

DEINE STIMME GEGEN ARMUT

FOREWORD

The fight against poverty continues

2008 remained an intensive year for the "Deine Stimme gegen Armut" campaign, as we kept up the pressure on the powers that be. Neither daily nor global political events could prevent us from tirelessly continuing to remind political decision makers of the challenges of worldwide poverty. Still, every day, 24,000 people continue to die from the consequences of hunger and extreme poverty.

In 2008, more than 10,000 citizens participated in the Tanabata campaign ahead of the G8 Summit in Japan. During the "Stand Up" weekend in October, more than 100,000 people in Germany stood up in a symbolic act against poverty; worldwide, this figure topped 117 million people.

But our constant hard work has paid off: whereas other donor countries have announced cuts in their overseas development assistance (ODA), Germany will increase its development budget by approximately Euro 800 million next year. This means that the Federal Government in Germany will at least come closer to achieving the EU step-by-step plan, and with the general election approaching in 2009, we will continue to apply political pressure and raise our voice against poverty.

Dr. Claudia Warning
(VENRO chair)

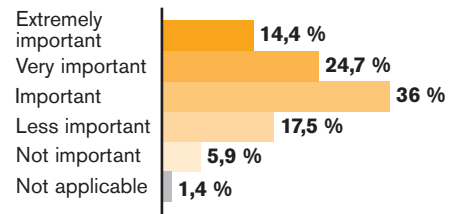
Fighting poverty to win votes

Development and the fight against poverty are surprisingly important issues for the majority of Germany's population. In the general election in 2009, it appears that most voters will want to vote for a party which places development in a prominent place in its political manifesto. This is the result of a survey carried out in October 2008 by Infratest on behalf of the Association of German development non-governmental organisations (NGOs), VENRO, as part of its "Deine Stimme gegen Armut" campaign.

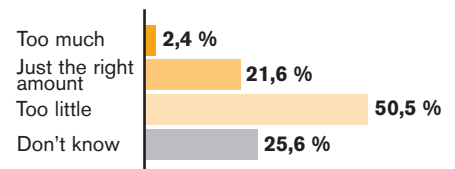


According to the survey, more than two-thirds of all those surveyed would vote for a party which engages in the fight against poverty, thereby contributing towards the solution of global challenges. This is particularly true for younger voters. Furthermore, around 80 per cent of respondents are of the opinion that the patent protection for AIDS drugs should be relaxed, thus making these drugs affordable also for people living in developing countries. However, the Millennium Development Goals (MDGs) remain unknown to many. Although at the same time one in two Germans has already heard of the MDGs, whilst only one in ten knows what the goals

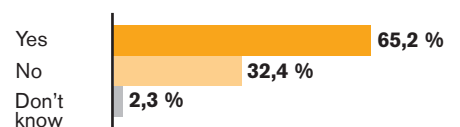
Autumn next year sees the general election. How important is the development profile of a political party when it comes to deciding which party you want to vote for?



Do schools today teach too much, too little, or just the right amount about the relationship between developed and developing countries, as well as globalisation and development?



Could you imagine paying higher prices for food if this could enable small farmers in developing countries to increase their income and thereby improve their living and working conditions?



are. School pupils and young people are particularly poorly informed about the MDGs.

The campaign sent the results of the survey to the party chairperson and development speakers of all factions in the Federal parliament. The results were also published in two half-page advertisements in two of Germany's most popular daily newspapers, *die tageszeitung* and the *Sueddeutsche Zeitung*.

“Poverty can pack its bags”

►“Armut kann einpacken” (Poverty can pack its bags) was the slogan emblazoned on a suitcase presented to the Germany’s Development Minister, Heidemarie Wieczorek-Zeul, on the occasion of her departure to the UN’s Millennium Development Goal (MDG) Summit in New York on September 25th 2008. By handing over this suitcase in front of an airport-like backdrop, an action group of development campaigns – under the aegis of “Deine Stimme gegen Armut” – began a “final appeal to save the MDGs.” The suitcase contained a number of symbolic objects representing the eight MDGs. For example, a slate was inscribed with the words “Bildung fuer alle” (Education for all).



A shadow report on the MDGs, analysing Germany’s track record in the implementation of the development goals, also served to emphasise the campaign’s demands.

According to the report, Germany is now spending more on the fight against poverty and has also cancelled the debts of several developing countries. Notwithstanding, Germany still has much ground to cover in many of the MDGs, such as the promotion of health and education, climate control or the empowerment of women.

During the so-called “UN Emergency Summit”, representatives from politics and the economy, as well as civil society, came together to take

stock of what has been achieved at this half-time stage. The participants analysed progress made and shortcomings experienced in the implementation of the MDGs. Ahead of the summit, UN General Secretary Ban Ki-Moon announced that 2008 “should be the year of unprecedented progress for the poorest of the poor.”

By the end of the Summit, according to Ban, around 16 billion US dollars had been pledged, particularly for interventions which contribute to food security, the fight against malaria as well as the reduction of mother and infant mortality. Considering that the development budgets of many donor countries remain static, or are even on the decrease, it remains doubtful as to whether further resources can indeed be found. It is also unclear as to whether these payments refer to fresh contributions, or if they relate to resources already promised in the past.

Alongside “Deine Stimme gegen Armut” and VENRO, the action group consisted of Action for Global Health, Action against AIDS Germany, Jubilee 2000 debt relief campaign – erlassjahr.de, European Alliance against Malaria, Global Campaign for Education (GCE) Germany, the Climate Alliance, the StopEPA campaign, Stop Malaria Now and the UN Millennium Campaign.

Juergen Hammelehle, Member of VENRO’s Board of Directors, hands over a suitcase containing objects symbolising the MDGs to German Development Minister Heidemarie Wieczorek-Zeul.



March 2008

On the occasion of International Women’s Day (March 8th), “Deine Stimme gegen Armut” places an advertisement in the German daily newspaper FAZ to raise awareness of the situation facing poor women throughout the world.



May 2008

Ahead of a cabinet meeting on the Federal budget, a poster campaign in Berlin organised by “Deine Stimme gegen Armut”, together with ONE (DATA) and other organisations, demands an increase in development resources. As a result, an increase of Euro 800 million for 2009 is agreed.





May 2008

Together with Johann Winterhager, dedicated school pupils from Bergstadt secondary school in Luedenscheid, near Dortmund in North-Rhine Westphalia, initiate a day of campaigning for the MDGs. Highlights include the launch of 250 balloons, to which slips of paper with the pupils' voices against poverty are attached.

Photo: Alfons Vos



June 2008

During Herbert Groenemeyer's concert on June 1st, activists from the Welthaus Bielefeld, North-Rhine Westphalia, inform about their work and collect voices against poverty.

Photo: Welthaus Bielefeld



“Make a wish from the G8”



On July 3rd, “Deine Stimme gegen Armut” present the hopes and wishes for the G8 Summit in Japan of 10,000 people against poverty. The presentation takes place in front of the Federal Chancellor’s Office in Berlin in accordance with the traditional Japanese Tanabata festival, with the G8 wishes hung on bamboo trees. Photo: Peter van Heesen

► “Keeping promises” and moving forward in the global fight against poverty were the key messages of 10,000 people on the occasion of the G8 summit in Japan in July. They appealed to the Federal Government ahead of the Summit, in which the most important industrialised nations met in Toyako, to abide by its ambitious goals to fight worldwide poverty. Even Herbert Groenemeyer, the well-known supporter of the “Deine Stimme gegen Armut” campaign had warned of a “hara-kiri of credibility”, should the G8 states not stay true to their word.

According to the Japanese Tanabata tradition, “Deine Stimme gegen Armut” collected hopes and wishes in the fight against poverty and presented them on 50 bamboo trees on July 3rd.

Hundreds of people came to the rally in front of the Federal Chancellor’s Office in Berlin in



Activists from the Japanese GCAP campaign, Hottokenai, hand over Tanabata wishes and the campaign’s White Band to then Prime Minister Yasou Fukuda. Photo: Hitoshi Furuya

order to emphasise their demands. During the rally, Emmanuel Noglo from Togo and Merdassa Kassaye from Ethiopia reported on the situation in their home countries. Representatives from development organisations also presented their wishes. The Japanese drum band “Taiko Connection Berlin” also gave some local flair to the event.



A Tanabata “wishing tree” is handed over to the Federal Chancellor’s representative for the G8 process, State Secretary Dr. Bernd Pfaffenbach. Photo: Peter van Heesen

A Tanabata “wishing tree” with the demands of 22 organisations was subsequently handed over to the Federal Chancellor’s representative for the G8 process, State Secretary Dr. Bernd Pfaffenbach.

Yet again, however, the results of the G8 Summit constituted a minimal consensus.

July 2008

Ahead of the 2008 G8 Summit in Japan, German Foundation for World Population (DSW) invites 5 German Parliamentarians to take part in the third annual G8 Parliamentarians’ Conference on Population & Sustainable Development in Tokyo.



Photo: DSW

August 2008

The organisers of the Umsonst und Draussen (Free and open air) festival in Staatsforsten, Lower Saxony and Holte Stuckenbrock castle, near Guetersloh, North-Rhine Westphalia, have supported “Deine Stimme gegen Armut” for years. This year, the campaign banners were unfurled on August 29th and 30th.



Photo: Umsonst und Draussen

From Altona in the North to Allgaeu in the South: G8 campaigns throughout Germany



Dr Claudia Warning, VENRO chair (centre) and Emmanuel Noglo, EED scholar from Togo (left) present civil society's demands to the Japan G8 Summit in the Federal Press Conference. Photo: Ulrich Schlenker

Although the G8 States stand by their promise to double overseas development assistance (ODA) for Africa and enable access for all to antiretroviral medication by 2010, they did not say how these year-old promises should in fact be implemented. The world food crisis was also one of the subjects on the agenda. The G8 still refuses to recognise its partial responsibility for the crisis and change its disastrous agricultural policy. The verdict of the German development organisations makes for sobering reading: "We must see it as a success that the Toyako summit did not end in regression," summarised Ulrich Post, VENRO's Vice chair.



Handing in wishes to the G8 at the organisation Susila Dharma's information stand at the Altonale festival, Hamburg. Photo: Kerstin Jueterbock

Wishes were collected by a considerable number of development organisations during town festivals, charity performances and school campaigns throughout Germany. In Hannover, the German Foundation for World Population (DSW) and the Lower Saxony Association for Development Policy (VEN) invited local celebrities to hand in their wishes at a special information stand. World Vision and The Hunger Project organised action days at schools, whereas terre des homes mobilised its local groups. For Oxfam, it was not just a case of a "Japanese week" in their shops; the organisation also collected the wishes of music fans during the Hurricane open-air music festival in Scheessel, near Bremen. NETZ organisation even managed to mobilise its partners in Bangladesh. At the same time, various Tanabata initiatives took place in other G8 states, such as the UK, Canada and Japan, where the wishes were handed over to then Prime Minister Yasou Fukuda.



Local celebrities raise their voices against poverty in Hannover when they visit the German Foundation for World Population's (DSW) stand. Depicted here (left to right) are musicians Dominik Decker (Marquess), HipHopper Spax and Cpunkt Stein-Schneider from Fury in the Slaughterhouse. Photo: Christian Donner



The organisation NETZ has mobilised its partners from the Gobindi school in Bangladesh. The school's teacher, Maxuda, formulates her wish for the G8. Photo: Marian Glaeser



The organization Terra Tech collects Tanabata wishes in Marburg. Even the Mayor and a Member of the Regional Parliament pass by the information stand. Photo: Andrea Kornek

September 2008

TV news anchorman Steffen Seibert appears in front of our camera during a BMZ/VENRO event on September 9th in Berlin and raises his voice against poverty.



September 2008

The "Piela partnership" in Bad Muenstereifel, North-Rhine Westphalia, collects voices against poverty during a charity event in September for a village in Burkina Faso. TV judge Barbara Salesch (centre) also takes part in the event.

Photo: Werner Ohlert



117 million voices against poverty

► In October 2008, precisely 116,993,629 people in 131 countries raised their voices against poverty as part of the “Stand Up & Take Action” campaign. Never before have so many people come together to call for the intensified fight against worldwide poverty and the implementation of the Millennium Development Goals (MDGs). This means that almost two per cent of the world’s population took part in the campaign – thereby setting a new world record and making it into the Guinness Book of Records.

Between October 17th and 19th, exactly 127,017 people in Germany at more than 170 events followed the call of “Deine Stimme gegen Armut” and the UN Millennium campaign to stand up against poverty.

The Indian village of Badarpur Khadar saw its first school being opened, an event which moved 700 people to stand up. In Jakarta and other towns in Indonesia, more than 450,000 muslims took part in the campaign after



“Stand Up & Take Action” initiatives in Kawangware slum, Nairobi, Kenya.

Photo: GCAP

Friday prayers. In Pakistan, farmers used the campaign as an opportunity to protest against increased food prices. In Jigawa, Nigeria’s poorest province, 20,000 people demanded that the government implement programmes to strengthen the role of women in society. In the UK and US, a considerable number of “Stand Ups” took place as part of the church services.

In Germany, many schools attempted to break the world record. The assembly hall of Aldegrever secondary school in Soest, North-Rhine Westphalia, saw almost 130 pupils from all year groups stand up against poverty. Hardenberg secondary school in Fuerth, Bavaria, managed to organise two separate “Stand Up” initiatives. One was in the school, whilst the other took place in the town centre



The UN Millennium Campaign’s main “Stand Up” event at the Sony Center in Berlin.

Photo: Alexander Stein/ UNMC



Activists present the final result of the “Stand Up & Take Action” attempt to break the world record.

Photo: GCAP

September 2008

On September 19th 2008, during the action day of the local “activity playground” Abbi, almost 100 inhabitants of Wolfsburg district Fallersleben raise their voice against poverty for the Millennium Spot tool of “Deine Stimme gegen Armut” to mark Children’s Day

Alle drei Sekunden stirbt ein Kind
 Junge Fallersleber kämpfen mit Video-Fiktion gegen den Hungerdämon weltweit

FALLERSLEBEN. Zusammen mit dem UNICEF-Team...
 ...haben sie sich ein Video...
 ...das zeigt ein Kind...
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130 pupils of the Aldegrever secondary school in Soest, North-Rhine Westphalia, stand up against poverty.

Photo: Manuel Krane

and was open to all town inhabitants.

Even town administrations, faith-based groups and development organisations set an example; these included action medeor (Toenisvorst, North-Rhine Westphalia), the German Foundation for World Population (DSW) (Hannover), Kindernothilfe (Duisburg, North-Rhine Westphalia), PLAN (Hamburg), SODI (Berlin) and World Vision (Friedrichsdorf, Hesse). The “Deine Stimme gegen Armut” campaign team stood up together with its Berlin colleagues from VENRO, Misereor, OENZ and ONE.



Staff at Kindernothilfe in Duisburg stand up against poverty. Foto: KNH

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“Deine Stimme gegen Armut” is a joint campaign between VENRO, Herbert Groenemeyer and befriended experts from the PR and media industry.

The campaign calls on the Federal Government of Germany to engage more in the attainment of the Millennium Development Goals (MDGs) by 2015. “Deine Stimme gegen Armut” is the German platform of the Global Call to Action against Poverty (GCAP), whose symbol is the White Band. VENRO is the Association of German development non-governmental organisations (NGOs). 117 German NGOs operating in the fields of private or faith-based development co-operation, emergency relief, as well as development-related education, PR and advocacy, make up its membership base.

October 2008

14-year-old Alexander from Dresden pirouettes against poverty. He is a member of the German Ice-skating Union’s (DEU) Federal Ice-skating Squad and has worn the White Band in support of the campaign for the past three years.

Photo: Tino Eberl



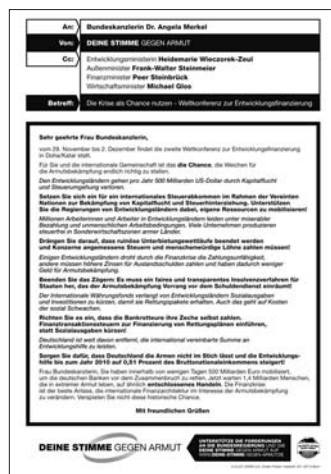
November 2008

Oxfam goes on tour with the German band Die Toten Hosen in November and December. Under the motto of Macht mal Druck gegen Armut (Put pressure on poverty), voices for an increase in development efforts are collected during the concerts.

Foto: Oxfam



Email to the Chancellor



► “Deine Stimme gegen Armut” published a full-page email-styled advert in the Financial Times Deutschland on November 28th, thereby effectively communicating to a informed public the demands of German NGOs vis à vis the UN Conference on Financing for Development in Doha, Qatar. Given the international financial crisis, the issue was of great importance.

Millennium Spot receives award

► The campaign’s innovative online tool “Millennium Spot” was recognised in June at the German Multimedia Award 2008. The tool – implemented by the Elephant Seven

Hamburg GmbH agency – came in second on the shortlist of the Award’s “Social communication” category.
<http://www.millennium-spot.org/en/>

What would you do with 1 billion Euro?

► This question could be found in the campaign’s blog in September. The entry focused on the discussion of whether the EU would reallocate 1 billion Euro’s worth of agricultural subsidies to African farmers in their fight to overcome the current food crisis. 24 comments were counted on the entry. Patrick’s opinion, for example, was clear: “The money’s left over, all EU states are doing fine ... For goodness sake, give it to those people who need it!”
<http://www.deine-stimme-gegen-armut.de/blog>

Your photo against poverty

► “Deine Stimme gegen Armut” is a supporter of the photo competition “Chasing the Dream – Germany in the light of the eight MDGs”. Young people are called upon to think about the eight MDGs and reproduce how their way of life has an effect on the perspectives of young people throughout the world.
<http://www.chasingdream.de>

The campaign online



Website: www.deine-stimme-gegen-armut.de
Blog: www.deine-stimme-gegen-armut.de/blog
Millennium Spot: www.millennium-spot.org/en/

“Deine Stimme gegen Armut” also has its own **MySpace** profile: www.myspace.com/deinestimmegegenarmut, a **Facebook** group: www.facebook.com and can be visited at **Xing**: www.xing.com/net/dsga
 We also have a **Twitter** account: <http://twitter.com/deinestimme>

There are also a number of videos available online. Go to **Youtube** (www.youtube.com/deinestimme) or **MyVideo.de**: www.myvideo.de/mitglieder/DeineStimmegegen-Armut

What can you do? Future “Deine Stimme gegen Armut” plans

Everybody can contribute towards the fight against worldwide poverty and support the “Deine Stimme gegen Armut” campaign:

- Raise your voice against poverty and sign our letter to the Federal Government.
- Wear a White Band, the sign of the global campaign.
- Get your friends and relatives to take part.
- Organise your own activity under the motto of “Deine Stimme gegen Armut” in your town, school, university or community. You

can do this in a number of ways, such as charity concerts, information stands, film and discussion events, community festivals or church services.

We are happy to give you tips and materials to support all your ideas and activities! All you need to do is send an email to deinestimmegegenarmut@venro.org.

For 2009, “Deine Stimme gegen Armut” plans larger events around the G8 Summit in Italy

and in the run up to the general election in September. We also plan to hold another “Stand Up” action day in October. In 2010, we will look to South Africa, venue of the FIFA World Cup, and to New York, where September sees the opportunity to take stock of ten years after the MDGs were adopted.