

Africa Campaigners Planning meeting

6th - 8th December 2007, UN Millennium Campaign

AFRICA CAMPAIGNERS - RETREAT REPORT

MOMBASA, KENYA, DECEMBER 6TH - 8TH 2007



"Revolutions are brought about by men, by men who think as men of action and act as men of thought," Kwame Nkrumah

ENDPOVERTY
2015
Millennium Campaign

1.0 INTRODUCTION

Between 6th – 8th December, 2007 the UN Millennium Campaign (UNMC) organized a retreat for its partners from the 13 priority countries in Africa to discuss the achievements and lessons learnt from campaigning in Africa. Key stakeholders who attended the meeting included civil society partners (including GCAP National Coalitions and the GCAP Global Secretariat), media partners and other CSOs not linked directly to GCAP. Two members of the funders group Oxfam GB and ActionAid International Africa Regional Office were invited to attend. ActionAid International Africa Regional Office was represented by Dede Esi Amanor and Brian Kagoro while apologies were received from Oxfam GB's Irungu Houghton. The countries represented included: Ethiopia, Kenya, Uganda, Tanzania, Nigeria, Ghana, Senegal, Burkina Faso, South Africa, Zimbabwe, Malawi, Zambia, and Mozambique

The retreat had the following key objectives:

- o To assess campaign activities implemented in 2007 and review their effectiveness.
- o Agree on concrete campaign actions for 2008.
- o Agree on key policy framework for 2008.
- o Develop a calendar of key action days across the continent.
- o Develop a communication strategy for 2008 and draft key messages for communication and media engagement throughout the year.
- o To determine the efficiency of UNMCs coordinating mechanisms and propose strategies for enhancing effectiveness

This report attempts to capture the vibrant and informative discussions held during the meeting with the aim of identifying action points and the way forward for 2008.

2.0 LOOKING BACK: REVIEWING AND PLANNING FOR CAMPAIGNING

Dr. Tajudeen Abdul-Raheem, Deputy Director, UN Millennium Campaign, Africa Office opened the meeting. He congratulated the National Coalitions (NCs) for a highly impressive series of activities in many countries during 2007 that culminated in very successful mid-point activities in July and STAND UP mobilization in October. He noted that 2007 was a very eventful year for campaigners across the world. This was due to the fact that this year marked the mid-point for the achievement of the Millennium Development Goals (MDGs).

During the year, UNMC and its key partners in 13 priority countries engaged in a number of activities including:

- o The World Social Forum (January 26th 2008)
- o The African Union Summit in Accra (July 1st – 3rd)
- o A variety of Mid-point activities (July 7th 2007)
- o SADC meeting in Zambia (August 13th – 17th)
- o October 16th – 17th - Stand Up and Speak Out Campaign: 31 countries in Africa participated in Stand Up and Speak Out activities across Africa. They included South Africa, Malawi, Mozambique, Namibia, Botswana, Zambia, Zimbabwe, Uganda, Tanzania, Kenya, Rwanda, Sudan, Ethiopia, Republic of Congo, Nigeria, Ghana, Burkina Faso, Senegal, Cameroon, Democratic Republic of Congo – Brazzaville, DRC – Kinshasa, Liberia, Mali, Guinea Bissau, Djibouti, Eritrea, The Gambia, Sierra Leone, Madagascar, Niger, Mauritius, Togo, Seychelles and Somalia.

Dr. Abdul-Raheem argued that Stand Up provided a huge opportunity for many countries to deepen their campaigning work and there is hope that the National Coalitions would be able to utilize the huge numbers obtained from Stand Up to carry out some effective advocacy work including using them as citizen petitions to their elected leaders.

He also shared some of the outcomes of the UNMC retreat that was held in Milan and highlighted the following

1. The UNMC will continue with STAND UP campaign in 2008 with Guinness and proposes to maintain the partnership with GCAP globally.
2. Prioritizing partnership with national and local partners both within the GCAP and outside
3. Auditing of effective campaigning in NCs in order to assess levels of support in the new year
4. Consolidating existing and where necessary building other partnerships that will continue to expand the social and political base of the campaign especially Faith Based Organizations (FBOs), parliamentarians, Local Government Officials, Youth, Students, Women, etc
5. Leveraging the Media for maximum political impact of Stand Up in engagement and advocacy.
6. Continuing to strengthen innovative communications strategy that reach out to the 'non-converted' and those unaware of MDGs e.g. BIG Brother Africa approach used in 2007.

Finally, he discussed some of the areas that needed further attention.

1. These are National Coalitions to plan ahead in order to ensure proactive involvement in national planning and budgeting activities so as to minimize disruption when it comes to submission procedures and timing of reports.
2. National Coalitions reference must stop treating the campaign as a "project" and reduce the negative impact of their gate-keeping tendencies so as to enable all interested citizens to join and own the campaign.
3. Getting engaged at various political levels in order to hold governments accountable and avoid the syndrome of having NGOs talking only amongst themselves..
4. NCs must be encouraged to look for resources within the UN system and other donor agencies in their respective country and to move away from the limiting dependence on GCAP funders only.

2.1 GCAP GLOBAL CAMPAIGN: LESSONS LEARNT FROM 2007

GCAP Mobilization/ Outreach Coordinator, Sarah Gregory, gave a summary of the key achievements in 2007 noting that the Campaign had grown immensely in size and depth during the past year. She noted that GCAP global had not met to determine its GCAP plans for 2008. However, she highlighted concrete activities taking place before the end of the year such as the Lisbon summit (Africa- EU strategy, anti EPAs campaign) and Bali meetings. She also mentioned the fact that GCAP IFT team members were working on preparations for the G8 meeting set to be held in Japan and have indicated that they would be unveiling a programme to send postcards to G8 leaders.

Sarah updated the meeting on progress made so far at the IFT level regarding the proposed future GCAP structure. There is a proposal to include a global council with 19 representatives, a global trust that functions as a steering group, a global secretariat and National secretariats. The document highlighting the new structure in detail was sent to all NCs to for their inputs before the final sign off which was scheduled for Thursday 13th December 2007. During the discussions on the new structure, many sought to know whether the Africa and National secretariats would also be registered in line with the recommendation that registration is now in the offing for the Global Secretariat. In response, Sarah said that there was no obligation to push for the registration of NCs at the national level. However, NCs were free to register themselves if they felt that the registration status would be beneficial to their operations.

In assessing Stand Up 2007, she identified the objectives and asked participants to assess how far some of these were met.

- o Raise awareness
- o Put pressure on political decision makers
- o Mass numbers of people mobilized
- o Mass number of countries participating
- o Diversity of actions
- o Media coverage
- o North - South partnerships
- o Growing movement of people

The campaigners found that most of their campaigns performed relatively well on most objectives outlined above. Two areas where most admitted there were serious challenges were 'Pressurizing political leaders' and 'North-South Partnerships'.

2.2 SUMMARY OF COUNTRY BY COUNTRY PRESENTATIONS: ACHIEVEMENTS, CHALLENGES AND LESSONS LEARNT FROM STAND UP & SPEAK OUT CAMPAIGN AND OTHER 2007 CAMPAIGN ACTIVITIES

2.2.1 Ghana

Achievements

- o An increase in the total number of people mobilized from 67,000 in 2006 to 118,000.
- o Better radio and Television coverage: Media personality and UNDP media award winners;
- o Successful participation in Banners Project (in schools and Churches) –signature
- o Successful engagement in the African Union summit and facilitation of other national GCAP participants and also partnering with African Trade Network, social and economic justice networks and Human Rights organizations.
- o Successful involvement in Economic Partnership Agreements (EPAs) campaign,
- o Hosting the West Africa Youth Hearing and 7.7.7 activities e.g. public Forum at NAT hall where all the Campaign platforms made presentations and issued a widely publicized communiqué with clear policy demands
- o World Water Day was well publicized and celebrated with a float to raise awareness.
- o Day of the African child: The children and youth are fast realizing that the MDGs are for them as the leaders for tomorrow

Challenges

- o Insufficient funding for all campaign work
- o Restructuring the National secretariat to have a policy research officer in the team and the possibility of the secretariat rotating from one member organization to another
- o Sending of promotional materials to be done through UNDP to enable them to use their official exemptions to clear the items thus reducing delays and also exorbitant fees
- o In every aspect of the campaign there should be media experts for spokespersons in each platform
- o Policy demands for 2008 should be along political lines

2.2.2 Senegal and Burkina Faso

Achievements

The events in Burkina Faso also coincided with commemoration of Thomas Sankara's death hence the campaign took advantage of this fact to organize events around the national heroes' anniversary.

Challenges

- o Insufficient funds
- o Coordination and harmonization of activities across the country
- o Awareness still at a low level
- o Engaging other civil society organizations with GCAP

2.2.3 Tanzania

Achievements

- o There has been an increase in the number of people buying into the campaign's agenda, which has led to an increase in the membership of the coalition from 22 in 2004 to 88 members in November 2007.
- o More members have joined the campaign which forms the critical mass that can push the government in honouring its commitment towards the achievement of the MDGs and the fight against poverty.
- o The campaign has become a reference point in terms of MDGs progress, analysis and Civil Society Organisations (CSOs) engagement in the programming and monitoring of MKUKUTA.
- o Government and donors are more responsive towards MDGs and the fight against poverty.
- o The use of PSDA, periodic collection of the people's views and holding of open debates on the implementation of the MKUKUTA has given voice to marginalised groups.
- o Joint CSOs and Local Government Authority (LGA) service delivery assessment have improved cooperation between the LGA and CSOs in the way they fight poverty and work on the MDGs.

Challenges

- o Poor communication technology and infrastructure makes Ondoa Umaskini Kampeni fail to provide real-time information to the majority of Tanzanian citizens.
- o Documentation, communication and publicity still remains a challenge.
- o The dilemma of either taking a media-based campaign as opposed to more direct sustainable process such as developing the people's capacity to engage in the anti-poverty fight in their respective LGAs. (PDSA, PSIA, PVP).
- o Striking a balance between the traditional campaign mechanisms and the now conventional celebrity-oriented campaign approach.
- o Insufficient financial resources to sustain the campaign

2.2.4 Mozambique

Achievements

- o The 2007 campaign activities extend the Civil society participation and public awareness of the MDGs
- o The campaigners hosted debate and actions needed to overcome barriers to poverty eradication
- o Through surveys, the national coalition identify consensus on proposed solutions and responsibilities in delivering solutions to problems nationally.

Challenges

- o The first challenge is to follow up on the commitments made at international summits
 - o Ensure sufficient capacity in local CSO to monitor and advocate policies with an active participation
 - o Enhance organizational strategies and collaborative mechanisms to effectively and constructively participate in the MDGs picture
 - o In Mozambique, the campaign requires actions to localize the goals where community is best placed to adapt or make MDGs relevant according to local priorities.
- Lessons learnt
- o Through effective research, the CSOs build and strengthen the coalition's capacity in addressing economic, social and political issues that are legitimated and accountable to community
 - o Its important to include independent civil society monitoring in sector programme

2.2.5 Malawi

Achievements

- o Cultivated a very close relationship with UNDP and the government in a bid to ensure that the MDGs are fulfilled.
- o The Campaign has a strong advocacy strategy aimed at pushing for the effective implementation of the Malawi Growth and Development Strategy.
- o A major policy achievement of the National campaign relates to the fact that the NC was involved in the process of developing the Growth and Development strategy, hence their inputs were included. Another tangible policy change, is the food and nutrition policy that generated some food surplus. The NC has very good relations with the government..

Challenges

- o Inadequate and late disbursement of funds.
- o Most events were attended by the youth thus there is need for the coalition to find out how to engage the other cadres in society

Lessons learnt

- o Various stakeholders have different potential.
- o Steering committee to decide on the various issues

2.2.6 Ethiopia

After the arrest of the two GCAP campaigners in Ethiopia the campaign changed its name to PCAP – PANE Campaign Against Poverty. PANE is a leading Civil Society network in Ethiopia specialized exclusively on engaging CSOs in the PRS processes. In 2004 the network begun with 40 organizations as members and has since grown to 80.

Achievements

- o Organized awareness raising workshops in various regions of the country;
- o Produced and widely distributed season's greetings card with MDGs and advocacy messages in the new Ethiopian Millennium
- o Prepared popular version of the national development and poverty reduction strategy and translated it into local languages
- o Sponsored the production of posters for university students campaign on debt cancellation

- o Participation in the Stand Up and Speak Out activities in 2007 – production of promotional materials, banners on poverty, poverty requiem, press conferences,

Challenges

- o Lack of enabling environment for the campaign & CSOs operation in general;
- o Civil society activities were politicized and the campaign has to address the legacy of the 2005 election politicization of the activities of civil society organizations (fear of being branded as having a political agenda);
- o Lack of assertiveness on the part of some CSOs on their mission and role in the collective fight against poverty;
- o Financial constraints to engage as many areas & CSOs as possible;
- o The prevailing mistrust between the government and CSOs – lack of trust (Government do not consider us as a genuine development partner)

Lessons learnt

- o Stand Up and Speak Out on October 17 served as a test case for PCAP and its members on how they could mobilize the public in matters pertaining to the global issues.
- o There is need to strategically plan and engage with the smaller groups i.e. start with a small steering group and build on this e.g. grass root organizations
- o There is need for constituency building and awareness creation through training

2.2.7 Kenya

Challenges

- o In-fighting among the coalition members in Kenya
- o Inability to opening up wide and popular participation
- o Limited resources

Lessons learnt

- o Need define and institutionalize STAND UP as a part of observing Oct 17th
- o The current framework of the campaign is too event based - we need to build a process
- o Need to invest in mainstreaming the campaign into the regular programs of the partners and in particular two areas
- o Build a critical mass through civic education
- o Mobilization around key days
- o Need to review partnership with organizations in the north
- o Need to redefine the current membership structures

2.2.8 Zambia

Achievements

- Free Education up to secondary level ratified by parliament in 2007.
- Number of trainee health workers tripled
- Gender Based Violence cases now attracting at least 15 year jail sentences
- Number of people accessing ART increased from 40,000 in 2006 to about 150,000 in 2007
- Campaign secretariat strengthened with the recruitment of Mobilization and Media staff
- Zambianisation of the Campaign achieved and name adopted is "Tiyende Pamodzi" Against Poverty.

- Formation of Youth Network on MDGs
- Setting up of a campaign website
- Increased collaboration with stakeholders especially government, UN agencies and the labour movement
- Production of the MDGs song by Amayenge Band.

Challenges

- o Dependence on GCAP funders group
- o Loose coalition without legal commitment thus fundraising is limited as most people require registration documents
- o NGO bill introduced by government empowers it to shut down organizations seen as operating outside prescribed law and activities.
- o Planning activities and funding arrangements for one not adequate for campaign institutionalization.
- o There is no constant communication with the regional organizations

2.2.9 Uganda

Challenges

- o High poverty levels force people to ignore campaigners as they are preoccupied with organizing activities for their livelihoods.
- o NGOs seen as exploiting the plight of common people
- o Few campaigners involved in the campaign for the MDGs
- o Political interference and manipulation rampant
- o Limited campaign materials i.e. IEC and their distribution
- o Limited funding

Lessons learnt

- o Numbers in the Stand up and Speak out moments drew attention of politicians and media
- o Taking advantage of the local events happening in the country offers campaign extra mileage.
- o Plan early
- o Schools and churches are an important constituency in the campaign

2.2.10 Nigeria

Key Achievements

- o Civil Society Demands on the MDGs produced
- o Report of the review used by civil society organizations as an advocacy tool
- o More Policy Makers aware of the MDG Targets
- o Almost 2 million people observed the stand up and speak out moments in Nigeria including senior government officials at federal level and state governor
- o MDG Committees Set up in the National Assembly
- o Parliamentarians / Civil Society build partnership on budget monitoring
- o Increased media reports on the MDGs
- o "MAKE OUR MONEY WORK FOR US NIGERIA GAINING POPULARITY"
- o MDG targets used as a basis for budget performance
- o Budget allocation to social sector increased in the 2008 Budget proposal
- o Monitoring of the DRGs–MDGs fund by CSOs increased by 9.8 % in the 2008 budget

Challenges

- o Late start of MOB activities due to lack of funds and structural changes of the Nigerian Campaign
- o State and Local government campaign structures are weak
- o Inadequate / lack of IEC materials for MOB
- o Absence of a dedicated staff for the campaign has led to the use of volunteers who have other office engagements and this has also slowed down the pace of the campaign's work
- o Cynicism on the part of some citizens "Stand up speak out", so what?
- o "Give me money before I stand up and speak out" syndrome
- o "you people are just making noise"
- o The mentality by the people that "The MDGs is a UN thing"
- o There was a problem with messaging e.g. gender equality was received with hostility as the community saw this as a way of upsetting existing traditional values.. This had to be resolved by informing the participants that it is what the president signed onto in 2000 when he signed the Millennium Declaration

2.4 Group Work

Summary of Sub-regional reflections

Participants went into group discussions and made the following observations.

On the question, Who are the key actors on your national coalition? Most identified Civil Society Organisations; Government agencies; Educational institutions; Faith Based Organisations; Trade Unions; Thematic networks; Youth groups and socially excluded groups

Can you rate your engagement with the following groups/ institutions (RANK 1-5)

• Faith-based organizations	3.5
• Parliaments	2.0
• Local government authorities	2.5
• Youth/ student movements	4.0
• UN	3.5
• UNMC	4.0
• INGOs	4.0
• Donors and related cooperating partners	2.0

How can we involve others?

- o Involving media on most of our activities/Project
- o Decentralisation of events to other regions - National Coalition Secretariats playing a facilitation role as opposed to imposing decisions
- o Organizing workshops and seminars
- o Good communication to promote knowledge
- o Developing Strategic partnerships
- o Multi-stakeholder approach with clearly defined roles for each member

Who are the critical actors for generating bigger participation in the Stand up and Speak out mobilisation?

- 1- The CBOs/ FBOs
- 2- Schools and institutions of higher learning
- 3- Youth
- 4- Market people and traders.
- 5- Road transporters unions
- 6- Public and private sectors (office, factory workers)
- 7- Farmers/ fisher folk
- 8- Traders associations
- 9- Government agencies – e.g., Ministry of Education Local Government Structures (traditional leaders, district assemblies)
- 10- Trade Unions
- 11- Informal Traders Associations
- 12- Business Associations
- 13- Burial Societies especially for Southern Africa

What is your experience of working with.

- GCAP global: Not regular and limited to email
- African GCAP secretariat : Fair with more room for improvement
- Sub-regional focal point: Virtually non-existent,

Can you identify three key policy changes at national/local level and how you can achieve them?

- 1- Proper decentralization at district level
- 2 - Trade justice targeting protection for local farmers
- 3 - Citizens participation in budget processes.
- 4 - Freedom of information
- 3.0 Looking ahead: Idea for “Out of the Box” Campaigning
- 3.1 Key emerging policy issues and opportunities for engagement in Africa in 2008

3.1.1 Issues to be considered for 2008 campaigning

Thomas Deve outlined the critical issues affecting Africa in 2008 and urged all coalitions to deepen their understanding of EPAs and Climate Change. He reminded the campaigners of the major thematic areas of concern for GCAP which included:

- o Public accountability
- o Just Governance
- o Fulfilment of Human rights, including economic, social and cultural rights.
- o Trade Justice
- o A major increase in the quantity and quality of aid and financing for development
- o Debt Cancellation
- o Gender equality and women's rights

3.1.2 Possible mobilization moments

Session facilitator Thomas Deve identified several important policy moments in 2008 that GCAP Africa can participate in regionally and globally:

1. Global Week of action organised by World Social Forum
2. International Women's Day
3. Global week of Action for Trade Justice
4. Global Aids week of action
5. G8 and civil society process
6. Forum on aid effectiveness
7. Africa Day
8. Day of the African Child
9. Month of MobilisationOctober 17
10. World Aids Day
11. Human Rights Day
12. Joint Africa-EU strategy... Identify new opportunities in 2008?
13. Cotonou agreement and the ACP Civil Society Forum
14. International Youth Days
15. IMF/World Bank spring and annual meetings/Thomas Sankara day
16. UN
17. WTO Ministerial
18. AU heads of states summit/Ecosocc/AU Grand debate
19. Regional Economic Communities –calendar of events
20. World Press Freedom day

3.1.3 Possible policy demands for 2008

A number of possible policy demands were identified these are

- Governments must reject harmful regional and bi-lateral free trade agreements
- Protect public services from enforced privatization and liberalization
- Secure affordable access to essential drugs
- Enforce the right to information and support freedom of expression including media freedom

3.2 Moving forward: Ideas for "Out of the Box" Campaigning

3.2.1 Strategies for effective social change

Over the years campaigners across Africa have been involved in the push for social change in our societies that would bring about social justice and equality. This has however not been effectively been achieved due to the dilemma's campaigners have faced in their quest for change. Some of the dilemmas include

- Non-Ideological Change Mythology – most social change is not driven by ideology rather by stimulus or are reactionary driven without a plan of action that deals takes the future into consideration.
- Politics of Absolutes and Vacuums (revisiting dictatorship/poverty)
- The struggle for social change is seen as an industry of social misfits, miscreants, hypocrites and xenophobes?
- The un-measured cost of change – most people do not consider what the cost in relation to social, economic and political cost of the change. This therefore becomes an impediment to achieving their objective.

There is need for campaigns to push for social change because the traditional civil society have failed to address the structural causes of societal inequity; have moved from being revolutionary to being resolutionary & they are over-bureaucratized; Global poverty, exploitation, war and injustice are on the increase; Globalization has facilitated the movement of goods, services and capital whilst confining and condemning to abject poverty the bulk of Africans who live in rural areas and urban slums and somebody needs to rock the boat & NGOs are unable or unwilling to!

Role of the CSO to radically transform the status quo; achieve modest revisions of the status quo; to reinforce established rules, social structures, relations & identities; empowering citizens to reclaim & exercise their rights(socio-economic, cultural, civil and political); strengthening the capacity of citizens to demand accountability from those that wield state and/or economic power in society; confronting and transforming unjust forms of power at all levels(local, national, state, religious, socio-cultural etc) and establishing new social relations based on a consensually agreed social contract or value base

For effective social change, there is need for one to develop strategies along the following lines;

- o Anti-Political and Anti-State (reject electoral politics and state power in order to gain political autonomy from political parties and the state);
- o The campaigners need to build power within civil society and not the state – campaigners should focus the struggle on mass mobilization and direct action.
- o Critical Engagement with the State/Alliance with the Progressive State elites
Unlike their normal campaign activities campaigners need to use new tactics that will put forth their agenda ahead. Some of the proposed tactics include illegal and unconstitutional forms of protest, marches and Demonstrations-city based campaigns, armed Struggle etc.

3.2.2 Strategies for effectively influencing the national planning and budgeting processes

Session facilitator, Peter Kariuki told participants that the national budget was the primary tool through which the State implements its distributive and re-distributive policy agenda. The budget reflects government's real policy priorities – which may or may not match their election promises. It shows what policies government has actually translated into financial commitments hence 'putting its money where its mouth is'. Her said that because government expenditure was funded by public money, the budget in a democratic society should reflect the needs and hopes of the majority of the population.

For any effective intervention, there are strategies that need to be implemented. These include building community/CSO capacities around budget work; applied budget work; participatory budgets; people budgets/ Social budgeting; and monitoring and budget tracking.

The case study presented was Kenya, where various opportunities for engagement were identified. These are at the macroeconomic planning, strategic planning, financial planning and budget implementation. The NCs were encouraged to be more pro-active with regard to budget monitoring and develop networks that will enable them to effectively engage and influence the budget positively.

3.2.2. Strategies for ensuring effective engagement of FBOs in the Campaign: Lessons learnt from Malawi

The Malawi Coalition shared their experiences in engaging Faith Based Organizations in campaigning for MDGs. Presenter Simekala Kaluzi said that FBOs have great potential to reach out to every person in Malawi and most have established development arms. This led the coalition to work with the Micah Challenge. The coalition has engaged them in the Stand Up activities in 2006 and 2007. This was what made them mobilize 1.5 million people, as FBOs are the most reliable awareness campaigner of the coalition as far publicity of MDGs is concerned in the rural areas and more FBOs are becoming more interested in MDGs.

Despite all this success, there are challenges in engaging this constituency. These include the fact that most FBOs are choose to specialize on fewer MDGs. Resources for publicity materials are not sufficient and there is need to train the faith leaders particularly in the rural areas to enable them effectively pass on the message on the fight against poverty and the MDGs.

4.0 Moving forward: Building strong national media and communications strategies

4.1 Lessons learnt from media engagement in 2007

Media coverage improved remarkably in 2007 compared to 2006. Countries that had outstanding media coverage included Uganda, Kenya, South Africa, Malawi, Ghana and Nigeria. In total, we had over 200 print media articles and more than 300 spots on Television and 400 radio features most of which were free. Key lessons learnt include:

- o There is need to engage media owners in the campaign process as opposed to including them in our events
- o There is need to build capacity of journalists in reporting MDGs-related issues
- o There is need to organize marquee events that will attract international and local media to our events
- o There is need to identify more than one spokesperson for interviews to depict ownership of the campaign
- o There is need to identify alternative media opportunities e.g. community based radios that will have a wider reach in a language best understood by the local communities

4.2 Opportunities for engaging celebrities / GCAP Ambassadors in the campaign

It was noted that over the past two years, the campaigners have realized the need to engage the celebrities in the campaign. For one to engage celebrities in the campaign, there is need to determine four main aspects which will assist us in identifying the various celebrities that would fit in the campaign. These include:

- o Context
- o Actors
- o Content
- o Process

It is also important to realize that for a celebrity to engage in a campaign, there are certain things they look out for in the campaign. These include

- o Nature of the issue;
- o Familiarity of the issue;
- o Supporting evidence available;
- o Design of change proposed (technical complexity? Administrative complexity);
- o Measures for implementation of the change (easy? complex? Cost?);
- o Structural issues-Political and positions;
- o Situational issues-temporary influences;
- o Cultural issues-values, social norms;
- o Environmental issues: External to national systems

5.0 **Moving the campaign to the next level: Developing long term strategies for the campaign across Africa**

5.1 **Strategic Planning – Importance of long-term planning and fundraising for Campaign activities**

Organizations that raise funds typically go through different steps and stages in their thinking and actions about how to carry out fundraising effectively. There are certain steps in fundraising that need to be considered. Some of these are:

Defining the Need – There is need to determine what you need funds for (your cause), Why do you think your organization/group is uniquely placed to tackle the challenges or problems you want to solve?

Analysis and planning - the organization should conduct a strategic analysis of the current situation and then plan for the future. Key aspects to consider are PEST, SWOT, Competitor Analysis

Structure of Organization – Determine legal existence, efficiency and its effectiveness

Research - The essence of research in the fundraising process is to get reliable information on the various sources, risks involved, what is needed to effectively target and to enable you to prioritize and choose your potential funder or partner

Packaging - Packaging is the process of adapting your needs to the interests of your potential funder and their ability to contribute. To determine the right packaging, there is need to consider the following aspects Target Funders Interests, Matching their timing, Pitching their ability, Recognizing their preference

Putting the request - There are a number of ways of making a request, depending on which funding sources you have targeted. These include presentation of a written proposal, invite or solicit for the funders to visit your organization or use informal contacts. Other ways include writing a letter, organization of special events etc. For each, list advantages and disadvantages and score your perception of its effectiveness and risk of failure
Maintaining the relationships with key partners- In the long term, the key to successful fundraising is delivering well and building strong relationships with key partners.

5.2 Sub-regional brainstorming on possible National Plans for 2008

WEST AFRICA REPORT BACK

STATUS OF NATIONAL COALITION

GHANA CAMPAIGN HAS IMPROVED AND INCREASED.

- Built civil society platforms around the MDGs, with one lead CSOs.
- Address youth and physically challenged needs as cross cutting
- Build alliances with other groups to advocate on national issues like: budgets and aid effectiveness
- Campaigning capacity has increased with the use of a media specialist
- Have some presence in the region and this needs to be improved upon
- There is a need to build members capacity to campaign effectively
- Need to do a long term strategic plan, which will be shared with partners for buy-in

BURKINA FASO

- Has 15 organisations with three very active members
- Organise groups around the mdgs, each sector is coordinated by two cso. and two for human right issues
- Campaign is coordinated by CCEB (a CSO coalition on education which has 100 members)

SENEGAL

- Congad hosts the coordinating platform. the committee has 1 coordinator, 2 secretaries and 8 thematic lead NGOs
- They meet once in a month.
- International events are organised by the thematic lead CSOs, while others support
- Work with: NGOs, youth, women, disabled, musicians, ambassadors
- Have not been able to get the imams to support the campaign. however, some faith based group members are exploring ways of engaging them.

NIGERIA

- Has a steering committee of 24 elected on the basis of their thematic areas and scope
- 7 out of the 24 are the coordinating committee members, with cdd chairing and csacefa hosting
- Communicate through email and phone
- Use workshop platforms to meet
- Build campaign issues into international, national and local events
- CDD and CSACEFA build campaign activities into proposals and programmes
- No formal meeting days for cc and sc committees
- Have presence in all the states but no coordinating bodies at that level
- Members have great potential for campaigning and resource mobilisation

CROSS CUTTING ISSUES

- All countries have coordinating bodies
- CSO lead organise activities around thematic areas
- All countries use volunteers
- information is shared through meetings, emails and phone calls
- campaigning capacity is low and there is need to build capacity to influence policy

EAST AFRICA REPORT BACK

Uganda- NGO Forum is the secretariat and campaign has avoluntary. A loose network of about 78 organizations exists and works witha steering committee. There are also lead thematic agencies.

Tanzania - 88 organizations form general assembly. 15 constitute the steering committee and work with thematic committees.The campaign secretariat is hosted by TANGO and itsCoordinator is not an employee of TANGO, but is answerable to the SC-

Kenya- There exists a loose coalition that is supported by a national facilitation team. The campaign secretariat is hosted by a national NGO- KYCEP and has avoluntary coordinator seconded by the NGO.

Ethiopia- Loose Coalition, no coordinator, housed by a network PANE, has 7 member SC, Campaign involves all members of PANE

Coordination mechanism – assessment

- Hosting – options- current hosting has risk as GCAP is becoming a program of the host organisation. Setting up a new structure could lead to different organisations competing with membership. So it is proposed they continue with the current set up but employ a coordinator answerable to steering committee with separate budget as in TZ.

Ways of working

- NFT/SC is currently weak as the coordinators are employees of host organization making GCAP almost a program of these organisations- SC should employ and supervise the coordinator
- GCAP is a loose coalition and this compromises commitment. Rigid structuring may compromise the principle of inclusiveness.

Campaigning capacity

- The capacity to mobilize has been enhanced greatly over the last two years
- More needs to be done in capacity to influence policy outcomes.

Key moments

- STAND UP
- Social Accountability- Budget analysis, Budget tracking, Citizens Report/Score cards, Public expenditure tracking
- Working with Key Constituencies
- Petitions and negotiations
- Shadow reports

Proposal for improvement

- Form a structured Sub-regional committee
- Rotational coordination with established files and budget and a supervised handover and audit by professionals
- Communication- website and official emails that can be passed on
- Logistics and implementation of common activities to be coordinated by organizations in the hosting countries
- Hold regional annual forums
- The regional committee to be charged with the responsibility of exchange visits ,capacity building, pan-African advocacy,

SOUTHERN AFRICA REPORT BACK

Coordination mechanisms

- All have national coordinating committees or task forces
- Except for Malawi which appears to be doing very well, Mozambique, Zambia, Zimbabwe and South Africa should strengthen their coordination and working mechanisms.
- It is critical to strengthen sub-regional coordination through meetings, e-communication and country exchanges or visits.

Campaigning capacities

- Various coalitions have varied and complementary capacities
- For instance Zambia, South Africa and Zimbabwe have strong social accountability and budget analysis capacities
- Although all national coalitions would require technical support in the form of a communication expert, UNMC may need to consider seconding a full time person, as a matter of urgency, to SANGOCO for example.

Common Sub-regional activities

- Preparatory processes and actual SADC Poverty Workshop in Mauritius
- SADC Participatory budgeting workshop in South Africa.
- SADC lobbying and advocacy meetings
- National elections
- Periodic sub-regional exchanges
- Strengthen collaboration and communication
- Preparations for the 2010 'Kick out poverty campaign
- Develop regional strategic plan
- Sub-regional and regional coordination mechanisms
- Periodic sub-regional meetings and exchanges
- Strengthening coordination capacities of regional secretariats
- E-mail discussion forums
- Encourage contributions to regional publications
- Documentation of lessons learnt and good practices
- Engage NEPAD, ECOSOC, Pan African Parliament and other regional bodies

Conclusion

All national coalitions and sub-regional networks present, re-affirmed their commitment to fight against poverty through various, but complementary communication, lobbying and advocacy strategies.

6.0 Admin and Finance Issues

It was noted that there was a remarkable improvement in the grant management process. This was attributed to the hiring of an Administrative and Finance Associate who has been able to streamline the process and coordination with the UNDP offices across Africa. To assist the associate to effectively carry out her work, there are seven items that were highlighted that the National Coalitions need to send UNMC for their grants to be processed expeditiously. These were:

1. Terms of reference / scope of work
2. Note to file – narrative justifying the reason for selecting the CSO
3. Proposal - / GCAP template
4. Budget
5. Vendor profile

6. Proof of banking
7. Memorandum of understanding

The Associate outlined the process of receiving grants from UNMC which includes:

- o Signing the Memorandum of understanding
- o Transfer of first tranche of funds
- o Presentation of progress report and signed financial statement to the Deputy Director of the UN Millennium Campaign
- o Approval of the progress report by the Deputy Director
- o Transfer of next tranche of funds

Way forward

- o Start grant and funding procedure early in the year
- o Greater coordination with various UNDP Country offices

SUMMARY OF KEY DECISIONS/ RECOMMENDATIONS

- Participants agreed that there was need to make a concerted effort to deepen the campaign in terms of the content, methodology/ tactics and the target constituencies at the national level. It was proposed that National Coalitions should aggressively try to bring on board new constituencies with an aim of winning the support of non-traditional stakeholders. In addition, it was agreed that national coalitions should be more strategic in engaging with governments on issues of national plans and budgets.
- Participants were challenged to explore ways of diversifying their funding sources. It was agreed that they should aim at reducing dependency on the funder's group and explore more ways of increasing funding sources in order to enable them to scale up their work.
- Participants noted that the October 2007 Stand Up and Speak Out provided them with a good mobilization moment. Most were of the opinion that they would mobilize their coalition members to rally behind such an occasion if plans are on board to repeat it as part of activities in 2008. However, they noted that there was a need to sharpen policy demands in 2008 and craft them in a way that will ensure maximum impact.
- Participants expressed dissatisfaction with the support that they were currently receiving from the GCAP Africa Secretariat. It was noted that there were many opportunities for engagement at the sub-regional where most felt that a good coordination at this level might be a good option to deal with the identified shortcomings.
- Participants noted that though the media coverage improved considerably in 2007, there was need to foster strategic use of the media in 2008. They therefore agreed to develop national communications strategies in 2008.
- Participants agreed that a review of the status of national coalitions was welcome noting that it would provide them with a chance to review their ways of working internally and with other stakeholders.

ACTION POINTS

ACTION POINT	WHO IS RESPONSIBLE?	DUE DATE
Organise sub-regional meetings to agree on a joint campaign agenda/ activity plan	Zaa Twangeleti – E ast Africa Mercy – West Africa Dennis Nyati – Southern Africa	31st January, 2007
Coordinate production of Citizen Score Cards in at least three countries. The focus will be on local government with the view of awarding the best performing local authority in each country	GCAP National Coordinators	Time table to be decided by 31 st January, 2008
Coordinate production of Shadow Reports in at least 10 countries.	GCAP National Coordinators	Time table to be decided by end of 31 st of January UNMC will assist with lead researchers sub-regionally
Hold capacity building sessions on campaigning skills	ActionAid/ UNMC	April 2008
Repeat Stand Up and Speak Out campaign	UNMC and interested GCAP NCs/ Other CSOs across Africa	October 2008
Participate in key moments proposed across Africa	ALL	All year round
Undertake budget tracking and Monitoring	ALL Use both the experience of gender budgeting in Nigeria and People's budget movement in South Africa	At appropriate time
Improve communication within campaign partners in Africa in a bid to avoid duplication	ALL UNMC will provide French translations of the Africa MDG newsletter, translate its major campaign documents into French and employ a French speaker at the regional office SANGOCO to offer a translator from its North West Province	All year round
Organise exchange visits for enhancing peer to peer learning.	GCAP sub-regional nodes	All year round
Get a policy person on board to assist the campaigners with their policy demands	GCAP and partners	All year round
Develop feedback mechanisms from National coalition members	GCAP	All year round
Improve networking between GCAP coalitions in Africa and with other regions	GCAP and partners	All year round

ACTION POINTS

Redefine the role of the GCAP Africa Secretariat with a view to clarifying its support role	GCAP	All year round
Submit national reports for the 2007 GCAP annual report	GCAP NCs	31st January, 2008
Review the contact lists	GCAP Global Secretariat	31st January, 2008
Review the status of the National Coalition to determine non-performers and agree on a way forward	GCAP and partners	30th April, 2008
Work towards moving the campaign from event-based to a process-based campaign	ALL	All year round
Develop tools for sharing lessons learnt with the other National coalitions	ALL	All year round
Develop concrete plans for strategically targeting other constituencies e.g. local governments, parliamentarians, youth, women etc	All NCs	All year round
Submit proposals and reports on time	ALL NCs	20 th January 2008 for proposals.
Hold country round tables with donors to expand the donor base	ALL NCs	30th April, 2008
Send out artwork of the postcard to be sent to G8 leaders	S. Gregory	31st January, 2008
Send out the final proposal for 2008 key mobilization dates and strategies.	S. Gregory	31st January, 2008
Prepare a checklist to use as a guide for grant processing and management.	UNMC	31st January, 2008
Rethink advocacy work around gender theme.	ALL	30 June, 2008
Develop national communications strategies to raise the profile of key campaign issues.	ALL with UNMC support	30 June, 2008

APPENDICES 1: MILLENNIUM DEVELOPMENT GOALS POLICY MATRIX

MDGs	Eradicate extreme poverty and hunger	Achieve universal primary education	Promote gender equality and empower women	Reduce child mortality	Improve maternal health	Combat HIV/AIDS, Malaria and other diseases	Ensure environmental sustainability	Develop a global partnership for development
Causal factors								
Main causes & Influencers								
Proposed strategic intervention & Partners								
Expected outcomes								
Policy issues identified in-country								
Opponents & Competitors etc.								

NOTES



NOTES



Africa Campaigners Planning meeting

6th - 8th December 2007, UN Millennium Campaign

END POVERTY
2015
Millennium Campaign

