taking action on hunger.

Who is this toolkit for?

This toolkit is for you. It is for anyone who has an interest in helping stop hunger. You can use as little or as much of it as you want to.

It also has specially adapted chapters for *We Won't Accept Hunger* champions, called 'ambassadors', to help them design campaign actions or train other people in campaigning techniques. Again, it is important to underline that you need use only the parts of this toolkit that you are comfortable with.

The first chapter, below, sets out the issues relating to hunger and the Millennium Development Goals, with essential facts about them and about what can be done, in Europe and elsewhere, to achieve them. You can get more information by going to the ActionAid website or other websites listed.

Chapter 2 gives you the tools to start an effective campaign. It is full of ideas and checklists that will help your campaign to succeed. These are not hard-and-fast rules, but provide a useful guide, based on experience and good practice. These tools will help you sign up support, build pressure and awareness, and run an effective campaign.

Chapters 3 and 4 are specifically about using social media and viral campaigning.

Chapter 5 is about how to train other people who share your aims. It includes information on how to be an inspiring and successful trainer, and a template for you to use to design training sessions.

The **Annex** contains a form to let us know how useful you found toolkit and what improvements you would propose.

At the end, the **References and resources** section gives a wide selection of useful resources, case studies as well as listing the references and credits.



Chapter 1

Hunger and Europe: problems and solutions

The Millennium Development Goals

Hunger is a global crisis

Hunger is the world's biggest killer. It kills more people each year than AIDS, tuberculosis and malaria combined. Nearly **one billion people** – that's one in every seven of us – will go to bed hungry tonight. One in every four children – nearly **150 million children** – is underweight. Every year, a staggering **six million** children under the age of five die from lack of good nutrition and other hunger-related causes.

Now more than ever we need bold and ambitious plans to tackle hunger. In recent years, a global food crisis has pushed food prices up and dramatically increased the numbers of people who are hungry. Experts estimate that over the next ten years the price, in real terms, of cereals, rice and oilseeds will become even higher.

Hunger is a global emergency, and if it is not addressed, any hopes of ending poverty and allowing all people a life of dignity and opportunity cannot be realised. Freedom from hunger is a human right, protected under international law. Hunger isn't natural, it is man-made. There is more than enough food in the world to feed everyone.

What are the MDGs?

In 2000, world leaders agreed to halve poverty and hunger by 2015 by embracing the so-called Millennium Development Goals or MDGs. Agreed by all 193 United Nations member states, the MDGs provide concrete benchmarks and measures to track progress on tackling extreme poverty. They are shared targets for action on the big challenges facing developing countries, including ending hunger, stopping AIDS, and providing education for children. Governments made a commitment to achieving the Millennium Development Goals by 2015 at the latest.

The goals were designed to unite the global community in an effort to reduce poverty and to improve social and living conditions in the world's poorest countries. The MDGs are just a start, but many of them, including the hunger goal, are in serious danger of not being met.

The MDGs also provide a framework within which the entire international community can work together towards a common end. If these goals are achieved, world poverty will be cut by half and millions of lives will be saved.

Hunger: quick facts

- 1 in 7 people in the world are hungry
- 925 million people do not have enough to eat
- More people are hungry today than were hungry in 1990
- One in every four children are underweight, according to doctors
- Hunger affects more women than men
- 146 million children in poor countries are classified as underweight

MDG 1: the details

Target 1a: to reduce by half the *proportion* of people living on less than a dollar a day.

Target 1b: to achieve full and productive employment and decent work for all, including women and young people.

Target 1c: is to reduce by half the proportion of people who suffer from hunger, by addressing, among other issues:

- the prevalence of underweight children younger than five years old
- the proportion of the population that consumes less than the minimum level of dietary energy per day

The MDGs also emphasise the role of rich countries as key partners in reducing world poverty.

Millennium Development Goal 1

MDG 1 deals with halving poverty and halving hunger. Progress on the hunger targets is painfully slow. While the **proportion** (or numbers out of every 100 people in the world) of hungry people has fallen slowly over past ten years or so, the **overall number** of hungry people in the world has actually increased.

In 2010, with just five years left until the 2015 deadline, a major conference was held at UN headquarters to review progress on the MDGs. The conference adopted a global action plan, but there were precious few real extra commitments from governments around the table. On hunger, there was little real action, and many governments are actually going back on their existing aid commitments.

Why stopping hunger is so important

The slow progress on stopping hunger is also threatening to slow down any progress on other MDGs. Tackling hunger and malnutrition is particularly important in achieving Millennium Development Goals Four and Five, which aim to reduce significantly the number of deaths of women in childbirth and of young children.

Hunger is both a cause and an effect of poverty. It holds back economic growth, and it limits overall progress in reducing poverty. It is unlikely that progress in reducing poverty will be made as long as large numbers of people are hungry. Childhood hunger can cause permanent damage to mental and physical ability, and can affect a person's chances of earning a good income in later life.

Research shows that because of these missed opportunities hunger could be costing poor nations as much *\$450 billion a year* – that's more than ten times the amount of aid needed to halve hunger by 2015 in order to meet MDG 1.

Freedom from hunger is also a human right. The right to food is enshrined in international law. Addressing it is an obligation of states and governments, an obligation both to their own people and to those of other countries, whose ability to secure food for their populations may be affected by the policies of more powerful states.



Promises and policies for tackling hunger

Tackling the causes of hunger must become a political priority if hunger is to be defeated. The awful damage done by the food, economic, and climate crises of the last few years clearly shows that the current international policies are not working, especially for the poorest and most vulnerable people.

One of the ways that Europe helps is by giving aid. Aid is money given by richer countries to poorer countries to help them to make a better future for themselves.

Farmers in poor countries – especially farmers with small farms – are part of the answer to hunger. If we want to stop hunger we have to help small-scale farmers. More aid for farmers is sorely needed, but also different policies. The EU and its member countries are crucial players in this effort to stop hunger.

Farm aid is vital for tackling hunger

One of the reasons that people are hungry is that agriculture has not had its fair share of funding from aid donors. Help for agriculture has collapsed, falling from over 15% of aid spent in 1980 to well under 5% of what was spent by 2006. And food production per person in Africa is 10% lower today than it was in 1960.

And yet, smallholder agriculture is central to generating income and tackling poverty. It is the main source of livelihood for more than 75% of the population in many developing countries. Small farmers feed poor communities – including themselves – and small increases in their farms' outputs could have a large impact on poverty and hunger.

There is a lot of evidence from countries that are successful in fighting hunger that supporting farmers, especially smallholder farmers, is a very effective strategy.

According to international experts, raising productivity and incomes in the farming sector is the cheapest and most practical way for most African countries to meet the UN goal of halving poverty and hunger in the next five to ten years. Growth in agriculture can make twice the impact on poverty that growth in other sectors would, both through its direct effect in raising the incomes of the large numbers of the poor who live in rural areas, and through the strong links between agriculture and other parts of the economy. If, for example, Malawi achieves the African Union target of 6% annual growth in agriculture, an additional two million Malawians will be living above the poverty line in 2015.

All of the eight African countries that spent more than 10% of their budgets on agriculture during 2004-07 have achieved reductions in their proportion of hungry people over the past decade; for example, Ethiopia (63% to 46% from 1995 to 2005) and Malawi (45% to 29%).

Although women constitute the majority of farmers in most countries and produce most of the locally consumed food in developing countries, most agricultural policies ignore the needs of women. Aid should be properly directed to ensure that women benefit.

Aid can also help support nutrition programmes, and provide education and clean water too, all of which are essential for tackling hunger.

Promises, promises

The European Union as a whole, including its member states, contributes around 60% of all aid money to poor countries. The European Commission's own development programmes have allocated €51 billion for the period 2007-2013, making it a very important player in global efforts to achieve the MDGs. Recently the European Commission has pledged a further €1 billion for those MDGs which are furthest off-track, including MDG 1.

Many poor countries are putting in place national food security strategies and The European Union and the countries within it are vitally important to tackling hunger. The EU has made specific promises under L'Aquila, which for the first time saw the G8 acknowledging the need to shift towards a greater and more co-ordinated response in support of smallholders and women.

Although the pledges are not enough in themselves, the world is teetering on the edge of another food crisis, so the G8 must keep to their 'Hunger Pledges'. Many African countries have got their act together, producing their own comprehensive plans for farming and producing food. But these plans need funding urgently, and the G8, EU and other European countries could really help. For example, despite being praised for being ahead of many countries in its plans, Rwanda faces ongoing uncertainty, with an annual shortfall of US\$350 million against the amount the government needs to carry out its plan.

Getting the policies right

The European Union and its nations can do more than just increase the amount of aid they give, and target it better. Donor nations play a key role in many developing countries. Not only do they provide financial resources, they very often make policies, which the recipient governments are then forced to follow. In today's increasingly interdependent world, the policies supported by the EU – policies covering subjects as diverse as trade, agriculture, regulation of finance, climate change and investment in foreign land – have a crucial impact on global food security and hunger.

Fuelling poverty

For one thing, European countries are propping up the biofuel industry. Industrial biofuels are currently made from maize, wheat, sugar cane and oil seeds such as palm, soy and rape. Not only is EU biofuel use diverting food crops into car fuel tanks, but subsidies and targets for growing biofuels also mean that farmers in developing countries – some of which have serious food shortages – are losing their land to biofuel crops.

In just five African countries, 1.1 million hectares have been given over to industrial biofuels – an area the size of Belgium. ActionAid estimates that an extra 30 million people have been pushed into hunger as a result of biofuel exploitation during the current crisis.

EU land grabs

As well as biofuels, the EU's actions to secure its own food supply have denied local people in developing countries the farmland that they desperately need. EU net food imports currently involve 35 million hectares of land outside Europe – that's land equivalent to the entire territory of Germany.

Other policies

The EU also makes massive payments, or subsidies, to its own farmers. This system is called the Common Agricultural Policy (CAP) and costs Europe over €50 billion a year. The EU is preparing a reform of the CAP, which is expected to happen in 2014; this presents us with a big opportunity to change the policy.

Since 2008, the prices of food commodities worldwide have been extremely unstable, resulting in increases in hunger. The EU and its member states could and should help regulate markets better, to ensure that the prices of staple foods do not fluctuate so wildly.

Tackling malnutrition must also become a political priority if the problem of hunger is to be solved. Rich countries need to invest in nutrition and support an approach that addresses the immediate and fundamental causes of under-nutrition.

Europe's renewable energy target

The EU has set itself a target: 10% of the energy used for transport must be renewable by 2020. Much of this energy is predicted to come from biofuels (despite the fact that biofuels are, overall, no greener than fossil fuels). The EU will review this 10% target in 2014, so there is a chance to press them to get this policy in line with their stated commitment to tackling hunger and poverty, rather than making it worse. It has also been estimated that the EU biofuel industry is supported by €4.4 billion of subsidies. Assuming that the same level of subsidy continues, the industry would need about €13.7 billion per annum to meet the 2020 target.

ActionAid says that the current EU policies are misguided and calls on the EU and its member states to:

- scrap biofuels targets
- scrap financial incentives for industrial biofuels
- upgrade its current sustainability criteria for all renewable energy sources, to ensure that they are more stringent, including impacts on people, land and food
- apply strict monitoring and enforcement on the ground, to guarantee that these criteria are being met
- monitor, in co-operation with partner countries, the activities of European companies to ensure that human rights abuses such as those in Dakatcha do not happen again



Selfish Europe

Fish is the most important source of protein for many people in poor countries, and it is relatively cheap. In Senegal one in six people relies on fishing and the fishing industry for her (or his) livelihood. Years of over-exploitation of fishing resources have seriously affected the food security of millions of Senegalese. Malnutrition is an increasing problem in the most deprived layers of society there. The high demand for fish exports, including shrimp, lobster, octopus, cuttlefish, sole, threadfin, grouper and sea bream, has also triggered a rise in local fish prices, thus denying many Senegalese people the opportunity to eat either the high value species or cheaper fish.

The European Union is continuing to contribute to over-fishing via the hold of its companies on the most lucrative parts of the seas, and by the circumvention of rules that were established to protect the national industry and fishing communities. And new trade agreements with the EU are likely to increase the overexploitation of fish.

For Fatou Bopp, aged 64 and a mother of five, the decline in the fish catch and its impact on life on Djirnda Island is clear: *“10 years ago we could earn a living from the sea. Men fished and we processed the catch. Now there are too many boats in these waters and not enough fish. We used to have three meals a day. Now we eat at most twice or sometimes only once a day.”*



Anamaria Nsomera, 62, lives in Pallisa District, Uganda. A widowed farmer, Anamaria provides for six grandchildren. She cannot recall receiving any government support for her agricultural livelihood.

"It feels like life is getting tougher and tougher every season. The rains have become unpredictable. Last season the drought hit my crops and I only managed to get one and a half bags of millet, half a bag of soya and one and a half bags of sorghum, from over two acres planted. I do not dare to sell even one grain. I am worried that our food reserves will not take us through to the next harvest."

Supporting small farmers: the key to ending hunger

Small farmers and hunger

Helping farmers, especially those with small farms, to produce more food for local markets is essential in the fight to end hunger and malnutrition. Small-scale farmers, most of whom are women, are responsible for 90% of the food grown in Africa and produce about half the world's food supply. They are determined, resourceful and incredibly hard working. Given a chance, they could quite literally grow their way out of poverty and hunger.

Yet small-scale farmers' rights are often abused, their access to land and to the things they need, such as seeds and fertiliser (inputs), is denied and their involvement in decisions affecting their lives is limited or non-existent.

Policies that have been implemented by poor countries, sometimes because they were imposed by rich countries as a condition for giving help, mean that only a tiny fraction of small farmers' potential is being used. About three-quarters of the world's hungry people are small farmers and the rural landless.

During the 1980s and 1990s a combination of bad policies and falling assistance to agriculture, in particular to smallholder farmers, reduced the chances of success for poor farmers. Meanwhile, climate change, loss of biodiversity and soil quality, and other factors such as war and instability, have made their job tougher than ever.

The potential of small farmers

There is plenty of evidence that shows that where promises to support smallholders are being kept the results and impacts on hunger are very good indeed. Currently, low cost, green methods of increasing productivity are being neglected in favour of expensive chemical-intensive approaches that often benefit richer farmers most and can do environmental damage. Donors and governments should concentrate on the things that would help poor farmers and women the most – such as rural credit, and agricultural research aimed at helping poor farmers.

Good news stories from African farming

In some places, support for small farmers is starting to pay dividends.

- Through a combination of targeted input subsidies, public procurement and expanded social protection, Malawi has put a decisive end to years of recurring famine, reducing the number of people requiring food aid from over 4.5 million in 2004 to less than 150,000 in 2009.
- In Uganda, the revival of government services for farming has helped farmers expand their variety of crops, and those receiving these services are reportedly enjoying better food security and higher incomes.
- Land in western Kenya that had become less fertile has been improved through sustainable farming, and not only have maize crops doubled in size but farmers have also produced fruit (which has increased their incomes), and vegetables (which have improved family nutrition).

The rights of women farmers

Women make up the majority of smallholder farmers in most developing countries and they have the most potential, yet their human rights are often ignored or, worse still, abused.

Supporting women farmers is one of the key ways to increase the supply of food, especially in Africa. Research shows that, if given the same access to land and inputs, African women are more productive than men. In fact, with the same resources they tend to produce as much as 20% more than men.

In addition to farming activities, women do most of the household labour, collecting water and firewood, cooking, cleaning and washing. But the reality is that the needs of women farmers are often neglected. Women farmers should be more centrally involved in policy making.

ActionAid has found that women farmers are not getting nearly enough support from governments and donors. Women own only 1% of the land in Africa and they receive a mere 7% of government farming services and just 10% of all farm credit (or loans).

Women farmers: more challenges and fewer rights

Women farmers tend to have:

- little or no access to credit or loans
- smaller and less fertile land holdings than men
- fewer rights over land because of laws and social structures
- less say in decision making
- less access to agricultural services
- a greater domestic workload than men
- little access to appropriate technologies and less access than men do to local markets where they can sell their produce





How are EU donors doing on the issue of supporting women farmers?

- **Denmark** – its reputation as a strong supporter of gender equality does not come through in its policy commitments to women and agriculture. However it has supported a number of specific projects aimed at women farmers.
- **France** – in the three main policy documents on agriculture there is almost no mention of gender or of women farmers.
- **Greece** – it is very difficult to access detailed information on a specific approach to gender and agriculture. Gender equality is highlighted as a ‘cross-cutting issue’ in development policy, but appears only as a secondary objective in most projects.
- **Italy** – has recently published Gender Guidelines for aid. They highlight agriculture and are quite strong and clear on what should be done. However, most of these aims do not have sufficient follow-up, and there are no specific resources allocated to them.
- **Netherlands** – a strategy document frames policy for support to agriculture and food security abroad, and makes specific reference to the roles of women in agriculture, but commitments are not really translated into specific interventions or money.
- **Spain** – in contrast to the approach of the majority of donors, women’s empowerment is stated to be an end in itself and a specific pot of money is set aside for working towards empowerment and gender equality.
- **Sweden** – has a long-standing reputation as an investor in gender equality. Women farmers are dealt with specifically in relation to rural development.
- **UK** – historically quite weak on women farmers. A recent nutrition strategy puts a strong emphasis on the role of women in achieving nutrition security but it’s too soon to say whether this is a significant change.

For more information see:

- http://www.actionaid.org.uk/doc_lib/fertile_ground.pdf
(Fertile Ground, about support to small farmers)
- http://www.actionaid.org/sites/files/actionaid/aa_farming_as_equalslores.pdf
(Farming as Equals, about women smallholder farmers)

Case study: Dakatcha Woodlands, Kenya – a campaign success

While the European Union is trying to support poor farming communities with aid, in other ways the EU is undermining small farming communities. Supporting an aggressive increase in the use of biofuels in Europe is one way in which the EU is undermining the fight against hunger and making the MDG 1 targets harder to reach. For instance, ActionAid estimates that 30 million people were pushed into hunger as a result of biofuels production during the food price crisis of 2008.

ActionAid and its partners have shown that plans for a biofuels plantation in the Dakatcha Woodlands, Kenya, were likely to violate the human rights of an indigenous community of over 20,000 people and undermine their ability to feed themselves.

Under plans submitted by an Italian-owned biofuels company to lease 50,000 hectares of land for growing jatropha, a biofuel crop, the community faced having its land and food rights damaged by this so-called green fuel, much of which was ultimately destined for EU countries.

If the plantation had gone ahead, the community would effectively have been evicted from the land where they have lived for generations. They grow food crops such as cassava, maize and pineapples on small fields outside of the woodland area, to feed their families and sell at the local market, using the money to send their children to school. The community depends on the woodland for bee-keeping, herbal medicine and some eco-tourism, making it a key to their livelihoods.

ActionAid Kenya investigated the case and helped build the community's capacity to respond, through organising meetings that brought together the community and environmental organisations. Armed with the facts about the deal, the community filed a case demanding an immediate stop to the project. In addition, ActionAid and other organisations drafted a petition to the Minister for Environment and Natural Resources demanding an 'Environmental Impact Assessment'.

Peuples Solidaires, ActionAid's associate in France, circulated an "urgent appeal" to its supporters via an online and postcard petition, directed at the Minister of Environment and Natural Resources, which was signed by more than 14,000 supporters from 23 different countries.

As a result of the resistance to the project and the flow of urgent appeals and petitions from Europe and Kenya, the minister asked the County Council to develop a plan that would zone all forested areas for conservation, and required them to provide scientific evidence of the economic, social and environmental impacts of the proposed project. The company has since withdrawn its project and left the country.

The potential destruction of large areas of endangered woodland and the potential eviction of the indigenous communities living in the woodland represent not just a failure of the Kenyan authorities but also show the alarming potential impacts of irresponsible European energy policies promoting the use and production of biofuels.

These cases illustrate a wider problem with EU policies and practices, which is unfolding across Africa and in other parts of the developing world. These practices do not match the EU's development goals and need to be addressed urgently in order to make Europe a reliable and consistent partner in the fight against hunger.

Suggested reading/background materials

http://www.actionaid.org/sites/files/actionaid/aa_dakatcha_report_final.pdf
(Report on biofuels in the Dakatcha region in Kenya).

Europe's biofuel effects

Kwame Sarpong is a father of six from a village in Senegal. He used to have a six-hectare plot of land where he grew millet, groundnuts and beans. A European biofuel company came to his village and promised everyone that if they gave up their land they would all get well-paid jobs on the company's biofuel plantation.

Like many of his fellow villagers, Kwame gave up his land and began working for the company. But after just two months they began to reduce his monthly salary. Soon, his salary was half of what he had been promised and was insufficient to support his family. Not long after, the company fired Kwame and everyone else from his village and brought in workers from elsewhere.

"I lost my land. They did not respect me. They betrayed me."

Anisia Chareused is a small farmer from Mozambique. She used to farm three different plots of land, growing maize, beans, sweet potatoes and other staple foods. She had worked on the land for many years, depending on it to feed the 15 people in her household. In 2008, she heard that a British biofuel company was coming to her area to grow sugar cane to make biofuel. Soon after, Anisia was told that all three of her plots of land would be given to the biofuel company but that she would be compensated. Despite the fact that the amount of money she would receive was not discussed, Anisia felt that she had no choice but to accept it. The company eventually gave her \$100 – barely enough for one month's supply of rice.

Anisia said: *"We want our land back – we don't want the money the company has because it is not enough to feed all of us. We want to earn our living on our own farms like we have always done."*

Some other farmers were so angry that they refused to accept the money but it made no difference and the company took their land anyway.







HELLSHOCKS
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As a global citizen...
I demand that the United Nations
keep its promise that movements are in place
and help secure that movements are in place
the original source required to end hunger.
As a global citizen...
I demand that all the people around the world who produce
and sell the products that we use to live our lives
be held accountable for the damage they are causing to the planet.

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HELLSHOCKS

Chapter 2

Campaigning tools and techniques

Getting started

Working together for global change

The goals of *We Won't Accept Hunger* are to ensure that governments stick to their pledge to halve hunger, and to ensure that small-scale farmers, especially women, are supported to help them secure their livelihoods.

One person alone won't achieve these goals, but we can all make a contribution together, by adding our voices to those of others and thus putting the issue on the agenda and building support for the solutions that we are arguing for.

Ordinary people working together can achieve extraordinary results. Campaigning by ActionAid supporters in 2005 played a vital role in getting the G8 leaders to promise to ensure **HIV treatment for all who need it by 2010**. Funding provided as a result of this commitment has transformed millions of people's lives. In 2002, approximately 300,000 people living in low and middle income countries were on life-saving HIV treatment. By 2008, this figure had risen to four million – a more than tenfold increase over six years.

Where do I start?

The first questions to ask are: who – which person or group – do you want to see taking action, and what do you want them to do? How can you best persuade them?

Campaign objectives

ActionAid's *Who Pays?* Campaign fights for a better deal for the people who make our clothes and grow our food, most of whom are women. One of the **key objectives** from the campaign was to call on the UK government to establish an independent regulator to enforce new rules to ensure fair competition between supermarkets and their suppliers and to monitor relationships between them along the whole food chain.

ActionAid supporters called on local MPs to support this objective and showed their concern to supermarket managers. This helped persuade the government to agree to establish a regulator with many of the powers that ActionAid was advocating for.

This means doing some research. The more you know about the opinions and positions of the person or group you are trying to persuade, the better you will be able to concentrate your campaigning efforts.

Does this person or group already support you? Do they oppose you? If so, why? If they oppose you, or don't have a strong position either way, what might persuade them to change their mind?

What campaign tactics should I use?

There are a number of things you can do, including:

- meeting or writing to your MP – **pages 31–32**
- getting in touch with the media – **pages 34–35**
- promoting the campaign using leaflets, posters and other campaign materials – **pages 28–29**
- using social media – **pages 43–45**
- arranging a debate or workshop, to present the issue and discuss it with interested audiences. This can be especially powerful if people from affected communities are part of the discussion.
- organising a local event, or having an information stall at somebody else's event.
- taking action or organising a stunt – such as a vigil, street drama, an exhibition etc. – this sort of action is especially useful for attracting media interest.
- organising a demonstration – these can work as a 'show of strength', but bear in mind that such events take a lot of work to organise and are only effective if large numbers of people turn up.

The trick is to choose the best combination of tactics to achieve your goal, taking into account the skills and resources available to you and your group.

Drawing up a campaign plan

Your campaign plan represents a summary of what you are trying to achieve and how you intend to go about it. It is a resource that you can refer to as the campaign progresses.

The plan should:

1. Set out specific actions
2. Identify clear timetables and deadlines, and
3. Make clear who is responsible for what, and when.

As you implement the plan, review your activities and how they went, and learn the lessons for the next time. Continue to revise the plan during the course of the campaign, and be ready to adapt if the situation changes.



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Rich countries pay your climate debt!

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Rich countries pay your climate debt!



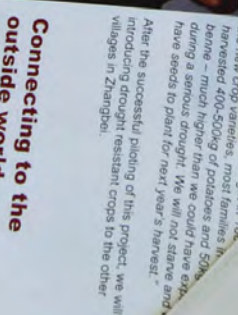
actionaid
Rich countries pay your climate debt!



actionaid
Rich countries pay your climate debt!

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Connecting to the outside world

Zhangbei is characterised by high ridges and deep valleys. Many villages are inaccessible, especially during the winter. One of these villages is Hedong - a small village in its own valley for years. The villagers have lacked access to schooling, healthcare and transportation of agricultural products to market.

The villagers of Hedong appealed for a better road and a bridge across the valley as a priority to alleviate their poverty. Local experts were invited from the Transportation Bureau. Local experts were invited to design the layout for the road and the bridge. ActionAid funded the construction of the road and the bridge. The villagers also contributed with the provision of sand and labour.



My Message
I have a well in my village. It is very old and it is very deep. I have a pump in it. I have a pipe that goes to the house. I have a tap in the house. I have a bucket that I use to get water. I have a bucket that I use to get water. I have a bucket that I use to get water.



... I had a well, the water was too deep and I could not collect enough to water our crops. But we could not collect enough to water our crops. But we could not collect enough to water our crops. But we could not collect enough to water our crops. But we could not collect enough to water our crops.

... new crop varieties, most farmers harvested 400-500kg of potatoes and 50kg of beans - much higher than we could have expected during a serious drought. We will not starve and have seeds to plant for next year's harvest.

After the successful piloting of this project, we will be introducing drought resistant crops to the other villages in Zhangbei.

Kem

Comm Au



How to produce strong campaign messages

The importance of compelling messages

It's vital that we explain the problem we are trying to address, and what can be done about it, in a clear and compelling way.

Issues to do with poverty and hunger can be very complex, with complicated causes and effects. If we want to inform, inspire and motivate others, we need to distill our communications into a clear message, and not be diverted into giving lengthy explanations and detailed qualifications.

Your message should state the problem and its main causes – including human stories as well as facts to illustrate this – and present a clear solution, stating the actions that you are asking others to take in support.

The message should be direct, straightforward and memorable and show why the issue is important, urgent and compelling.

This should be a message that you are ready to communicate at any time. For example, you may bump into a key decision-maker and want to take advantage of the opportunity, or be asked to speak to the media at short notice. Be prepared to give a '30-second summary' of the campaign, why it is important, and what you want people to do to support it.

Example of a 30-second summary

Almost 10,000 children die of hunger-related causes every day. That's one child every 10 seconds. Governments have pledged to halve hunger by 2015, but the problem is getting worse. The poorest, landless and female-headed households are hardest hit. Hunger is manmade – and the solutions are in our power. Almost all governments have signed UN agreements ensuring that everyone has the right to adequate food. No one should go hungry. It's vital that we hold governments to account for their commitments. They must act NOW to make the eradication of hunger a priority.

Adapted from ActionAid HungerFREE Campaign Guide, 2010

Tips when producing materials

- Use headings that are eye-catching, but avoid sensationalism
- Write in a clear, logical order
- Present the evidence clearly and simply
- Provide a clear statement of what you want your audience to do
- Include a specific action, with a strong case for why people should undertake it
- Use plain language
- Avoid jargon and unexplained abbreviations
- Make sure that all relevant information (venues, dates, contact details, etc.) is included and is accurate
- Be consistent in the overall visual identity of your material, so that your audience will easily recognise your campaign

How to produce campaign materials

What materials?

Campaign materials can be used as part of our public campaigning to reach large numbers of people. There are various types of campaign materials that can be used to promote the campaign's visibility and messages.

These include:

- leaflets
- posters
- videos, photos and pictures
- social media tools [see chapter 3]
- other promotional material – such as postcards, badges, T-shirts, car stickers, etc.
- action packs – to encourage other supporters to play an active part in the campaign

Tailoring the message

It doesn't work to use the same message in the same way to everybody. You will need to tailor your messages to different audiences.

All your communications – whether face to face, through social media, or in printed publications – should be consistent with, and derived from, the overarching message. But the message will be presented in different ways according to what is likely to interest, persuade and inspire particular audiences.

Pitch the message at the right level for the specific audience. For example, the media may respond better to emotive human interest stories, while a politician may require more factual, clearly sourced information.

Find out as much as you can about the intended audience: what do they know and believe about the issue? What are their current attitudes and opinions? You can then produce the materials with that audience in mind.

And remember that it's not enough just to say something once. Persistence is crucial. Reinforce your message by communicating it again and again, but in new ways. Try to get the message across to key audiences by addressing them from many different angles and in many different ways.

Example from ActionAid Biofuel Campaign Guide

Materials should be visually attractive and accessible. Write in bite-sized chunks. Include photographs and other visual stimuli. Use bullet points and similar techniques to break up the text. Draw out and highlight key quotes. Include boxes. Use subheadings. And when you have finished, double-check that the design is fit for purpose: if it's a poster, for example, check what it looks like from a distance.

Think about how someone would actually come across your material, and how they might read it. Study other campaign materials – incorporate the best ideas and avoid the mistakes.

Then you need to make sure that the materials are in the right places to be accessible to the audiences you are trying to reach.

The biofuel story

A few years ago, biofuels were touted as the miraculous answer to our energy shortages and climate change woes.

Over time, however, it became clear that the biofuel industry was not the simple, sustainable solution it was first presented as. In fact, it has become a major source of environmental damage and social injustice.

What's wrong with biofuels?

Industrial biofuels hurt the world's poorest people in many ways.

Environmental impacts

Biofuels are causing deforestation, loss of biodiversity, and soil degradation. They are also contributing to climate change and water scarcity.

Social impacts

Biofuels are driving up food prices, displacing small farmers, and causing landlessness. They are also contributing to the loss of traditional knowledge and culture.

How do I explain the campaign?

Talking about the biofuel campaign and answering people's questions is the tricky. Here are a few tips on what to say to friends, family and the general public.

What are we calling for?

To protect the rights of people in poor countries, ActionAid is campaigning for a ban on industrial biofuels.

The campaign so far

In April 2008, more than 1000 ActionAid campaigners contacted the Department for Transport to demand that it stop the target that demands how much biofuel must be in all UK petrol and diesel.

What are we calling for?

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What are we calling for?

To protect the rights of people in poor countries, ActionAid is campaigning for a ban on industrial biofuels.

**hurry
up...!**

actionaid

actiVista

**Bee
Sie Si**

actiVista

**Five Years
to Halve
Hunger**

**Five Years
to Halve
Hunger**



How to lobby a politician

Where do I start?

For our campaigns to succeed we need to target the people who can make the big decisions. Of course few of us have direct access to world leaders but we can still influence them through the political process.

The most effective place to start is within our own communities, where we have access to local politicians and other influential people. Our actions can then spread into the heart of policy decision-making. A local beginning has the potential for a global result.

Politicians represent the concerns of their constituents. That's their job. As individuals we can make politicians aware of our campaign and inspire them to take action. In this way we all have the power to bring about change.

Who should I target?

Start by doing a bit of research. Which party does your local MP, or parliamentary representative, belong to and are they in government or in opposition? What is their party's position on hunger and poverty and how do they propose to tackle these issues? Has your MP made any statements on this?

Check websites or other sources of information to find out which issues your MP is particularly interested in, what parliamentary groups they belong to, and whether they hold any ministerial or party positions. Think of ways to connect the issue of hunger with their own personal interests and any local issues.

How do I contact them?

Ideally you should aim to meet a politician face to face. This is usually the most effective method of getting our message across (see 'other lobbying approaches' below). You may need to make an appointment or there may be a regular surgery that you can visit as a constituent.

Before the meeting preparation is crucial

- Decide who will attend and make sure each of you knows your role in the meeting and which points you plan to make – agree assigned roles in advance.
- Be sure that you are all familiar with the key message and the aims of your campaign.
- Prepare handy notes with any useful facts and figures to illustrate your points.
- Decide what you want to achieve from the meeting and what you expect from your MP. Informing them about hunger as an issue is good, but presenting them with action they can take is better.
- Be realistic with your aims and prepare to be flexible. Keep in mind what they can actually deliver.
- Prepare a clear and simple sheet of information for your MP to keep and take away with them. Make it as eye-catching and appealing as possible. Make sure it contains the key points and any follow-up contact details.

In the meeting

Be polite and relaxed. Explain briefly why you are there. Find out what your MP already knows about our campaign or if they are aware of the issues surrounding hunger. If not, engage their interest and explain the key points. Be clear why, as their constituent, you care.

Your MP may offer opinions that you disagree with or counter-arguments. Be prepared to listen to them and do not be confrontational. They might ask questions that you are not prepared for. Don't panic. They won't expect you to be an expert. If you can't answer a question, don't try to bluff. Offer to get back to them with a response at a later date.

You may have a limited time for the meeting. Use it well and try not to let the conversation move away from the main objectives you have for the meeting.

When you are satisfied that all the necessary points have been made, try to get your MP to commit to take action. Suggest they sign a pledge of support. Persuade them to raise the issue in parliament or to blog about hunger and poverty.

Remember to leave information with them. If your MP agrees, consider issuing a press release about your meeting, with a photo.

After the meeting

Send a letter thanking your MP for the meeting. Include a brief summary of the main points, particularly any decisions about next steps and any agreed actions. Answer any of the MP's requests for more information.

Build a relationship with them for the future. Maintain an open and friendly line of communication with your MP, with regular updates by letter, email, or even Twitter. Update them with campaign news. Invite them to events.

Make contact with their assistants too. They are the ones who organise and arrange much of the day-to-day business and they may influence what takes priority.

Other lobbying approaches

If for some reason a face to face meeting with your MP is not possible you can send them a personal letter raising the issues about hunger. MPs constantly receive letters so make sure your letter is one that will grab their attention. Your letter should be clear and concise. The tone can be firm but it should remain polite. Attach other material with a strong visual message to illustrate the issues.

Example of template letter used as part of the HungerFREE campaign in 2010

You could encourage other people to write letters too. If an MP receives a few individual letters about the same issue, that issue is likely to become more of a priority for them. MPs tend to calculate that for every letter received, there are many others who feel the same way, but just haven't got around to writing.

If you want to get larger numbers of people to raise the issue with their MP, you could do this through emails or postcards. But make sure first that this is likely to be an effective way to reach and influence your MP. In the UK, for example, many MPs will be unhappy to receive an avalanche of letters or emails with exactly the same text and will dismiss it as 'orchestrated campaigning' by 'lobby groups'. Petitions can be a way to show widespread concern about an issue, and the handover of the petition can provide an opportunity to generate media interest. But remember that, for the petition to look impressive, you will need to secure large numbers of signatures.

How do I explain the campaign ?

You may need to explain the campaign to friends and family. This may help you. Hunger is at an all time high. Last year the food crisis was all over the news, but just because we've stopped hearing about it, it doesn't mean that people aren't still badly affected. One in six people in the world are going hungry, despite there being enough food for everyone, and world leaders need to know we want them to act.

We know how to tackle hunger, supporting sustainable agriculture means soils aren't exhausted and supporting small farmers and women who are hardest hit, will get right to the heart of the issue. People all over the world are calling for this. In Haiti, the first ever farmers rally the country has seen took place and in India a people's summit was held. We can all help by writing to David Cameron to make sure he attends the G20 summit in Mexico and supports small farmers and sustainable agriculture.

Still want to do more?

If you'd like to do more to support the campaign, please write to your MP. Ask them to support ActionAid's HungerFree campaign and urge the Prime Minister to make tackling hunger a priority. You could also enclose one of our HungerFree plant labels and ask your MP to keep it on their desk at Parliament.

Feel free to use the template below, but remember to personalise it for greater impact. You can find the names of your MP at www.theyworkforyou.com or by calling the House of Commons Information Office: 020 7219 4272.

Sample Letter

DearMP (insert the name of your MP here)

I am appalled that there are now a billion people going hungry in the world. I support ActionAid's HungerFree campaign and believe it doesn't have to be this way.

A key solution to hunger is supporting poor women farmers like Thabo Chidimba, who practises sustainable agriculture in Malawi and is overcoming poverty and hunger.

With the Millennium Development Goal commitment to halve hunger just five years away, the UK government must make an ambitious commitment to ending global hunger.

Please urge the Prime Minister to show global leadership on the issue by attending the UN conference on sustainable development in Rio de Janeiro in Brazil in June and supporting a UN-led drive to end hunger which is based on the right to food for all and puts women and sustainable agriculture at its heart.

Please help make ending hunger a political priority for the Prime Minister.

Yours sincerely

[insert your name and address]

How to approach the media

Why is the media so important?

The media is possibly our most useful tool. Through media coverage, we can spread news about our campaign and spread the word about *We Won't Accept Hunger* to a wider audience. Working with the media can be crucial in influencing public opinion and government policy.

Where do I start?

Be clear about what you want to achieve and what messages you want to get across. Then think about which media you want to contact. Established local radio and TV stations, newspapers and magazines are the obvious first choices, including all the related online options. Smaller independent companies, community media channels and free publications may also be options.

What should I do first?

Research and prepare. Consider your options. Familiarise yourself with all the various media outlets in your area and how they operate. What kind of news and information do they tend to favour? Are they talking to the audiences that you are hoping to reach?

Different media outlets reach different audiences and have different communication styles. Be prepared to present the same message in different ways for different outlets and programmes.

Approaching journalists

Find an effective way to introduce yourself, either face to face or over the phone. In most cases, a confident, calm and positive approach usually works. Remember – when making initial contact with the media, first impressions are very important.

When contacting the media, you need to be able to tell the journalists about your story in 60 to 90 seconds, so write yourself a script. You should tell them who you are, why you are contacting them and why your story is interesting.

Once established, a friendly contact in the media can be very useful. Sending any communications to a named individual usually ensures that they are received and read. Twitter can be useful at this stage to maintain friendly contact (see Chapter 3).

Topical news and local issues

Try and connect the issue of hunger to any local issues or current news items. Remember that in some cases the media needs advance notice of a story or news item. Be sure the angle you choose will be fresh and relevant by the time it is released. Topical news can quickly become old news.

Publicity stunts and “celebrities”

Special events, publicity stunts and “celebrities” can often grab attention and are useful ways of getting your message across. Think carefully about whether the stunt or event is appropriate to the issues of hunger and poverty. Make sure all participants are fully briefed with the correct information.

Don’t lose sight of the campaign messages:

- Always remember to keep the issues of hunger and poverty at the heart of any story or publicity event that you create.
- Make sure all media coverage includes the key facts and information about the *We Won’t Accept Hunger* campaign. Don’t allow the event, stunt or “celebrity” to overshadow the message itself.
- For TV, use banners, logos, T-shirt slogans etc. to keep our message in clear view.
- For radio, keep interviews on track by always coming back to the core message.
- For press, supply strong visual images and strong headlines (see Press Release, below).
- For all events, you need to have press releases and material available to give to any journalists who show up without calling you.
- Pictures and videos should be available as soon as possible once the event is over.
- Make sure you have your own record of the event (photos, video etc.) for back-up material.

What’s the story?

The media deals with news and information, from people and organisations, about events and causes, all over the world, 24 hours a day. What makes your approach special? For something to be regarded as “newsworthy” by the media, certain criteria are taken into account – you should include some of the following approaches:

- **Timely and topical** – always try to connect our message with current news
- **Significant** – the more people affected or involved, the more attention an issue will get
- **Local** – this depends on the particular medium, but generally “close to home” gets results
- **Fame factor** – famous people tend to draw attention and create interest
- **Human interest** – emotional stories, whether funny or sad, about real people often work well

Press releases

A good press release is the key to achieving the best results for any media approach. This is the established way to alert the media to what you are doing and why. Whichever method you have chosen to get our message across – an event, a stunt or just the facts – they need to know about it.

An effective press release should ideally be no more than one page long, with a strong layout and design that catches the eye and grabs attention.

- Use clear and concise information, with strong headlines and visual images.
- Photographs and videos are important and increase your chances of your story being picked up. You might need to prepare other material, such as diaries or interviews, articles and letters to editors.

Some basic tips

- Be yourself – the more natural and relaxed you are, the better.
- Think before you speak – a brief pause before responding is OK. Don't panic.
- Keep answers short – an average sound-bite is between 10 and 20 seconds long.
- Stick to your message – be polite, answer questions but try not to be distracted.
- Don't ramble – when you've made your point, stop speaking.
- Use clear and plain language – avoid jargon and over-technical terms.
- Be positive – try to turn a negative question into a positive statement.
- Keep calm – even if you disagree strongly, don't lose your temper.
- Be honest – if you can't answer a question say so. Don't lie. Don't try to bluff.

- A press release can be sent in different ways; for example, email, post or fax. Use the method that makes it most likely to be read by the person you are sending it to. You may need to do some research to find out which method is best.
- Learn the best way to attach videos, photos and other materials to your message.

Deadlines and embargos

Be aware of any deadlines that the various media may have for publication or release. Some magazines need as much as three months advance notification. Radio, TV and newspapers will also have deadlines but require shorter notice.

If you want your information released at the same time in all media, to coincide with a crucial date, event or just for maximum effect, then you may need to use an embargo, which tells the receiver that the information in the press release should not be released before a specified date and time.

Layout

Working from the top down:

- State clearly if the information is “for immediate release” or “embargoed until” a specific date.
- Use a short, sharp and snappy headline – e.g. *We Won't Accept Hunger!*
- Present the key message in a clear, concise paragraph.
- Use any following paragraphs to explain the key message in more detail.
- Indicate clearly where the information to be released ends.
- Be sure to state clearly all your contact details.
- Include details of websites and links to background information and other images.
- ALWAYS proofread your text before sending it.

Media interviews

As with most things, some preparation is always useful. If you are nervous, being prepared can help you feel more relaxed. Where possible, give yourself time to gather your thoughts before you start.

Learn the key points and have other information to back them up.

If the interview is being filmed, give some thought to how you look and how you want to be seen by others. Unless you intend to make a statement about your appearance, dressing in a manner which suits the occasion and location keeps the focus on what you say, not how you look.



Organising events

A film screening

The shared experience of watching a powerful film can motivate people to take action.

- Choose a film that clearly underlines your message or relates directly to the issues.
- If it is a previously unseen film, or one you have made yourself, you may need to put this into some context with a brief introduction.
- Decide what audience is most suited to the film, and if they are the right age for any classifications or certificates the film may have received.
- Be sure to obtain any necessary permissions and licences to show the film.
- Book a suitable venue for the number of people you expect to attend and make sure all the necessary technical equipment is available (for example, a screen of the right type, a projector, DVD etc).
- If the venue is not a regular cinema or film club you will need to consider seating arrangements.
- Arrange a 'Question & Answer' session with the film director/producer, actors or other relevant guests immediately following the screening, to create a discussion.

A photo exhibition

Pictures tell stories. A good photograph can be an immensely powerful campaign tool. A well-planned exhibition of relevant photographs can be an effective method of engaging interest and getting your message across to a wider audience.

- Choose photographs that clearly relate to the issues.
- Some media outlets may not show certain images. Your exhibition is an opportunity to display original and powerful photographs which might not otherwise be seen.
- Photographs can be digitally manipulated for dramatic effect or to trigger a particular response.
- Choose an appropriate and widely accessible venue in which the photographs can be comfortably viewed.
- Think carefully about how the photographs will be mounted and displayed. Seek help and advice from experts and professionals if necessary.
- Try to include strong images which speak for themselves, but if necessary, consider including captions and other information to help get your message across.
- Organise a preview event for invited guests, to create interest and spread the word.
- Photographs can be exhibited in all kinds of unusual spaces as well as in the obvious ones such as galleries, bars and restaurants. You might consider displaying them in public spaces; for example, libraries, shops, shopping centres and other public areas.

It is important to include branding elements, identifying your event or your organisation in the photos. Posters, banners, t-shirts, any kind of visual proof that shows who organised this and why. Spreading the word and getting your message across can sometimes be as simple as organising a party or other social event to raise money and awareness, and having some fun.

- Think about who you want to invite. Decide whether it's a family event, or for adults only.
- Decide on a budget and stick to it. Always try to negotiate a cheaper price for venue hire, equipment etc.
- Choose a suitable, popular and accessible venue appropriate for the number of people you expect.
- Choose appropriate music and other entertainment.
- Be aware of any age restrictions, dress codes, licencing regulations, health and safety and other rules that must be followed at the venue.
- Be sure all technical requirements are considered and all necessary equipment is available.
- Think about decorating the venue, if necessary, and about any theme for the event. If you expect people to dress up, keep the theme simple and make it clear on all invitations and publicity material.
- If you are providing any food or drink, make this clear too.

A street action

If you want to get attention and draw interest from the general public then you need to hit the streets. Meeting people face to face, on the street, can be an exciting challenge.

- Decide on what the action is. You need to grab attention and create interest.
- Choose a suitable date and time for maximum effect.
- Choose an appropriate, safe location where you can reach the maximum number of people.
- Obtain all necessary permissions for the action.
- Don't wait for people to come to you – you should engage them directly.
- Create an action that people can join in with or contribute to in a simple way. Simple drawings, words or easy creative tasks that add to a larger visual display can be effective.
- Try and engage people's natural curiosity to draw them in.
- If you plan to engage the interest and involvement of families, consider your action carefully. Make sure it is appropriate for all ages and won't intimidate or frighten children.
- If the action involves a performance or demonstration of some kind, make sure volunteers are on hand to talk to people, to explain the action and hand out leaflets.
- Provide a stall with volunteers for information, leaflets and all publicity materials. Decorate it and display any logos, slogans etc. (see Campaigning Stalls Guide).
- Hand out leaflets, badges, stickers and other items for people to take away with them.
- Encourage people to sign a petition or show support for the action in some other way.
- Generally, a cheerful approach with a smile gets results!

Tips for taking your own photographs

- Take photos that will inspire action. Think of what would motivate you.
- Shoot the same subject a few times to allow for more choices and options.
- Keep photos simple and tightly composed.
- Try to avoid distracting backgrounds.
- Be clear what your theme is and make it immediately obvious to the viewer.
- Your photos should tell a story without the need for captions later.
- When outdoors, take photos with your back to the sun.
- Poor indoor light can affect the quality of your photos, even if you're using a high-resolution digital camera. Indoors, use as much light as you can and shoot close to the subject.
- Always try to be fast and spontaneous, especially if people are the subject. Some posed photos can be dull and uninspiring.

Participate in a festival/event

Established festivals and events can often draw thousands of people – a huge potential audience for your actions and campaign. You should follow the same basic rules for setting out a stall or for planning any action, but consider these points too:

- Decide the most effective action and which particular festival/events are appropriate for it.
- Your action could take place at several festivals within a chosen timeframe, or as a simultaneous live event.
- Research all costs, rules and requirements – certain festivals/events already support some campaign groups and organisations and may be more accommodating.
- Some festivals/events will charge fees that vary in accordance with size of the pitch and the nature of the action.
- Decide on a budget. Don't blow it all on one big, popular festival/event if your presence at a series of smaller festival/events could be more effective.
- Popular festivals/events are organised well in advance. Be aware of any booking deadlines. Don't miss out.

Event promotion

Never underestimate the need for promotion. Good promotion and strong publicity materials are crucial for the success of any event or action that you organise.

- Choose a contact/spokesperson for the event to deal with media interest.
- You need to let people know well in advance, especially if you are inviting the media (see above, page 34). Start to publicise your event at least three weeks before it is due to happen.
- Produce plenty of clear, accurate publicity items with a bold, consistent design
- Decide what publicity methods and promotional tools you are going to use (a combination of several is best): posters, flyers, emails, Twitter, facebook etc.
- Be sure all your promotion reaches its intended target – make certain posters are seen, flyers are received and emails are read.
- Try and recruit help from friends, social media groups and other contacts – forwarded emails,

retweets and shout outs all help.

- Reach out beyond your expected audience if possible and spread the net as far as you can.
- When you think you have done enough – do more. Last minute reminders bring rewards.
- Record the event with photos and video for any future promotion/media interest.

Campaigning stalls

Campaigning stalls are key to raising the campaign's profile.

In general you should tailor your stall materials to fit the event, and the people you expect to attend, but try to prepare for as wide a variety of levels of engagement as possible.

Be friendly. Most people approach stalls with some hesitancy. A simple "hello" and a smile will make them feel welcome.

Have a brief introduction prepared – outline what the issues are and what action you want people to take

Essential kit list

- Main branding items, for example: stands, banners, flying banners, large flags
- Table cloth
- Details about action
- Relevant campaign materials, reports and summaries
- Promotion materials – badges, stickers, balloons etc.
- T shirts (probably for staff – but they can also be used as prizes)
- Donation box

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End poverty
+2015



Chapter 3

Social media

Becoming an online Ambassador means that you can increase public awareness about the issues linked to the ActionAid *right to food* campaign, and engage with fellow activists locally and internationally to help create campaigns and actions. Facebook, Twitter, YouTube and Vimeo are good ways to reach out to people, to begin sustained conversations about the right to food and the way that our food is produced. If used cleverly, these social media can help raise awareness, enlist support, and create a social space where your community can take action. Social media reach a wide audience and can help you to target specific interest groups.

Further reading

<http://www.actionaid.org/what-we-do/food-rights>

<http://www.foodsecurity.ac.uk/issue/facts.html#world>

Plan what you are going to do and who you are going to reach

First you will need to decide which groups of people you are going to try to connect with. Have a clear understanding of these people, what their habits are and what is likely to interest them. This knowledge will influence the method you use and the complexity of the messages you'd like them to understand. Think of ways of making your message stand out in some unusual or original way. The social networks are very crowded; you need to surprise these people and find ways to connect with them. Try using a combination of humour, emotional connection, evidenced-based information and personal stories. Select your hashtags and tags carefully, in advance; they will enable you to monitor and track your online activity, and direct people to your Facebook and Twitter pages.

Ideas to get you started

- Set up your own dedicated Facebook and Twitter pages, using built-in features to encourage the mobilisation of your audience. For example, embedded applications and widgets can link different social media together and can also link to the ActionAid Hunger Freepage. The more people share your Facebook and Twitter pages, the more useful those pages are and the more likely you are to encourage conversation and debate: <http://www.actionaid.org/eu/what-we-do/food-rights>
- Open up a debate or a conversation by using well-phrased questions, key facts, and stories – about the people affected by the hunger crisis, and about exactly how it is affecting them. Reach out to your target audience by using friendly language and an intriguing angle on the issue.

Tip

In different geographical regions, other social networks may be used more commonly than those mentioned above, which are owned by American companies. Do some research to find out which networks would be best for the particular regions that you are targeting.

Useful applications

<http://www.actionaid.org/hungerfree-campaign/get-your-campaigning-goodies> this page offers you a widget, a video, a map with a scorecard, and a video made by the Greek team.

Diaspora is an alternative social network that makes connecting and sharing easy and clean, and it's good for privacy too. Your profile page is kept secure while you control your data and how it is distributed. <https://joindiaspora.com/>

Delicious allows you to share your bookmarks with your community of supporters <http://delicious.com/>

HootSuite is a social media dashboard enabling you to monitor keywords, manage multiple Twitter, Facebook, and WordPress profiles, schedule messages and measure your success. It supports a secure connection, using HTTPS: <http://hootsuite.com/>

NakedSecurity provides the latest updates about phishing scams in social media and can help you keep your social media accounts secure. <http://nakedsecurity.sophos.com>

Topsy at <http://topsy.com/> will track social media, including Twitter.

Drawing by Numbers: <http://drawingbynumbers.org/> recommends visualisation tools and gives advice on collecting and organising data – and using it to tell stories – in support of evidence-based campaigning.

- Include news about your campaign activities, about the issues, about government decisions affecting the issues, and about articles and research papers.
- Create a sense of anticipation in the lead-up to important events and launches, such as the launch of the *We Won't Accept Hunger* petition, and keep up your momentum during and after the launch too, with tweets and activity on your Facebook page.
- You can invite your community of campaign supporters to take pictures of themselves alongside downloadable banners or posters, which they can then upload to the Facebook page. Make a scrapbook of these images. Look at http://www.actionaid.org.uk/101720/design_our_banner_artwork.html for some ideas.
- Or, you can invite people to create food collages depicting your own slogan or message, and ask them to upload them to your Facebook page. Use these in combination with killer facts and questions about the issues relating to hunger and the hunger crisis: 'Did you know...?' or 'What is the difference between... and ...?'
- Look at http://www.actionaid.org.uk/101322/bollocks_to_poverty___actionaid_uks_youth_network.html for examples of interesting activities that you can organise and feature on your social media pages. Promote events by using 'Facebook Events' which makes it easy to invite people.
- Begin building a network for *We Won't Accept Hunger* from ActionAid's own campaign support network – take advantage of existing supporters and link to them through Facebook and Twitter.
- To maximise exposure, use social media that are specific to your country or region.
- Give away your ideas! Supply ready-made packages to help supporters organise offline events, fun activities, and screenings. Example of good practice can be seen at http://www.actionaid.org.uk/101322/bollocks_to_poverty___actionaid_uks_youth_network.html
- Embed photos, videos and stories about the crisis and the activities you plan around the issue. For example, you can make up competitions, screenings and quizzes as *We Won't Accept Hunger* activities.

Twitter is good for:

- news about your campaign's activities and launches, about the ActionAid petition launch, or news related to coming events.
- stories and comments on news from other media that is relevant to your issue.
- links to infographics and killer facts about hunger that describe the challenges and keep interest in the crisis alive.
- links to your own campaign website, or links to relevant videos, photos or stories.

Ways to make your tweets more effective

1. Make your tweets a mix of substance and conversation – substantial tweets are written in complete sentences and are intelligible on their own, whereas conversational tweets with other twitter followers share stories from a variety of sources and engage in conversation, making more use of abbreviations. This type of tweet is more eclectic and covers both professional and personal interests connected with the campaign. An effective approach uses a mixture of styles and conveys personality without being too informal.
2. Keep it short: tweets are limited to 140 characters, but followers appreciate concision. If you use fewer characters you leave more room for longer, more satisfying comments on retweets.
3. Avoid using Twitter-specific syntax, for example, #hashtags, @mentions, and abbreviations – these make tweets hard to read. But some syntax could be helpful: if you're asking a question, add a hashtag, as this helps your audience to follow.
4. Contribute to the story to keep people interested: add an opinion, a pertinent fact; add to the conversation in a retweet.
5. Twitter emphasises real-time information, so tweets rapidly get stale. Avoid tweeting on old news.
6. Don't forget to send a direct message thanking the people who follow/have mentioned you. This helps build a relationship with people who are likely to be included in your network of supporters.

Timeline for action

We need you to increase public awareness on the right to food and to mobilise people as much as possible around these key dates in 2012:

G8 Summit	Chicago USA	15-22 May
Food and Agriculture Organisation of the UN, Committee on Agriculture	Rome, Italy	21-25 May
G20 Summit	Los Cabos, Mexico	18 June
Rio +20, UN conference on sustainable development	Rio de Janeiro, Brazil	20-22 June
Convention on Biological Diversity	Hyderabad, India	8 October
World Food Day	Rome, Italy	16 October



Chapter 4

Viral campaigning

Choose a message and target an audience

1. Decide on what you want to say and make sure your message reaches the right people

The viral campaign message should be about something that people will want to discuss. Giving people a reason to talk will make the message much more likely to spread and generate momentum.

2. Choose a method to get you started

Select the method of your viral campaign according to the tools your target audience is likely to use: video, an infographic, tweetable killer facts, a web banner, an event. Encourage your followers to continue the campaign on their own (for example, ask them open questions to get a conversation started), and suggest opportunities for them to make their own additional content for your campaign.

Infographics and maps

are evidenced-based visualisations that can convince your audience of the validity of your facts and arguments. They are a good way of making your message heard in an increasingly noisy online environment. An infographic or a map will make complex data easier to see and understand. You can tell a story with pictures, show trends over time, compare elements and reveal hidden patterns. People are more likely to understand and to believe what they see in a chart or a graphic if the sources of your information are credible and visible.

Videos

are useful for communicating the issues of the campaign and the stories within it. Videos can be passed from person to person quickly and organically, but you have little control over where they go and what is done with them. Keep the video short (one to two minutes maximum). The first 5-10 seconds should really captivate the audience. Make it is easy for people to distribute the video by producing it in formats that everyone can use; avoid plugins or upgrades and long load times. YouTube and Vimeo are the best video sites to use, but you can also upload videos to Facebook and to any local ActionAid webpages.

A successful video can be contagious and will often spread beyond your control. Sometimes you might want to resist this, as it may look as if it's not in your interest. However, your supporters belong to a community that will give voice to your campaign issues. In discussion groups, forums and social networks, they will act as gatekeepers, should there be any negative comments by trolls.

Using killer facts

Killer facts are easy to digest and easy to share. They stimulate curiosity. These ideas can get you started:

- Absurd contrast: a striking or outrageous juxtaposition. For example: 'Europeans spend more money on cosmetics/ ice cream/ dog food than they do on aid'.
- League Tables: Create an index or league table so you can say who performs 'best' and 'worst'.
- Big picture: one or two important statistics, to show the scale of an issue. For example: Remittances from overseas workers to developing countries are worth €240 billion per year, over twice the amount of the entire global aid budget.
- Human scale. Express a statistic in a way we can relate to. For example: UK aid spending per person per day is less than the price of a cup of coffee.
- Make sure it's true: you will need to be able to defend your information and statistics with credible sources.

Tips

- Seed on sites where the particular people you want to reach are likely to choose to pick your message up.
- Seed on YouTube and Vimeo and social media sites; target regionally used sites, too.
- Seed on sites that focus on and relate to the *We Won't Accept Hunger* campaign.
- Contact influential bloggers and popular journalists for further exposure.
- Use Twitter to support your action before, during and after the launch, to maintain interest.
- Track the progress of your intervention using carefully chosen tags and hashtags through topsy <http://topsy.com/>
- Measure your outcomes to see how effective you are.

Templates for banners

can be customised, with space for personal photos of users. Banners can be made for specific groups, campaigns or individuals.

Choose where to seed

Think about which places online your viral message is most relevant to, and where it is most likely to be picked up by your target community. To create opportunities for a dynamic conversation, seed your message carefully in the places where ActionAid's fellow activists are most likely to take notice. Only the best material truly goes viral, as the internet is a very crowded space. If it is good material, your community will spread it, which will create dynamic conversations linking back to your social media site or to the ActionAid website.



How are you aware of it?
Killing (GEM Miller report for e.g.)

Members of her committee
- Amanda Rice called as interview
- Ask the relevant minister
- Ask the relevant minister
- Ask the relevant minister
- Ask the relevant minister
- Ask the relevant minister

2000
school
in

Accounting for poverty
The International Tax
from the World Bank
McKenzie

CALLIN TIME
Scholarship
The International Tax
from the World Bank

Who is SAM Miller?
What do we want?
TOP & DO

Chapter 5

Training

Preparation

The success of a training session depends on the amount of preparation that you put into it, and on your understanding of the audience. Decide what you want your participants to learn or achieve, and keep those aims in mind throughout the training.

Tips

- If you can, contact the participants before the training and try to get some idea of their backgrounds and skills so that you can pitch your training accordingly. Learning a bit about them in advance will also help you communicate with the participants in a way that keeps them interested.
- Invite someone else to work with you if there are specific areas covered in the training that can be delivered better by that person.
- Send the participants a list of topics to be covered, and background information. It is sometimes useful to ask them to carry out specific preparatory exercises the results of which they can bring with them to the training session. These results can form the basis of a discussion to get your session started on the right track.
- Tie your planning and exercises in to the *We Won't Accept Hunger* campaign.
- There is an example of a training plan at the end of this chapter.

Once you have planned the structure of your training session, you need to consider the best way to convey your material to the participants. You should use a variety of methods to respond to the needs of everyone in the group:

1. **Explaining:** people learn by listening.
2. **Demonstrating:** people learn by seeing and hearing concrete examples.
3. **Practising:** people learn by practising and doing tasks themselves.
4. **Enabling self-exploration:** people learn by exploring issues and tasks for themselves.
5. **Communicating:** people learn by talking directly to each other.

To increase the participants' opportunities for learning by all five methods, it is a good idea if two people can lead the training. One person can comfortably lead up to about ten other people, so if activities or discussions for a group of more than that number are organised, the group could be split; an extra pair of hands and eyes will be very helpful. For any group of over sixteen people, two trainers are strongly recommended. Having two trainers allows you to connect with each participant; this increases the chances of each one being able to learn effectively.

Agenda tip

Make your agenda clear without being too fixed or minutely detailed. This way you give yourself room to adapt and make changes as you go along. An overly fixed agenda may end up giving the impression that you are not in control, as it is not always easy to adapt it to suit the individual training needs of your group.

Group management tip

Try to do whole-group sessions and intensive exercises in the morning, but not too close to lunch-time. Reserve time after lunch for smaller group work.

Working in a group tip

Assign a scribe for each section of the training who will write the main points on a large sheet of white paper, visible to all. These sheets of paper should then be hung along the walls of the room after each section. This enables all participants to follow their progress and to have something to refer back to. The learning then begins to fill the room and becomes a physical process.

Design your agenda and pace yourself

Ask the participants what their expectations of the session are; use this as an opportunity to define the group's overall expectations and aims, as well as explaining how you are going to reach these aims.

Put together a simple outline agenda and schedule and give it to everyone; try to make them feel excited about the outcome, encourage a sense of the progression of their learning. This also gives security to those who concentrate better when they know the timing of breaks and refreshments!

What to include

- A very brief description of the purpose of the training and what the participants can expect to learn. For example: 'As a result of this training you will be able to...'
- An outline of the content of the training in its different stages.
- Session and break timings.

You must keep referring back to the agenda

- Before the training to let people know what will happen.
- During the training, after each section, to let people know what they are learning.
- After the training to remind them of what they have done, and what you have achieved together.

The training session

Introductions

It is important to establish an environment in which the participants feel comfortable and at ease. The sooner they do, the sooner communication and exchange can flow. Allow the participants to do the introductions themselves, and establish your role as a guide, rather than an overseer.

How to introduce participants to each other, encourage a group dynamic, and find shared themes

If the group is small: Ask each person to tell the group their name, the organisation they represent, one interesting or little known fact about themselves, and what they expect from the training.

If the group is larger, do interviews to save time:

Ask participants to get into pairs. Each person interviews his/ her partner for a specified time, asking the same questions as above. Afterwards, each person introduces their interviewee to the rest of the group.

At the end of the introductions, the scribe should write down the answers to the question about participants' expectations on the large sheet of paper. Hang this sheet on the wall so that people can assess their progress as they go along, and see how far they have come at the end of the training.

Managing group dynamics

Keep an eye on the clock and pace the training according to how much time you have remaining.

Do the group members know each other? Have they worked together before? Are you training people who have expertise and knowledge about the issues of hunger and the politics of food, or are they inexperienced? Different levels and areas of expertise need to be taken into consideration so that you can adjust the sophistication and level of your training. You should also take into account the experience, age, gender, culture and language/s of the participants.

You need to be flexible and respond to what your participants bring: this is a live process, which needs to respect their moods, attitudes, skills and behaviour. If you need to change the structure or content, make it clear why you are making the change and make everyone feel included.

Ideas for group exercises

Set a time limit for each exercise and, describe the 'rules' of each exercise clearly. Tell the participants why each exercise is useful.

1. For generating new ideas

Allow new ideas to flourish by asking your participants to work in small groups of 4-6 people and write down ideas on a large piece of paper with bold marker pens. Each person should contribute something to a spider diagram, in which the concept to be discussed is written in the centre of the paper, with lines leading from it to associated ideas. One person from each small group is then nominated to relate the group's ideas to the whole group when it reconvenes at the end of the exercise, using the sheet of paper to help them.

The Parking Lot tip

People often arrive with their own agendas, which can derail the training. Don't ignore them or try to dismiss what they say. Use the 'parking lot' technique: respectfully acknowledge the points that they raise and ask the scribe to write them down; say that you will return to these points later. Often, the questioner will realise that their points have been clarified or have become less relevant as the session progresses. If this is not the case, discuss the points toward the end of the session – by then the training will have moved on so far that the members of the group will be able to decide for themselves whether the points have become irrelevant.

Tips to get the best out of your group

- **Quickly assess** the different types of characters in the group.
- **Create small-group activities;** allow time for discussion within the small groups and then reconvene and share thoughts and ideas with the whole group.
- **Change the personnel of each group** for every new activity or section. This enables you to distribute the five modes of teaching and gives everyone a chance to communicate and contribute.
- Find a way to **use everybody's abilities:** if there is someone present who is a natural leader, or who needs to talk a lot, give them a defined role, so as to allow space for someone who may naturally be less talkative.
- **Ask each individual** for her or his opinion after group discussions. This gives people a chance to put forward ideas which might go against the general trend.

2. For learning about the expertise of participants

Divide the group into smaller groups of 4–6 people and ask them questions about their experience in specific areas; for example, campaigning online, making presentations, blogging, organising events; or ask them about their knowledge of issues associated with food security. One person from each group is nominated to describe its members' expertise to the whole group when it reconvenes at the end of the exercise, using the sheet of paper to help them.

3. To formulate agreed messages, concepts or agendas

Divide the group into smaller groups of 4–6 and ask each group to come up with a tweet, an SMS message or a Facebook update. When the whole group reconvenes and the findings have been related, discuss them, make any changes and ask the entire group to vote on which one is the best.

Ideas for exercises specific to the hunger crisis

Exercise 1

Telling the story of the hunger crisis to different audiences

Divide the participants into smaller groups and ask them to plan ways of talking about the hunger crisis to different target audiences. Ask them to pretend they are speaking to radically different publics – one group should speak to journalists, one to young activists, one to primary school children, one to local government workers, one to national policy makers, etc. Ask each group to answer the following questions:

- What is the specific character of the group they are addressing (the language they use, the sources of information they use, who they trust) ?
- What exactly do you want this target audience to do ?
- Why do you think they might **not** be interested in hearing about or acting on the hunger crisis?

When the questions are answered, ask each group to make a list of key words and key concepts for their particular audience, as well as the things that they want this particular audience to do about the hunger crisis. Then each group presents its list of answers to these important questions to the other groups.

Exercise 2

Mapping your audience: who is important, who is easy to access, who is an ally and who is not a supporter

Ask each small group to list all of the possible target audiences that might have any influence in changing the course of the hunger crisis. The list should include organisations, individuals, institutions, types of media and so on. When the group cannot find any more names for the list, ask them to divide the target audiences into types or categories:

- **Decision-makers:** people who have the power to make the necessary changes; people with influence over decision-makers.
- **Constituents:** the people you work with and for; those who are expected to benefit from your advocacy.
- **Allies:** those who share your aims and can help to influence or put pressure on the decision-makers.
- **Opponents:** those who are opposed to what you want to achieve and will try to block the changes you want to see.

The group work can be combined and presented back to the entire group, with conclusions and next steps mapped out.

Exercise 3

Planning actions to communicate with the actors from Exercise 2

Discuss the keywords and key concepts that you should be using to communicate with each of these types of target audiences, and divide these concepts into the following categories:

- Things that you must communicate to each specific group: what are you asking them to do?
- Questions that you must be able to answer (the counterarguments).
- What media are best for reaching this particular audience?
- What are the best examples or descriptions of the problem to present to each specific group?
- How can you access each specific group directly?

The finale of this exercise is a role-play, where each team nominates one member to represent them, while the other members of the team pose as members of their target audience, ask tough questions and put up challenging arguments. If possible, record this process on video and then watch the recordings together as a group. Every member should share what they think worked best and what should be improved. Avoid lengthy discussions of the negative responses – everyone will already be conscious enough of them, and should be an empowering exercise!

Talking and listening

- Your tone will set the mood for the training, so stay upbeat and give an energised delivery.
- Agree with people's ideas and ask questions so that the group develops ideas of its own. A lecture can always be turned into a dialogue. An issue presented as a question or a problem will engage the audience more. People learn more quickly through discussion than by listening to lengthy answers.
- Adults learn best from their peers and it's best if you think of yourself as being responsible for helping them share the knowledge that is in the room, rather than as being the expert who has all the answers.
- Let the participants feel that they are welcome to bring their own expertise to the table.

Illustrate your training

Illustrate your training by showing the participants concrete examples of different types of campaigning communication, in different formats (audio, images or text). You could present examples of various approaches to the following aspects of advocacy, with supporting information from research sources:

- How to mobilise people
- How to describe the issues
- How to present possible solutions for the issues
- Who to target to support the campaign
- Show what activists can change, and how

For example, showing a video drawn from Barack Obama's presidential campaign could demonstrate the tactic of engagement on a personal level. All of his speeches were based on this premise, and most talked of his experience as a

Black American. This approach can be used to create a feeling of being able to create something together. What can be done together is more than what can be done alone.

Participation and visualisations

Use the whole room to help people visualise what they are learning. The training space changes throughout the process.

- It is very helpful to be able to refer back to ideas from earlier stages of the training.
 - Write the main points and key words on a black or white board.
 - During group activities or discussions distribute pens, large sheets of paper and different-coloured post-it notes.
 - Encourage people to write down their ideas and stick them on the walls in the order that they arise.
 - Encourage people to make visual representations of their ideas: graphs, drawings, diagrams.
-

Ending the training

At the end of the training session, summarise the main things that have been learned, linking back to the original outline. Give everyone in the room a chance to evaluate the session. Always end on a positive note, so that the participants leave feeling good about what they've accomplished. Talk about what their plans for future action might be.

A crisis is good

If an argument should occur during the training, try not to panic or feel threatened. See it as an opportunity to expose problems and find unity. Crisis can be a unifying tool and can benefit the group. If you play your role well and the group can find a solution together, you will achieve a much stronger group dynamic. To reduce the risk of anyone feeling frustrated or left out, ask all members to comment on what has happened.

Life can go on without technology

It's always a good idea to check the technology. Practise using it and be comfortable with how it works before the training starts. Be confident in your material and you will always be ready to present it, with or without technology. For example, if the projector breaks down just as you want to screen a film, you should be confident enough to discuss its content, or something that demonstrates a similar point.

Don't waste time fiddling with a broken piece of equipment. It is better to leave it and calmly continue the training. If you are lucky enough to have technical equipment that works, it will be an added benefit, not an absolute necessity.

Some final points

- Avoid diminishing the group's energy by keeping a balance between the trainers directing the session and the participants expressing themselves fully and communicating directly.
- The most effective and inspiring leaders are confident, relaxed and credible – don't forget to enjoy yourself!
- Use your own personal experience and personality to find the confidence within yourself to be a successful trainer. Be yourself.

Sample training plan

Duration:

Aim:

Number of participants:

Number of minutes	Item
X minutes	Indication of what will be learned, and an outline showing the stages that the group will pass through.
X minutes	Exercise 1: introductory discussion, demonstration and briefing. Divide people into groups, assign roles.
X minutes	Do Exercise 1
X minutes	Feedback and discussion about Exercise 1, including a recapitulation of what was learned and discussed.
X minutes	Break

Continue to subsequent exercises in the same way as above



Annex

Toolkit feedback form

A. Aim and objectives

Aim: to provide basic fact sheets about MDG1 and the right to food and consider ways to inform, enable and empower people on food issues

	Not met:	Partially met:	Mostly met:	Fully met:	Comments:
Been informed on Hunger and MDG1					
Been informed on small scale farmers					
Understood the range of the topics					
Discussed the key issues which are currently impacting on hunger					
Analysed the toolkit content, the campaign techniques and the training methodologies					
Explore the connection between ActionAid, ambassador engagement and support and different approaches to handling campaigners' challenging behaviour					
Developed a draft of Training Action Plan for the core ambassadors					

B. Ambassadors' needs

	Not met:	Partially met:	Mostly met:	Fully met:
Indicate how far this toolkit met your expectations				
Which parts of this toolkit best met your needs and expectations? Why?	Comments:			
Which need or expectations did you have that were not met by this toolkit?	Comments:			

C. General

General comments:



monde
en association avec

APPAREMENT
DES TERRES

Ne jouez pas
avec notre
NOURTURE

20
in fam

STOP GM

STOP GM



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- Killer Facts (page 48) adapted from Killer facts, a user's guide, Duncan Green, Oxfam.
<http://www.oxfamblogs.org/fp2p/?p=31>

Case studies

- notinmycuppa.com/intercept
- speakout.controlarms.org/speakout/index.php
- <http://freerice.com/#/english-vocabulary/1432>

Key websites

- <http://www.undp.org/content/undp/en/home/mdgoverview.html>
- <http://www.unmillenniumproject.org/goals/index.htm>
- <http://www.fao.org/>
- <http://www.srfood.org/>
- <http://www.wfp.org/hunger>
- <http://www.righttofood.org/>

Resources

<http://www.actionaid.org/hungerfree-campaign/get-your-campaigning-goodies>
<http://www.actionaid.org/hungerfree>
www.informationactivism.org/
www.drawingbynumbers.org
<https://security.ngoinabox.org/>
www.smashingmagazine.com/
www.viralblog.com/
www.frogloop.com/
<http://osocio.org/>
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Photographs

- Cover** Staff from *Peuples Solidaires*, ActionAid's French associate, join protesters in Nice ahead of the sixth G20 summit.
Credit: Maira Martins/ActionAid
- Page 2** Eseza Chede, 21, peeling potatoes harvested from her family's garden, Uganda.
Credit: ActionAid Uganda
- Page 4** Residents of Mhaga village, Tanzania, who have lost land to the Sun Biofuels Kisarawe plantation: the Lwinde family eats lunch at home.
Credit: Tom Pietrasik/ActionAid
- Page 7** Adama Mgane, 45, President of the local ground nut producers group, Thiakho-Maty village, Kaolack, Senegal.
Credit: Candace Feit/ActionAid
- Page 11** Woman selling dried and smoked fish at market in Foundiougne, Senegal.
Credit: Candace Feit/ActionAid
- Page 12** Anamaria is a widow from Kituti Parish, Buseta Subcounty, Pallisa District, Uganda, providing for 6 grandchildren. She entirely depends on her three acres of land for survival where she grows groundnuts, millet, sorghum, and soya.
Credit: Vibeke Quaade/MS ActionAid Denmark
- Page 15** *I'm now able to take care of my children with medical care...and my four children are back to school thanks to the banana project*, says Alphosine Nyirantashe, 38, married and a mother of seven children from Gisagara, Rwanda.
Credit: ActionAid
- Page 16** Farmer Ana Marccos Tuaia, 42, with her lettuce crop in Samora Machel, in the Marracuene district of Mozambique.
Credit: Gisele Wulfsohn/Panos/ActionAid

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- Page 20** The Dakatcha Woodlands, Malindi District, Coast Province, Kenya. The Dakatcha woodland is an important area of biodiversity spanning 32,000 hectares of land on the coast of Kenya, approximately 30 km north-west of Malindi. The forest is home to over 20,000 people from the Watha and Giriama tribes, most of whom make their living from small scale farming, growing crops such as pineapples, cassava and maize to feed their families and sell in the local market. They have lived in the woodlands for hundreds of years and face eviction to make way for a biofuels plantation proposed by Kenya Jatropha Energy Ltd, an Italian-owned company.
Credit: ActionAid
- Page 22** Collecting signatures for a Hunger Free planet at the Reading Festival ActionAid Space Tent.
Credit: Kristian Buus, ActionAid
- Page 25** ActionAid at the climate march on the Global Day of Action in Copenhagen.
Credit: ActionAid
- Page 26** The UK design team discussing campaign materials.
Credit: Georgie Scott, ActionAid
- Page 30** ActionAid activists carry out a stunt at the entrance of EU Foreign Affairs Council meeting in Luxembourg, calling on EU leaders to put forward an ambitious MDGs action plan showing that they are serious about fighting global poverty and hunger.
Credit: Christophe Hebting/ActionAid
- Page 37** Make noise - Activista and ActionAid Hellas staff take part in the Make noise action during world food day.
Credit: ActionAid
- Page 42** ActionAid website and Ecomms Editor, Samuel Bueno de Mesquita, updates online content during a march for G20.
Credit: Kristian Buus/ActionAid
- Page 46** Taken at the ActionAid Festival in Briggate, Leeds.
Credit: Gary Calton/ActionAid
- Page 50** Activista youth network members take part in a training at ActionAid UK.
Credit: Henry Nicholls/ActionAid
- Page 58** Masindi District, Uganda, October 2008. Hermira recording sections for her video diary. Hermira with Camcorder.
Credit: Georgie Scott/ActionAid
- Page 60** Smallholder farmers, representatives of agricultural organisations and civil society gather to send a message to the G20 Agriculture Ministers, Paris.
Credit: Magali Delporte/ActionAid

Nearly one billion people go hungry each day.
Together we can fight for food rights.

This toolkit is key to the **We Won't Accept Hunger** project. It offers you ideas, tips and guidance to conceive, plan and perform your own actions and contribute to the campaign.

ActionAid is a partnership between people in rich and poor countries, dedicated to ending poverty and injustice. We work with people all over the world to fight hunger and disease, seek justice and education for women, hold companies and governments accountable, and cope with emergencies in over 40 countries

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