



The What World Tracker

Intelligence
for social
change

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Photo: © Dieter Telemans / Greenpeace

Greenpeace takes on the corporate empires

Greenpeace is on a roll. Having taken on some of the largest corporations last year and won, it has amassed its troops of campaigners and advocates to launch a number of innovative new corporate campaigns. Campaigns that range from the traditional Greenpeace actions that involve Zephyr boats and a lot of sea water to new online

actions that take supporters into new ways of participation and spreading the messages.

The bling campaigns do not take away from the serious policy work behind the scenes, the important but stuffy, lobbying in the global corridors of power. In an interview with the Tracker (see p. 7), the organization's international executive director, Kumi Naidoo affirmed that

Greenpeace is working hard to achieve significant outcomes at this year's COP conference in Durban. However, the organization is promoting highly visible campaigns on the corporate community to give its supporters, in Naidoo's words, 'pathways to participation'. As a result Greenpeace is looking to balance its campaigns between the corporate community (*continued p. 9*)

Inside this month

Gadgets & Technology

Can one App change the world? p. 5



Feature Interview

Greenpeace's Executive Director, Kumi Naidoo, talks to the What World Tracker. p.7



The What World Tracker

The Tracker is a monthly review of the global social change industry. Subscribe today.



Robin Hood gambles on a tiny tax

FINANCE



Robin Hood tax campaigns in London, June 15th

The Robin Hood tax campaign held its second global day of action for the financial transaction tax on the 22nd of June. Activists in over 30 countries held events as part of the Big Day for a Tiny Tax including the US, UK, Nepal, Egypt and Brazil.

The focus of the European campaigners was to put pressure on the EU Finance Ministers prior to their 23rd of June meeting and the following summit of EU heads of government. In the end, the issue of Greek debt dominated the meetings and there was little action on the transaction tax, although the EU Commission has proposed a financial transaction tax to help fund its budget. The EU's proposed tax is smaller than that put forward by the campaign and would cover existing EU expenditure, however, it is unlikely to get buy-in from key EU governments.

The campaigners will continue their work - their big goal in 2011 is the G20 Summit in November and campaign organizers will plan more stunts and events in September.

Oxfam Grows

DEVELOPMENT & CLIMATE

Oxfam launched its much anticipated Grow campaign on the 1st of June. The campaign calls for a new approach to managing the world's resources and, according to its press statement, "will expose the governments whose failed policies are propping up the broken food system and the clique of 300 - 500 powerful companies who benefit from and lobby hard to maintain it".

The hard hitting campaign is backed by a large rostrum of celebrities, faith leaders, singers and politicians including actors Kristen Davis and Helena Christensen, singer Angelique Kidjo, and the former Brazilian president, Lula.



Oxfam Grow billboard advert, London

Grow is the first truly global Oxfam campaign as it is fully endorsed by the 45 partner offices of the Oxfam family. It is a multi-year campaign that will focus on key factors contributing to the global food crisis and target important meetings like the forthcoming G20 in November. Jeremy Hobbs, the Executive Director of Oxfam International commented "For too long governments have put the interests of big business and powerful elites above the interests of the seven billion of us who produce and consume food. G20 governments

meeting in France this year must now kick start the transformation of our global food system."

The campaign launch included a series of billboard adverts in London (pictured above) and received a great deal of press in the UK. The strong rhetoric of the campaign appears to be a change in tack from the organization which has been working in close tandem with the intergovernmental processes over recent years.

REALLY?



There was a Facebook page that called for June 24th to be Bill and Warren Day: a day to celebrate the power of everyday businesses to change the world.

Activists crash U2 gig

FINANCE

Bono's band, U2, was the target of a stunt when it played the famous Glastonbury Festival in late June. Arts Uncut, which appears to be a branch of the UK Uncut campaign, undertook a peaceful protest during U2's set by raising a large balloon from midst of the crowd which read 'U pay your tax 2'. According to press reports, the balloon was soon brought down by U2's security guards with,

Campaign Wins



June was a big month for campaign wins. The Australian campaigning group, **Get Up!** celebrated their government's decisions to stop live exports to Indonesia. **Anti-nuclear** campaigners claimed victory when a national referendum in

Italy rejected nuclear power. The **ONE Campaign** and **Save the Children**, amongst others, successfully campaigned to get donors to increase their financial commitments at the GAVI Pledging conference while the **International Rivers** campaign welcomed the Peruvian government's decision to cancel the Inambari Dam project. **Avaaz** celebrated F1's decision not to hold a race in Bahrain, reversing their earlier decision. **Avaaz** had argued that the F1 authorities should not hold a race there when there are reports of on-going human rights abuses in the country. **Avaaz** also claimed victory over the global war on drugs when the UN Secretary General agreed to create a

taskforce to review global drug policies. The 140,000 people who signed the **Change.org** petition for the release of the Chinese dissident, Ai Weiwei celebrated the Chinese government's decision to free him. The organization also celebrated the Saudi Arabian government's decision to drop charges against Manal al-Sharif, the women arrested for driving in Saudi Arabia. The group had petitioned the EU Foreign Minister and US Secretary of State. Hilary Clinton specifically mentioned Change.org as the reason she took a public stand on the issue.

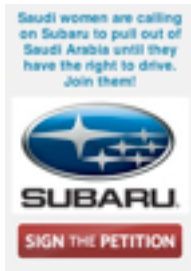
according to activists quoted in the Guardian, 'totally unnecessary' violence.

The action was well publicized in advance as the group were using the high profile gig to raise awareness of companies and groups that use complicated tax planning to minimize their tax bill. The group alleges that this is what the band did when they moved their company from Ireland to the Netherlands. According to the activists, the action was "not just about having a dig at Bono" but "crucial to get people thinking about the ethics of taxation, and the relationship between tax and development". U2 did not make a comment on the action or the group's criticisms.

Saudi women drive campaign

HUMAN RIGHTS

The power of the internet and YouTube for activists in repressive societies was underlined once again in June when a group of Saudi women, Saudi Women for Driving, used YouTube and the petition site, Change.org, to create a campaign to get the Saudi authorities to over-turn a long historic ban on women driving.



The campaign was started in response to the arrest of Manal al-Shrif, a Saudi woman who uploaded a video on YouTube that showed her driving. The campaign led to an international outcry including statements in support from US Secretary of State, Hilary Clinton. As a result, Manal al-Shrif was quickly released.

Since then the campaign has expanded beyond the government. The group has now targeted the car manufacturer, Subaru, which according to Change.org, markets heavily to women yet sells

its cars in a country that does not allow women drivers. The campaigners have written an open letter to the company asking it to pull out of Saudi Arabia until the government allows drivers of both sexes. So far over 52,000 people have signed the petition to Subaru.

Bill Gates joins protests

DEVELOPMENT



Photo: ONE Campaign

Microsoft chairman and co-trustee of the Bill & Melinda Gates Foundation joined protesters outside the GAVI Pledging Conference in London at the beginning of June to call for greater funding for vaccinations. Well, not quite, but he did pose with the ONE Campaign activists which were rallying outside the venue. The Gates Foundation is a big funder of ONE - it awarded the campaign a four year advocacy and public policy grant of \$14.8 million in 2009 - and ONE spear headed the public campaign in the lead-up to the conference.

In the meeting, Bill Gates committed a further \$1 billion to the GAVI, adding to the Foundations previous funding commitment. By all accounts, government and civil society, the GAVI Pledging Conference was an enormous success as it raised \$4.2 billion substantially more than expected. The ONE Campaign and Save the Children had banded together to mobilize the public in advance of the meeting and their petition had gathered over 340,000 signatures by the conference.

Avaaz faces the fast pace of campaigning

HUMAN RIGHTS

The decision by the Formula 1 racing authorities to go ahead with the Bahrain F1 in October despite the on-going crisis, spurred the online campaign group, Avaaz, to take action. It organized a petition that attracted over 400,000 signatures, and, won the support of former UK F1 driver, Damian Hill. According to its website, Avaaz also obtained a leaked internal F1 report that concluded that Bahrain had no human rights violations. The media controversy coupled with the objections from the F1 racing teams, lead the F1 authorities to reverse their stand and decide not to hold a race in Bahrain in 2011.

However, June had a bump in the road for the Avaaz. One of the hazards of being a 'first responder' organization is there is little time to undertake full due diligence. In early June, Avaaz responded to the reports that the Syrian lesbian blogger, Amina Arraf, had been kidnapped, by issuing an urgent petition calling on the US and Turkish governments to intervene for her release.

It was soon revealed that the blog was in fact written by an American male based in Scotland. He reportedly came up with the kidnap idea to explain why Amina was not blogging when he was on holiday but was caught out by the storm of publicity around the kidnapping.

Avaaz pulled the campaign after one day when it became apparent that the kidnapping was a hoax. In a statement on their site, Avaaz said 'this kind of hoax is a damaging [sic] to the real and horrific experiences that many people across Syria are suffering... Avaaz will continue to stand with those brave men and women and to [sic] bring their voices to the world.'



What have you done lately?

Each month, the What World Tracker asks a well known campaigner what was the last action they undertook and asks them to assess the chances of success.



Petitioner:

Kumi Naidoo

Position:

Head of Greenpeace International

Action:

Avaaz's End the War on Drugs petition.

Chances of Success?:

"Better now than ever"



From the Editor:

Is Oxfam finding its mojo again? Over the last few years Oxfam has seemed to be off its form as one of the leading campaigning organization - acting more Microsoft than Google. The organization appeared to be squeezed by a invigorated Save the Children (staffed, it seems, by ex-Oxfamers) and an on-fire Greenpeace on the one side and the internet advocacy up-starts like Avaaz, ONE and Change.org on the other. However, Oxfam's new Grow campaign looks like a game-changer and may put the global NGO back at the top of the advocacy industry.

The Grow campaign aim for nothing less than achieving the structural reform of the global food system while tackling climate change, gender and trade along the way. According to Oxfam, they will be exposing governments, and the hundreds of elite corporations benefiting from the current food system. This is a holistic approach to global policy change, based on a strong vision of what the global policy space should look like.

As such, it goes against the current trend for short-term, public-picked, policy-lite campaigning actions which have become the norm over the past few years as global coalitions, on the whole, have failed to get the buy-in, resources, and traction of the industry.

As a result, Grow will be make or break for Oxfam as well as for the global campaigning and advocacy industry itself. At the root of the Grow is whether the NGO industry can actually tackle ingrained structural distortions that perpetuate many of the development and environment problems today.

If Oxfam cannot pull this off, then the advocacy community may be destined to do initiatives that only chip away at the edges of the current systems without affecting their form or direction.

Kel Currahkel@whatworld.com**What's Trending***Oil Drilling - Food - ODA***G20 asked to count the cost of food.**

DEVELOPMENT



The NGO community rallied for the first ever meeting of G20 Agriculture Ministers on the 22nd of June in Paris. The French government has put food security on the agenda for the November G20 Summit and the ministers met to discuss possible G20 action.

A wide range of NGOs, from groups working on the financial aspects of food speculation to more traditional development organizations, undertook lobbying and campaigning in advance of the meeting. In Paris, Actionaid pulled together its stable of farm animals (pictured) last seen in the streets of New York in September 2010, to raise awareness of the crisis facing small farmers. Actionaid, along with Oxfam, also called on the G20 to tackle the issue of biofuels and their impact on food supplies. ATTAC, the French activist coalition rallied in the Paris around the slogan 'Don't gamble with our food'.

The first meeting of G20 agricultural ministers was a big focus for the NGO community recording the second most popular issue (after Sudan) in the Tracker's Global Agenda review (see page 12). In the end, the NGO community gave mixed results to the final G20 communique, expressing disappointment at the lack of progress on biofuels and food reserves but welcoming steps to address transparency on global food stocks.

Direct Action

CLIMATE

A group of well-known North American climate campaigners have come together to call for a month of direct action in Washington DC to stop tar sand oil imports to the US.

The high profile group included Canadian environmental leaders Maude Barlow and David Suzuki and writer/activist, Naomi Klein. Their US counterparts include Bill McKibbin from 350.org and actor Danny Glover. The coalition issued an invitation to supporters to participate in non-violent civil disobedience in the US capital from the 15th August to the 15th September. The letter, signed by the eleven leaders, states that "we don't have the money to compete with [oil] corporations, but we do have our bodies, and beginning in mid August many of use will use them. We will, each day, march on the White House, risking arrest with our trespass." Participants are asked to wear business suits and, if they still have them Obama 2008 campaign buttons to add a 'satorial' touch. The organizers are keen to underline this is non-violent civil disobedience and caution that they did not "want a smash up" advising those that could not control their 'passions' not to turn up.

The focus of the campaign is a proposed pipeline which, according to the campaigners, would transport oil from the Canadian tar sands into America and "be a fifteen hundred mile fuse to the biggest carbon bomb on the planet." The organizers hope to thwart the proposed pipeline and believe, by stopping the project, will undermine the viability of the tar sands themselves.



This is a major step forward for some of the participating people. David Suzuki and Bill McKibbin have not previously advocated for civil disobedience and it is not entirely sure whether they are working with the support of their respective organizations or in a personal capacity. The call to action is a serious step-up for climate campaigners.

TO QUOTE:

"Quite frankly, child vaccines is the easiest sell in the aid business - if you can't raise money for this, you can't raise money for anything."

Madelaine Bunting - the Guardian

Gadgets & Technology

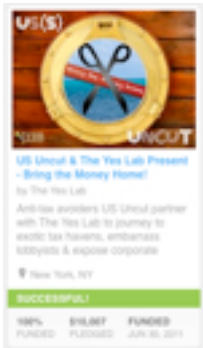
Each month, the What World Tracker trawls through the online campaigning and advocacy world to feature new, innovative, unusual and wacky technologies that are impacting the world of social change.

Here are this month's selections:

Crowdfunding Activism

FINANCE

Crowdfunded sites, like Kickstarter have exploded in popularity over the past year as individuals and organizations have made use of the sites to raise revenue for creative projects. These projects have tended to involved indie films, self-published books and niche products but activists have started tapping into crowdfunding to support advocacy initiatives.



One such initiative is 'Bring the money home' where US Uncut and the Yes Men have teamed up to raise \$10,000 for their new tax haven action. The Yes Men are best known for their corporate capers such as falsely reporting that General Electric would return its 2010 tax refund of \$3.2 billion to the US Treasury - which was

picked up by the wire, AP while US Uncut is part of the growing global movement of citizens opposing cuts in services as opposed to raising taxes.

The details of the initiative are vague, but according to the Kickstarter site, the project involves sending a team of activists, including film crew, to the Cayman Islands to highlight the use of off-shore tax havens by some corporations to reduce their global tax bill. The team will shoot a film about the trip for later release.

The project was successful in raising its \$10,000 goal by the end of June so expect more antics from the groups in the forthcoming months.

The ONE App



Photo: ONE Campaign
The ONE Campaign have partnered with @radicalmedia to launch a new app that enables supporters take part in actions as well as makes sharing petitions and news with friends much easier. The online tech magazine, Mashable, said "the ONE app is all about empowering the user. It acts like a tiny advocacy tool kit, teaching how to be a better activist"

The ONE Campaign is selling the app as the "ONE app that could change the world" and features include the latest news; a petition signing function; connection to Twitter allowing the user to take part in tweeting actions and a social networking feature that allows the user to share their actions with their friends. Currently, the app is only available in the US.

The ONE app is a nicely packaged one-stop shop for taking action and does include the vital social networking feature. While the app is more of a next step rather than revolution in supporter engagement, it should prove popular and expect other online organizations to follow suit.

Webbies winners



The Oscars of the internet, the Webbies, were handed out in June at an awards ceremony that, obviously, was broadcast live on YouTube. Organizations

from the global campaigning and advocacy community were nominated for awards and some even won.

Redu: rethink/reform/rebuild education, a US education group, won the Webby for the best activist site beating Amnesty, the International Rescue Committee and Conservation International. Avaaz.org was also nominated and won the People's Choice award for this category for its newly revamped website.

This year, the Webbies teamed up with (RED) the organization, linked to Bono, that works with

famous brands to raise money for the Global Fund. The two groups presented a Special Achievement award for the outstanding use of innovative technology for social good. The 2011 recipient of the (RED) Webby award was Ushahidi, a not-for profit tech company that develops free and open source for information collection, visualization and interactive mapping'. According to the Webby nomination, Ushahidi's technology has been used to help empower communities to support democratization and its tools were employed in the aftermath of the Haitian earthquake. The organization started in 2008 when it developed maps of the outbreaks of violence in post-election Kenya.

Counterspill



A new website has been created to take on the oil industry's media machine. According to the website, Counterspill, the initiative is "a counter-narrative that take on corporate and governmental spin, to keep the truth in the news, and inspire positive change in our world in wake of disaster."

The site hosts a series of viral videos on recent disasters that include serious and comic takes on recent oil spill disasters. Most interestingly, the website, counterspill.org, has an interactive map of 100 hundred years of non-renewable energy disasters. The feature combines a timeline, images and videos of each of the disasters giving a powerful perspective of each incident. The organizers have done their research and have images and news reports on disasters as far back as the 1910 Lakeview, California oil gusher. It is worth taking look.





Interview with Kumi Naidoo

Photo: © Jiri Rezac / Greenpeace

Kumi Naidoo, the Executive Director of Greenpeace International, has been in the news lately with his personal intervention to stop drilling in the Arctic, which led to his arrest and deportation from Greenland. In May, the What World Tracker tracked down Kumi in the busy international media centre at the French G8 in Deauville. We had a chance to ask Kumi about the G8, G20, the state of advocacy, corporations and Greenpeace's aims for 2011.

WWT: According to the OECD, the G8 met 60% of its 2005 Gleneagles Commitments, do you see this as a success for the civil society movement or a defeat?

KN: The fact they did better than previous G8 commitments, at one level, is a positive testament of people power and high level of transparency that was forced on G8 leaders as a result of popular mobilization. However, that said, I think the kind of political will, in financial terms, that we see when money needs to be found for war and the kinds of money that was mobilized virtually over night – not millions, not billions but trillions of dollars – to bail out the banks, showed that the kind of money committed in Gleneagles is, in terms of global

finance, actually pretty small change. In that sense I think we should not feel too comfortable that we got a 60% result and not a 100% result, remembering that most of the campaigners were negative in their judgment of what was put on the table in Gleneagles: they felt that they could and should have gotten much more. Bearing that in mind, so yes it is better than previous G8s commitments in terms of compliance, commitments and implementation, but far less than what the G8 should have been capable of delivering.

WWT: Is civil society getting global advocacy right at these global summits?

KN: We, as civil society, have to make better judgments about the difference between having access and having real influence. I think that increasing that real influence can be exerted more from the outside than the inside. I am not saying at this stage that we should totally disengage from intergovernmental processes but I have to say that when I look at the amount of time, energy, resources, creativity and innovation that we deploy around a G8 meeting for example that energy would be better deployed through mobilizing

serious political constituency within G8 and other countries.

What we need is not to see the struggle to get good results from the G8 as what we do just when G8 leaders meet. We can globalize the pressure on the leaders in addition to pressure at the physical meeting. In the G8 countries itself we should have more visible campaigns that say to leaders before they come to these summits that we want them to behave in a particular way

WWT: How best do NGOs get their voice across, individually or as a group or coalition?

KN: I think, personally, any individual sector of civil society, whether its the entire trade union movement, the entire religious movement, or the entire NGO community, even if they acted together at the best level of unity and impact, it still will be far less than what is needed to shift the agenda.

History is a good teacher here. All the major struggles of our living memory or if you go back further to slavery or colonialism, women's right to vote, civil rights in the United States, these struggles only moved forward when their leaders were able to

broaden them and make them issues that the wider spectrum of civil society were engaged, in particularly faith based and labor. NGOs on their own, and this is part of the problem, do not necessarily have mass based constituencies: political leaders today, sadly, make a lot of their judgments based on number crunching and opinion polls. We have to work better together. We have to get better at focusing on the 99% of things that civil society is united on and respectively agree to disagree on the 1% of things on which we have differences.

The second problem we have which is a much deeper structural problem: even though civil society movements are often critical about the silo mentality that governments operate - territorial wars between the minister of housing and minister of water etc - the reality is, particularly because of how funding is organized, we totally replicate and mirror that same logic. When I joined Greenpeace, all the questions from the media in the first 3 months were "so you have given up on poverty and given up on human rights and moved to the environment." But for me, I totally see it connected and why I used the term boiling point or perfect storm in my book that was published last year, *Boiling Point: Can citizen action change the world*. One of the book's key arguments is that at both a governance level and at a civil society level one, of the biggest errors we are making, is seeing the challenges that humanity faces as sitting in different discreet little boxes.

WWT: There is an increase in direct corporate campaigning recently. Do you think this more effective than focusing on government regulation directly? Is government campaigning redundant given the influence of the corporate sector on policy?

KN: I think what is a big strategic challenge for NGO leadership and civil society leadership more generally is calibrating more strategically the proportionality of your investment of time, energy, and resources and so on in different forms of activism. So for example, I would say, most organizations, going back to the G8, are reducing their level of investment in the G8 and intensifying their investment in the G20 for equally obvious reasons. But even in terms of energy you spend on putting pressure on governments versus putting pressure on business again it is not that one is right and one is wrong: it is about getting the proportionality right and the proportionality might be very different depending on what the particular movements are actually pursuing.

Corporate campaigning is about changing corporate practices, but also about changing regulations and making sure they are better enforced. Victories such as the one on palm oil and Nestle have a real impact on the ground but also help convince governments

that times are changing. Our work on Nestle, for example, has helped force Indonesia to finally announce a moratorium on deforestation last week. Our continued pressure on corporations will also hopefully help to improve this moratorium in coming months. Corporate campaigning can have impact fast - Shell, for example, decided within weeks to not dump the Brent Spar oil platform at sea in the 1990s. But only when - as a result of the Brent Spar campaign - dumping of all oil platforms at sea was banned by North Sea governments, did our victory have real meaning and affected a whole industry.

Corporations often undermine progressive policies. But an increasing number are also willing to lead in calling for progressive legislation because they know they need investment security going forward and that not acting on climate change now will be very costly. In Europe, for example, companies like Google, Unilever, Allianz, Deutsche Telekom and many others are all united in calling for delivering green jobs by adopting a 30% emissions cut by 2020. Corporations know that regulations matter. That's why they spend so much money on influencing regulation. So as we do more and more corporate campaigning, we will be challenging those who stand in the way of the policies we need, and work with many other corporations to deliver what we need.

WWT: What is the one area in the corporate sector that you think it would be most effective for NGOs to focus on?

KN: When I look at the corporate sector now I think one crazy idea would be to put all our energy into mobilizing against financial institutions, because every environmental crime that has been committed over the centuries and continues today some financial institution somewhere is providing the financing. If we can get, for example, as we are trying now to encourage HSBC and BNP Paribas not to finance the Jaitapur nuclear power plant in India which would be the biggest in the world on an earthquake zone, we could squeeze the source of money. Bear in mind, financial institutions are very vulnerable, I find that most of the jokes used to be lawyer jokes, and there still are a lot of lawyer jokes going around, but there is an increasing spike upwards of banker jokes these days.

WWT: What does Greenpeace hope to achieve in 2011?

KN: I think the climate negotiations need a major positive spurt forward and we are campaigning very hard to get some serious movement in Durban [COP 18] but I actually think we cannot put all our hope on Durban delivering a fair, ambitious and legally binding treaty (FAB) so again it is this proportionality question of looking at whether we

can get significant positive movement and decisions made in strategic parts of the world. So for example we are putting a huge amount of energy on trying to push for the EU to adopt a 30% reduction target by 2020. We must keep our eyes on the big prize, which is a FAB. treaty, but I think we have to look at some national level movements and regional level movements such as the EU and getting positive developments in China, India, Brazil and South Africa. I think that the national and regional level impetus might be the critical missing link in trying to get a global deal.

The other thing I am optimistic about is that there is no doubt in my mind that ultimately the arms race, the nuclear race, the space race, are going to be increasingly less important. I think 2011 is already becoming the decisive year when the green race will develop unstoppable momentum. And if we can actually get that to happen in 2011 then that will give a big boost and drive to the [climate] negotiations even if we don't get all that we are looking for in Durban.



Kumi Naidoo at the 2011 G8 Summit

WWT: Finally, Kumi, where do you stand on the clicktivism debate?

KN: In a world that is facing the greatest threat to the future of humanity we have ever faced, the only unacceptable response is inaction. Activism takes many forms: we don't need one size fits all, we need all sizes. For many people, signing an online petition is the first step, the gateway drug, to a lifetime of activism. For others who are struggling to find time to meet their basic human needs, it may be the only form of activism they can afford. What's essential is that we as activist groups and NGOs respect our supporters' commitment -- we need to offer meaningful, powerful ways that they can make a difference, and not empty gestures.

One of the features of the Arab Spring was the central role that social media played. It is important to note that in more democratic countries, when you say clicktivism, one of the things it implies is slacktivism, it makes it seem that it is an activity without risk but if you are working in Egypt, Saudi Arabia, Yemen, Bahrain, clicktivism carries a huge personal threat to yourself.

The What World Tracker

Intelligence for social change

The What World Tracker is the only publication focused on the global social change industry. The Tracker combines news reports, comment, industry analysis with in-depth features on the campaigns, actors and initiatives that are shaping global change.

First published in 2008 as a project for informing major NGOs and foundations of the activities and trends in global campaigning and advocacy sector, the Tracker has now expanded into a monthly online publication available to all those tracking global social change work.

Why focus on social change?

Over the past three years, there has been an huge expansion of initiatives and movements in the world of global social change. New technologies, coupled with a renewed vigor by the non-profit community to deliver strong advocacy outcomes on climate change, development and human rights, has created a vast array of initiatives, actions and events focused on social good. Now, with Facebook, Twitter and meet-up tools, even one or two people can act as catalysts to movements with the click of a mouse, creating a new dynamic in global social change. Even the for-profit sector is getting involved with campaigning initiatives that go beyond CSR and philanthropy.

The Tracker monitors and researches these new actors and initiatives to bring its readers a monthly review and analysis that ensures they are up to speed on the latest events, trends and what is making social change around the world.

What readers are saying

"The Tracker is a valuable resource that I read to get the big picture of global campaigning. It provides a sharp synopsis of who's doing what in the campaigning world and "what's hot and what's not."

Carol Welch, The Bill & Melinda Gates Foundation

"The Tracker has a wealth of information, news and perspectives that I cannot get anywhere else - plus, it is fun to read."

David Olson, The Global Health Council



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Intelligence  for social change

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Greenpeace takes on corporate empires *(continued from front page)*

and national governments based on the strategic calibration of the investment of time and capacity to the outcomes. Naidoo see big wins on the corporate front feeding into the governmental lobbying: “corporate campaigning is about changing corporate practices, but also about changing the regulations to make sure they are better enforced. {Corporate campaign} victories have a real impact on the ground but also help convince governments that times are changing.”

Cairns and Arctic drilling

With the thawing (literally) of the winter in the Arctic, Greenpeace re-started its campaign to get the British oil company, Cairn’s Energy to stop its Arctic drilling operations. Last year, before winter, Greenpeace activists had staged a sit-on protest one of Cairn’s Arctic rigs.

In June, the campaign was led by Kumi Naidoo himself, who, along with a fellow Greenpeace activist, Ulvar Arnkvaern managed to climb 80 feet up the side of the rig while being washed down with cold Arctic water by fire canons. Both men were arrested, detained and then deported from Greenland. Naidoo said of the action, that it was time to draw a line in the ice to stop Arctic drilling.

Barbie and deforestation



Photo: Greenpeace International

Greenpeace has been diligently working on the problems of deforestation in Indonesia and has successfully convinced multinational corporations like Nestle to change its criteria for its supply of palm oil, which Greenpeace says, when undertaken incorrectly, contributes to deforestation. In June, the NGO revealed the next stage of this work with a new campaign targeting the toy manufacturer Mattel and its power couple, Barbie and Ken. Using unique images of Barbie with a chainsaw, Greenpeace is linking the

the doll’s packaging which it alleges is from unsustainable logging in Indonesia.

The campaign makes liberal use of lines such as Ken saying to his alleged girlfriend: ‘Barbie, I don’t date girls that are into deforestation’ and putting out gossip that Ken plans to leave Barbie. The approach combines a very internet friendly tone with serious advocacy: the campaign is asking supporters to send a letter to Mattel to demand the company stop using packaging that contributes to deforestation.

According to the news wire, AFP, days after the launch of the campaign, Mattel started an enquiry into Greenpeace allegations.

The campaign of the Jedi

Perhaps one of the best campaigns so far, and possibly a milestone for internet campaigning, is Greenpeace’s VW: the Dark Side which uses imagery from the epic Star Wars films mimicking a commercial that VW created for the January 2011 Superbowl which has been viewed over 40 million times on YouTube since its TV debut.

The Greenpeace campaign combines a slick video with an online competition that awards its supporters for the numbers of people they share the campaign with. Supporters can advance from a mere baby Woki to a Yoda [full disclosure, the *Ed* has only reached Princess Leia level]. The video and campaign took the internet by storm and Greenpeace had gathered over 100,000 sign-ups to the campaign in its first few days.

The serious reason for the campaign is to get VW to support strong emission cuts in the EU which Greenpeace alleges VW is currently opposing.

While the campaign has delighted internet campaigners, not everyone is a fan as YouTube terminated Greenpeace’s video page after receiving complaints of copyright infringement from Lucasfilms Ltd. Volkswagen, meanwhile, has refuted the NGO’s claims. According to the Globe and Mail newspaper (unfortunately, the Tracker was unable to track down the VW press release - Ed), VW added the line, in a nod to the Star Wars film: “Greenpeace, I am your father”. This campaign looks like it will run and run, not unlike the original films.

People Moves

Adrian Lovett has left the Save the Children Alliance to join the ONE Campaign as their Europe Director. Lovett replaces Olly Buxton who left ONE earlier in 2011.

Leo Williams has moved from Bond in the UK to join the EU network, Concorde, based in Brussels. Williams will work half time as the chair of the newly formed Beyond 2015 coalition and the other half as policy officer for Concorde.

Sam Barratt has taken up a full-time position as Media Adviser at Avaaz. Barratt had previously split his time between Avaaz and his role of Director of Communications at the Global Campaign for Education.

Brendan Cox has joined Save the Children UK as the Director of Campaigns, Policy and Advocacy.

Michael Elliott is the new CEO of the ONE Campaign replacing interim CEO, Joshua Bolten. Elliott joins ONE from Time Inc where he was the Editor of Time International and Deputy Managing Editor of Time magazine.

Julian Oram has been appointed Senior Advisor for Sustainable Agriculture at Greenpeace International. Julian was most recently Head of Policy & Campaigns at the World Development Movement in the UK.



Tracking Down the News

The What World Tracker covers the news from the global campaigning and advocacy industry. We are eager to get news releases and other information on new campaigns, advocacy initiatives and people moves in the industry. Just email us at info@whatworld.com

FEATURE VIDEO



Title

VW: The Dark Side

Organization

Greenpeace International









Background

Greenpeace launched a new campaign in July targeting the car manufacturer, Volkswagen, which it says is opposing emission targets. The video uses the VW own popular Tv ad which featured Darth Vader from the Star Wars films. The VW advert aired during the 2011 Superbowl and has been viewed over 40 million times on Youtube

Notable

Greenpeace's spoofvideo and associated campaign went viral pretty much over night. In the first few days, the interactive campaign had over 130,000 sign-ups and the video was viewed over 375,000 times until YouTube terminated the Greenpeacevideo's page due to complaints of copyright infringements.

Brands in the News

 <p>Greenpeace is targeting the toy manufacturer for its sourcing packaging from Indonesian forests.</p>	 <p>The World Development Movement is campaigning to get Total not to invest in a tar sands project in Madagascar.</p>	 <p>Greenpeace is campaigning to get VW to support strong emission targets.</p>	 <p>WWF UK has launched an action to get UK supermarkets, including Tesco, to stop buying soya that contributes to Brazilian deforestation.</p>
 <p>The Stop AIDS Coalition have launched a letter petition to Johnson & Johnson asking that they join the patent pool.</p>	 <p>Change.org is running a petition to get Versace to ban sandblasting from their supply chain. It is used to give jeans a 'worn' look.</p>	 <p>Change.org is hosting an action demanding that Subaru stop selling cars in Saudi Arabia in support women who are fighting to end the driving ban there.</p>	 <p>Ikea is the target of a campaign that wants the company to allow workers organizations in the US as it does in Sweden. It is hosted by Change.org.</p>

June Campaign Launches



Grow

Oxfam launched its new global campaign, Grow, in early June. It aims to tackle the structural problems associated with the food crisis including trade, agriculture and women's rights.

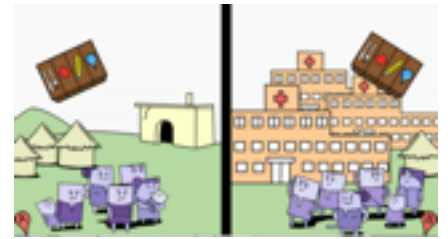
The campaign is Oxfam's first truly international campaign with all 45 of the Oxfam affiliates taking part.



The Loo Queue

Wateraid is continuing its work on sanitation with a new campaign - the Loo Queue. The group wants to get 30,000 people in the UK to 'join' or sign-up to the initiative.

The aim of the campaign is to end 100 million people's wait for clean water and sanitation by 2015 as, the organization argues, these measures would improve the health, education and livelihoods of millions.



Make Aid Transparent

A coalition of over 50 NGOs from over 20 countries have launched the Make Aid Transparent campaign. The initiative is run by the Publish What You Fund coalition, which campaign members include Oxfam, Transparency International, the ONE Campaign.

The initiative aims to ensure governments keep their promises on aid transparency in the lead-up to the intergovernmental aid effectiveness meeting, planned for November in South Korea.



Ban Asbestos Mining

While asbestos is banned in most developed countries, it is still in common use in developing countries. Despite banning asbestos in Canada, the Canadian government is allowing mining rights and has worked to block UN measures to ban the substance. A coalition of Canadian groups has launched a new campaign to stop Canadian mining and exports of the product. The group is demanding that the government institute a just transition program for the asbestos workers and their communities in Canada and join the UN in banning the production and export of asbestos.



More Health Workers

Save the Children are inviting the public and organizations to join in a campaign to get more health workers in developing countries. Over fifty organizations signed a statement published in the Guardian, and the coalition hopes to get hundreds of organizations to join: the group has already signed up 50 organizations to their initiative. The campaign works under the title More Health Workers and operates an independent website. Save the Children is also pushing for the public to get involved with videos and a petition.



Also Noted

Rio+20: The Global Campaign for Climate Action and CAN International have begun the one year countdown to the Rio+20 Summit scheduled to take place in June 2012 in Rio. The group plan a series of activities and lobbying over the next year in the lead-up to the Summit.

Health Heroes: Action for Global Health have launched a Health Heroes initiative which aims to get EU member states to meet their health funding commitments for child health, reproductive health and maternal health.

The INGO Global Agenda

Why is this important?

The websites are a good indicator of the priorities that the INGO community is working on. Once a month, over a two-date period, The Tracker takes a snap-shot of the websites of the 100 most influential INGOs, coalitions, campaigns and networks working on global issues. The Global Agenda and the Global Agenda Tracker uses this information to highlight trends in campaigning when compared month-to-month

Top issues based on number of references

The Wordle below includes both humanitarian and advocacy issues.

Design: wordle.net



THE TRACKER PREDICTS

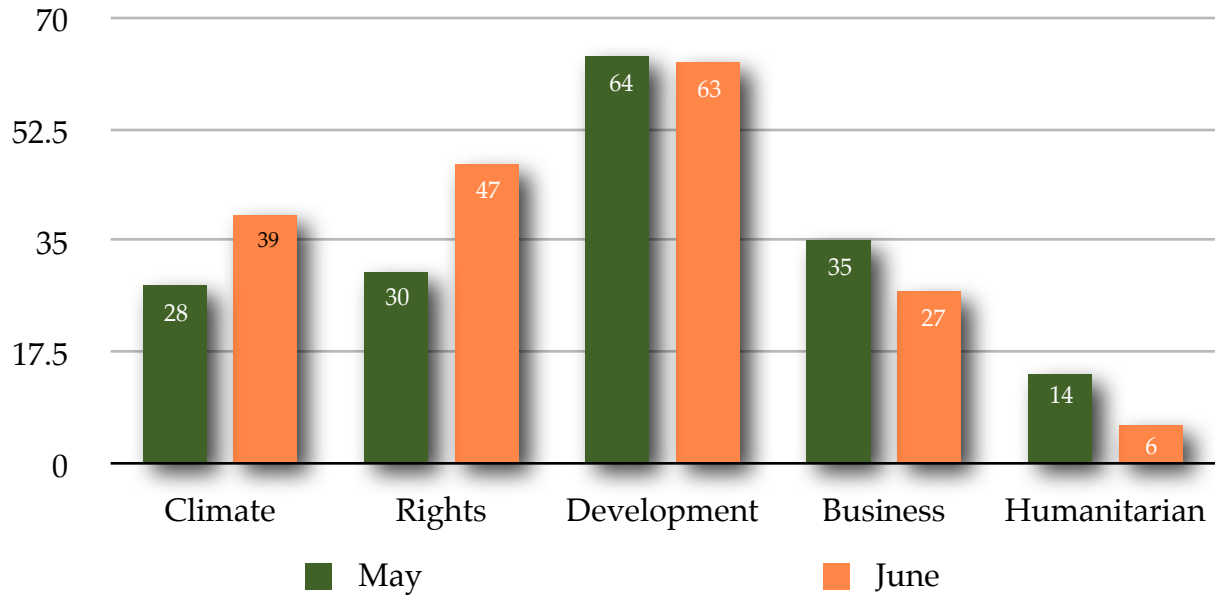
Possible newsworthy issues in the next edition.

Food **Climate** **Financial Transaction Tax**



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Global Agenda Tracker



The Global Agenda Tracker is a snapshot of the key issues the most influential actors in campaigning and advocacy are prioritizing. The What World Tracker reviewed the top 100 NGOs, coalitions, unions and think tank websites recording the top two issues on each site. The chart above shows the breakdown of the issues into five sectors - climate; development; human rights, gender and peace; business and finance; and humanitarian issues. Each column represents the number of times the sector was mentioned on the website review. The chart compares June’s focus with May’s results to show the trends in the sector.

Humanitarian



Photo: Antonio Cabrai | CAFOD

The on-going crisis in Darfur was highlighted by a coalition including Enough and SaveDarfur.org. They are aiming to get the US to increase its work in on the issue.

Save the Children US returned to Haiti for an update on the cholera situation. Meanwhile, Oxfam US profiled the humanitarian response legislation going through the US Congress. Oxfam International focused on the drought in Somalia and the effect on the local population.

Rights & Peace



Photo: SaveDarfur.org

The forthcoming independence for South Sudan was a major feature of NGOs including CAFOD, CARE, the International Crisis Group and Jubilee UK. Issues included the fighting in Abyei and the issue of Sudan’s debt.

Also in the news in June was the crisis in Syria. Avaaz led with a petition while Human Rights Watch reported on the human rights abuses. UNICEF focused on the situation of children in the country.

Climate



Photo: Greenpeace

Oxfam France, CAN International and the Centre for Concern featured the inconclusive UNFCCC Bonn climate talks which took place in June.

Greenpeace focused on deforestation and continued their work on the global consultancy, McKinsey as well as launching a new campaign on Mattel.

350.org focused on off-shore drilling as did the many of the Greenpeace office.

Development



Photo: Magali Delporte/Actionaid

The June UN meeting on HIV/AIDS was a prominent concern for a number of NGOs such as MSF and the Stop AIDS Alliance. Meanwhile, the successful GAVI Pledging Conference was featured by the cartel of Save the Children UK, the ONE Campaign and the Gates Foundation.

Another key topic was the G20 Agriculture Ministers meeting in France. This was highlighted by the World Development Movement, Actionaid, Oxfam US, CIDSE and ATTAC.

Business & Finance



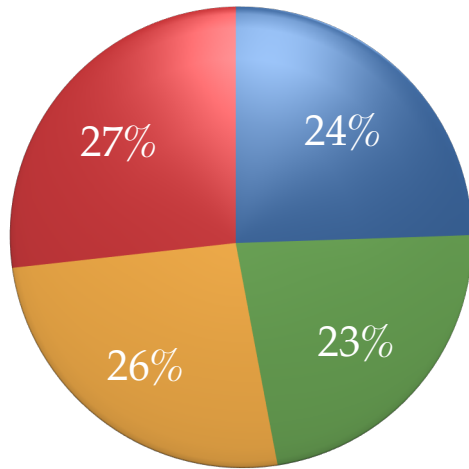
Photo: Robin Hood Tax Campaign

The Robin Hood Campaign held their second global day of action on the financial transaction tax and IndyAct, GCAP, Public Services International and Moveon.org all covered the event.

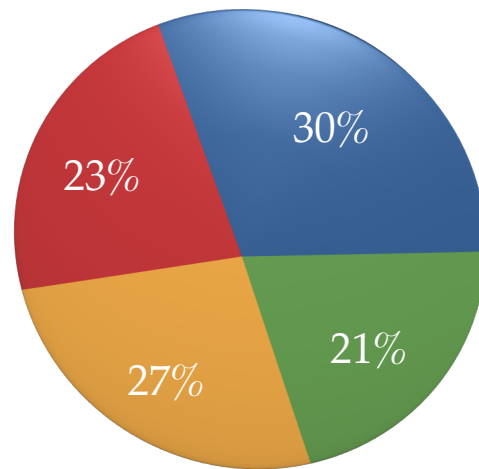
The selection process for the IMF’s new head, which ran throughout June, was featured by the ONE Campaign, and ATTAC France.

Meanwhile, debt groups such as Eurodad, marked, but did not celebrate the 50th anniversary of the Paris Club

Global Campaigns Tracker



June



May

The Global Campaigns Tracker reviews the top 100 NGOs, coalitions, unions and think tank websites and records the actions, whether a petition, letter, phone call or other action, to see what are the petitions, sign-ons, letters and other actions the industry is asking of the public. The actions are divided into four categories: climate change; human rights, gender and peace and security; development including health, water, education, ODA and agriculture; and business and finance. including trade and labour actions.

Climate	Rights & Peace	Development	Business & Finance	Featured Action
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Photo: Friends of the Earth Int.



Photo: Amnesty International



Photo: Save the Children US



Photo: CAFOD



Photo: Make Aid Transparent

Friends of the Earth are running a petition to the Japanese government to protect children from radiation exposure following the March Tsunami.

Greenpeace is targeting the CEO of Mattel in an action to get the company to ensure its toy products are not contributing to deforestation in Indonesia. **WWF UK** is also hosting an action on deforestation: they are asking UK supermarkets to make sure their soya products are from sustainable sources.

The **Enough Project** is running an action to get US government action to support Southern Sudan as it becomes a new country.

Amnesty International is focusing on getting the new Turkish government to incorporate anti-discrimination for homosexuality into the new constitution.

Avaaz ran a petition to get the Formula 1 racing authorities not to hold the race in Bahrain given the recent civil rights protests.

Oxfam launched its Grow campaign in June and its first campaign petition is on global food crisis. It is collecting signatures demanding emergency action on food in the lead-up to the G20 Summit in November.

The **Save the Children** family are asking supporters to petition on increasing the number of health workers in developing countries.

Make Aid Transparent is running a petition to get countries to be more open about where their aid goes to.

The **World Development Movement** is campaigning to stop mining in Madagascar

Meanwhile debt groups, including **Eurodad**, are running a petition for the creation of an International Debt Court for sovereign debt - perhaps just in time for Greece.

CAFOD has put together an action to get the UK government to support small businesses as a generator of jobs.

The campaigners at **Publish What You Fund**, are working to address the problem that, in their words "no one knows exactly how much is being spent where, or on what."

So they have launched the **Make Aid Transparent** coalition and petition to international donors to simply 'make your aid more transparent and ask others to do the same.' Its as simple as that.

CALENDAR

July 2011

Poland assumes EU presidency

1st July
European Union

South Sudan Independence

9th July
South Sudan

World Population Day

11th July
Global

TED Global Conference

11th-15th July
Edinburgh, UK

Nelson Mandela Day

18th July
Global

August 2011

Day for Indigenous Peoples

9th August
Global

Interaction Forum 2011

10th - 12th August
Washington DC, USA

International Day of Youth

12th August
Global

Tar Sands Action Month

15th August - 15th September
Washington DC, USA

The Palio di Siena (horse-race)

16th August
Siena, Italy

September 2011

UN Department for Public Information Conference

3rd - 5th September
Bonn, Germany

International Literacy Day

8th September
Global

CIVICUS World Assembly

10th - 12th September
Montreal, Canada

Mashable Social Good Summit

19th - 22nd September
New York, USA

International Day of Democracy

15th September
Global

Clinton Global Initiative

19th - 22nd September
New York, USA

Blouin Creative Leadership Summit

19th - 20th September
New York, New York

UN High-Level Meeting on NCDs

19th - 20th September
New York, USA

International Day of Peace

21st September
Global

UN General Assembly

21st - 30th September
New York, New York

UN High-Level Meeting: 10th Anniversary of the Durban Declaration

22nd September
New York, USA

World Bank & IMF Annual Meeting

23rd - 25th September
Washington D.C, USA

The What World Tracker

The What World Tracker is the only news source exclusively covering the global campaigning and advocacy industry. The Tracker explores the major campaigns to analyze the industry to identify emerging issues, trends, what is hot and which are achieving social change.

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