



STAND UP
SPEAK OUT
TO MAKE POVERTY HISTORY

Campus Organizing Guide



GOALS.CA

CAMPAIGN

in collaboration with the Global Call to Action
and the
United Nations Millennium Campaign

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1. What will happen on October 16-17 in Canada?

October 17 is the International Day for the Eradication of Poverty. It is a day where people from all around the world show that they are *against* poverty and human rights violations and *for* social justice for all.

There is a myriad of ways to observe this important day, and groups and individuals around you may already be planning unique events to mark it.

As part of an international movement called the Millennium Campaign, the **8 Goals Campaign** is calling on college, university and *cégep* student groups and associations from all over Canada to take part in the global challenge **STAND UP and SPEAK OUT to make poverty history**. Post-secondary students are essential in this massive mobilization to make poverty history: they have strength in numbers and have a big stake in the future.

Students who will stand up and speak out on October 16-17 will join in action many other groups involved with our partner campaign Make Poverty History. These groups will mobilize in churches, workplaces, high schools, and neighbourhoods all over Canada.

A Brief History of October 17:

October 17, 1987: 100,000 human rights advocates from around the world inaugurated a Commemorative Stone in Paris, France, in honour of the victims of hunger, ignorance and violence.

December 22, 1992: The United Nations recognized October 17 as the International Day for the Eradication of Poverty.

October 17, 2006: More than 23 million people in 87 countries stood up and spoke out against poverty in the world as part of the Global Call to Action Against Poverty and the Millennium Campaign, two massive citizens-led movements. Stand Up and Speak Out 2006 was the largest single coordinated mobilization in the history of the Guinness World Records. In Canada, Make Poverty History alone estimates that at least 50,000 Canadians participated in breaking the World Record.

2. What is STAND UP and SPEAK OUT?

STAND UP and SPEAK OUT is a worldwide call to make poverty history and to meet the Millennium Development Goals.

Seven years have passed since our leaders committed to reach the Millennium development Goals. Yet, every day, 50,000 people die as a result of extreme poverty and the gap between rich and poor is getting wider.

We need you to stand up and speak out to make governments honour their commitments to give better and more aid, to cancel the debts of developing countries, and to make international trade more just –this will not happen without all of us taking a stand.

Last year, more than 23 million people took part in **STAND UP and SPEAK OUT** and set a new **Guinness World Record**. This year, we want you to help break this record so the message is even louder. Every person counts!

STAND UP and SPEAK OUT is a joint initiative of the United Nations Millennium Campaign, the Global Call to Action against Poverty (GCAP), and their national partners all over the world.

The Millennium Development Goals

At the United Nations Millennium Summit in 2000, all member countries, including Canada, signed a Millennium Declaration pledging to do their part to fight extreme poverty, hunger, disease, illiteracy, environmental degradation and discrimination against women by 2015. This declaration generated the Millennium Development Goals – *eight goals placing human well-being and development at the forefront of the global agenda*. More specifically, the MDGs seek to:

- 1: Eradicate extreme poverty and hunger
- 2: Achieve universal primary education
- 3: Promote gender equality and empower women
- 4: Reduce child mortality
- 5: Improve maternal health
- 6: Combat HIV/AIDS, malaria and other diseases
- 7: Ensure environmental sustainability
- 8: Develop a global partnership for development

3. What exactly is the message that we want to send across Canada?

In Canada, groups like yours will stand up and speak out between October 16 and 17, calling on Canada to work harder to meet the Millennium Development Goals by 2015 –this means:

- setting a plan to increase Canadian foreign aid to the UN target of 0.7% of GNP by 2015 –as set out in the global plan to meet the Millennium Development Goals. We are only half way to reaching this target right now;
- demanding that the World Bank and the International Monetary Fund cancel the debts of developing countries and finance their development without imposing harmful economic policy conditions.

For more information about Canadian foreign aid as it relates to the MDGs, see:

http://www.ccic.ca/e/docs/002_aid_2006-05_federal_budget_review.pdf

http://www.ccic.ca/e/docs/002_aid_2006-10_pre_budget_backgrounder.pdf

http://www.ccic.ca/e/docs/002_aid_2006-10_facts-and-figures.pdf

For more information about debt cancellation, see

http://www.ccic.ca/f/archives/fp_1999_04_debt_cancellation_fact_sheet.shtml

For more general information and resources about the MDGs, visit our website at

www.8goals.ca/

These are in fact the messages we want to send to other Canadians, the media, and our decision-makers, including Finance Minister Jim Flaherty. It is important to use these messages leading to October 16-17 –as well as during any activities that you may plan. It is also crucial to stress these messages if your group engages the media.

4. What do we want to achieve with STAND UP and SPEAK OUT?

Canadian groups and others all over the world will mobilize between October 16 and 17 for the following reasons:

- to create a mass movement that has a direct impact on political decision makers so they are held accountable for their commitment to eradicate extreme poverty and to attain the Millennium Development Goals;
- to inform people about the Millennium Development Goals and incite them to take concrete actions as citizens and demand that all governments strengthen their contributions to eradicate extreme poverty;
- for people living in poverty themselves to be able to testify to their daily efforts to fight poverty and live in dignity;
- for all of our voices to be heard around the world, directly to decision makers and through local, national and global media.

On July 31, at a high-level meeting in New York, our decision-makers reiterated Canada's commitment towards the Millennium Development Goals, stating that:

"Canada will continue to work with its partners—other governments, the private sector and non-governmental organizations—toward meeting these internationally agreed objectives," the Honourable Peter Mackay, former Minister of Foreign Affairs and International Trade

"Achieving the objectives described in the Millennium Development Goals requires all countries, developed and developing, to take responsibility for their respective roles for implementing reforms that will ensure the effective use of international assistance," the Honourable Josée Verner, former Minister of International Cooperation

To read the whole news release, see

http://w01.international.gc.ca/MinPub/Publication.aspx?isRedirect=True&Language=E&publication_id=385337&docnumber=103

5. How can we take part in this global action?

There are different ways you and your group can be part of the global movement of people who refuse to stay silent in the face of poverty and unmet commitments to make it history. On October 16-17, you can:

- **Organize your own event.** Plan your own STAND UP and SPEAK OUT action along with other creative activities to make it a whole event –see section 8 for ideas.
- **Integrate a STAND UP and SPEAK OUT action to a class, a conference, a sporting event....** any suitable event or place where you can easily mobilize and count a large number of people.
- **Join a STAND UP action organized by another group on campus.** Make sure to ask around you: perhaps your TAs, professors, school administration, fellow student groups and associations are already planning something!

If you decide to join hands with another group, you can consider planning another activity around the actual Stand Up action – see section 8 for ideas.

Remember!

All Stand Up *moment* must take place between 9pm GMT on October 16 and 9pm GMT on October 17 to count towards the Guinness World Record set last year. Check out section 7 for times in your area.

6. What are the steps of a STAND UP and SPEAK OUT action?

As soon as you have your plan all set up, register your Stand Up and Speak Out action or event on www.8goals.ca/standup. You have until **9pm GMT on October 17** to do so. Your STAND UP and SPEAK OUT action must take place at a suitable time during the larger event, class, etc. Here are the general steps to follow:

1. Your designated host (see section 10) gives a brief explanation of what Stand Up and Speak Out is –a chance to join a growing number of people demanding an end to poverty and inequality in the world, and be part of a World Record in the process. If you want the host to say more, refer to other sections of this guide as well as www.8goals.ca.
2. Your host asks everyone to come together and sit/kneel down (people with mixed abilities can be counted by their presence or by performing any appropriate symbolic action).
3. Your host asks the crowd to count down from ten with him/her. At “0” everyone literally stands up (people of mixed abilities can take any appropriate action to show their support, like raising their arm).
4. The host reads the STAND UP Pledge with the standing crowd or on their behalf. The Pledge can be downloaded from www.8goals.ca/standup. You can tailor the Pledge to your audience as long as you keep the main messages in.
 - If you want to crowd to read the pledge in unison, print one copy for every two persons and don't forget to recycle everything afterwards!
 - You can ask everyone to perform a symbolic action such as lighting a candle or waving a piece of white fabric.... For ideas see section 8.
 - Make sure to capture your STAND UP action on camera, phone, and video recorder. You can then share them with the Guinness Book and all of us.
 - Count or closely estimate the number of people who are standing up and speaking out.
5. The host informs the crowd that “X” number of people stood up during this challenge and that their efforts will be counted as part of the second STAND UP and SPEAK OUT Guinness World Record.
6. Ensure that someone in your group record your final Stand UP and Speak Out numbers and upload your pictures and videos using the form on www.8goals.ca/standup by **6am GMT on October 18**. If you have already registered your event it will only take a few minutes. If you have not pre-registered your event, you will have to register your event and report participation numbers at the same time.

7. What is our timeframe for breaking the Guinness Record in Canada?

People all around the world have 24 hours from 9pm **GMT¹ on October 16 and 9pm GMT on October 17** to break once again the Guinness World Record for the largest number of people to stand up and speak out to make poverty history. To be counted towards this World record attempt, all Canadian Stand Up *actions* must take place during specific timeframes:

BRITISH COLUMBIA Oct 16, 2pm and Oct 17, 2pm	All timeframes are adjusted for daylight saving time when appropriate.
ALBERTA Oct 16, 3pm and Oct 17, 3pm	PRINCE EDWARD ISLAND Oct 16, 6pm and Oct 17, 6pm
SASKATCHEWAN Oct 16, 3pm and Oct 17, 3pm	NOVA SCOTIA Oct 16, 6pm and Oct 17, 6pm
MANITOBA Oct 16, 4pm and Oct 17, 4pm	NEWFOUNDLAND Oct 16, 6:30pm and Oct 17, 6:30pm
ONTARIO (western) Oct 16, 4pm and Oct 17, 4pm (eastern) Oct 16, 5pm and Oct 17, 5pm	YUKON Oct 16, 2pm and Oct 17, 2pm
	NORTH WEST TERRITORIES Oct 16, 3pm and Oct 17, 3pm
QUÉBEC Oct 16, 5pm and Oct 17, 5pm	NUNAVUT (mountain) Oct 16, 3pm and Oct 17, 3pm (central) Oct 16, 4pm and Oct 17, 4pm (eastern) Oct 16, 5pm and Oct 17, 5pm
NEW BRUNSWICK Oct 16, 6pm and Oct 17, 6pm	

A word of advice

If you want to mobilize a wide off-campus public, it might be better to organize your Stand Up *moment* after regular business hours on October 16 or 17 so that a maximum of working people have time to join you.

Don't forget! Someone in your group must report the number of participants and type of event that took place by **6am GMT on October 18** –see section 6 above.

¹ What's "GMT"? Greenwich Mean time (GMT) is the time at the Royal Observatory in Greenwich, England. GMT is used as a standard time around the world.

8. What other creative activities can we organize around the STAND UP action?

The act of standing up and speaking out is in itself a strong symbolic statement. However, if you want to organize a whole event to mark October 16-17 – the International Day for the Eradication of Poverty, you can build on the unique ideas of other groups around the world:

- Get your favourite local band to host a concert or organize a dance performance or upbeat drum session that deals with poverty.
- Organize a film/documentary screening on issues relevant to the Millennium Development Goals, development aid, developing countries' debts or international trade.
- Organize an exhibition of photos about poverty-related issues in your campus library, café, art gallery or gymnasium. Many students and professors have traveled, worked or volunteered abroad and would be happy to share their photography.
- Invite a few people to give testimonials –short messages or creative pieces, like poems, songs or spoken words. These testimonials can be by people living in poverty in Canada or by students who have experienced poverty on another country. Preparing the testimonials can be an empowering experience for the writers or speakers, while hearing them gives the listeners insight into the struggles faced by others.
- Hold a discussion panel on issues relevant to the Millennium Development Goals, development aid, developing countries' debts or international trade: invite professors and TAs to give presentations and take questions. Your local Federal MP might be a good person to invite too.
- Organise a walk or a bike tour. Start or finish on campus with a Stand Up *action*.
- Form a human chain made of people all dressed in white, and encircle an iconic building on campus or in your community.
- Wrap up buildings or areas (like a campus library, a park, or a sport field) with white sheets.
- Using a colour theme –preferably white– ask people to dress in that colour and make human formations of letters or number in front of iconic building –e.g. the UN target of 0.7 % of GNI.

Give authors of testimonials the option of having the statements read anonymously. For example, a diverse group of speakers could read the messages as collective statements, like “I testify to the courage of isolated families in my neighbourhood, who...”.

- Make super-size silhouettes before October 17 and write the testimonials your group gathered inside them. Arrange an exhibition on October 16-17 or carry these silhouettes during a march or a walk.
- Go from class to class (with the permission of the TAs or professors) to explain STAND UP and SPEAK OUT. At the end of your presentation, ask students in each class to stand up while you read the pledge –follow the steps in section 6.
- Form a choir to join the world in signing the ‘Poverty Requiem’. The musical piece has been composed for four choirs, two solo singers and percussionists. Find more information and download the scores and lyrics and enjoy previous performances of the ‘Poverty Requiem’ from www.povertyrequiem.org
- Create a ‘Banner against Poverty’ that creatively expresses people’s demands for the world to take action to end extreme poverty. Get all the information and tips you need at www.bannersagainstopoverty.com/

Use creativity and symbols to achieve high visual impact. For example, use white often as it is the international symbol of the fight against poverty.

9. What STAND UP and SPEAK OUT materials can we use?

For a list of specific materials, please visit www.8goals.ca/standup. You will find the pledge for your STAND UP action, downloadable pamphlets, and more. Don’t forget that you can also wear white –the international symbol for the fight against poverty– wherever you can; plain white t-shirts or white bands are two examples (order them from www.makepovertyhistory.ca/e/whiteband.html or create your own using white fabric).

10. What timeline and logistical issues should we consider?

From late August until the end of September:

Meet and share

Meet with other student groups on your campus to see whether they are interested in planning a STAND UP action with you. Check the campus map on www.8goals.ca to get in touch with student groups on your campus and across Canada.

Brainstorm and define plans

Decide whether your group will join an existing STAND UP and SPEAK OUT action, insert an action into a larger event, class or else, or organize a whole event made of a STAND UP action and other creative activities.

Inform your student association and school administration of all plans and enlist their support. If the event is off-campus –for instance if you are planning a walk– ensure that you have received permission from city officials or whomever else your event will affect.

If you are organizing your own STAND UP action, find your high-profile host – the person who will read the STAND UP pledge. This person can be a youth celebrity in your local community, a student leader/president, a representative of your school administration, your mayor or your local federal MP.

Plan how to distribute any materials (e.g. Will there be a booth or single entry point?) and how to clearly define the space (e.g. Will you have banners around the event area or emblematic white uniforms for leaders?).

Considerations for particular activities:

Mass gathering/demonstration/march – If the gathering is off-campus, you must send an official letter to the city asking for their approval and police support. If the activity is a march, be sure to clearly define the route.

Wrapping a building – You must ask permission from whoever owns the property. If the building is on-campus, be in close contact with your student union/association.

Class presentations – Ask professors or TAs ahead of time for permission and when would be most convenient for them.

Concert – For on-campus events on this kind, be in close contact with your student union/association. They can provide guidance as to: what time and location would be best, what equipment they can provide, what security you may need, and how you could secure funding for the event. If the event is off-campus, you will need to ask the same questions about time, equipment and security to the city or whoever else owns the property.

Define your media and public outreach

Think about your public and media outreach to mobilize the largest crowd possible for your Stand Up action... Will you send media releases to campus radios and newspapers? Will you promote your Stand Up *action* via Facebook and listserves? Will you post flyers all over campus? Will you chalk the sidewalks on campus and all around it?

Download Stand Up materials, including the 8 Goals Campaign logos and STAND UP and SPEAK OUT materials, such as the pledge, pamphlets, and video. Use these materials to publicize your action and reach out to more people.

It's a good idea to contact Make Poverty History and RESULTS Canada off-campus groups, international programs of your local YMCAs/YWCAs, and other community groups as they may already be organizing activities or events to mark October 17 –the International Day for the Eradication of Poverty. They may be interested to circulate information about your campus STAND UP action.

If you want to engage the media, start with your campus media and seek to enlist the support of local and provincial outlets. See RESULTS Canada's media email list <http://www.results-resultats.ca/resources/medias/default-en.asp> for key contacts near you.

On October 1:

Try to have all your plans ready. At this point, you should be able to answer crucial questions such as: What is your event – STAND UP action only or will there be other activities around that? When will it take place? What location? How many people are expected?

Fill the pre-registration form on www.8goals.ca/standup. Groups who will register early –that is before the strict deadline of **9pm GMT on October 17** (please check your local deadline in section 7)– may be able to receive some back up from the 8 Goals Campaign, Make Poverty History, and other organizations coordinating STAND UP and SPEAK OUT actions across the country.

From early October:

Begin to advertise your Stand Up *action* and any activities you organize around it.

Be clear on your advertising as to what you want the participants to bring or wear. For example, if you are going to circle a building with people in white, it must be very clear on your advertisements that everyone should wear white clothing.

Before 9pm GMT on October 17:

That's your last chance to record your final STAND UP and SPEAK OUT numbers and description. If you do not record these before 9pm GMT on October 17, the number of people you mobilized will not be logged as part of the new Guinness World record attempt. Go to www.8goals.ca/standup to fill out the form.

Following your action:

Be sure to thoroughly clean-up the activity area and return any equipment.

Report to campus media how many people participated and how much of a success your activity was! It's a great opportunity to raise awareness of the issues once again. Please also send us your pictures and stay tuned for future events co-organize by the 8 Goals Campaign.

Ensure that someone in your group record your final STAND UP and SPEAK OUT numbers and upload your pictures and videos using the form on www.8goals.ca/standup by **6am GMT on October 18**. If you have already registered your event it will only take a few minutes. If you have not pre-registered your event, you will have to register your event and report participation numbers at the same time.

11. Most Frequently Asked Questions

Here are some answers to questions you and other people may have about October 16-17, our STAND UP and SPEAK OUT action and any other activities we plan to mark the International Day for the Eradication of Poverty.

How does “standing Up” help fight poverty and inequality?

Standing up is a symbolic action to show your support of a speech, person or idea. It is not just an action but a display of solidarity. When millions of people around the world stand up together, it is a demonstration of the power of civil society to organise around a common goal. It shows the strength in our united struggle against poverty and inequality.

Why does it matter?

In history we remember the people who stood up and spoke out “against” or “for” something. Nelson Mandela stood up and spoke out against apartheid. William Wilberforce stood up and spoke out for the abolition of slavery. Millions of women stood up and spoke out, and continue to do so, in the fight for gender equality. We are asking people to stand up and speak out to end extreme poverty. October 17 is our day to show our solidarity in this important global movement.

How do we make it more political?

The strength of your political message is up to you. Standing up and speaking out is just the beginning. Use the day to take the message to your politicians, to build your numbers of supporters, to talk to the media. Build in follow up ideas into your materials and events, such as sending e-mails, text messages, writing letters, signing petitions.

How do we make it more powerful?

Use the speak out element to motivate participants with speeches, slogans and rallying cries. Involve the crowd in speaking out.

Why do we need to count the numbers?

We want to show decision makers the massive scale of the movement of people against poverty. We all estimate numbers of supporters at our events for reporting and media purposes. The difference this time is that we are adding the numbers from events all over the world together. The Guinness record allows us to verify those numbers.

Why this action?

STAND UP and SPEAK OUT is a simple action that can be done by anyone, anywhere, with as few or as many resources as are available. It can be built into any event and made as creative or political as needed in the national political context. It can be an action with 1 or 1 million people, in rural areas in the South or in the middle of Time Square New York.

12. Useful Websites

You can find more information about the Millennium Development Goals and October 17, including STAND UP and SPEAK OUT on:

8 Goals Campaign: www.8goals.ca

Make Poverty History: www.makepovertyhistory.ca

United Nations Millennium Campaign: www.millenniumcampaign.org/

Global Call to Action Against Poverty (GCAP): www.whiteband.org/

You can also check out the international website for STAND UP and SPEAK OUT at www.standagainstopoverty.org

Thank you for mobilizing with all of us! Together, we can change our world!



MAKE POVERTY HISTORY
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