



DAYS OF ACTION FOR DEVELOPMENT JUSTICE

Campaign Toolkit



**Campaign for People's
Goals for Sustainable Development**
Our World. Our Future. Our Goals.



DAYS OF ACTION FOR DEVELOPMENT JUSTICE

CAMPAIGN TOOLKIT

2014

Photo: APWLD

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1 THE TOOLKIT

This toolkit is intended for grassroots organizations, people's movements, labor unions, and civil society organizations working among the poor and marginalized communities for just, sustainable and people-centered development. The toolkit aims to help organizations mobilize people for development justice in their own countries and in coordination with other groups in other countries.

This is a global effort that links all sectors and communities' calls and demands into a common campaign- and to effectively push for structural change to bring about equality and justice.

These Days of Action are meant help generate public awareness on national and local issues and struggles faced by sectors and exert pressure on government policy makers and leaders involved in the ongoing process of establishing a Post-2015 agenda for sustainable development.

The first part of the toolkit briefly presents the framework of Development Justice. This is a framework which outlines the fundamental structural transformations necessary to shift towards genuine sustainable development. It also lists ten aspirational goals or "Peoples Goals" that make up the core elements of an alternative development agenda for CSOs and social movements around the world. These ten goals are drawn principally from what peoples' organizations and social movements from around the world are already calling and fighting for.

The succeeding parts include campaign tips and tools like logos, flyer templates, stickers and bookmarks, social media links, and a sample press release and opinion piece, which can be used to promote the Call for Development Justice and are customizable to fit particular calls or demands of people from different counties and sectors at the national/local contexts.

Also included is the script for the video on Development Justice produced by the Asia-Pacific Forum on Women, Law and Development (APWLD) which can be translated in other languages, recorded as an audio file or added as subtitles combined with the video.

This is most useful in introducing the global call for development justice among leaders, organizations and communities.

The last section is the guide to documenting and sharing our activities for development justice. This is vital for reinforcing the linkages between the different demands and actions taking place in different countries and to help promote our campaign publicly. We need you to help us document what is happening on the ground, share this to the larger network and help amplify our collective voice.

We invite you to pitch in your creative ideas to make this campaign successful and truly global. Organizations can tweak the campaign design based on their respective capacity, needs and goals. The toolkit is just an initial step to enable organizations and movements to define their own priorities and national and sectoral level actions under the consolidated call for Development Justice.

2 WHAT IS DEVELOPMENT JUSTICE?

We want a future that fosters equity, justice, respect, peace, democracy and sustainability. The post-2015 global development agenda should address the entrenched structural roots that breed and reinforce the hegemony of a wealthy minority over the poor majority, violence against women, marginalization of indigenous peoples, migrants, the youths, and the disabled, and the wanton destruction of Mother Nature.

We embrace a fresh vision of development altogether, one that is truly transformative and just. We believe that now is the time to advance Development Justice – a transformative development framework that aims to reduce inequalities of wealth, power, and resources between countries, between rich and poor, and between men and women.

Development Justice places people – that is the majority poor and the marginalized – at the front and center of development. It is a paradigm for development that upholds people as the primary agents and subjects of change. Development justice upholds that development will, and should be designed and adapted in response to the aspirations of the people and their available resources, and not imposed by technocrats and so-called high-level experts for all time and for all peoples.

Development justice is grounded in five foundational shifts of:

1. **Redistributive Justice** that aims to redistribute resources, power, and opportunities to all human beings equitably
2. **Economic Justice** that aims to develop economies that value human dignity and labour rights, that address people's needs and harness their capabilities, and respect the environment
3. **Gender and Social Justice** that aims to eliminate all forms of discrimination, exploitation and marginalization based on gender, class, ethnicity, religion, nationality, sexuality, age and other differences
4. **Environmental Justice** that restores the Earth's planetary boundaries and redresses the historical responsibility of countries and elites within countries whose production and consumption patterns have led to climate change and environmental catastrophes.
5. **Accountability to the People** that empowers all, but especially the most marginalised, to exercise free, prior, and informed decision making in all stages of development processes.

3 THE PEOPLE'S GOALS

In October 2-3, 2012, 25 leaders representing various grassroots organizations and social movements from different sectors and regions participated in the “Global Civil Society Workshop on Rio+20 out-comes and the Post-2015 sustainable development agenda” held in Nairobi, Kenya. After discussing the lessons from MDGs and overview of challenges for a transformative development framework, as well as the relevance of SDGs, the participating organizations came up with initial plans and interim structure for an autonomous civil society campaign that would be grounded in grassroots struggles but engaged with the official processes related to the post-2015 development agenda.

The Campaign recognizes that sustainable development cannot be achieved without addressing the structural causes of inequality, poverty and environmental degradation. The Campaign calls for People's Goals for genuine sustainable development based on the principles of human rights, equality, self-determination, social, gender and ecological justice, and culturally sensitive approaches to development that value diversity.

It calls on governments and the international community to adopt concrete commitments and targets, consistent with the principle of common but differentiated responsibilities and respective capacities on the following people's goals:

- 1. Human Rights:** Protect, promote, and realize the full range of civil, political, social, cultural, and economic rights of people.
- 2. Poverty and Inequality:** End poverty by addressing deep-seated economic and social inequalities through an equitable redistribution of resources, power, and opportunities.
- 3. Food Sovereignty:** Ensure food sovereignty by recognizing people's right to define their own food and agriculture systems and by securing people's democratic access to land and other natural resources.
- 4. Full Employment and Decent Work:** Generate full and decent work and livelihoods, ensuring productive and sustainable employment based on international labor standards, a living wage and gender equality
- 5. Universal Social Protection:** Establish and maintain universal social protection systems capacities, to help redistribute wealth, ensure universal access to social services, and provide security for the most vulnerable from adverse situations.
- 6. Gender Justice:** Challenge and breakdown patriarchal structures which limit women's equal access and opportunities in society and ensure the realization and enjoyment of women's rights in all aspects of public and private life.
- 7. Climate Justice and Environmental Sustainability:** Foster sustainable patterns of consumption and production and ensure all countries and development actors work to protect the environment according to the principle of common-but-differentiated-responsibilities and respective capacities.
- 8. Democracy and Governance:** Ensure transparency, accountability, participation, and responsiveness to the needs of the poor and marginalised for both government (at all levels) and the private sector.
- 9. Peace and Security:** Effectively address the sources of persistent threats to security and peace such as hunger, disease, poverty, inequality, and repression and promote inclusive and equitable development processes which respect the rights of all socio-cultural groups, minorities, indigenous peoples, and faiths.

THE PEOPLE'S GOALS

10. New Trade, Financial, and Monetary

Architecture: Undertake deep reform of the multilateral system to ensure that international trade, financial, and monetary policies do not undermine the right to development and the full realization of all human rights, that developing countries are given the policy space to have ownership of their development, and that rules and relations promote equality among partners while upholding the special and differential treatment of poor countries and countries with special needs.

See the Annex for an expanded discussion of these ten aspirational goals and sample targets and indicators that comprise the agenda of the Campaign for Peoples Goals for Sustainable Development in the post-2015 processes. These can be adapted and particularized according to national context or to the specific priorities of your respective constituencies.

4 GLOBALLY-COORDINATED ACTIONS

Various modes of action will be conducted on July 21st and succeeding dates to drum up publicity and popular support for our campaign for Development Justice. Your participation is crucial for the success of our endeavour so be sure that your voice will be counted! Mark your calendars and invite your organization, friends, and families to these dates and contact us for more details and coordination.

The internationally-coordinated premier of our video on development justice will be on July 21st. This will be held in different countries, namely India, Pakistan, Indonesia, Philippines, Thailand, Malaysia, Hong Kong, Vietnam, Kyrgyzstan, Bolivia, Colombia, Peru, Kenya, Nigeria, and the USA. Organizations and movements based in the aforementioned countries will work as coordinators and facilitators of the event. Additionally, on the same date, a media briefing/photo-op action calling for Development Justice will be conducted.

September 24th will witness the simultaneous launch of People's General Assembly (PGA) for Development Justice. This will mark the second run of the PGA which was first held last year September 21 in New York in parallel of the United Nation's General Assembly.

In light of World Food Day on October 16th, we will again join and ranks and show our united force and hold our own World "Foodless" Day to underscore the massive hunger and poverty occurring in the world today and to demand governments and leaders to take action and uphold people's right to adequate food and nutrition and poor countries' food sovereignty.

Finally, from November 25 to December 10, we will be having a 16-day long of action in many parts of the world to reiterate the message of our campaign as we prepare for 2015, the due date for the Millennium Development Goals and the birth of a new development agenda.

5 LOGOS AND SAMPLE FLYERS

Sample Flyer

Our Official logo which you can use for your profile picture and cover/banner photo on Twitter and Facebook, sample flyer, memes, callouts and other visual materials are available for download at <http://peoplesgoals.org/?p=1098>

IT IS TIME TO END GLOBALIZATION FOR THE RICH.

Corporate-led globalization is burying billions of people in dire living conditions while an obscenely wealthy minority continue to amass majority of the world's income, resources, and power. The aggressive drive for profit has lead to the destruction of the environment, and women and the poor are disproportionately suffering the impacts of climate change.

It is up to us to demand change. A change towards a just world where the common good of all takes precedence over the interests of a tiny elite; where the needs and rights of all people are realized; where the environment is not sacrificed to benefit only the few.

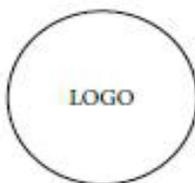
Insert Specific Calls Here!
Insert Specific Calls Here!
Insert Specific Calls Here!

#PeoplesGoals
 #JustWorld
 #DevelopmentJustice



**JOIN THE
 GLOBAL
 ACTION ON**

Description of the activity
 Time
 Venue
 Other details



NAME OF ORGANIZATION

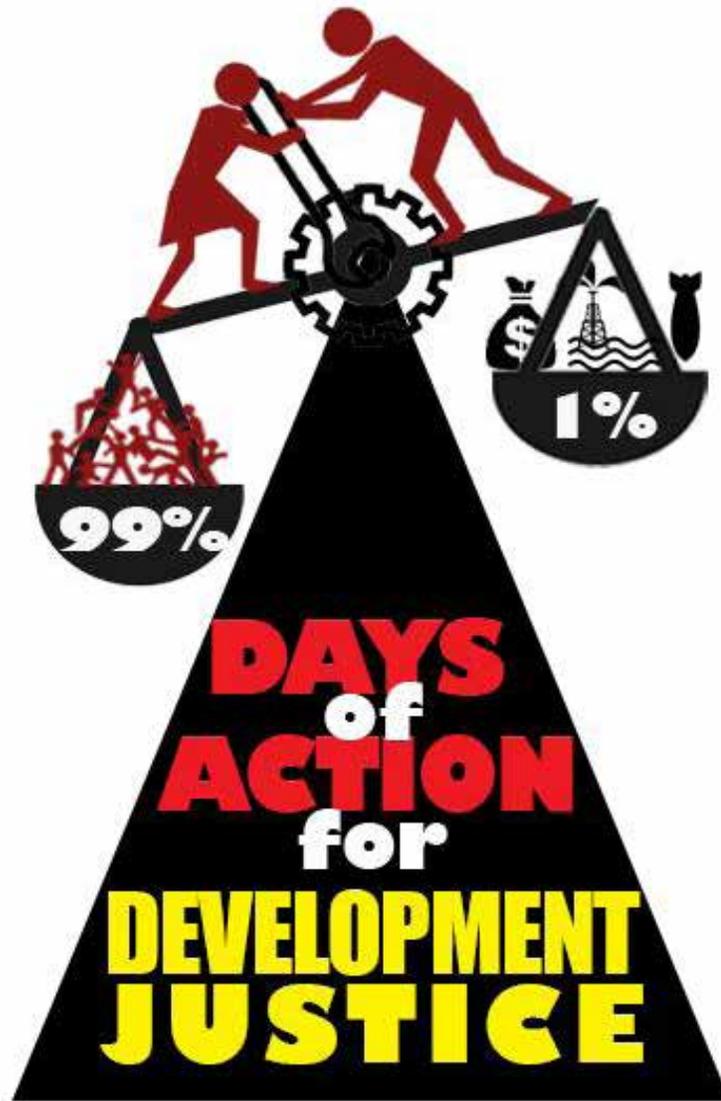
Contact Person: Name
[email address](#)



CAMPAIGN FOR PEOPLE'S GOALS
 FOR SUSTAINABLE DEVELOPMENT

GLOBALLY-COORDINATED ACTIONS

Sample Logo



JOIN US
21 July 2014

6 MEDIA OUTREACH

The impact of your event or action can be greatly enhanced by media attention. Major events can reach an audience of hundreds of thousands through print and TV coverage.

Media attention will help you reach out to people in your community working on similar issues who will lend support. A good rule of thumb is to spend 10% of your organizing time on attracting press. For small events, you need spend only a few minutes on press outreach.

Send a personal note to editors and follow up with a few calls. For big events, consider the likelihood of coverage from each news source on your media list before wasting paper and time. Take note that some TV stations have no news on weekends, that daily newspapers run small issues on Saturdays and Mondays, and that “big time” reporters schedule their assignments as much as two weeks in prior to your event.

Pointers for attracting media to events

- List down all places to send the press release, including the “Assignment Desk” at all local and cable TV news stations and dailies, news editors of local weeklies, and radio stations with big news departments, and the “News Desk” and “Photo Desk” at the nearest offices of Associated Press and UPI. Call in advance to get the names of these people, and for each outlet, include its name, address, phone number, and fax number in your list.
- Mail a press advisory to weekly papers or TV shows ten days in advance and follow up in 3 days.
- Send your press release to the entire list 3 business days before the event and call them 2 days before the event. Use a formal, upbeat style and don’t read a long pitch.

Pause frequently, to give the reporter an opportunity to give you feedback and give you hint whether she or he is actually considering covering your event.

- Call each media outlet on the day of the event in the first hour of business for the day. If they don’t know about the event, offer to fax them press release. List down the names of those you expect to come.
- At your event, staff a table marked “PRESS.” Hand each reporter literature and sign them in so that you can find out later if they run a story.
- Establish good relations with the media. Designate someone to follow up with reporters who seemed particularly receptive.

Press Release

A press release must include the rationale for an event, what you are trying to change, and all relevant information that you would want to be considered by a journalist, but must be brief. Include your strongest facts or argument. Reporters may use your exact words and text of your release. A standard length of a press release is one page. At the top of your press release, include the date you want the information to first be announced (usually the day of the event, never later). At the bottom page, include the names of at least two press spokespeople, one of which must be available during business hours. Right below that, write the title, time, date, location, directions, and names of participants in your event. Please download our press release template available at <http://peoplesgoals.org/?p=1098>.

Have a group of people has a review the drafts of the press release. This group will be able to divide the work of follow-up calls.

MEDIA OUTREACH

Sample Press Release

Media Release

Date

Migrant domestic workers in Hong Kong call for Development Justice

Migrant workers in Hong Kong today staged a mass demonstration in *(place)* support of the Global Day of Action for Development Justice, a global initiative to demand justice, equality and accountability from governments and leaders in light of ongoing negotiations for a new development agenda to be adopted by the United Nations in 2015.

To symbolize the struggle for freedom of many migrant workers from forced labour, debt peonage, and abuse, the protesters smashed the ball-and-chains fastened on the ankle of an effigy of a domestic migrant worker with a papier-mâché of a giant mallet with the words “Development Justice” emblazoned on it.

Citing the recent case of Indonesian migrant worker Erwiana Sulistyaningsih who was abused and beaten black and blue by her employer in Hong Kong, organization’s name lamented how governments and international leaders have time and again failed to protect migrant workers rights.

“Migration is a concern and not a solution to the problems that hound many developing countries. People are being forced by circumstances to find work abroad to feed their families despite the realities of abuse and inhumane treatment they receive from employers. And yet governments still talk about migration as an “opportunity” to scale revenues for poor countries,” *name of resource person of your organization* said.

“The problem of migration is a symptom of deeper structural problems faced by many developing countries. The aggressive deregulation of markets and privatisation of public services, assets, and infrastructure have secured global corporate interest and profits but at the expense of the rights and welfare of workers, smallholder farmers, women, and indigenous peoples. We realize that the struggles of migrant workers like Erwiana are deeply linked with the overall struggle of peoples all over the world for justice and equality” *name of organization* said.

The *name of resource person* emphasized the need to push for a new development framework to address the pervasive injustice and inequalities that characterize the realities of majority of the people today.

Name of resource spokesperson challenged governments and global policy makers to take bold steps to address the pressing problems confronting migrants and the world today, “How many times have we pledged commitment to change, only to revert back to the same old policies and thinking that have devastated many lives and ruined our children’s futures?” *s/he* said.

Name/s and contact number/s of your resource spokesperson/s:

Event Title: Global Day of Action for Development Justice

Time:

Date:

Location:

Direction:

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Opinion Piece

Opinion pieces in newspapers or on-line spaces are often under-utilised by civil society. They can be a good way of getting a message out to the general public and get the government's attention. Ministers often get summaries of daily news and opinion pieces. An opinion piece is not a statement. An opinion piece needs to include the voice of the author(s) and include an accessible narrative.

How to get an opinion piece in – You can contact your national daily paper with a pitch for your opinion piece and see if they are interested. Or you can send them your draft. You should write to the editor of the letters section. Some papers require an exclusive so write to your most popular paper first. Most papers have a preferred length (usually between 350 and 700 words) so find that out before you draft it. Also find out whether they have any style guides or rules. Some papers have blogs with themes and some with on-line versions like you to include hyperlinks like this.

Make it interesting - you can do that by making it current (linking to whatever is most topical in the country – link it to a specific day or event), by making it personal (include compelling personal stories, stories that are popular in the country or just personal experience that others in the country will recognize but not necessarily have analyzed) or by making it controversial. Include stats but try and find some that have not been cited ad nauseum or use a well-known one but add a local slant on it.

Who should author – Anyone can author opinion pieces but you may have more luck with it if you have an author with an interesting profile. That could mean they are well known, head a reasonably well known organization or it could mean that their own identity makes them an interesting author (i.e. an Indigenous woman whose land is threatened)

Here is some material that you can consider using for an opinion piece on Development Justice. You can alter it, use some paragraphs, craft a local version and focus on the most relevant local angle or your particular constituency. There are some additional paragraphs at the end that could be considered depending on the angle you want to take.

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Sample Opinion Piece

INTRO

(The best Intro will link to something topical or something local – then lead to your story and then you'll come back to your opening at the end. But here are some other options for opening to choose from.)

About 40 years ago we started to hear stories about development. The story promised a happy ending where everyone in the world would enjoy greater freedoms, opportunities and prosperity. The premise of the story was that economic growth would deliver happiness. Increasing extraction, profits, finance and consumption was the recipe for global development.

Like any good narrative though there had to be some challenges to overcome, some pain, some lessons.

To get to the promised ending, governments had to facilitate growth by privatizing the public – public land, public infrastructure, public services, public jobs. They had to facilitate growth by allowing their public assets and their inefficient local businesses to be bought by foreign corporations who can make consumption more efficient and profitable. They had to get rid of any restrictions that might hinder extraction of profit – like labour codes, subsidies, state run enterprises, safety measures. It might cause a bit of pain initially but the story told us that eventually that pain would lead to our fairy tale ending.

The story was told repeatedly by media, governments and the commissioned authors – global financial institutions.

That story was a nightmare for many of the world's poor from the first telling. Now it's clear that the final chapter of the story of consumption led development is likely to be the story of the end of civilization.

OR

What's the point of economic growth if only the super-rich benefit and the planet can no longer

sustain human life?

OR

We were right. Civil society globally is enjoying a moment of 'I told you so'. All the warnings around the dangers of globalisation and free market fundamentalisms have come true.

OR

The world needs a development revolution and civil society are prepared to deliver one.

OR

There are two global facts of life that even the most hardened politicians can no longer ignore: inequality is deepening and climate change is rapidly making the Earth uninhabitable.

The recent publication of Thomas Picketty's book *Capital in the 21st Century* provided final confirmation that the (story of growth) (policies of globalisation) have benefited the rich, increased the value of capital and diminished both the value of labour and state social protection. Oxfam crunched Credit Suisse's data and found that 85 people now own as much as half the world's population. The Tax Justice network revealed that at least 32 trillion dollars is hidden in offshore tax havens so the obscenely wealthy don't have to pay tax. The owners of Walmart make more in one minute of every hour of every day than a garment worker from Cambodia, Bangladesh or Burma will make in a lifetime.

But it's no longer just civil society and academics criticizing globalisation and free market capitalism – Pope Francis has called free market capitalism the 'new tyranny'

Even some of the architects of globalisation are talking about inequality. For example the World Bank has altered its internal targets to include promoting 'shared prosperity' and 'fostering income growth of the bottom 40% of the population in every country'. The IMF has acknowledged the dangers of inequality and even talking about redistribution.

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The World Economic Forum recognised deepening inequalities as a threat to human progress. And research using a NASA grant found that the current trajectory of wealth concentration is likely to lead to a breakdown of civilization in 15-20 years.

Only the most myopic, ideological combatants now deny climate change. The consequences of climate change are too terrifying to tell our children. The IPCC 5th report (which has to be approved by hundreds of government appointed researchers before release) concludes that climate change is undoubtedly caused by humans, sea levels are rising, sea ice is declining and oceans are acidifying. The latest report warns that our oceans will be irreparably damaged unless we stop over-fishing within five years. Warming has already happened and unless we end the use of fossil fuels our grandchildren will face catastrophic consequences and better start building underground bunkers.

So there is recognition that the world is unjust, unequal and on a path to environmental and social destruction. What then are governments doing about it?

So, we were right. Neo-liberalism had the pernicious, destructive impact we predicted. But perhaps one of the reasons it became so dominant is because we didn't construct an alternative. We thought that revealing the true nature of neo-liberalism would cause a re-think. We thought that mobilising millions would create pressure to change. But instead we have seen more resistance from the state and corporates. Now, with widespread recognition that the growth model was not only obscenely inequitable and destructive but is threatening life and the planet – we have to construct new development ideas. (OR: *The story of growth, extraction and development has been revealed as a fiction that will end in a horror story of global destruction. Now it's time to right a new story.*)

Governments are currently negotiating new development goals which should replace the Millennium Goals and build on commitments at the Earth Summit in Rio to create sustainable development goals. Our government has positioned itself against/for... (use the Post2015 App to find out

updated summaries of your government's positions on a range of issues) These negotiations present a good opportunity to demand a complete overall of development. Civil society has already been active and had at least one critical win. The first draft of the proposed goals failed to include a goal around inequality. After much criticism from both civil society and some Southern government it's back in (check the app so you can refer to your government's position). But the private sector has also been active in trying to shape the development agenda and Northern governments are already trying to dilute any targets that compel them to address their own consumption and responsibility for mal-development.

In Asia Pacific civil society are promoting the concept of Development Justice. Development Justice is a concept gaining global interest framed by 100 civil society groups who produced the 'Bangkok Declaration' last year. The concept requires five 'transformative shifts' that aim for a more equitable distribution of power, resources and wealth between countries, between rich and poor and between men and women. The shifts are: Redistributive Justice, Economic Justice, Environmental Justice, Gender and Social Justice and Accountability to the Peoples.

The concept of justice is reiterated in the framework to emphasise the need for fairness and equity and to suggest that the current model of development is unjust. But it is also used to because justice requires remedies. We cannot just dream of utopias that can be cultivated in isolated communities. Globalisation has made all of us interconnected environmentally and economically. If butterflies stop flapping their wings in the Amazon, we're all doomed.

Development Justice requires reparations. The state of the world was not the fault of poor women in Asia Pacific – it is the result of colonialism and the power it gave to wealthy countries to create global rules in their favour which also benefited a few complicit elites in our countries. Reparations require redistribution of land, of power, control and access over resources, of finance and of carbon.

Development Justice can only deliver if all the

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transformative shifts are included. Economic justice requires a shift to value labour through living wages. But there are no jobs on a dead planet. We need economies where low carbon jobs like carers, domestic workers, community lead farmers are paid well and promoted. But 'Green economies' that re-tell the growth fiction will just be another chapter in the horror story. We need economies that focus on restoring the commons – our common interest in our community, common services, common land and space, common environment and common good. We need economies where taxes ensure redistribution and build the commons.

Development Justice recognises the interdependence of human rights. Our governments are involved in an illusory game within the UN where Southern governments call for the right to development and Northern governments focus on individual liberties. They are both effectively trading on the rights of the most marginalised. Development Justice insists that the most marginalised be empowered to make their own development choices – about their bodies, their relationships, their futures as well as their development pathway.

But the story of Development Justice will never be written unless we demand it. Governments are being pressured to accept minor edits to the growth story and most lack the bravery and political will to resist corporate pressure and stand up to the authors of the growth story.

We have a responsibility to our community and to future generations to do everything possible to close this book before the final chapter. That is why I am going to join the global days of action for development justice. I am joining because I can't be one of the characters in a story where billions stood by and did nothing while a tiny few wrote the last chapter of this Earth.

Details of your plan

When the UN General Secretary presents his edits to the development story in September I will be at a People's General Assembly. And I will demand development justice. If the UN processes don't deliver it – we will have to write another story.

(OR: Write your ending in a way that links to your opening and why you will be demanding development justice.)

Extra material

The Pope's quote: "While the earnings of a minority are growing exponentially, so too is the gap separating the majority from the prosperity enjoyed by those happy few. This imbalance is the result of ideologies which defend the absolute autonomy of the marketplace and financial speculation. Consequently, they reject the right of states, charged with vigilance for the common good, to exercise any form of control. A new tyranny is thus born, invisible and often virtual, which unilaterally and relentlessly imposes its own laws and rules ... In this system, which tends to devour everything which stands in the way of increased profits, whatever is fragile, like the environment, is defenceless before the interests of a deified market, which become the only rule."

In the past 30 years governments have increasingly seen their main role as lubricators of economic growth and profit. The language of profit, of corporations is now synonymous with the language of governments: maximising profits, growing GDP, facilitating trade, generating 'productivity gains', attracting foreign investment. President or Senator or Member of Parliament... affirmed this in their last interview by saying.... Governments have collaborated to establish a system of binding international rules to challenge more and more wealth to the 1%. Democracies are increasingly a thin veneer barely disguising the plutocracies and corporatocracies that make the global rules.

Governments do still have to appear to be concerned about inequality and the environment. Some governments are trying to increase clean energy, some provide small subsidies to the poor but very few governments in the region have called for fundamental changes to the model of market capitalism and the pursuit of growth and profit. Increasingly our governments are calling on developed countries to curb their emissions, to provide more financial support and recognise their historical debt. But our governments rarely challenge the fundamentals – they continue to

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show interest in neo-liberal policies, free trade agreements and pay close attention to the instructions of corporate as well as home grown elites.

There's no clearer example of the way governments are governing for the wealthy and corporations than the current negotiations for new trade agreements like the Trans Pacific Partnership (TPP). The TPP includes a dispute settlement clause called Investor State Dispute Settlement (ISDS). This clause allows foreign corporations to sue governments if they make laws that threaten corporate profit making capacity. They are even able to sue governments if the laws are constitutional and made in the public interest. So it's clear now. Global governance has been surrendered to corporations.

There are several proposals to move to more sustainable, people-centered development. Some countries in Latin America have promoted the concept of 'buen vivir' or living well. The concept is derived from Indigenous approaches to community and the Earth. It rejects cultures of individualism and property accumulation and instead focuses on harmonious living with the Earth. Bolivia and Ecuador refer to it in their constitutions.

(You can also include a paragraph on living wages) A global agreement to ensure all labour provides a living wage should be easily accommodated. (Statistics on living wage in comparison to the national minimum wage and then compare to how many seconds it takes for the wealthiest to earn). Labour can also be more fairly valued through cooperatives and particularly cooperatives that work to support economies of social solidarity.

7 SOCIAL MEDIA

The Occupy Wall Street, the Arab uprising, and the anti-austerity movements in many countries in Europe have shown social media's impact as a popular and accessible forum for catalysing mass actions and gathering support and solidarity within and across national borders. Social media platforms such as Facebook, Twitter, YouTube, Change.org, and many others offer new and innovative ways to stimulate active citizen participation in political issues.

Facebook

Facebook is the biggest and best known social media site. It provides the opportunity to set up personal profiles, groups, pages, and organize events.

We have our official Facebook page where we will be posting our regular updates, news articles, photos or memes, and links to other online resources related to our global campaign for Development Justice.

What you can do:

1. Like and follow our Official Global Day of Action Facebook Page: <http://www.facebook.com/daysfordevjustice> and the People's Goals Page: <https://www.facebook.com/ThePeoplesGoals>. Suggest said pages to your colleagues, co-workers, friends and family to ensure that our campaign reaches as many people as possible.
2. Like, post, comment and share the pages' contents to jumpstart the dialogue and promote the pages' online visibility
3. Use our hashtags #DevelopmentJustice #TiltTheBalance #FightFor5 #DayOfAction #PeoplesGoals #GenderJustice #SocialJustice #RedistributiveJustice #EconomicJustice #Accountability #5for2015 #Post2015 #SustainableDevelopment. This will help create online traffic for the campaign and make the reporting and tracking of posts

Twitter accounts of key international institutions and leaders

- United Nations - @UN
- UN President of the General Assembly - @UN_PGA
- UN Sustainable Development - @SustDev
- UN Foundation Post-2015 - @Post2015_UNF
- UN Environment Programme - @UNEP
- UN ECOSOC - @ECOSOC
- UN NGLS - @unngls
- UN DESA - @UNDESA
- UN News Centre - @UN_News_Centre
- UN Food and Agriculture Organization - @unfao
- International Monetary Fund - @imfnews
- World Trade Organization - @WTO

easier. You should also develop your own hashtags for your specific calls in addition to our hashtags for the global campaign. Ex:

- Money for education, not wars!
#SocialJustice #DevelopmentJustice now!
 - People Power not Corporate Power!
#DevelopmentJustice #CorporateAccountability #FightFor5!
 - For a people-centered #post2015 development agenda!
#SustainableDevelopment #JustWorld #PeoplesGoals
 - Respect indigenous peoples' right to self-determination!
#JustWorld #DevelopmentJustice
 - System Change! Not Climate Change!
#DevelopmentJustice
4. Join and promote our Facebook "Event" for the July 21 Global Action and/or for the various national/local mobilizations and

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campaigns and send invitations to friends and members of your group. A great way to be active on Facebook is to organise “events”. You can create events for a campaign rally. You can invite your supports, and encourage them to invite friends. This will result in the event appearing in people’s news feeds as the event approaches, and is a great way to translate online interaction into actual, on-the-ground action.

5. Change your profile pictures and cover photos to our Global Day of Action logos available for download at <http://peoplesgoals.org/?p=1098>. Encourage friends to do the same.

Twitter

Twitter is a micro-blogging site where you post 140-character tweets to ‘followers’. These tweets may be photos, links to websites, press releases, event information or just a simple message. Anyone with a twitter account can follow you, and anyone can retweet your tweet (forward it on to their followers). People on Twitter are usually looking for behind the scenes, semi-official information, witty commentary and personal views.

Some (especially journalists) find Twitter a more useful way of gathering information. In order to establish yourself as a credible and reliable source of information worth following you have to invest heavily into interaction with ‘influencers’ – people with many followers and strong voice in the community. Mentioning (@) when something is relevant to specific users, engaging influencers in conversations and providing opinions on ‘hot topics’ are the ways to build Twitter audience.

In Twitter, there are ‘hot topics’ under discussion. These topics may appear with a hashtag at the

beginning (i.e. #Post2015). A tweet beginning with a hash tag becomes a link, and clicking on that link will populate all the posts containing that hash tag. So it’s a great way to jumpstart the online conversation on Development Justice, the Global day of Action, and your respective campaigns at the national level.

What you can do:

1. Follow our Official Twitter Page: twitter.com/Dev_Justice
2. Initiate a tweet barrage to call on the attention of governments, institutions, public and private development actors, and leaders about your national campaign and the global campaign for Development Justice. In order to be effective, we need to have a large number of Twitter accounts simultaneously posting and sending tweets so coordination with the campaign secretariat will be crucial.
3. Use our hashtags to help our campaign achieve a “trending” status on Twitter
4. Change your Twitter profile picture and cover picture to our Global Day of Action logo
5. Follow accounts of fellow organizations in the campaign, retweet and reply to posts to sustain the conversation and maintain our online presence.

YouTube

The video on “The Road to Development Justice” produced by the Asia-Pacific Forum on Women, Law and Development (APWLD) and the Peoples Goals Campaign will be uploaded on YouTube. Add our Official YouTube/Google+ Channel <http://bit.ly/1n3g5kQ> for updates.

It is necessary that groups share the video on various social networking sites like Facebook, Twitter, or

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Instagram to generate views. You can also upload your own video productions and/or a subtitled video of the Development Justice video.

Tips

Facebook and Twitter are increasingly becoming too crowded, making it difficult to keep messages visible during campaigns. One simple solution is to request your social media campaign team to 'like' or "retweet" every single posting that you make. By clicking 'like' or 'retweet,' your post gains popularity on people's homepage and so is more likely to be seen. A free, simple means of keeping your campaign visible online!

With Twitter, maintaining coverage is dependent on a degree of coordination. Twibbons, hashtags, retweeting are all essential tools in this.

Like any campaign tool, it is important to quantify how successful your efforts are. A useful site to help with this is bit.ly. Bit.ly allows you to shorten links to videos, websites etc, which is great for Twitter and Facebook. Importantly though, if you register for a free account with them you can keep track of how many people actually click on these links.

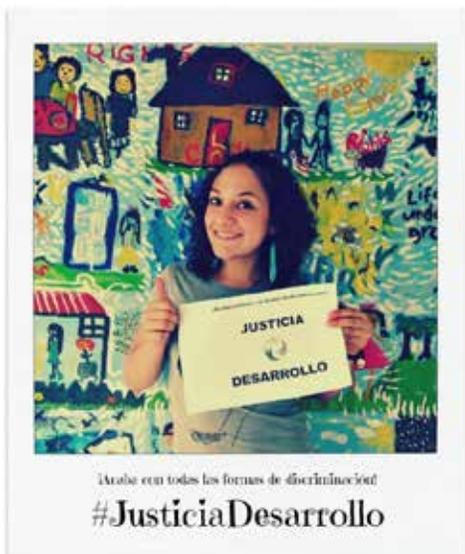
Say It with a Selfie!

Signs have always been important in activism, and the presence of signs and posters has remained prominent in the ever-growing digital world. Selfies -- self-portrait photograph, typically taken with a hand-held digital camera or camera phone -- have exploded with the rise of social media. A selfie with a sign personalizes a campaign and emphasizes the strong commitment from individuals. Posting a photo of yourself with a message makes a bigger statement than simply tweeting or anonymously signing an online petition.

So go ahead and take that selfie with a poster calling for development justice and/or your local campaign slogan. Post your pictures on our Official Days of Action Facebook page, Twitter, or through our email secretariat@peoplesgoals.org.

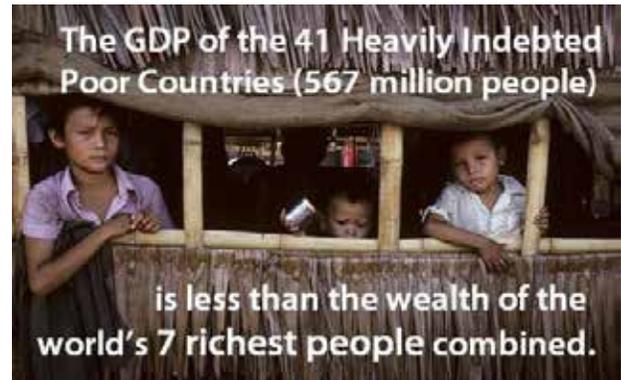
Images are available for download at the People's Goals Resource page:

<http://peoplesgoals.org/?p=1098>



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Sample Meme and Call-out Poster



A template is available for download at <http://peoplesgoals.org/?p=1098>. Print the image and write down your own campaign calls and messages. This multipurpose graphic can be used for leaflets, placards, postcards, and posters for your selfie photo campaigns on Facebook, Twitter, or Instagram.

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#DEVELOPMENTJUSTICE

**\$160 IS A
LIVING WAGE !**



#DEVELOPMENTJUSTICE

8 POST-2015 APP

Post 2015 App is a practical tool for advocates and civil society who work on shaping the Post-2015 Development agenda and SDGs. It contains the position of governments in Asia and the Pacific on wide range of issues discussed in Open Working Group (OWG) meetings. We hope that this app serves the purpose to map out governments' positions, and will help the peoples' movement to hold the government accountable and struggle for equality, human rights and global justice.

Post 2015 App presents the 16 focus areas that are currently being negotiated in the OWG meeting. In each of the focus area, you can find the current negotiated language from OWG working documents 5-7 May 2014 and also the summary and link of each country statement.

To access the Post-2015 App, you'll need a smart phone installed with an app that can read QR codes (like Barcode Reader or Google Goggles in the Android Market). Scan the QR code above with the barcode reader and it will take you to the download section in the Android Market. Go ahead and try it on the code above.

Data sourced from International Institute of Sustainable Development, www.iisd.ca and sustainabledevelopment.un.org



QR code for the Post 2015 app (to access on Google Play store)

9 DOCUMENTATION GUIDE

One of the key objectives of the Days of Action for Development Justice is to strengthen international solidarity amongst grassroots groups, people's movements, labour unions and the larger civil society community. We understand that while our local and national campaigns may focus on different issues- that the confluence of all our movements strengthens our call for Development Justice!

The purpose of this documentation guide is to reinforce the linkages between the different demands and actions taking place globally and to help promote our campaign publicly. We need you to help us document what is happening on the ground, share this to the larger network and help amplify our collective voice. Our communications team also continues to create materials for the campaign! This will help us ensure that your stories, images and communities are represented in the materials!

Pictures

- Make sure to take group photos and individual shots.
- Print out this callout poster, hand write your group's specific call in the blank area and use this in your photos! Here's an example:
- Upload your photos on our Facebook community page: www.facebook.com/daysfordevjustice or on your instagram/twitter with the hashtags #developmentjustice #DevelopmentJustice #DaysofAction #PeoplesGoals #Post2015 #SustainableDevelopment. Don't forget to tag @Dev_Justice
- Don't forget to also send it to the facebook pages and twitter accounts of the parliamentarians, ministries and other groups that you are targeting. A list of these accounts is also available in the Social Media page of this Toolkit.

Videos

- Personal and activity videos can be shot with

a video camera, phone, or computer!

- If you are creating an individual video, of yourself or a community member: remember to keep it short, specific and personal. It should be no longer than 2 minutes and you can use the following questions as a guide:
 - ✓ State your name, country and organization (if applicable)
 - ✓ State your story, your community's and why you are joining days of action for development justice.
 - ✓ Please cap your video with: "A more just and sustainable world is possible. But it will not happen unless people demand it and governments represent the interests of the majority, not the 1%. I demand DEVELOPMENT JUSTICE."
- If you are creating an activity video, please remember to show action shots and also interview of individuals who participated. We also encourage you to do a group shot calling for Development Justice. If you need help with simple editing, please contact us at secretariat@peoplesgoals.org, we may be able to assist you.

Statements and Quotes

- If your organization will be releasing a statement or opinion piece, please let us know! Remember to publish it on the social media platforms but also send us a copy for our own records.
- If your organization is hosting an event, please consider documenting 2-3 powerful quotes from your participants and share it with everyone. You can add this to a picture with the Days of Action banner or send it directly to us at secretariat@peoplesgoals.org so we can add it to campaign reports/materials.

Annex. THE PEOPLE'S GOALS & TARGETS

Below is an expanded discussion of ten aspirational goals and sample targets and indicators that comprise the agenda of the Campaign for Peoples Goals for Sustainable Development for the post-2015 framework. These can be adapted and particularized according to national context or to the specific priorities of your respective constituencies.

Goal 1: Human Rights

Human rights can serve as a powerful tool to motivate, drive and guide development. However, in calling for human rights in the post-2015 agenda, it is necessary to emphasize the equal importance of social, economic and cultural rights in relation to civil-political rights. Equally important is the recognition of the collective character of human rights.

Rights motivate development. It is because all people are inherently worthy of dignity and basic freedoms that we strive for social, economic, and environmental conditions in which they are realized. Freedom from exploitation, abuse, and gender discrimination, a decent standard of living, adequate food and a safe environment are not just desirable goals, but are rights all people deserve to enjoy.

Rights also drive development. To have a right is to have a claim on institutions such as governments and corporations that they should act to ensure that all people's rights are recognized and realized. When people take action to demand their rights – women; workers, indigenous peoples and ethnic groups – powerful actors are held to account to ensure those rights are realized and protected.

Finally, rights guide development. The dominant vision of development reduces it to a narrow pursuit of wealth, often leading to exploitation, inequality, and environmental abuse. Rights remind us that the goal of development is to secure human dignity and well-being especially for the poor. The process of development must be respectful of all human rights.

The challenge

Struggles for freedom around the world have advanced human rights. In the last century, the international community committed to realize human rights as the world's common goal. We have an impressive set of norms that codify a wide range of rights—civil, political, economic and social and collective (right to development, self-determination etc). We also have institutions that promote human rights and influence our governments to make good on their commitments.

But human rights discourse has also been co-opted to promote and drive policies which have increased inequality and poverty, and institute systems and structures which protect the rights of a few over the rights of the many. The human rights frameworks that neoliberal institutions and organizations promote focus disproportionately on individual property rights to facilitate free markets and free trade while impinging on the collective social, economic and cultural rights of the people.

This has meant that despite some advances in the recognition and realization of human rights, serious deprivations and abuses persist. Millions continue to suffer from hunger, illiteracy, poor health, homelessness, and unsafe environments. Many also continue to suffer from discrimination, persecution, injustice, and violence in conflict and war. The current pattern of globalization has enhanced the freedoms and privileges of the multinational corporations and the wealthy at the expense of those of the poor and marginalized. The freedom of capital to move in and out of countries has given multinational firms and banks the power to pressure governments to pursue policies that are consistent with business interests – namely low wages, low taxes, low government spending, and weak regulations. The rights of people have been eroded as a result, including the rights to education, healthcare and decent work, women's rights, as well as the freedom of nations to pursue their own policies for development.

In order to make human development a reality in the 21st century, governments must promote a holistic approach to human rights which emphasizes collective rights especially through the socio-economic rights of all people. Governments must:

countries and focus these in achieving rights

Target 1: Adopt and enforce laws and policies to protect, promote and realize the full range of civil, political, social, cultural and economic rights, backed by maximum resources

- Dedicate resources to improve access to basic services to respect and realize socio-economic and cultural rights
- Uphold civil and political freedoms which allow people to voice their demands for better conditions and policies from government
- Ministries, and in particular, economic ministries, must integrate human rights into policy-making
- Mandate or encourage human rights education programs within government, in schools, in communities and in workplaces
- Corporations and banks should adhere to human rights laws and standards and should be held accountable for their failures to meet them.
- Implement accountability mechanisms to ensure people have full access and participation to hold their government and corporations to account
- Parliaments must consider how legislation aligns with their international human rights commitments; and to ensure that the human rights of all are protected and realized with particular attention to marginalized groups including women, ethnic minorities, indigenous peoples, migrants, disabled people, and youth and LGBT people.

Target 2: Support the realization of human rights universally through international cooperation including the provision of financial and technical resources

- Development cooperation must be rights-based, democratically owned and tailored to local needs and priorities
- Wealthy countries must increase their financial and technical assistance to poor

Target 3: Respect the right of nations to their own development and over their natural resources

- End anti-people conditionalities to development finance
- Encourage economic ministries of wealthy countries to review and consider how their trade and macroeconomic policies affect human rights and development in the rest of the world.

Goal 2: Poverty and Inequality

Eliminating poverty remains among the world's greatest challenges. Millions suffer from multiple deprivations—income poverty, hunger, illiteracy, homelessness, poor health, avoidable death, and vulnerability to shocks—most of them in the developing world, and a great deal of them women. The scandal is that they endure today, past the point when having the means to end want stood to be an issue. Unprecedented economic growth and progress in technology, health, and education in the last half-century have given us the resources to lift people out of poverty. We clearly do not lack the means.

What drives poverty today is inequality. To be poor is not simply to be short in money and things. It is to be in the losing end of an entrenched relationship that denies one of the means to live a dignified life, that is, assets, capabilities, and power. Inequalities between social classes and countries combine with discrimination based on gender, race and culture to form patterns of poverty and exclusion that pervade the world today. Most of the world's poor are citizens of former colonies, and are often women, people of color, and members of minority ethnicities.

These multiple inequalities determine a person's life chances: a person born into a poor family, a poor country or an oppressed ethnicity is less likely to grow up healthy, finish school, or have a decent job, and is thus likelier to stay poor. They keep the poor from enjoying the benefits of economic development: when income distribution is skewed, every dollar of economic growth benefits the poor far less than the

wealthy. And they distort public institutions to favor elites and privileged social groups.

Neoliberal programs have caused inequality to widen wherever they were implemented. Tax policies came to favor the wealthy as governments reduced taxes on profits and high income earners, while maintaining taxes wages and imposing flat taxes on consumption that impact the poor the most. Poor countries raced to have the lowest taxes and most generous incentives to attract multinational firms. The forgone revenue amounts to money that would have gone to public investments and social programs. Meanwhile, institutions that were meant to protect people at the bottom and their share of society's wealth were weakened. Spending cuts and privatization made social services inaccessible to the poor. Agricultural sector reforms and free trade combined to push small farmers out of farming while concentrating landholdings to fewer hands. Labor flexibilization measures have resulted in lower wages, fewer benefits, and weaker bargaining power for workers. All told, neoliberal policies have shifted even greater wealth and power to the very top of society.

The challenge

Governments must renew their commitment to end poverty. But the prevailing view, cultivated by rich governments and the Bretton Woods Institutions, is that "a rising tide lifts all boats," in other words, that economic growth will take care of poverty regardless of how its benefits are shared. Persistent deprivations, rising inequality, and social unrest show that this approach has failed. Governments should anchor poverty eradication efforts on tackling inequality and pay attention to the distributional consequences of policies on classes, genders and ethnicities. Governments must:

Target 1: Reduce the income gap between the top 20% and the bottom 20% of the population

- Elimination of indirect taxes that disproportionately impact the poor
- Implementation of progressive income taxes that requires contributions that are proportionate to income

Target 2: Reduce the share of income going to the top 10% of the populations

- Implementation of progressive capital gains and inheritance taxes
- Implementation of progressive income taxes that requires contributions that are proportionate to income

Target 3: Eliminate financial secrecy and tax dodging

- Establishment of a global tax minimum
- Implementation of a global financial transaction tax
- Elimination of tax havens
- Standardised, transparent private sector financial reporting

Target 4: Equitably distribute access and control over land and resources and secure tenure to local communities, including women

(See the indicators in food sovereignty)

Target 5: Expanding care services and redistributing paid and unpaid work to transform gender division of labour

- Increase number of public care services that are accessible to the needs of diverse household
- Macroeconomic accounting and policies includes the economic value of unpaid care work

Target 6: Legislate and deliver a living wage for all workers particularly domestic workers, migrant workers, informal sectors and garment workers

- Increase number of workers receiving a living wage to % by 2030
- 100% of countries legislate for a minimum

living wage by 2030

- % of women workers receiving a living wage
- Measure the difference between the minimum and living wage, where a minimum wage exists
- Reduce the average gender pay gap to 0% by 2030
- % of women in informal and formal workforce

Target 7: Provision of Universal Social Income

- Improvement and expansion of social protection institutions – especially in countries where informal sectors represents a large share of total employment
- The existence of right-based universal social income policies that incorporate both income and essential services and public goods

Goal 3: Food Sovereignty

Local agricultural and food systems have multiple links to development. They form the backbone of people's health, economies, and ecologies and culture the world over. Agriculture accounts for a major part of the livelihood of 2.5 billion people—many of them poor farmers—and so are important to ending poverty and addressing inequality. It provides food and nourishment, and so is crucial to tackling hunger and poor health. And it is highly dependent natural resources, and so has a significant impact on the environment. A productive, economically viable, and environmentally sustainable system of producing and distributing food is indispensable to achieving many aspects of sustainable development. But peoples' food systems are under pressure. Agriculture is failing in its many roles because of wrong policies pushing the wrong kind of agriculture.

Policies from the Green Revolution in the 1960s followed by neoliberal reforms and free trade agreements in the 1980s-90s have led to an increasingly industrialized and globalized agri-food

system. Globally, a few global firms in off-farm sectors have gained control over different parts of the food chain and now decide what, how and for whom farmers must produce – standardized crops and processed food for rich markets. Farmers lost control as they came to depend on a package of technologies developed and owned by corporations. Export production was promoted at the expense food self-sufficiency at home. With trade liberalization and the withdrawal of various forms of agricultural support, the majority of small farmers still producing locally find themselves being squeezed between high input costs and low prices.

Many are driven out of farming. Enduring inequalities in land distribution have worsened. Meanwhile, monocropping, high-input farming and genetically modified crops have driven soil degradation, water pollution and depletion, biodiversity loss and climate change. Farmers and consumers also face new health risks such as exposure to toxic chemicals, food contamination, and nutrient deficiency due to less nutritious food.

Globalization has introduced further pressures on poor countries' food sovereignty. Financial deregulation has opened up agricultural commodities trading to financial players whose interest in food lie solely in exploiting movements in food prices in order to profit. Surging speculative investment in agricultural commodities drove the sharp increase in the world price of staple crops in 2007-08, which pushed more than 100 million more people into hunger and poverty. At the same time, looming food and land shortages coupled with loose investment and land laws have created a growing international market for land in some of the poorest and hungriest places on the planet. Cash-rich countries seeking to secure food for home consumption and private investors looking to profit from rising farmland values are gaining control of millions of acres of farmland in poor countries. They amount to land-grabs that compromise food security and farmers' livelihoods in host nations.

The challenge

The challenge is to get our agri-food system working right: to secure sufficient nourishment for people at home, and livelihoods for farmers and rural workers that are both gainful and sustainable. Feeding the hungry and lifting the rural poor is not a simple matter of producing more - the world

already grows enough food to feed everyone. It is about empowering people – ensuring they have land to farm for living, decent incomes to buy food, and the freedom to shape policies and resources in support of food systems that serve their needs. Governments must:

Target: Equitably distribute access and control over land and resources to local communities, including women

- % of arable land controlled and accessed by small land owners, and percentage of that land controlled by women.
- % of landless poor
- Increase/decrease of landless poor
- Existence of safeguard, developed with women and men in the community, to prevent land, water and ocean grabbing.
- Existence of policies and national body to implement redistributive land reform that puts ownership of land and control over natural resources back in the hands of communities, women and other marginalized groups; and review and end policies that promote land grabbing by governments, corporations and the military.
- Existence of policies and national body to ensure that small farmholders, small fishingfolk, and indigenous peoples, particularly women, have access to, control over and ownership of land, fisheries, property, productive resources, information, and appropriate and environmentally sound technology; and strengthens agricultural productivity and livelihoods.
- Existence of financial protection and subsidies to small farming communities to ensure that they can participate on an equal basis in agricultural markets

Goal 4: Full Employment and Decent Work

Earnings from employment make up the main source of income for most of the world's people. Adequately paying jobs give people the means to pull their families out of poverty and improve their health, education and housing conditions. Thus, development that generates secure, productive, and decent jobs is central to inclusive development.

The challenge

All successful examples of poverty reduction show that sustained economic development and decent employment for working people go hand in hand. Yet current approaches to poverty reduction ignore this insight, focusing instead on creating a favorable climate for business expansion (GDP growth) or discrete and targeted actions that are weakly related to job creation and the larger economy's long-term development.

Corporate globalization and neoliberal policies have combined to weaken the forces of job creation and degrade the overall quality of work. Free market reforms in trade and finance have crippled domestic industry and agriculture in poor countries. They favored investment in sectors that are profitable but are unproductive, have little linkage to the real economy, or have limited scope for job creation. Governments gave up policies geared to achieving high employment, focusing instead on quelling inflation and curbing wages. Free trade agreements have allowed multinationals to offshore production and exploit low-wage labor in poor countries where unemployment is endemic and worker rights are weak and poorly enforced. Pursuing flexibilization strategies such as contractualization and subcontracting, these multinationals often came not with decent jobs, but with low-paid, insecure, and highly exploitative jobs. Women, migrants and children have become especially vulnerable to exploitation. Governments hoping to attract foreign firms moved to weaken labor laws and protections. Often, they partner with corporations in repressing workers' rights such as by restricting union organizing, prohibiting strikes, and subjecting unions and labor activists to violence and harassment.

These policies have spelled the erosion of employment conditions and workers' rights globally. Export and service sectors have failed to be engines of domestic job creation. Job insecurity is prevalent in rich and poor countries alike. In poor countries,

unemployment remains endemic, and many find themselves grappling with social unrest. In most countries, wages have failed to keep pace with the cost of living. Wage inequalities have widened, median wages have stagnated, and the share of wages in national income have fallen or held flat. Stagnant wages have caused world aggregate demand to collapse, fuelling imbalances that are at the heart of the current crisis. In the West, recovery from the crisis has mainly been jobless, and the pursuit of austerity that keeps unemployment high has caused the crisis to drag on in some parts. The challenge for all countries, particularly poor countries seeking to lift their people out of poverty, is to create decent and productive jobs for all working people based on upholding workers' rights. Governments must:

Target 1: Increasing workers rights and wage floors for workers to live with dignity

- Increase number of workers receiving a living wage to % by 2030
- 100% of countries legislate for a minimum living wage by 2030
- % of women workers receive a living wage
- Measure the difference between the minimum and living wage, where a minimum wage exists
- Reduce the average gender pay gap to 0% by 2030
- % of women in informal and formal workforce
- Indicators for informal sector wage
- Redistribute the burden of unpaid care labour
- Collective bargaining density indicators
- The existence of legal protections to provide security in the workplace and social protection for workers and their families, paid parental, breastfeeding, care and sick leave

Target 2: Increase the protection of Domestic Workers and Migrant Workers

- % of countries include domestic work in their national labour codes with the same conditions, rights and benefits as other works.
- % of countries ratify and implement ILO conventions concerning decent work for domestic workers (c.189) and related recommendations n.201
- End policies that promote the exploitation of migrant workers and the use of remittance to finance national development priorities
- The establishment of collaborative entities between countries of origin and destination to promote migrants' rights – including social protection, access to health, education, and other social services for migrants, regardless of their migration status

Goal 5: Universal Social Protection

Social protections play an important role in poverty eradication and realizing inclusive development. It encompasses social assistance, social insurance, universal social services and labor market interventions. Social assistance programs give the poorest a lifeline to maintain a basic level of consumption and means to access basic services. Social insurance schemes protect people from the loss of income associated with unemployment, pregnancy, illness, disability, and old age. Universal social services in health, education, and water enhance individual well-being, raise productivity, and improve the quality of life. And labor market interventions such as minimum wage legislation and employment assistance provide protections for poor people who are able to work. Taken together, social protection systems guarantee the right to a decent standard of living to which no person should fall below.

In the last 30 years, the ruling approach has been to strip away labor regulations in order to encourage private investment and commercialize the provision of social services. Governments pursued cuts in social

spending, privatized social services and encouraged for-profits to have a greater role in welfare provision. This has made education, health care and insurance costlier, less accessible and less inclusive, especially for women, rural people and marginalized groups. Social protections were introduced as residual interventions designed to address market failures and assist those who have been adversely affected by free market reforms. Targeted social programs came into fashion. Targeted schemes resulted in patches of improvements but left the structural sources of poverty and insecurity unaddressed. The experience of poor countries show that targeted public provision of services and social assistance are not enough to offset the general erosion of decent work and rise in insecurity resulting from the widespread adoption of neoliberal reforms.

The challenge

The ruling thinking has been that market-based and targeted social protection are more efficient, cheaper and lead to superior results. Country case studies indicate that targeted and conditional social protection entail high administrative costs, result in substantial under coverage, and potentially stigmatize beneficiaries. They can also diminish the agency of impoverished and marginalized households while increasing the discretionary power of authorities, especially at the local level. This encourages corruption and reinforces elite rule. Further, they fail to address the underlying sources of insecurity and poverty. And they fail to value social protections as rights.

Social protections are not doles or commodities, but rights. Publicly-managed and universal systems are better suited for an approach to social protection based on rights, social justice, and social solidarity. Moreover, if well-managed, they can be affordable even to poor countries and lead to better social outcomes. To be successful and fiscally viable, they must be complemented by other efforts to achieve social justice and inclusive development, such as progressive taxation, land reform, enforcement of labor standards, and sustained economic growth based on decent and productive employment generation.

80% of the people in the world have no access to comprehensive social protection, mostly in poor countries with large informal economies. Governments are challenged to make universal

social protection a reality. They must:

Target 1: Increase the implementation of social protection

- % increase in the number of women able to access social protection benefits beyond essential services and income security
- % increase in the availability of work-family reconciliation mechanisms prescribed by national law (such as nurseries/daycare centers for children; incentives facilitating paternity leave; social services aimed at reducing the pressure on unpaid and care work).
- Gender-disaggregated data: the goal should include a target promoting the universal use of gender-disaggregated data, statistics and indicators for the design, implementation and evaluation of social protection systems.

Target 2: Guarantee the right to universal access to quality public health services, education, food, water, sanitation, energy and justice

- The increased numbers of policies and programmes on public health services, education, food, water, sanitation, energy and justice
- % of poor and marginalised women – including migrants, refugees and stateless peoples - able to access and benefit from these programmes

Target 3: Guarantee the right to the highest attainable standard of physical and mental health

- % of marginalised and excluded groups – including women – able to get highest attainable standards of physical and mental health.
- The provision of universal access to free health services that are available, accessible, and of good quality and provided through public sectors.

- The provision of universal access to diagnostic and treatment for non-communicable and communicable diseases, particularly for HIV, tuberculosis, hepatitis C and malaria

Target 4: Guarantee the rights of sexual and reproductive health and rights

- % of countries that enact legal protections for sexual and reproductive health and rights in the national level policies;
- % of women in each countries who able to get universal access to comprehensive sexual and reproductive health information, education and services
- % of children and adolescents in each countries that receive comprehensive sexuality education - in and out of school and starting from the primary school level - that challenge gender norms and the acceptability of violence against women and girls, promotes gender equality and human rights, and provides with the skills to have control over all aspects of their sexuality.

Goal 6: Gender Justice

All people regardless of gender or sexual orientation share the same rights and have equal claim to the freedoms and opportunities that come with democracy and development. Gender justice is about freeing women and men from gender-based discrimination, oppression, and violence and empowering them to participate and benefit equally in development.

The challenge

Despite some progress made in realizing women's rights and development in past decades, the challenge of eliminating gender inequality and empowering women remains great. 70% of the world's poor are female. Girls are still likelier to grow up illiterate than boys. Women suffer higher unemployment than men, and jobs that are available to women tend to be low-paid, low

productivity, and vulnerable jobs. Women remain vastly underrepresented in public office.

Social norms and gender-biased laws continue to limit women from owning or accessing land, housing or credit as well as in participating and public and political life. Patriarchal attitudes impede women's rights to make decisions concerning their own bodies and sexuality such as marriage and child-bearing and confine women to the private domain. In households, schools, and workplaces, women continue to face violence, sexual abuse, exploitation and discrimination.

Lesbian, gay, bisexual and transgender (LGBT) people also face violence and discriminatory laws and attitudes. Many experience unfair treatment in employment and in accessing housing, health care, and education. These and related abuses contribute to the social marginalization of LGBT people.

Globalization and neoliberal reforms have worsened injustices against women. Reforms such as the withdrawal of food subsidies and cuts in public spending on healthcare, child care and education have increased poor women's burden in keeping their households afloat. Girls have been the first to be taken out of school or deprived of medical attention as education and healthcare costs rise out of reach. Women make up a large part of the public sector workforce, and they are often the worst to be hit by public sector wage- and job cuts. Economic liberalization and labor flexibilization strategies have reinforced women's unequal place in the labor market. Foreign investment in poor countries has drawn more women into paid work, but corporations hire them to fill low-wage, flexible and highly exploitative jobs as they are viewed to be docile and unlikely to organize.

Governments are challenged to make gender justice a reality in the 21st century. Governments must:

Target 1: Eliminating violence against women

- Existence of national fully funded action plans to eliminate all forms of violence against women
- Number of women experiencing violence
- Number of women securing justice responses

- Successful prosecution rates of perpetrators
- Measures women’s access to justice including services and reparations for women survivors and their family
- Comparison of military budget to expenditure on health and other social services
- Number of women who feel safe in their homes and communities
- Number of peoples who think it’s acceptable to force women to have sex
- Number of indigenous and marginalised women have immediate access to critical services (i.e: 24-hour hotlines; psychological and mental health support; treatment of injuries; post rape care, including emergency contraception, post-exposure prophylaxis for HIV prevention and access to safe abortion services; police protection, safe housing and shelter; documentation of cases, forensic services and legal aid; referrals; and longer term support

education and services

- % of children and adolescents in each countries that receive comprehensive sexuality education - in and out of school and starting from the primary school level – that provides accurate and holistic information on human sexuality, gender equality, human rights, relationship and sexual and reproductive health
- Removing legal, regulatory and social-barriers to youth-friendly sexual and reproductive health service

Target 2: Parity of women in all decision-making processes

- 50% of women in governance at all levels – home, communities, national, regional and international
- Multi-stakeholder development platforms at national ad local levels include at least 50% of women and 20% of spaces for feminist movements
- Existence of gender safeguard and guarantee of free, prior, informed consent are included in decision making over development

Target 3: Respect for sexual and reproductive health and rights

- % of countries that enact legal protections for sexual and reproductive health and rights in the national level policies;
- % of women in each countries who able to get universal access to comprehensive sexual and reproductive health information,

Goal 7: Environmental Sustainability

A sound environment is essential to human well-being and development. People depend on it for food, water for drinking and irrigation, fibers for clothing, timber and stones for shelter. We use metals for machines and infrastructure, fossil fuels to power our industries and homes. Millions depend on the extraction, harvesting, processing and trade of natural resources for their livelihood. Natural ecosystems are important for the vital environmental services they provide including the regeneration of soil and water, the regulation of air and climate, the absorption of wastes and the recycling of nutrients.

The environment is in a state of rapid deterioration. Interconnected environmental threats confront us, including climate change, biodiversity and ecosystems loss, soil and water depletion, deforestation and pollution.

These problems are driven by unsustainable patterns of production and consumption. They comprise practices such as fossil fuel use for energy, industrial agriculture and fishing, industrial logging, large-scale mining, and manufacturing that emphasizes the rapid turnover of consumer goods and endless pursuit of novelty. The flipside of these is overconsumption by wealthy classes in rich countries and, to a growing extent, in poor countries. Resources are being consumed and waste produced at rates far faster than they can be renewed and absorbed. But runaway consumption and resource exploitation coexist with poverty and inadequate

access to food, energy, water and other basic resources for most people. Moreover, poor people who have done the least damage to the environment, used up the least atmospheric space, and benefit the least from economic growth are bearing the brunt of environmental impacts, including losses of lives and livelihoods and constrained prospects for development. This is ecological injustice.

Most responsible for the environment's state are high-consuming rich countries, multinational firms, and their model of development centered on pursuing growth and profit at all cost. Economic liberalization and globalization has facilitated greater corporate exploitation of natural resources and the spread of environmentally harmful practices and technologies in manufacturing, agriculture and extractive industries in poor countries. The expansion of production, transportation and consumption has also increased the fossil fuel use driving global warming.

Meanwhile, international efforts at addressing environmental problems have stalled. Environmental agreements such as the climate convention were weakened to accommodate Northern and business interests against making radical shifts in production and consumption. Governments mainly of the North have done little to follow through on their obligations for environmental action and providing finance and technology assistance to poor countries. The dominant thinking is that capitalist growth can be greened. Despite evidence of the environmental and social threats they pose, market-based and technological solutions promoted by corporations – which include emissions trading and carbon offsetting, carbon capture and storage, agrofuels, nuclear and hydropower energy – dominate the range of solutions on the table.

The challenge

Environmental decline is at a critical stage in some areas, of which the most urgent is climate change. The unrestrained rise in greenhouse gas emissions is pushing the planet closer to catastrophic climate change. It threatens further loss of lives and livelihoods for poor people in poor countries. Governments must act now to arrest the drivers of climate change and greater environmental decline to protect the poor who depend most on them and hand on to future generations a natural environment they could depend on for their own development.

Environmental action must be based on justice and the poor's right to development as well as science. Governments must:

Target 1: Ambitious Global Targets for carbon emission reduction based on the principle of Common but Differentiated Responsibility and Polluter Pays

- Carbon emissions per capita
- Number of annex 1 countries commit to ambitious carbon emission reduction

Target 2: The availability of new, adequate, predictable, and appropriate climate finance

- % of annex 1 countries contribute to climate finance
- Amount of climate finance goes to private sectors compared to governments and communities
- Amount of climate finance on mitigation compared to adaptation and loss and damage
- Global tax revenue on carbon emitting fuels, extractive industries and dangerous industrial activities for climate finance

Target 3: Transform communities to low carbon, sustainable communities and away from profit-oriented development models

- Existence of a national prevention strategy that addresses both causal risks and risks for specific communities (i.e. seeks to empower women and shift embedded gender inequalities that render women more vulnerable to disasters)
- Increased number of ecological agriculture and community-based decentralized renewable energy systems

Target 4: Policy Framework

- Percentage allocation in the national budget

of DRR and post disaster relief and rehab, including long term recovery work plan, especially and most importantly destroyed food and agricultural production.

- Investment in gender segregated data bases on DRR programs, impacts and post rehabilitation programs
- Allocation in the national budget of funds for DRR in relation to the protection, preservation and strengthening of natural buffer systems (forest cover, mangroves, agricultural land rehabilitation) against extreme weather events.
- Promote capacity-building of women especially skills that facilitate the development and use of technologies that can help communities build resilience and manage disaster and risk, and protection of livelihoods.
- Adopt and scale up traditional and indigenous technologies in sustaining their livelihoods, such as seed keeping and preservation, propagation of climate change resistant medicinal plants and other traditional varieties of plants and species of animals, energy efficient technologies while ensuring that they benefit from it and that they continue ownership and are protected, against patenting and profit-making.
- Existence of laws and policies that guarantee the equal rights for women to land and resources.
- Existence of national policy to ensure resource extraction, such as water use, fishing, logging and mining, is according to the needs of communities and subject to sustainable management, while protecting the rights of fisherfolk, small farmholders, indigenous people and women.
- Availability of disaster risk reduction plan that include health and mental health services.
- Availability of disaster risk reduction plans includes community awareness, PSA messages and education, so that people know how to protect themselves or where to go for shelter & supplies

Target 5: Measuring frequency of occurrence and impact

- Reduction in the number of people killed, missing, injured, having health impacts and disabled in disasters (disaggregated by sex and location)
- Reduction in investment loss due to destruction of infrastructure and housing measured in country's currency and in relation to the country's GDP
- Availability of gender disaggregated data base on the number of women and men with land titles, access to clean drinking water, fishing rights, indigenous people's claim on forest lands and resources at the regional and local government level;
- Number of women and men that continue to have access to these resources in a post disaster scenario, including the necessary support inputs (seeds, organic fertilizers, farm animals and farm tools and machineries, including price guarantees for their products, fishing boats, nets etc.) and services (irrigation systems, drying facilities, etc. Include tracking mechanisms of changing levels of access and control over land in post disaster periods
- Reconstruction of land titles lost during the calamity, land delineation, in agricultural lands, residential areas and coastal villages should be undertaken with sufficient consultation with the local people.
- Recovery of coastal mangroves and forest covers
- Rehabilitation and shift to carbon reduced farming systems

Target 6: Governance, Ownership and Decision-Making

- National DRR plans and National Adaptation Programmes of Action are developed with community governance that includes 50% representatives of women's civil society and include key affected groups farmers,

fisherfolks, women, indigenous peoples, urban poor, workers, people with special needs (physical & mental), children & youth, etc.

- Existence of DRR gender sensitive, inclusive and responsive policy; and guarantees of free, prior informed consent are included in the decision making process.
- Ensure gender balance in decision making bodies of any DRR and post disaster reconstruction programmes, from governments, international development agencies, civil society organizations and from people's sectoral organizations in local communities. Targets to ensure multi-stakeholders platform on DRR at international, national and local levels include at least 50% of women, and a minimum of 20% of spaces for women's movements

Goal 8: New Trade, Financial and Monetary Architecture

Because our countries trade and invest with each other, national development is profoundly influenced by our relationships. Especially in the last half-century, our economies have become more closely linked through trade, investment, finance, migration, and technology. We have also created rules and institutions to govern these relationships. Sustainable development outcomes have been, and will continue to be, shaped by the international context.

The problem is that poor countries are in the losing end of these relationships. The policies and rules of global economy—pushed on poor countries through adjustment lending and free trade agreements—promote unsustainable development and mostly favor wealthy countries and their transnational banks and corporations:

The challenge

Reform of the international trade, financial and monetary architecture is necessary to create enabling conditions for poor countries to develop. Poor countries must be given the policy space to

develop. Rules should be designed so that benefits of economic development are shared equitably among countries. Greater economic stability must be secured. And the voice of poor countries and poor people in international economic affairs must be enhanced. Governments must:

Target 1: Respect existing commitments and pledge new and additional funds for financing the post-2015 development agenda

- The existence of concrete means of implementation to accompany every goal in Post 2015 Development Framework; and comprehensive commitment to guarantee MoI for the entire framework
- Number of donor governments committed to provide a minimum of 0.7 percent of GDP to official development assistance (ODA)
- Elimination of conditionalities on ODA
- The existence of system to track and monitor ODA spending accessible by public to ensure accountability and transparency

Target 2: Develop innovative means of financing for development

- Elimination of tax havens for transnational corporations
- Debt cancellation, debt swapping and debt servicing
- The implementation of pollution taxes and global financial transaction taxes

Target 3: Ensure trade, investment, financial and intellectual policy rights policies that do not impede countries' abilities, fiscal or policy space to provide economic opportunities and services to their people or undermine the right to development

- 0% trade regulations that force countries to reduce subsidies or increase taxes on basic

necessities such as food staples and medicine to domestically finance development schemes.

- Remove barriers to access of developing countries to relevant technologies and know-how that are barred by intellectual property rights regulations;
- Ensure that intellectual property rights are not used to consolidate and strengthen corporate control over productive capacities in developing countries

Target 4: Establish an international technology facilitation mechanism to coordinate and enable the development and transfer of environmentally sound technologies to developing countries and communities; build the capacity of countries to coordinate, assess and ensure that transfer of technology is based on and appropriate to their needs; and include clauses for technology transfer and ownership to the receiving country in all direct financial investment

Goal 9: Democracy and Good Governance

Advancing sustainable human development requires democratic governance. In a democratic regime, all human rights and freedoms are guaranteed. This makes it a virtue in itself.

But there is more. In a democracy, governance is authorized by the very people over whom it is exercised, making public institutions answerable to them. Institutions both public and private are held up to standards of transparency, accountability, adherence to the law and respect of human rights. Citizens can seek and share information freely as well as engage in open debate, through guaranteed rights to information, free speech, and a free press. People can express grievances and seek redress for injustice. And people are empowered to participate in affairs of governance and influence decisions that shape their lives, through free elections, petition,

or mobilization. Citizens can contest government priorities or business behavior, demand a voice in policy-making, and mobilize to press for more equitable social and economic outcomes.

In short, democratic governance guarantees people's rights and responds to people's demands. This is the essence of good governance and of governance for development.

The challenge

Democratic deficits exist in all countries. Restrictions remain on basic civil freedoms, such as the right to free speech, assembly and information. Inequalities in resources and power also undermine democracy and skew institutions in favor of the few. Upper-class men and majority ethnic groups continue to dominate elective and leading civil service positions. Through political donations, lobbying and bribery, moneyed interests influence elections, legislation, courts and public contracting. Elites use public office to accumulate wealth and reward allies. Corruption usually goes unpunished. Apart from elections, people often have no meaningful means to participate in and influence governance. Communities are usually the last to know about new policies or development projects that affect their lives. And in many countries, journalists and activists working to expose corruption and injustices face harassment and violence both from state security forces and businesses.

Corruption and undemocratic governance also have international dimensions. Governments of poor countries under pressure from creditors and multinationals to pursue policies consistent with business interests turn to technocratic styles of policy-making. Top-down conditionality has made governments accountable to international institutions more than their own people. Important international institutions lack transparency and accountability and are dominated by wealthy countries. Bribery by multinational firms to gain contracts or sidestep regulations in poor countries remains rampant. And financial liberalization has facilitated illicit financial flows amounting to billions of dollars from poor countries to tax havens and financial centers. They include proceeds from crime, corruption and tax avoidance by multinational firms. The true measure of good governance is its ability to realize people's human rights and deliver development. It entails transparency, accountability, participation, and responsiveness to the needs of

the poor. The onus lies not only on poor countries, but on rich countries, international institutions, and private businesses as well. Governments must:

Target 1: Accountability to peoples and participation of civil society

- Existence of comprehensive and inclusive mechanism for meaningful citizen participation in determining, implementing and monitoring development goals and indicators at all levels, it should:
 - Eliminate barriers to participation (cultural and language)
 - Create the conditions for and guarantee involvement of women, youth, indigenous communities, people with disabilities, people of diverse sexual orientations and gender identities, grassroots movements and marginalized groups, among others
 - Build the capacity of decision-makers to facilitate meaningful citizen participation
- Provision of adequate and stable financial support and capacity development to civil society organisations to enable effective and substantial public participation in policy dialogue
- Institutionalised mechanism for civil society participation in policymaking processes and in policy dialogue forums at the local, national, transboundary, regional and global levels, while respecting their right to self-organize; guarantee adequate and stable financial, institutional and political support from governments and the UN system to ensure operational effectiveness, sustainability and national ownership

Target 2: A fully transparent and inclusive monitoring process for implementation of the Post-2015 Development Agenda that makes information freely available to all stakeholders at all operational levels (local, national, regional, and global)

- Process indicators to improve qualitative evaluations
- Guarantee the consideration of reports from beneficiaries, in particular from the most socially marginalized, on how development programmes impact their lives

Target 3: Develop mechanisms to monitor and regulate the growing influence of the corporate sector in development, including in public-private partnerships

- Increase accountability of corporations and the private sector including through mechanisms that would bind corporations to respect human rights and other international laws (not just on a voluntary basis), including in their cross-border activities;
- Reinstate the UN Center for Transnational Corporations to ensure that binding commitments are implemented and agreed to by states in charge of regulating these corporations
- Establish independent commissions or other bodies for accountability, that have mechanisms for redress to hold corporations accountable for human rights and environmental violations

Goal 10: Peace and Security

Violence and conflict within and between countries cause human insecurity. They lead to deaths, disease, displacement and human rights violations. They destroy social and physical infrastructure, damage the environment, and divert resources from human welfare. Most affected are women and children. Their impacts on development can be

lasting. Many of the countries with the highest rates of poverty and hunger in the world today are those locked in conflict.

But violence and conflict are products of insecurity rooted in imperialism, class inequality, patriarchy and racism. High unemployment and austerity measures which disproportionately affect working classes are resulting in increasing poverty and inequality. Poverty and social exclusion, in turn, pushes people into crime and violence. Resource scarcities due to unsustainable development ignite competition between ethnic groups and states. Enduring histories of inequality, oppression and colonization and continuing imperialism fuels conflict for separate territories. Military aggression, political domination, and impunity of global powers inspire resentment that breeds the vilest forms of terrorism. Violence and conflict is drawn from class differences, imperialist interventions, enduring patriarchal oppression and racism and consequently violence and conflict cannot be addressed without addressing these key factors.

The challenge

Violence and conflict are rooted in human insecurity and deprivations. Thus, peace and security are not simply the absence of war and conflict—they are the presence of justice and decency, both within and between countries. A human rights and developmental approach to security requires that we deal the sources of persistent threats of social inequality, gender, imperialism and race. It requires that development become democratic and equitable so its fruits are shared by all within and between states. It also requires that states change their approach to achieving security, which currently focuses on military containment. The G7 collectively spend over ten times more on defense and war than on development assistance to poor countries annually. This has to change. Governments must:

Target 1: Conflict prevention through community control and decision making over governance

- Existence of democratic, community governance over land and resource decision making
- % of people who express confidence in

justice systems and dispute resolution

- Percentage of arable land controlled and accessed by small land owners, and percentage of that land controlled by women
- Existence of safeguard, developed with women and men in the community, to prevent land, water and ocean grabbing
-

Target 2: Reduce Militarism

- Number of weapons in the community
- Number of military personnel compared to civilian population (geographically localized)
- Global Peace Index ranking

Target 3: Reduce military spending

- Percentage of military budget as a percentage of national budgets
- Amount of military budget compared to national health budget (or other social spending indicators)
- Reduced military spending by at least 50% by 2030 for the 15 biggest military spenders (USA, China, Russia, UK, Japan, France, Saudi Arabia, India, Germany, Italy, Brazil, South Korea, Australia, Canada and Turkey) and by 30% for all other countries, and reallocate this to gender equitable sustainable development

Target 4: Global tax on arms trade

- % tax on all arms (state and non-state) to fund development

Target 5: Communities are safe for women

- % of women who feel safe to walk in their community
- % of women who experience violence
- % of women who are able to achieve a

remedy

Target 6: Eliminate non-state armed security and militia

- Existence of laws that prohibit the use of private armed forces
- Number of weapons held by private armed forces

Target 7: Comply with internationally-agreed commitments on WPS

- Existence of National Plans of Action to implement UN SC Res 1325
- Achievement of indicators set in SC resolutions
- % of women in conflict prevention, peacekeeping, police and justice



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