

FREE



THE ROUGH GUIDE TO A

BETTER WORLD

AND HOW YOU CAN MAKE A DIFFERENCE

DFID Department for
International
Development

THE **ROUGH GUIDE** TO

A BETTER WORLD

written and researched by
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“I have been asked a question many a time, ‘who is your hero?’ I say, my hero does not depend on the position a person occupies. My heroes are those simple men and women who have committed themselves to fighting poverty wherever that is to be found in the world.”

Nelson Mandela

Foreword

by Bob Geldof

It's really only the poor that die earliest. They're too weak, mute, unseen and powerless to be noticed. We only properly take a reluctant heed when they begin to die in such numbers it would be impossible for us to ignore them. There then sets in a sort of tiresome acceptance that the pathetic whimperings and low moans of the soon-to-be dead should be addressed in some manner.

We don't in general die of our corruption, or our AIDS or Malaria or other illnesses, or our trade rules, or starvation, or our political instability, or our debt burdens, or our summer droughts. They do. They die from all of the above, both ours and their own. The euphemism for this mass premature dying is "lack of development". That means if only they had health systems and educational facilities and basic farming mechanisms allowing countries to feed themselves and disinterested bureaucratic structures to implement a state under the rule of law, civic minded and incorruptible political leadership listening to the organs of civil society like the unions, free press, churches and chambers of commerce under "good governance", and if those same people could be representative of the wishes of the people and if they could develop appropriate industries where they could trade with "Us" on equal terms; and if pigs could fly...

That's what development tries to do. You can pick one or two things out of that pie and it might still work, but in general that's the idea. Weirdly (but rarely) it actually works. The countries that succeed, sometimes admirably, do so by ignoring all the advice of "the experts" and finding their own culturally appropriate model. Others follow the rule book (as written by "Us"), some get partially there, some fall back because of some new hitherto unforeseen horror, some ignore whatever this year's new improved fashionable developmental mantra is and struggle on, some don't even try, and some can't.

I said back in the 80s that to die of want in a world of surplus was not only intellectually absurd but equally morally repulsive. That still pertains. We will always have those doing better than others. That's normal and good for them. What we

don't always have to have is rules, language, laws, treaties and ideas with inbuilt bias towards our successful selves to their cost. That's not right and it need not be so. The cost of our success must not be the misery of others. Indeed it has been shown over and over that it is clearly to our benefit to have healthy, free, educated partners. Development is the underfunded idea that should get us to that happy state. Will it? Probably not under current funding regimes, the lack of political will and political difficulties in many developing countries. Because if there is instability it is obvious that nothing can take hold.

So that's good ol' Bleak Bob talking. Never mind him, because I've also seen people whose lives have been immeasurably bettered, communities stabilised, hope achieved, children at school, parents at work, hospitals functioning, vast areas revitalised, industries and people made viable again from an "absolute zero" of misery. And from our world and theirs, doctors, teachers, priests, nuns, aid workers, advisors – super-human people, good people, dedicated lives in relentlessly harsh environments who believe life is best experienced helping others. And that's true. And that's the other definition of development.



Bob Geldof, Singer and Campaigner

We have to try. We must not accept people dying nightly on our screens forever. That is an intolerable and unacceptable view of the future. And even if they are unseen and mute and unheeded we must remain alert to that other world, those other fellow human beings, those other mums and dads and children, we must pay close attention to those hidden worlds of decay, decline and death. They whisper to us through the unfair trade of the supermarket shelves and the exploited raw materials in our petrol stations, the occasional prurient newspaper story or through the piety of the political speech or the feelgood pop concert. But we know they're there. They're too weak to raise their voices, but they are there. Pay heed. This book tells you how.

A handwritten signature in black ink, appearing to read 'Bob Geldof'.

Bob Geldof
July 2004

Introduction

First, the good news

Sitting outside his modest shack in the Ugandan countryside, Paul Matou and his family have never heard of the worldwide campaign to cancel the crippling debts of poor countries like his. No matter, he can feel the difference. Since the local Health Centre in Butuntumula, north of Kampala, has been given the funds to buy more drugs, his children Charles, Brian and Namugabi have received free immunization. Since the local borehole was repaired, clean water is now just ten minutes' walk away. Before, it was a dirty well which made the family sick and required a walk of two miles, three times a day. And since the new classrooms and teachers in the local school arrived, his children have become students. "We would like them to be teachers and doctors," he explains.

It's a big ambition, but all parents should be ambitious for their children. And, since Uganda's debt repayments were cut by half, its government is now spending that money on the health and education of its people – the kind of investment that means ambitions like Paul's can be realized.

Paul and his family are just one small example of the way that, slowly – sometimes agonizingly slowly – the world is beginning to deal with the scourge of poverty which faces too many of its citizens.

In fact all the evidence suggests that the surest way to fight global poverty is to promote good development across the globe – which is a task not merely for governments and international bodies, but a task for individuals and local communities. In our joined-up world, not only do we benefit from goods and services we could never have experienced years ago, we also have the opportunity to take part in making the world a better place for all its citizens.

About this book

And that's what this book is about – offering a Rough Guide to making a better world. The first part explains what global development is all about – what works in reducing poverty and what kind of policies governments need to put in place so that their people can achieve the basic human rights that most of us in the UK take for granted.

The second part of the book explains how all of us, regardless of our background, income, job or experience, can play a part in making this world better. We can't just leave it to the politicians. Yes, we have to lobby them until they do more to

fight poverty, but we must also see the way that our everyday life choices can help the planet's poorest people.

This book covers the kinds of things that you can do: everything from **becoming a volunteer**, to **switching to fair trade** coffee or chocolate. Maybe you will think about how you **invest your savings** – or decide to make a **regular donation to a charity** working to help poor people. Throughout the book you will find “Resource” sections, offering names, addresses and websites of the key organizations you might like to know about.

Whatever it is, whatever you can do, every bit will help. As the saying goes:

“If you think you are too small to make a difference, try sleeping with a mosquito.”

Not many people know this...

Although the global population has risen by **two billion** in just **thirty years** and many hundreds of millions, particularly in Africa, remain poor, their numbers are falling. The number of children who die before reaching their fifth birthday, for example, halved between 1960 and 2001. The number of adults who cannot read or write fell from 53 percent in 1970 to 27 percent in 2001, while today twice as many people now have access to basic sanitation than did in 1975; and over the last twenty years the number of children attending primary school in the world has gone from eight out of ten to nine out of ten.

But here's the big difference if you live in a developing country – in 1960 you could expect to live until you were **46**. Today you can expect to live until you are **64**. Though a big improvement, this still falls a long way short of western life expectancies. In the UK, men can expect to live to **75**, and women to **79**. There is something else that is changing too – **the size of the planet**. Each one of us, every day, is connected to people we will never meet, who live in places we will never visit. With each trip to the supermarket or bank, each sip of coffee or tea, a connection is made.

Great leaps forward are possible in years – not decades

Perhaps it's because people in the world's poor countries often enter our lives through a **famine** or an **earthquake** on the TV news that sometimes, maybe subconsciously, we tend to think of them as **hopeless cases**. No one's saying that they don't face huge challenges, but the facts of life in many poor countries are actually looking better.

“Developing countries have covered as much distance in human development during the past thirty years as the industrial world managed over more than a century.”

UN Human Development Report

“It appeals to our ego to consider what ‘we’ have and what ‘they’ need.

I went to South Africa once, to a small village about 800km from Cape Town. The people were extremely poor, conditions were basic; alcoholism was rife. My first impression was typical of a Westerner: I thought ‘These poor people...’ and I thought about what ‘we’, in the prosperous North, could offer people in poor developing countries. But, by the time I left, having been invited into homes, eaten and laughed with both kids and adults, talked to folk wherever I roamed, I came away thinking more about what they had to offer to us. The visit made me realize that in our greedy pursuit of wealth we have lost a great deal of what money cannot buy. Our value system has gotten out of kilter with what is important in life. The people I met had an abundance of natural generosity, exuberance, lust for life, sense of community and family. I am now more worried for us and the road that we are walking, blinded by unconscious greed because we always look after number one. We all, rich and poor alike, have something very valuable to gain if we share the world resources more fairly, and if we look again at what is really valuable in life.”

Fran Healy, singer/songwriter with the band Travis

The big challenge

But there remains an **enormous global poverty problem**, which no amount of statistics or UN targets can, or should, disguise. For over **one billion** people who live on less than **one US dollar a day** (less than what many of us in Britain would spend on a cup of coffee or a bottle of water), life does not feel that much better. It feels as difficult and unfair as ever – maybe more so, now that technology beams images of rich Western societies into even the poorest African villages.

Two billion people, a third of all of us living on this planet, do not have access to decent sanitation – making them highly **vulnerable to disease**. More than **one hundred million children** don’t go to school, while **ten million children** die each year before their fifth birthday, largely from preventable diseases.

The trouble with statistics like these is that they appear so daunting that the task seems impossible. But with a **rising world population** and an epidemic of **HIV/AIDS** in some regions, the fight against poverty remains a **moral imperative**. And it raises tough questions:

- Is there enough room for us all on the planet?
- Will our natural resources run out?
- What can people in relatively wealthy countries like the UK do about poverty?

So, these are the questions which define the challenges of poverty that the world now faces, and this book asks how we all fit into the equation.

1

Development works

1.1

WHAT IS DEVELOPMENT?

Defining a better world

International development is the journey the world must take in order for poor countries to become prosperous countries. At the **very least** it's about making sure that the most basic of things that we take for granted can also be taken for granted by everyone else in the world. People in all countries should have **food on their plate** every day; **a roof over their heads** at night; **schools** for their children; **doctors, nurses and medicines** when they are sick; **jobs** which bring money into the home.

International development – sometimes called **global development** – describes the collective efforts of all countries which are working to free people from poverty.

But poverty is more than it seems at first glance. It's not just about putting food on the table. The dictionary defines poverty as "Not having the minimum income level to get the necessities of life". But, for most of us, life is about **more than mere necessities**. As a UN report puts it:

"poverty can also mean the denial of opportunities and choices most basic to human development – to lead a long, healthy, creative life; to have a decent standard of living."

The State of Human Development, UN 1998

Development equals opportunity

So development is about:

- Creating a world where **everyone has the opportunity** to lead safe, fulfilling, creative and rewarding lives.
- Creating a global society in which **everyone can live in peace** and security. And **everyone has the opportunity to have a say** in how their own **community** and the **world** are run.
- Creating a world where **everyone has the opportunity to earn a decent living** and the means to bring up healthy and educated children.

A virtuous circle

The best development creates a **virtuous circle**. If, for example, a vehicle of the international community like the **World Trade Organization** can strike a deal to make **anti-retroviral drugs** cheaper, or even free, for developing countries who are fighting the scourge of **HIV/AIDS**, this means that their people gain improved health and life expectancy. This, in turn, means that the country no longer loses – through sickness or death – key workers, such as teachers. And with more teachers, countries have better educated children, who then grow up to get better jobs, which then improves the prosperity of their country.

This vision of international development is all of a piece with the dreams of social reformers down the ages – those who have fought for the rights of slaves, women, factory workers, black people, gays.

And development doesn't take place by accident. All sorts of things contribute to development – from the settling of long-lasting conflicts to boosting opportunities for trade, or helping improve people's health and education.

What makes development tick?

A dazzling range of different factors – such as **aid**, **trade**, **health**, **conflict resolution**, **good laws** and **proactive government** – needs to be in play for the development of the poorest countries to take root, and for prosperity to follow. And though all these factors are often stifled by apathy and indifference in both developing nations and the West, the dream can be realised. And when one factor is tackled, the results can domino into other areas (see box above), accelerating the development process.

Whatever happened to the “third world”?

The answer is, it got called something else. The “**third world**”, “**developing world**” and “**South**” are all widely-used terms, usually meaning the continents of Africa, Asia and Latin America. But there are pitfalls in using generalized descriptions like these. Asia, for example, includes the strong and developed economies of Japan and Taiwan as well as poorer countries such as Laos and Burma. And, of course, poverty and social injustice can exist in countries with strong economies as well as those with weak ones. And then there are the **former communist nations** and so-called **second world** countries, where poverty is also a very real problem.

Simplistic, catch-all phrases can lead to an attitude of “them” and “us” instead of a recognition that world poverty affects us all. “**Under-developed**” assumes there is some acceptable or accepted global **standard of development** – there isn't.

“Them” and “us”

Global poverty touches our Western world in many ways. Wars, terrorism and diseases stretch their fingers to all parts of our planet. And some activists argue that part of the reason that many countries struggle to develop is that the West’s demands for cheap food, clothing and minerals, perpetuate a global system that prevents millions of people in developing countries from earning a decent wage.

In this book we talk about “developing countries”. Classic definitions of “development” have been based around a country’s **gross domestic product** (from World Bank figures), divided by the **number of people in the population**. But the development of a country is also measured through other – non-economic – factors such as those reflected in the UN’s annual **Human Development Index**, which includes a range of health and education indicators. After all there’s more to life than GDP, and one person’s dream of a market-led utopia might be another’s nightmare scenario.

It’s about life

“The basic purpose of development is to enlarge people’s choices. In principle, these choices can be infinite and can change over time. People often value achievements that do not show up at all, or not immediately, in income or growth figures: greater access to knowledge, better nutrition and health services, more secure livelihoods, security against crime and physical violence, satisfying leisure hours, political and cultural freedoms and sense of participation in community activities. The objective of development is to create an enabling environment for people to enjoy long, healthy and creative lives.”

Mahbub ul Haq, Pakistani economist who pioneered the annual Human Development Index

1.2

A BETTER WORLD FOR “EVERYONE”

Shared prosperity and shared problems

Living in the **fourth largest economy on the planet**, the people of the UK are a rich, privileged minority in a world of extreme poverty. Each day, more than a billion people – one in five of the world’s population – live on less than many of us spend on a bus fare. With our cars, gadgets, holidays and our homes, we are prosperous beyond their wildest dreams.

That said, not all of us feel completely comfortable about the lives we live, when we also have far more **detailed knowledge** than our forebears did about the lives of people in poor regions of the world. Many of us feel that the levels of **human suffering and inequality** we find in the world are plain wrong. When we read that the **three richest people** in the world have more wealth than all **48 of the poorest countries** put together, we feel that something is badly wrong with life on earth – that global resources weren’t meant to be distributed like this.

Globalization – a dirty word?

Globalization. A word that sums up our modern era, but it’s not always clear either what it means or whether it’s an entirely good thing. In a nutshell, globalization can be understood as the **rapid integration of the world’s economic**

How globalization touches us

We only have to look at the **labels** on the inside of our shirts or jeans to see the connection. **Call centres**, too, are an example of the way globalization is changing economic markets, connecting customers in, say, Birmingham to customer service teams in Bangalore. The **fuel in our cars**, the microprocessors in our **computers**, the **coffee** in our mugs... so many of the products we buy have journeyed halfway around the world. We’re connected in other ways, too. Jobs in our country depend on trade with, or investment from, faraway countries.

Has globalization made some people poorer?

There is little doubt that there are global income inequalities between the rich and poor, but **is globalization to blame?**

Critics of globalization argue that in poor countries (particularly in rural areas) people suffer both from low incomes and from high prices created by spiralling Western demand. The food that travels around the world to land on our plates is too expensive to be consumed in the very place where it is grown. And when **fickle food fashions** in the West dictate that a particular product is no longer wanted – globalization doesn't stick around to pick up the pieces for the growers who lose their market. The trading system at the heart of globalization generates **losers** as well as **winners**.

The **counter argument** suggests that such ills are a sign that globalization never really got going, and the “failures” can be put down to other related factors: unfair trading practices such as Western agricultural subsidies; or regional circumstances – the Democratic Republic of the Congo being a good example, with its long history of colonial exploitation and poor governance.

Lastly, many studies show that poverty is concentrated in the world's **least globalized regions**. Globalizers argue, with some reason, that these need **more, not less**, involvement with international trade.

and market structures. This has been brought about by developments in **technology, communication** and **transport** and has unquestionably changed the face of the globe. But globalization is **not inevitably a good thing** for people on the planet. The connections can be negative. If people travel more, **pollution** and **disease** increase – just think of SARS. Globalization may make connections that used to be impossible, may promise new markets for goods and jobs and boost prosperity... but unless it is handled well, its benefits will not be shared by everyone. They will remain in the hands of the powerful few.

Over there is over here

While we find its continued existence morally unacceptable, poverty is also a practical problem for people in rich countries: **war and conflict, terrorism, international crime, refugees**, the **trafficking** of drugs and people, and the spread of **disease** are all facets of the poverty problem that touch the rich and the poor.

In a **globalized economy**, the prosperity of the weakest countries is vital to the prosperity of the strongest. The **global village** is now more than mere futuristic talk – the individual choices we make affect people across the world. And as **goods and services, information and people** move between countries like never before, we cannot ignore the global impact of poverty.

Noxious neighbours

One recent scientific report found that polluted air from **Western nations** may be damaging the health of people over 8,000km away – that’s nearly a quarter of the way around the world.

Perhaps one of the most visible examples are the **refugees** we find in our towns and cities – people who have fled conflict or economic collapse and travelled, often in great danger, thousands of miles, in the hope of a better life.

And then there is the issue of **pollution**. For many developing nations, conforming to global environmental standards (such as emissions of greenhouse gases) can seem a luxury and expense they can ill afford. And, given the West’s own pollution record, the insistence on restrictions can seem almost cheeky. But there is no passport control for pollution, so the problem belongs to all of us.

And environmental issues can create a knock-on effect on refugee levels and disease – issues which affect us. **The Red Cross** estimates that in 1998, for the first time, the number of refugees displaced by “**natural**” **disasters** like floods, storms and droughts outnumbered those who had to leave their homes because of war.

Why should we bother?

“Why are we spending our taxes to help fund health services in Africa or Asia when there’s no end of things that need more funding here at home?”

It’s not unusual to hear people arguing that there are better things we could be doing than working for global development. Poor countries, the argument goes, must be allowed to **develop** in their own time, and without **interference** from richer nations. After all, look how many centuries it took Britain and Western Europe to achieve development. These things can’t be rushed. Some people go further and think that the course of history cannot be altered – that being poor will always be an inevitable, if sad, fact of life for a certain proportion of the world population.

We may not all agree with all the effects of globalization, but no one is able to turn the clock back. And while there is no doubt that the international community has to manage the process of globalization – such as international trade rules – far more rigorously in order to spread its benefits to all, no one seriously questions the fact that our world is one of interdependence.

We sink or swim – together

As a global community, we **sink or swim** together. Poor nations that have worked their way to improved standards of

“Travelling in Ghana recently I met a farmer called Kofi who used to be able to send his kids to school and feed his family by growing tomatoes.

But cheap, subsidized, imported tomatoes have made his old lifestyle impossible so he now works in a quarry from 6am 'till it gets dark, breaking stones. He goes home with £1. Just £1 a day.

International trade rules must be rewritten if thousands of people across Africa are going to have the chance to survive, and care for their families. Poor countries have to be allowed to support their own people and use whatever tools they need to lift their people out of poverty. Hopefully people will feel the same way I do once they hear about the lives of poor people. Together we can make a difference.”

*Ronan Keating,
after meeting farmers in
Ghana with Christian Aid.*



living for their people, in recent decades, have done it by recognizing that **inter-dependency in the global community** works. It is precisely because parts of the developing world are cut off from the rising wealth generated through trade that some of them feel desperate. We should not be so surprised that such despair at the inequalities in wealth fosters anger and social tension – the kind, it must be admitted, which might even undermine global security and create the conditions in which terrorism can emerge.

The response is to make globalization work to enable people in developing countries to produce their goods for a world market at a fair rate of return.

So if we discover that workers in developing countries who produce for the global market are badly paid by First World standards, the onus is on **consumers** – as well as **governments** – to pressurize companies to pay **fair wages and provide good working conditions**. If companies simply pull out of developing countries, then the jobs and prospects of economic improvements go with them.

We can change the rules

It is a mistake to imagine that the **international trading system** is some force of nature which we can't adapt or improve. If

In defense of big business

Big business is often painted as the Doctor Evil of economic development, doing all it can to stop the creation of a better world and so condemning billions to poverty. **Nestlé, Nike** and other multinational companies regularly come under fire from activists alleging exploitation or other abuses in the developing world – no matter how loudly they protest that they are innocent or trying to clean up their act. Yet the reality is that **multinational companies** represent a major force in international trade and are one of the main driving forces of economic development. **Oxfam** estimates that a **one percent** increase in Africa's share of world exports is worth **five times** as much as the continent's share of aid and debt relief.

Although there have been examples of big business exploiting workers in developing countries, most multinationals pay workers in developing countries **above local wage rates**, and they usually have higher standards of safety and hygiene in their factories than their local rivals. The presence of leading multinationals in poor countries often sets a good example that local firms are increasingly having to follow.

Of course, big firms can do better. Better government in developing countries, including strong regulation and less corruption, would help them do so. So, too, would shareholder pressure on firms to be **good corporate citizens**. Consumers in rich countries can encourage firms to do better by buying products that reflect their ethical concerns, as many already do with fairly traded coffee.

*Matthew Bishop
Business editor, The Economist*

ordinary people feel that the system is working for the **minority** instead of the **majority** then it is the voices of ordinary people which will change the systems. The rules of bodies like the **World Trade Organization** or the **International Monetary Fund** are only those created by politicians over time – and politicians are elected by voters, and should, over time, **listen to** and **reflect** their concerns.

It is the gathering power of ordinary people, expressing their voice through the ballot box, their spending, advocacy and action, that will create such change. As Gandhi put it:

“First they ignore you. Then they laugh at you. Then they fight you. Then you win.”

1.3

JUST ANOTHER TV TRAGEDY?

How the media portray poverty

"I have this emotional feeling about Africa, that it is a dreadful place. I know it isn't, I know that most Africans must live reasonably well in reasonable comfort, but the image I've been given by the news is either of people dying of AIDS or starving in semi-desert, and we don't really get a balanced and appropriate news coverage of parts of Africa which are doing well."

That's one of the responses to a nationwide survey (*Making Sense of the World*, BBC/DFID 2002) into people's perceptions of developing countries through the news media. The views of all of us are shaped by the **media** we consume – and when it comes to the developing world, the stories that reach us through our radio, TV and newspapers are often tales of **disaster and tragedy**. Another famine, another earthquake, conflict between tribal groups that escalates into war, the HIV/AIDS pandemic... will it never end? No wonder many of us think that life in poor countries must be an endless cycle of poverty and disaster.

The shock factor

This is not to say that all "negative" coverage is bad. It was the BBC reporter Michael Buerk who alerted the world to a "famine of biblical proportions" in Ethiopia. With the **Live Aid** concerts, Bob Geldof persuaded the stars of the music business to take part in the most successful fundraiser for Africa ever – **\$200m** for emergency relief. But, as pointed out fifteen years later, that sum was roughly the same amount that African countries were **repaying** in interest on old loans to the rich West every day.

Images of disaster

A survey published by **Voluntary Service Overseas** found that **eighty percent** of the British public believe the developing world exists in a permanent state of disaster. The report (*The Live Aid Legacy*, by VSO, 2002) demonstrated how

British attitudes are still influenced by portrayals of African famine from the 1980s and that the most common media images from the developing world are those of famine and the sacks of rice that symbolize Western aid.

While such images relate only to a **tiny minority of people** in the world, the impression we get from our media is that the developing world remains “one block of disadvantaged, poverty-stricken people”. There’s little doubt that support for relief activities is often directly related to the amount of media coverage. This coverage is an important advocate for international action, mobilizing public generosity and reminding politicians that people care about what is happening in poor countries.

The press is after “news”, and the development of poor communities from poverty is a **slow-moving business**, almost imperceptible month by month. It lacks the **necessary drama** for a ratings-oriented media. So *Life expectancy in Sri Lanka increases by 12 years in under a decade!* or *Botswana: School Enrolment doubled in 15 years!* were never headlines likely to be seen in mainstream Western media.

No surprise, then, that one report, from the **Third World and Environment Broadcasting Project**, found that two-thirds of international news coverage concentrates on conflicts and disasters.

Images of hope

Such a view is not corrected by a more rounded perspective on life for poor communities. Viewers don’t often realize that we all have a complex but everyday relationship with people in “the South” – not least through the cheap clothes, food and other consumer items we cherish in “the North”. Negative images of developing countries don’t just run the risk of robbing people of their dignity, or distorting the reality of the situation. They subtly make those of us in wealthier countries think there’s no point in responding to the need – because it is too great.

Then it is all too easy to subconsciously assume that change is impossible, rendering them and us powerless. Which is neither true nor inevitable. What about the “other” developing world that is working?

1.4

DEVELOPMENT WORKING

Unsung heroes and heroines

While statistics can be heartening, the best evidence that development is working is when ordinary people in poor communities can testify that they are experiencing a better life. While governments have to make decisions which create a better environment for development, it is the people in those communities who are doing the development:

“You cannot develop people. You must allow people to develop themselves.”

Julius Nyerere, the first President of Tanzania

Case study: From horror to hope

Across the world, every day, people are **improving their lives**... sometimes from the most shocking of situations. Take, for example, **Rwanda** and the genocide which shocked the world in 1994. This small, landlocked African country was brought to its knees when nearly a million of its **seven million** people were killed and another **two million** were forced to become refugees. As the world stood by and only belatedly began to notice the horror – assistance arrived too late to prevent the worst.

Yet only a decade later the economy is starting to grow, the country has achieved peace, four-fifths of its primary children are in school, and a new parliament has been created where half the members are women.

Case study: Street level

Very often, it is in personal stories, hidden from international attention and global statistic-gathering, where we most clearly see improvements in the lives of poor people.

Visit, for example, the Khair Khana quarter of Kabul, the capital of Afghanistan, and you might come across the “shop” of Akbar, Mafus and Rasul – stocked with cigarettes, matches, biscuits and sweets. Akbar, blind from birth, is the brains of the operation. Rasul and Mafus, both amputees, are the

“When the genocide began, I was 14 years old and in the second year of my secondary school. I was taken with my aunt, uncle and their two children to a Belgian Red Cross Centre. A week later, someone warned my uncle that the militia were planning to kill him. When they came, it was just my uncle and me out in the bush. We were returning home when four men with machetes called us. They told my uncle that he knew why they had to kill him. He pleaded with the militia not to kill me, telling them that I was the daughter of a neighbour. The men told me to run and rejoin others at the Red Cross Centre. And then they hacked him to death with their machetes.

The genocide was sheer horror. All the Tutsi families were hunted down, and mine were not spared. Every one of my immediate family members were killed, including my grandparents. Tutsi were hunted in the streets, in the swamps, and all over the hills.

I was still young when I lost my parents and it hasn't been easy to continue life without them. It's not that easy to survive alone when you're just 14 years old – to go to school and make a success of your studies when you have nobody to care about you and encourage you.

Ten years later, my country has made astonishing progress in reconstructing itself. The country is secure and poverty has been reduced. Many refugees are returning to the country. The administration, the schools and the hospitals work. We adopted a new constitution and had presidential elections. Many will say that the elections were not perfect, but what mattered most was to find a way to recover a normal political life, and to give the population a real hope of democracy.

The big challenge is the removal of the spectre of genocide which still casts a long shadow. I know that reconciliation is not simple – it demands many efforts from everybody. I chose to study journalism, in memory of what happened to my family and my country. I want to talk about it, and not to let the world forget. But it's also important for me, personally – because when I can write and talk, it means that I'm alive. The road is long, but I have faith that we will rise again, because I can see how much we've achieved already.”

Alice Musabende, a student in Rwanda



muscle. But they all need each other for their enterprise to work.

With no jobs and only the prospect of begging to look forward to, they approached the **Red Cross** in Kabul for a gift of money. They left with the offer of a loan of \$100, at zero interest, repayable in 18 monthly instalments. And a plan to set up their own business.

Alberto Cairo, of the International Community of the Red Cross's orthopaedic project in Afghanistan, recalled the meeting. "Akbar, the blind lad, cottoned on immediately. He said, 'I've nothing to give as a guarantee'. I replied, 'Not necessary – your word will do'. 'But what if I lose everything?' he asked. I reassured him, 'Why should you? We'll advise you and help you not to make mistakes. Hundreds of people like you have already managed it.'"

A week later Akbar submitted his project with a list of the merchandise that needed to be bought. He'd chosen a corner at a crossroads, a good spot with lots of people passing by – he could tell by the noise. But he was afraid, and decided to start off with just \$40.

The first few days' business were hard. Akbar couldn't stay on his own at his "pitch". Rasul had to keep an eye out to make sure that passers-by didn't steal and that Mafus didn't eat the merchandise. Akbar would prick up his ears to hear if someone was coming and get Mafus to keep talking to make sure his mouth wasn't full. They did manage to sell, but they made losses.

Making an exception to the rule that says no second loans can be released until the first one has been fully repaid, the Red Cross added another \$30. And the miracle happened: sales took off. Mafus and Rasul began to get the idea, and the



JAMES HOLE / DFID

Chicken Street, Kabul, Afghanistan

repayments were made promptly. Alberto continued to supervise them with weekly visits. Quarrelsome but united, they were like three guards, a little lost-looking, standing over their treasure – the pride of being in business.

Later, businessmen all, they tell Alberto about their plan to buy four sheep with their next loan. “Steady on there”, thinks Alberto, “Finish paying back this one first”. But, then he reflects, “Who am I to rein in their galloping dreams?”

Case study: Cow know-how

Huge differences are also seen in the daily lives of ordinary people when the benefits of scientific research are communicated well to the right audience. For example, after the death of her husband in a road accident and the hospitalisation of her children with malaria, Innocence Msunga, in Tanzania, decided to go into business by buying a cow. She badly needed the income, but had no experience of keeping cattle.

With help and advice she built a *boma* (shelter) and learned about feeding and managing her cow, which produced plenty of milk. Unfortunately three-quarters of the money she earned needed to be spent on feed concentrates for her cow – until she heard about a picture guide some other people were using to help them manage their cows better. The guide, already successfully used in India, was the product of an extensive study on the daily nutrient requirements for dairy cattle in the tropics. Within no time, Innocence found that she could produce the same amount of milk from her cow with just half the amount of concentrate – leaving her with much more money to live on. The picture guide didn’t make international headlines – but it has transformed the everyday lives of thousands of people like Innocence.



Life lines

In the twelve years from 1990 to 2002 life expectancy leapt in many countries, including:

Bangladesh (from 55–62yrs)

Indonesia (from 62–67yrs)

Nepal (from 54–60yrs)

Somalia (from 42–47yrs)

Laos (from 50–55yrs)

Bolivia (from 58–64yrs)

Pakistan (from 59–69yrs)

Vietnam (from 65–70yrs)

Case study: Mail tale

And new technology is also making a real difference in empowering people to fight for their rights. For example, Farhad Mazhar, managing director of Ubinig in Bangladesh, a partner of the UK aid agency **Christian Aid**, discovered that the local mayor was going to spray his land with pesticide. “I needed to know what the impact on health might be,” recalls Farhad. “It would have taken me weeks to get the information from books. But I had to see my mayor the next morning. So I sent an email to some people who know about pesticides. Suddenly, the information started pouring in. By the next morning I had the information I needed. We presented it to the mayor and he had to cancel the spraying.”

Making change stick

To create a better world and make poverty a thing of the past a country’s people need the kind of **opportunities** that those of us in rich countries don’t think twice about – especially opportunities to work and provide for loved ones. But in order to get the **economy growing** so that jobs can be created, developing countries have to nurture not just **good economic and financial management** but also **trust-worthy legal systems** and **vital infrastructure**: roads, water, power, etc. And for initiatives which defeat poverty to be sustainable they must be rooted not only in charitable endeavour, but in **real political change**.

Case study: The Vietnam experience

Unsurprisingly, countries working to defeat poverty may not have the specialist knowledge needed to enable their economy to grow. That’s where an international lender like the **World Bank** can be useful – helping governments consult with **trade unions, community groups** and others in order to come up with workable plans.

Vietnam provides a good example. Lending from the World Bank financed **power and transport projects**, which later led to help in rural areas with electricity, roads, education, health care, and agricultural advice. With other international agencies, the Bank also advised the government on

environmental policies and how to consult people on what should be their development priorities. Vietnam evolved from being an importer of rice to the world's third-largest rice exporter.

But putting aside the economics and statistics, what's the difference for **ordinary Vietnamese people**? In the 1980s, some **seventy percent** of households were living in poverty – by 2002, this had dropped to **29 percent**. As poverty fell, other signs of development rose – like the number of children surviving into adulthood. Vietnam's success to date, in lifting millions of its people from poverty, witnesses the power of putting in place the right economic and social policies in order to achieve real development.

Case study: Uganda gets growing

Success is possible in Africa, too. Take Uganda, where, following the introduction of the **Poverty Eradication and Action Plan**, the proportion of people living in poverty fell from **56 percent** in 1992 to **38 percent** a decade later. Or Kenya where the newly elected government in 2002 promptly delivered on its election pledge of free primary education which brought education to **1.2 million** more children.

Committed people can change the world

When people, in wealthy and poor countries, become active on behalf of the poor, remarkable results are possible.

Case study: Revolutionary pensioners

Take the example of Bill Peters and Martin Dent, a retired diplomat and professor of politics who shared a hunch that something more had to be done for the world's poor.

They discovered that a couple of millennia back, people used to declare a **“jubilee” year** every fifty years – when everyone could make a fresh start. In the days of the ancient Hebrews, someone found a ram's horn and blew hard – which was the signal that all debts were going to be cancelled, all slaves released.

To mark the turning of the new millennium, Bill and Martin decided to sound the proverbial “horn” to signal that the rich nations should cancel the crippling debts of the poor ones, releasing thousands of millions of people from “economic slavery”.

Their idea caught on. Within a year or two it became a grass-roots people movement called **Jubilee 2000**. Bono, Thom Yorke and Muhammad Ali became flag bearers. **Twenty one million people signed a petition**. The campaign became an object lesson in how to make a viciously

complex idea about global economics policy – namely the long-term debts of impoverished countries – dead simple. The argument was shifted away from the rarefied territory of lending policy in the IMF or the World Bank and became an argument about morality.

When Bono and Thom Yorke went online to talk about the campaign, a record **two million people** logged on. And while stars kept the pressure on, the church and trade unions in Britain and Europe also joined the fight, backed up by rallies in African countries. When a million people took to the streets across the world demanding that the debts be dropped, it could hardly have been clearer to the governments of the powerful countries that the voters were getting restless. They agreed something had to be done and struck a deal to write off a cool **\$100 billion**.

But the story isn't ultimately about the success of a campaign – it's about what that success means for people in developing countries. So if you visit, say, Uganda today, you will find that where **primary school enrolment** in 1992 was only **62 percent** it is now **86 percent**. And through the **Heavily Indebted Poor Countries Initiative** (HIPIC) scheme debts are cancelled only if the money goes, instead, into education and health. And as those educated children grow up, they will be better able to keep themselves healthy and to get work – which means the development of their countries will speed up. Today millions of people receive medicine or schooling or clean water because Bill Peters and Martin Dent realized that when people are determined to get active on behalf of the poorest communities they can make a difference.

Case study: Landmines

Or take the international campaign to ban landmines, one of the cruellest weapons in modern military arsenals. They cost as little as **\$3** to lay, but removing them from the ground can cost as much as **\$1000** per mine. Left in the ground long after wars are over, it is estimated that every year **26,000 people** are killed or maimed by landmines. In Cambodia, **1 in 250** people are landmine amputees.

In 1991, a group of six human rights advocacy groups formed a coalition called the **International Campaign to Ban Landmines** (ICBL), dedicated to ending the destruction caused by anti-personnel landmines on civilian populations. The ICBL initially lobbied for:

- An international ban on the use of, production, stockpiling, sale, transfer or export of anti-personnel mines.
- Increased resources for de-mining and landmine awareness programmes.
- Increased resources for victim assistance and rehabilitation programmes.

Only six years later, **124 countries** signed an international treaty banning landmines. In the same year, 1997, the ICBL and activist Jody Williams were awarded the **Nobel Peace Prize** because their work had “made a vision into a feasible reality”.

The story continues...

So these are the stories, of **real people** with **real lives**, who, by the very fact that they can today recount their tales, stand as testament to the reality of development. But ask any of them, and they will say that the story is far from over... we have a long way to go, and the **challenges** are not to be sniffed at.

1.5

THE CHALLENGES

Interconnected problems

Though there are signs that development is working, no one is pretending that it is fast enough for those **hundreds of millions of people who continue to live in poverty**. Ours is a world of deeply entrenched global inequalities where developed countries invest **\$600 billion** a year on defence, and **\$300 billion** in agricultural subsidies, but provide just **\$56 billion** a year in aid to developing countries.

A good start...

- Over the past 40 years life expectancy at birth in developing countries has increased by 20 years – about as much as was achieved in all of human history before the middle of the twentieth century.
- Over the past 30 years adult illiteracy in the developing world has been cut nearly in half, from 47 percent to 25 percent.
- Over the past 20 years the number of people living on less than \$1 a day has fallen by 200 million.
- Over the past 10 years average incomes in developing countries have risen by 20 percent.

From the foreword of the 2002 World Development Indicators, www.worldbank.org

Uneven development

If development works, why are there still so many **challenges** for the world to face? The truth is that there is considerable variation between regions, between nations and even within individual countries when it comes to results. Developing countries in East Asia have seen dramatic declines in extreme poverty in the last two to three decades; in South Asia there has been more modest progress, but in sub-Saharan Africa the numbers of people in extreme poverty have risen by 74 million between 1990 and 1999. Most of Africa's poorest peoples have yet to experience great economic benefit from more open trade regimes, whilst HIV/AIDS has acted as a major brake on progress. That said, some successes within Africa and quite a few more outside the continent do offer hope for the long term.

The future: Just out of reach?

Within a quarter century the population of rich countries will grow by **50 million** people... and the population of poor countries will swell by a staggering **one and a half billion**. Many of these people will experience poverty and unemployment. Some will leave their families to depart on hazardous journeys to rich countries in search of work.

For hundreds of millions, especially in Africa, the vision of a better world still remains just out of reach. This means we face a series of major challenges.

Challenge: Water and sanitation

Each year **2.2 million** people die from diseases directly related to drinking contaminated water. Not only do poor people in these circumstances contract killer diseases, but they have to spend large parts of their day walking long distances to collect water. Often this task falls to women and children, which means that women are unable to do other important tasks, while their children cannot get to school.

Diarrhoea alone claims the lives of nearly **6,000 children** a day. These children die because they do not have access to clean water and are not educated about proper sanitation.

WaterAid

Charities like the British agency **WaterAid** help teach communities about safe hygiene practices and the links between water, sanitation and disease. The simple act of washing hands with soap and water can reduce diarrhoeal diseases by a third.

“We thought it was evil spirits that made our babies sick. But now we have been taught it is the lack of clean water and the absence of cleanliness. The biggest problems are internal parasites, diarrhoea and scabies. We are taught how to care for our children, about the latrine and hygiene education.”

Zeytu, from Hora Boka, Ethiopia

Challenge: Disease

The challenge of disease is not just about making ill people better, but enabling both the sick and their carers to get back to work or into education.

Just as an individual is impoverished if he or she cannot get medical treatment for their illness, so too is a country if it is unable to provide good health care for its people. If the workforce is ill, then the economy suffers. So while improving the

health and average life span of poor people is a justifiable end in itself, it is also fundamental to economic development.

And yet a whole range of diseases, from **Guinea worm** and **leprosy** to **trachoma**, which would be quickly treated in the UK, continues to plague the lives of people in developing countries.

HIV/AIDS: The disease that rides poverty

AIDS is taking on catastrophic proportions. In the two decades since the **human immunodeficiency virus** was identified more than **20 million** people have died of AIDS and another **40 million** have been infected with HIV. The UN estimates that there will be **45 million** new HIV infections within eight years and, unless billions more are invested in prevention, **68 million** more deaths in 18 years.

And AIDS, more than other diseases, is critical in setting back a country's development because it attacks its people in their most productive years. According to the **United Nations Human Development Report 2004**, the AIDS pandemic explains why **20 countries** have suffered development reversals since 1990 – thirteen of these are in sub-Saharan Africa, where in places life expectancy has fallen to 40 years or less. In Lesotho, Namibia, South Africa and Zimbabwe more than one in five people between the ages of 15 and 49 are infected with the virus. In Botswana and Swaziland, more than one in three are infected.

And HIV prevalence is now rising rapidly in Asia, the Caribbean and Eastern Europe, described by the director of **UNAIDS** as “by far the biggest epidemic that humanity has known in absolute terms”.

But if the spread of the disease is at its most devastating in Africa, the continent also offers some of the best signs of hope. In **Uganda**, for example, a government committed to investing in sex education has delivered an impressive reduction in prevalence rates. Overriding cultural and religious inhibitions, sex education has leapt up the list of social priorities and better educated young people have modified behaviour.

Zambia is on course to become the second African country to reverse the spread of the disease, while a similarly vigorous programme promoting safer sex in **Senegal** has kept HIV levels low.

While the world continues to wait for a **vaccine**, which even optimists put ten years away, investment in public education about safe sexual practice is critical. Decisive governments can turn epidemics around and prevent new ones emerging. Improving aid and boosting trade for the poorest countries will enable them to fund better education and functioning health-care systems.

As for the more immediate problem, pressure on both governments and pharmaceutical companies in the West has led to a slackening of global patent laws; developing nations are being granted the freedom to either manufacture or import generic anti-retroviral drugs to combat HIV/AIDS crisis situations.

“One thing which shocks me beyond belief is the inextricable link between poverty and HIV/AIDS. People still die of AIDS-related illnesses because they can’t get the very simple and way cheaper drugs that are needed to treat the symptoms that come with HIV.

You could be in your house with the anti-retroviral drugs, but you might develop pneumonia and you may look at your money, and you have a choice: Do I take this money to get the bus ride to go to the hospital to get the drugs I need to treat my pneumonia, or do I eat today? That’s the stark choice facing a lot of people here in Brazil.”

UK R&B singer Beverley Knight, after visiting Brazil with Christian Aid



The most serious disease the world faces at present is the **HIV/AIDS** epidemic, which is severely weakening the infrastructure of a growing number of countries. The labour force shrinks while at the same time there are even more demands on the already overwhelmed government, economic and health-care systems.

And then there is the growing number of children orphaned by AIDS. In Africa alone, there are already **11 million AIDS orphans**, a number set to rise to **20 million** by 2010. These are children less likely to attend school, receive good food or proper health care, in turn limiting a nation’s possibility for future development.

For many diseases, well-researched, well-funded, strategic **programmes of immunization** are vital in protecting the health of people in developing countries.

For example, just five years ago, more than **70 percent** of Cambodian children were infected with **intestinal worms**. Not only do infected children weigh up to two kilos less than healthy children, they have a much higher chance of becoming anaemic. But once anti-parasite treatment is administered, infected children regain their health. They also show a dramatic increase in their short- and long-term memory, as well as their reasoning capacity and reading comprehension. School absenteeism drops by up to 25 percent.

And treatment is **highly cost-effective**; anti-parasite pills cost about two cents per

tablet – a small price to pay to control a public health problem.

But while there are many examples of disease being combated, the challenges, particularly from **HIV/AIDS** (see box on p.33), are still huge.

Challenge: Population growth

It is a commonplace to hear people claim that global population growth is the real reason that so many people remain poor. This is a popular myth – but rising population does make a difference. The population of the planet is set to grow to **10 billion by 2050**. Developing countries will experience most of this, further diminishing scarce resources – but there's a reason for this. When life is so vulnerable for poor communities, is it so surprising that having a large family is so important? Who else will look after you in your old age when there is no social security and no old people's homes?

Of course, uncontrolled population growth places pressure on the limited resources of many countries, but it is no coincidence that when essential services like safe water and sanitation are provided, and so improve public health, families choose to have fewer children. For evidence, we only have to look at what happened in the UK in the 19th century.

Interconnected issues

Many of these challenges are interconnected – for example, lack of **education** and **poor health** may be the results of **poverty** but they also contribute to poverty. Children may not go to school because their parents cannot afford the fees and books, or because children have to work in the house or on the family farm. But uneducated children often experience poverty as adults because of a lack of education.

However, while the **root causes of poverty are connected**, it is also true that the **solutions are connected**. Providing clean water, for example, can accelerate the solutions to other problems.

Challenge: Education

Although education for all is obviously the goal, the single most effective way to reduce poverty is to invest in the **education of girls**. Just a few years of basic education empowers women to have smaller and healthier families, and to enjoy a higher standard of living. And educated mothers are more likely to send their children to school – thereby creating a

Kenya's big leap

In January 2003, the Kenyan government announced free universal and compulsory education for all, a programme supported by the UK government and the World Bank. Within a year enrolments increased from **5.9 million** to **7 million**, a revised curriculum and new list of approved books were issued and poor parents reported greater ability to feed and clothe their children following the abolition of school fees.

positive cycle of education and poverty reduction. What's more, better-educated women experience lower infant mortality. And better-educated girls (and boys) are less likely to be affected by **HIV/AIDS**.

Good-quality education enables people to read, reason, communicate, and make informed choices. Each year of schooling increases individual earnings by a worldwide average of about **10 percent**, according to the **World Bank**.

So education is at the heart of successful development – vital not just for creating a highly-skilled and flexible workforce but also for reducing vulnerability to ill health and poverty. Knowing this, today many developing countries are committed to providing free basic education for all.

Challenge: Energy

It is no secret that the way that we live in the modern world puts huge pressures on the **global ecosystem**. It is slowly dawning on us that our very survival as a species depends on respecting our global environment.

While the primary culprit is the **fossil fuel consumption** of the industrialized world, the primary victims are poor communities in the developing world.

With predictions of **rising global temperature** and **increasing sea levels**, leading to more extreme weather (floods, hurricanes, drought and heat waves), developing countries will be the most exposed. Egypt, for example, could lose **12 percent** of its land from a **one-metre** rise in sea level. For the people of Tuvalu – an island state in the South Pacific – rising sea levels are **spreading salt** throughout the country's low-lying arable land and making it unusable.

The simple fact is, that **rich countries consume too much energy**. As poor countries develop, it is essential that they do not follow the same failed patterns of energy use. It is now the **developed world's responsibility** to set a good example of energy use, which will in turn encourage developing countries to employ **environmentally sustainable energy policies** of their own.

Development by dung

Four years ago almost half of Sri Lanka's energy consumption was **biomass** – most commonly wood, used mainly by poorer, rural inhabitants, for cooking. But wood was scarce, and, because of **deforestation**, getting scarcer and more expensive. Farmers like Mr HP Ratnayake badly needed an alternative energy source.

In 1996 the charity **ITDG** discovered that a viable alternative energy source – **biogas** – had already been implemented in Sri Lanka; but only a third of the 5000 units installed worked properly. Biogas relies on nothing more elaborate than cow dung, which is fermented to generate methane that can be stored and then used for cooking, laundry, lighting, etc.

ITDG began a **Biogas Project** to improve the success rate of the units by coordinating development on a national level, setting up demonstration units, restoring abandoned units and training people to use them. It helped farmers like Mr Ratnayake to install biogas units on their farms.

Women and children, freed from collecting wood, cleaning smoke-blackened utensils and disposing of animal waste, have gained around two hours a day which they can now employ elsewhere.

What's more, the **dried dung** left after the biogas process is even richer than ordinary manure, and makes a fantastic **organic fertilizer** which can be sold for a high price.

Challenge: Government and security

And **effective government** is essential – corruption and conflict stifle and suffocate the fight against poverty.

In simple terms, companies are more likely to invest in secure countries, and investment is essential to **ignite economic growth**, which in turn is what eliminates poverty.

In corrupt environments the rich can dodge paying their taxes, so governments have less revenue to fund social improvements like training teachers or buying medicines – and the poor lose out.

Bribery, misappropriations of public goods, and the favouring of family members for jobs and contracts are signs of corruption, which has been estimated to lead to the waste of a **trillion dollars** a year.

Another key role of good government is to provide **law and order**. A major **World Bank study** (*Voices of the Poor*, 2000) into the views of the poorest people revealed that they attach huge importance to security – security from violence and for their property. But the poor are often distrustful of existing **police and criminal justice systems**, often seeing them as the sources of violence, abuse and corruption.

And good government has to **prevent violent conflict** – one of the biggest of all barriers to development around the

Guns – enemy of the poor

Sierra Leone, in the years following independence an African success story, is now one of the poorest countries on the planet, and faces many problems exacerbated by the surplus of weapons, connected to its role as a diamond exporter. Only if international efforts to support domestic security and reduce the presence of fire power are successful will the UN's "global partnership for development" be truly effective in addressing long-term poverty in Sierra Leone.

"During the **civil war**, my family lived in constant fear. Guns were everywhere – automatic and semiautomatic rifles, machine guns, pistols – and so were hand grenades, rocket-propelled grenades, and other life-destroying tools of warfare. Often we had to stay indoors for days at a time, and ran out of food. Schools closed down, businesses went to ruin, and investors fled the country. In such times, your country's development soon grinds to a halt.

Disarmament since the war has made Sierra Leone a more peaceful, safer place. People are handing in their weapons (to the **United Nations Mission**). All too late, a great lesson has been learned: guns are enemies of peace, and their use must be strictly controlled."

*Isaac Lappia, Amnesty International's
Director in Sierra Leone*

world. For example, during the 1990s it is estimated that more than **five million** people were killed, and **fifty million** forced to flee their homes, because of conflict. Many of the poorest countries in the world are either in the midst of armed conflict or have only recently emerged from it.

1.6

ENDING POVERTY: THE BIG TARGET

As the many causes of poverty are inter-linked, the international community has come together behind a comprehensive approach which aims - to make huge strides towards a better world within a decade. The Millennium Development Goals were adopted (by world leaders) at the UN in September 2000.

The Millennium Development Goals

By **2015** United Nations Member States have pledged to:

1. Eradicate extreme poverty and hunger

- Reduce by half the proportion of people living on less than a dollar a day and those who suffer from hunger

2. Achieve universal primary education

- Ensure that all boys and girls complete a full course of primary schooling

3. Promote gender equality and empower women

- Eliminate gender disparity in primary and secondary education

4. Reduce child mortality

- Reduce by two-thirds the number of children who die before their fifth birthday

5. Improve maternal health

- Reduce by three-quarters the number of women who die in childbirth

6. Combat HIV/AIDS, malaria and other diseases

- Halt and begin to reverse the spread of these killer diseases

7. Ensure environmental sustainability

- Make sure the environment is protected, so that future generations can continue to benefit from it
- Cut in half the proportion of people without access to safe drinking water
- Significantly improve life for 100 million slum dwellers, by 2020

8. Develop a global partnership for development

- This includes developing an open but fair trading system, boosting freedom, justice and democracy, helping countries improve their exports, providing more debt relief aid and making vital drugs more easily available

Realistic targets or more hot air – the UN's record to date

Since the earliest days of the United Nations, it has set global goals, from ending colonialism during the 1950s and 1960s to accelerating economic growth in subsequent decades. Some of the targets are missed, but many of them have been achieved.

Targets hit so far

- **Eradicating smallpox** was a declaration of the World Health Organization in 1965 – it was achieved in 1977.
- **Immunizing 80 percent of infants** before their first birthday against major childhood diseases was a goal set by the WHO in 1974, and in about 70 countries, it has been achieved, though there have been setbacks in sub-Saharan Africa and South Asia.
- The World Summit for Children in 1990 declared the aim of **reducing children's deaths from diarrhoea** by half, which was reached in the 1990s.
- The World Summit for Children also targeted **reducing infant mortality** to less than 120 per 1000 live births by the year 2000 – in all but twelve developing countries this goal was met.
- The Summit also said the world should **wipe out polio** by 2000. Today more than 175 countries are polio free.

Other goals have either not been met or were narrowly missed; often because there just wasn't enough commitment from the international community to deliver. But they haven't been a waste of time. Any improvement will be a tangible big deal if you live in one of the developing countries concerned.

Targets – the ones that dropped short

- In 1980 the UN said that by the turn of the millennium life expectancy should be raised to 60 years. Of the 173 countries which fell below this threshold, 125 have now reached this goal.
- The aim of the global anti-malaria programme of the 1960s has made little headway in Africa even though it suffers the most from the disease.

Who has signed up and what will it cost?

189 countries signed up to the Millennium Development Goals, while the UN estimates the cost of meeting the targets to be a cool **£63 billion a year** – that's just **0.3 percent** of global income. If global aid were increased from the present **\$50 billion** a year to **\$100 billion** a year, the Millennium Development Goals could well be met by 2015.

But whether the plans can be turned into reality depends on political will as much as dollar signs. And political will is shaped by ordinary people worldwide.

Are we on target?

No. At present, nearly a third of the way through the 15-year target period, the world is not on target to meet the **Millennium Development Goals**. While there is some progress, the international community is simply not acting

with either the speed or the urgency that is required to tackle global poverty.

And yet, there is progress. For example **primary school enrolment** in Bangladesh rose from **64 percent** to **87 percent** (from 1990–2001) and **infant mortality** for the under 5s in the same country fell by nearly **50 percent** between 1990 and 2002.

What is the government doing?

The UK government **Department for International Development** (DFID) works directly in partnership with **153 developing countries** to help provide education and healthcare, reduce debt, promote fairer trade, protect the environment, provide aid in humanitarian emergencies, support post-conflict reconstruction and respond to global challenges such as the HIV and AIDS pandemic.

It co-ordinates its activities with international organizations (like the **World Bank**, **United Nations** and **European Commission**) as well as the **private sector**, **charities**, **trade unions**, **faith groups** and other **civil society organizations** all over the world.

DFID is spending nearly **£4 billion** a year on aid. Is this enough to meet the **Millennium Development Goals**? Critics point out that it remains below the **0.7 percent (of GDP)** level considered necessary for OECD countries. Others note the (one-off) **£6.3 billion** set aside to pay for the Iraqi and Afghan conflicts. A new pledge made in July 2004 will see UK overseas aid climb to **£6.5 billion**, equivalent to 0.47 percent of GNI in 2008 with the view of hitting the aid target for 'rich-club' countries of **0.7 percent** by 2013. But governments can only do so much... the rest is up to us.

What can we do?

One way to speed up progress towards a better world, is if individuals and communities, in developing and developed countries, realize that the means of defeating poverty is also in their own hands. If **ordinary people take up the cause** and make their voices heard (by whatever means they can), governments, however blinded by their own agendas, can be badgered into tackling the root causes of poverty.

All of us can make a stand – by becoming an **activist**, an **advocate**, or a **volunteer**, by supporting **charities** or changing the way we **spend our money** every day.

That's what the second part of this book is about – moving from **talking the talk** about ending poverty, to **walking the walk**.

2

Making a difference

Over to you

The connection between the local and the global has never been so clear. The decisions that we make, as citizens of the fourth richest nation on earth, have an impact on other people all around the world. Every day we make choices about what we buy – including the clothes we wear and the food we eat – that affect people in poorer countries. If we choose not to buy clothes produced in sweatshops then countries realise that not providing decent working conditions will lose them business.

Another connection is through the taxes we pay: few people have any idea how vital their tax-money is in building a better life for people in developing countries. It is estimated that UK aid, among other benefits, helps to permanently lift over two million people out of poverty each year.

Each of us can also work for a better world by engaging with the political process. It is in the nature of democracy that the more our elected representatives know we care about developing countries, the more they will do to fight poverty. The international community has pledged to halve world poverty by 2015. We all have a role to play in generating the political momentum to meet the target. As the following pages illustrate, whoever we are, our everyday decisions about our time and money, can shape the kind of world we want to live in.

*Lord Waheed Ali
Entrepreneur and
international
development activist*



2.1

SPEAKING OUT ON BEHALF OF POOR PEOPLE

How advocacy and activism can begin to make a better world

“Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly; defend the rights of the poor and needy.”

Book of Proverbs

Advocacy is central to the process of international development – but few people know what it really means. In fact, it’s pretty simple. It’s about trying to become a voice for people whose voice is not being heard. Which usually means poor people.

Advocacy has a legal ring – it’s what a barrister does in court to defend someone in the dock, to make sure that no injustice is done. And poor communities worldwide need advocates to speak on their behalf. They need people to research, lobby, campaign, and write letters to the press. Advocacy, as one development agency puts it, is:

“Seeking with, and on behalf of, the poor to address the underlying causes of poverty by influencing the decisions of governments, companies, groups and individuals whose policies or actions affect the poor.” (Tearfund)

Advocacy is priceless – it’s about refusing to forget that so many people in our world live lives that should be so much better. And that we have a responsibility to bring that change about. It’s more about raising awareness than raising funds – an awareness which can change attitudes and, in due course, the structures which reinforce poverty.

Like many European politicians, UK Chancellor Gordon Brown was deluged by campaign postcards from Christian Aid supporters telling him to cancel the debts of the poorest countries. One postcard was from his own mother.

When the British charity **Comic Relief** hosts **Red Nose Day**, they take celebrities to experience life in poor commun-

Advocacy in action

Ahead of the **World Trade Organization** meeting in 2003, **Christian Aid** invited UK Trade and Industry Secretary Patricia Hewitt to visit Honduras and see at first hand what can happen to ordinary people as a result of unfair global trade rules. More than a thousand emails from Christian Aid supporters encouraged her to accept the invitation, and on her way to the WTO meetings, the Secretary of State agreed to spend a day in Honduras meeting farmers like Maria Marcos Riviera, driven out of rice cultivation because of cheap imports of rice from the USA. "Meeting Maria and farmers like her made me appreciate even more clearly that development in poor countries is inseparable from agriculture in rich countries, and what links them are the terms of trade," she reflected. "The challenge for us in the rich nations of the world is to make trade fair as well as free."

ities. The hope is, in part, that those celebrities will then exploit their fame to tell the stories of the people they have met. Of course the celebrities are a useful hook to boost fundraising in order to dig wells or buy medicine. But perhaps the most important job of these short films is to act as powerful advocates, arguing for a better deal for poor communities, bringing them to the attention of those of us who easily forget.

Political engagement

But advocacy is about more than raising awareness. It is about directly engaging with the political process – even going eyeball to eyeball with the political decision-makers to represent the views of people who will never get to meet them. It might be:

- **Signing an email petition** organized by an aid agency.
- **Campaigning for the rights of poor people:** agreeing to send regular postcards to politicians; writing letters to business leaders calling for improved working conditions for their staff in developing countries; joining a demonstration aiming to make the public aware of the needs of the poor.
- **Becoming an “activist”** with a group working to fight poverty (perhaps taking the campaign into your local community, getting stories into the media, writing to board members of multinational corporations or collaborating with other campaign groups).

Trade union advocacy

Trade unions have always campaigned for the rights and dignity of workers to be respected. The **TUC** works with international trade union organizations, international labour organizations and employers to create a better understanding of the potential economic gains which a well-treated workforce can bring. For more information contact the **Trade Union Congress** (see p.54).

Advocacy as research

Sometimes advocacy might be about research. When the campaign in the late 1990s to cancel the debts of the poorest countries started to gather momentum, some people began to question whether it would simply be “throwing good money after bad”. In other words, would the debt savings really be spent on boosting the life chances of the poorest people – or end up buying limousines for corrupt politicians. Research by advocacy organizations showed that the example of Uganda pointed the way. The **Uganda Debt Network** and **Uganda Poverty Action Fund** illustrated that it was possible to ring-fence funds saved by cancelled debt repayment to ensure that the money was spent on priorities such as schools and hospitals. When the international community eventually agreed to significant debt cancellation, it was this kind of model that was cited as best practice.

Lobbying the high street

In recent years activists have had a string of successes in persuading huge corporations to change policy. British campaigners have successfully persuaded high-street retailers to

Shout loud enough... and the message gets through

When the Chief Executive of **Nestlé**, one of the largest food companies in the world, announced that his company would be suing Ethiopia for an unpaid debt of **\$6 million** in 2002, he was perfectly within his legal rights. The transnational organization wanted the money in compensation for a company that had been nationalized by the Ethiopian military government in 1975.

But when Abera Tola, an Ethiopian working with British aid agency **Oxfam**, heard about this, he was outraged. His country was again facing famine, its government struggling to feed its people: \$6 million could provide clean water for four million people. Oxfam supporters decided to mobilize in a series of actions aimed at persuading the company to drop the claim. First a fax went to company headquarters. Next, supporters held a demonstration outside its UK headquarters. Then came an e-campaign (see p.50), asking the CEO to drop the claim. It pointed out that **\$6 million** was equivalent to just **0.007 percent** of the company's turnover, but in Ethiopia it could buy food for **one million people**. The CEO's inbox was jammed as **40,000 advocates** sent emails, and, within weeks, the company announced that it would only claim **\$1.5 million** – which it would immediately donate back to Ethiopia to help relieve hunger. “It is in times like this that our true friends, you the campaigners, come out to support us,” said Abera Tola. “We are proud of the way you have reacted to the challenge. Without you we will not win this fight. Oceans divide us, but we feel your strength and friendship very close to us.”

“I am not interested in picking up crumbs of compassion thrown from the table of someone who considers himself my master. I want the full menu of rights. If you are neutral in situations of injustice, you have chosen the side of the oppressor. If an elephant has its foot on the tail of a mouse and you say that you are neutral, the mouse will not appreciate your neutrality.”

*Archbishop Desmond Tutu
South Africa*



take responsibility for the treatment of workers producing their goods – challenging them to adopt codes of conduct and introduce independent monitoring of conditions.

Through Oxfam’s **Clothes Code Campaign**, for example, consumers were asked to raise concerns with the UK’s top five clothing retailers. Subsequently all five began developing ethical trading policies.

In a world where the brand is all, companies are highly sensitive to their public profile. Although it takes time and effort, acutely image-sensitive clothing manufacturers inevitably respond to negative publicity over practices which exploit workers responsible for their lines. Take the high-profile “Support Breasts, Not Dictators” campaign by the **Burma Campaign UK**, which used images of models in barbed-wire bras to attack **Triumph**, a European lingerie giant, for their support of the ruling military dictatorship in Burma

(Myanmar) and alleged use of child labour. Following the campaign, Triumph announced it was closing its manufacturing site in Burma, though some argue it would have been better for the workers involved if the company had persuaded Burma’s powerful elite to adopt more ethical employment practices.

Lobbying politicians

Governments, too, however distant and unresponsive they can sometimes seem, do respond to the sustained pressure of advocates for the poor. In the spring and summer of 2004 campaigners in the UK began a **sustained lobby** of the UK government, arguing that the **UK aid budget** should be significantly raised to bring it more in line with the UN’s agreed aid target of **0.7 percent of national income**. In

July the UK announced that the UK's international development budget would jump by 9 percent per year. This will be used to increase the UK government's aid to Africa to at least **£1.25 billion** by 2008. It also means that the UK is on target to spend **0.7 percent** of Gross National Income on aid by 2013. If every government spent this amount we would be well on our way to a better world.

E-campaigning

With the advent of the Net, a new kind of advocacy has emerged – e-campaigning, or cyber-campaigning. So, while the downside of the email revolution is a pestilence of onscreen spam, the upside is that campaigning has become sharper, faster and more direct.

Because the Net is quick, global and cheap, email is proving a boon to individuals and communities who want to mobilize others to change society. Politicians and directors of companies can be contacted by advocates direct from the keyboard. The Web also brings people (and information) together, enabling them to more easily campaign together. For example, when Italian supporters of the campaign to cancel the debts of poor countries decided to target politicians before the 2000 **G8 summit** in Okinawa, the deluge crashed the government's computer system. That may not have been the intended effect, but it certainly meant the politicians noticed!

And as e-campaigning matures, activists are realizing that quality beats quantity – that a smaller number of personalized communications to elected officials is more effective than a carpet bombing of identical emails. **Advocacy Online** (www.advocacyonline.net) claims that every four minutes someone takes action using their site. The software automatically connects campaigners to local politicians, while a blank window throws up campaign bullet points to help the individual compose a personal letter.

Advocacy comes in many shapes and sizes, but all the while it is about trying to amplify the voice of poor communities.

By reducing the costs of sharing information, activists and campaigners in developing countries can maintain stronger links and more easily pool expertise with partners elsewhere. "It used to take 17 days to get a response to a letter," says Ranjith de Silva of **Gami Seva Sevana** (an organic farming training centre that developed from the Sri Lankan **Christian Workers' Fellowship**). "Now when something happens in America, the next day we know about it."

There are increasing numbers of news sources which provide stories from the developing world which do not make the national press or news networks. Most of the international NGOs do the job; alternatively, try **Oneworld.net** (www.oneworld.net) or **Panos** (www.panos.org.uk). They provide access to voices we would never have heard just a few years ago. They connect us with the source materials.

How the Net is giving a voice to the poor

“At one time development projects were handed down to the poor to implement but not to contribute to. Today it is understood that the voices of the local communities must be heard for poverty to be tackled and this is what the radio project I am working on responds to.

The beauty of the Internet is that it can be a tool for local radio stations which helps them produce their own independent programmes, relevant to their communities.

This is what we in OneWorld Africa are trying to achieve with the CATIA (Catalyzing Access to Technology in Africa) Radio project which connects previously isolated community radio stations through the power of the Internet.

In Uganda the OneWorld AIDS Radio website is a resource for Voice of Kigezi, a community radio station in southwestern Uganda. Voice of Kigezi produces an AIDS programme called *Humura*, which means “peace of mind” – it hosts everyday people, infected or affected by the virus, so decreasing stigma and increasing understanding of how common the disease is. In Uganda’s capital, Kampala, the leading local language radio station, CBS, has used the HIV/AIDS drama *Soul Buddyz* which is produced and uploaded to AIDS Radio website by South African community radio station ABC Ulwazi. In Zambia, a teenage radio programme, Club NTG, uses the AIDS Radio website to upload the AIDS Radio audio archive and make programmes available to anyone with a Net connection.

Only when local voices are heard on local radio will people get a sense of ownership of radio – and then use it as a tool to articulate their needs. Part of the powerlessness of being poor is the inability to get one’s views heard. When you link radio and the Internet, you are really helping fight poverty.”

Paul Kavuma Nkwanga

Soul Buddyz aidsradio.oneworld.net/section/aidsradio/soulbuddyz

Club NTG audio aidsradio.oneworld.net/section/aidsradio/audio/clubntg

OneWorld AIDS Radio aidsradio.oneworld.net

OneWorld Africa www.oneworld.net

CATIA www.catia.ws



Faith-based advocacy

Faith-based communities, in rich and poor parts of the world, are key players on the road to creating a better world. Because successful development is not down to governments alone, but only takes place when players across society are engaged – individuals, business enterprises, trade unions, financial institutions – faith leaders play a key role as agents of social change.

“When I give food to the poor, they call me a saint. When I ask why the poor are poor, they call me a communist.”

Dom Helder Camara, Brazilian priest

At one time faith groups were criticized for being more interested in **converting people** than **helping them to find ways to overcome poverty**. In some societies it was left to the state to look after “material” matters and religion to concentrate on “spiritual” matters. Today many of the major religions recognize that their spiritual vocation includes fighting for political change.

The ancient Hindu maxim *Vasudhaiva Kutumbakan*, for example, means “all of creation is one family”. Maimonides, the twelfth-century Jewish philosopher, explains in his *Eight Degrees of Charity* that the most effective way to help the poor is to empower them to overcome their poverty. Muslims picture humanity as a body, and any discomfort or pain in one part of the body causes the whole body to suffer. And the Islamic principle of *zakat*, whereby a 2.5 percent donation of capital to the poor and needy is given, is an important way of putting beliefs into practice. Concern for a more compassionate society has also been central to Sikh Gurus, while Sikhs believe that concern for the wellbeing of others must mean promoting the rights of all people to a decent livelihood.

Whatever their differences, the major religions share a core belief that the earth and its fruits are made for all and not for the few. It is this common belief that fuels widespread moral outrage among believers of all traditions at the “scandal” of poverty.

For many with a religious conviction, prayer represents the most powerful form of advocacy.

Faith communities were global long before the word **globalization** was coined. Churches and mosques, for example, reach into almost every village and town and their leaders have first-hand experience of the reality of life for the majority of the world’s people. Along with other communities – women’s groups, trade unions, slum dwellers’ organizations – faith groups are a potent force for **information distribution** and **social mobilization**, a powerful base from which to challenge unfair political structures. And research suggests that when it comes to whom poor people really trust, it is less likely to be politicians, economists, police, or the army

and more likely to be people in the church, the temple, the mosque, the synagogue or chapel.

Despite the debates that continue around the distribution of condoms and whether such schemes encourage casual sex, faith-based institutions, according to Njongonkulu Ndungane, Archbishop of Cape Town, are key players in the response to diseases such as **HIV/AIDS**. One of the reasons, he says, is because “for the majority of people, regardless of their social or economic position in society, when they become ill with any chronic illness, including HIV/AIDS, the first port of call is to their spiritual source for guidance and support.”

Advocacy matters

Advocacy is about using our voices, as part of the democratic process, to let people in powerful positions know what we think. It is using the freedoms we have to give a hearing to people who may not have those rights. Having a voice and knowing how to make ourselves heard is a form of power. Advocacy on behalf of the poor is a responsible way of using power which can, in time, foster circumstances where the poor will be heard in their own right.

“Democratic government, by definition, creates a permissive environment in which citizens may breathe; and in which there is space for debate, for disagreement, for protest. Information, and the growth in knowledge it serves, lubricates these freedoms.”

Richard Calland

Open Democracy advice centre, Cape Town

Resources: General

Advocacy online

www.advocacyonline.net

Advocacy online supports e-campaigning communities in the UK and Canada with software to help people interact with politicians, the media and each other.

Amnesty International

99–119 Rosebery Avenue, London, EC1R 4RE ☎020 7814 6200 www.amnesty.org.uk
Amnesty International is an independent worldwide movement working towards the universal recognition and practice of the Universal Declaration of Human Rights.

Anti-Slavery International

Education Department, Thomas Clarkson House, The Stableyard, Broomgrove Road, London, SW9 9TL ☎020 7501 8920 www.antislavery.org

Anti-Slavery International is working to raise awareness about the legacies of historical enslavement and its present-day forms, and to eliminate the system.

The Burma Campaign UK

28 Charles Square, London, N1 6HT ☎020 7324 4710 www.burmacampaign.org.uk

The Burma Campaign UK is a global movement campaigning for human rights and democracy in Burma.

DATA

8 St James's Square, London, SW1Y 4JUW www.data.org

DATA, founded by Bono and Bob Geldof, aims to raise awareness about, and spark response to the crises facing Africa: unpayable Debts, uncontrolled spread of AIDS, and unfair Trade rules which keep Africans poor.

The International Baby Food Action Network (IBFAN)

GIFA, PO Box 157, 1211 Geneva 19, Switzerland [+41227989164](tel:+41227989164) www.ibfan.org

IBFAN consists of public interest groups working around the world to reduce ill health and death among infants by promoting breast feeding and healthy feeding practices.

Jubilee Debt Campaign (JDC)

The Grayston Centre, 28 Charles Square, London, N1 6HT [+442073244722](tel:+442073244722)

www.jubileedebtcampaign.org.uk

Jubilee Debt Campaign is the UK's campaigning successor to Jubilee 2000 and Drop the Debt – a coalition of regional groups and national organizations whose focus is on changing UK government policy on debt and influencing the policies of the World Bank and International Monetary Fund.

Jubilee Scotland

41 George IV Bridge, Edinburgh, EH1 1EL [+441312254321](tel:+441312254321) www.jubileescotland.org.uk

A Scottish-based coalition of international development organizations, trade unions and churches campaigning against debt (associated with the Jubilee Debt Campaign; see above).

Minority Rights International

54 Commercial Street, London, E1 6LT [+442074224200](tel:+442074224200) www.minorityrights.org

Working to secure the rights of ethnic, religious and linguistic minorities and indigenous peoples worldwide, and to promote cooperation and understanding between communities.

Pax Christi

Christian Peace Education Centre, St Joseph's, Watford Way, Hendon, London, NW4 4TY

[+442082034884](tel:+442082034884) www.paxchristi.org.uk

Pax Christi (Peace of Christ) is an international lay-Catholic movement open to people of all faiths who want to proclaim and make peace.

Peace Brigades International

Unit 5, 89–93 Fonthill Rd, London, N4 3HT [+442075619141](tel:+442075619141) www.peacebrigades.org

Peace Brigades International (on invitation) sends teams of volunteers into areas of repression and conflict, in order to accompany human rights defenders, their organizations and others threatened by violence.

People & Planet

51 Union Street, Oxford, OX4 1JP [+441865245678](tel:+441865245678) www.peopleandplanet.org

People & Planet is a UK student campaigning organization working to end world poverty, defend human rights and protect the environment.

Sustain

94 White Lion Street, London, N1 9PF [+442078371228](tel:+442078371228) www.sustainweb.org

Also known as the "alliance for better food and farming", Sustain is a merger between two campaigning groups on agriculture, food and trade – the National Food Alliance and the Sustainable Agriculture Food and Environment (SAFE) Alliance.

Trade Union Congress

Congress House, Great Russell St, London, WC1B 3LS [+442076364030](tel:+442076364030) www.tuc.org.uk

World Development Movement (WDM)

25 Beehive Place, London, SW9 7QR ☎020 7737 6215 📧www.wdm.org.uk

WDM, responsible for “One World Week”, lobbies decision-makers to change policies which reinforce poverty, and researches and promotes positive alternatives.

Resources: Research & education

CADA ni

c/o Trocaire, 50 King St, Belfast, BT1 6AD ☎028 90 808841 📧cada_ni@hotmail.com

CADA ni is a Coalition of Aid and Development Agencies within Northern Ireland working to promote international development, awareness of development issues in Northern Ireland and to influence policy

Cyfanfyd

The Temple of Peace, Cathays Park, Cardiff, CF10 3AP ☎0292 066 8999

📧www.cyfanfyd.org.uk

Cyfanfyd works to promote education for global citizenship in Wales.

Development Education Association (DEA)

33 Corsham Street, London, N1 6DR ☎020 7490 8108 📧www.dea.org.uk

DEA aims to raise awareness and understanding of how global issues affect the everyday lives of individuals, communities and societies.

The Development Studies Association (DSA)

PO Box 108, Bideford, Devon, EX39 6ZQ ☎01288 331360 📧www.devstud.org.uk

The DSA connects and promotes the development research community in the UK and Ireland and provides information on development studies and related courses offered by 41 university centres and departments, as well as possible funding opportunities for study.

Developments Magazine

📧www.developments.org.uk

Developments is a free quarterly magazine, produced by the Department for International Development, providing coverage of a broad range of development issues.

Institute of Development Studies (IDS)

University of Sussex, Brighton, BN1 9RE ☎01273 606261 📧www.ids.ac.uk

IDS is a centre for research and teaching on development, and also hosts information and knowledge management services, including a specialist library and online research resources. ID21 (☎01273 678787 📧www.id21.org.uk) hosted by IDS offers a free development research reporting service.

International Development Education Association of Scotland (IDEAS)

Laurie House, Holyrood Rd, Edinburgh, EH8 8AQ ☎0131 557 8114 📧www.ideas-forum.org

The Umbrella organisation of members working in development education in Scotland.

Overseas Development Institute (ODI)

111 Westminster Bridge Rd, London, SE1 7JD ☎020 7922 0300 📧www.odi.org.uk

ODI is an independent think-tank on international development and humanitarian issues.

2.2

VOLUNTEERING

Volunteering for a better world

We Brits know a thing or two about **volunteering**. With nearly half of all adults doing some kind of formal voluntary work, we have one of the strongest traditions of volunteering in Europe. And there are lots of great ways to make a sustained contribution to global development by lending a hand to one of the many agencies and programmes that work in the international arena.

All ages and kinds of people get involved. Recent initiatives such as **Millennium Volunteers** (aimed at young people, [see p.61](#)) and the **Experience Corps** (for over-50s, [see p.61](#)) have helped to broaden the diversity of people now engaged in volunteering. And whether you are a highly experienced professional who can offer specialized skills, just beginning to think about what to do when you leave school, or somewhere in between, there is an organization out there waiting to make use of your talents and time.

If you've ever been moved by the **plight of others**, angered by the greedy **destruction of the environment** or stunned by a dictator's arrogant **disregard for human rights**, there's a volunteering role that will let you get stuck into making the world a better place.

Some volunteers deliver frontline services overseas (such as teaching, environmental conservation and health care) while many others work in a vital support capacity in the UK (awareness raising, campaigning, administering) – fundraising in Southampton is just as vital as feeding street children in South Africa.

Added value

By donating your time and services, you can help charities and development organizations to enhance the work they do, without diverting essential funding from their core work. But being a volunteer is about much more than merely saving money.

Many organizations now see volunteer involvement as a way of broadening the skills base possessed by their staff. A volunteer can often plug a key skills gap or bring additional

knowledge and expertise when required. Volunteers are valued for the passion, commitment and energy they bring to their work.

A thriving volunteer programme can send a powerful message to an agency's funders about how much the community believes in the work they do. And when it comes to writing letters to the paper or a government department, recipients will often listen more to those who speak with a passion rather than with a pay packet.

Some volunteers have direct experience of the issues that their organization addresses – refugees or victims of torture, for example – bringing an added depth of experience and perspective to their voluntary work. Whatever role a volunteer chooses to fulfil, their **time, talent and passion** add value to the work of NGO in countless ways.

Big benefits

While volunteers, by their very nature, expect nothing in return for services rendered, many have testified to the rewards they've experienced through their work. Some speak of **learning new skills** or a growth in **self-confidence**.

And volunteering gives you a chance to peek behind the curtain of international development, often with the chance to learn from experts in the field, to meet people with first-hand experience and, in some cases, to have the opportunity to travel.

Most frequently, though, volunteers speak about the sense of satisfaction their volunteering brings – seeing how the work they do contributes directly to improving the wellbeing of others and the communities they live in. And the outcome of some voluntary work is directly measurable – volunteer fundraisers with **UNICEF**, for example, are working towards raising enough money to eliminate prenatal tetanus by 2005.

Wherever and however you volunteer, you will feel the sense of satisfaction that comes from knowing you are making a real difference.

Making the choice

You may already support a particular organization that you'd like to volunteer with. If so, call them up and ask to speak to the **volunteer coordinator** about opportunities. If they have a website there will probably be details about volunteering posted there. Don't be surprised if you're asked to fill out a simple application form or attend an informal interview – procedures like this are a good indication that the organization is serious about making the best use of your time and talents.

If you are just beginning to think about volunteering, you could ask yourself:

- Is there a particular cause or issue I'd like to support?

- Is there a particular part of the world I'd like to make a difference to?
- Are there particular tasks or activities I'd like to undertake, or skills that I would like to offer or learn?
- How much time do I have to offer?

When you know what you want to do, visit your local volunteer centre or bureau. Alternatively, search the Web: there are some good online databases worth trawling (see p.60).

Situations vacant

If you are interested in volunteering overseas there are lots of opportunities. Some of these, such as **Voluntary Service Overseas** (VSO), place people with professional skills – in teaching, management, social work, health care and IT – in posts for two years. But there are also **short-term placements** available (from as little as a week) that don't always require professional expertise. In some cases you may be expected to pay your own fare and living expenses, while other organizations will cover these for you (particularly if you have desirable skills or qualifications).

Volunteering experience abroad can be a great asset to your CV if you are interested in a career in global development. A placement abroad will also help to build your intercultural awareness and understanding of key development issues from the perspective of those directly affected.

Whether it's teaching conversational English in India, or tracing missing relatives separated by war with the British Red Cross, a term of volunteering abroad can be a life-changing experience.

Family commitments, career considerations or merely a fear of finding a jeep-sized cockroach in your bath may mean that volunteering in the UK is a better option for you. Fortunately there are tons of things that NGOs need help with over here that will directly support their work abroad. Although we hear a lot about emergency aid and relief in the media, most development work these days focuses on long-term **capacity-building projects** – that's NGO jargon for "we help people to help themselves".

Consequently, UK-based volunteering opportunities will often be about maintaining the support and growth of such ongoing work. Driving all of this is the need for money, and a considerable amount of volunteering focuses on fundraising – everything from putting a collection tin in your workplace or selling Christmas cards to colleagues, through to running a charity shop or being sponsored to do a parachute jump. Charities have become adept at creating fun ways to fundraise, not to mention offering volunteers ways to fulfil a long-held dream.

Volunteering – Jon Snow

I had never been out of Europe, never been on a plane, and had only once been out of England. Yet suddenly here I was standing in the tropical sun, next to a couple of rusting customs sheds at Entebbe airport in Uganda. I was waiting for a priest in an old Volkswagen who would drive me the 200 miles to the school in the bush, on the banks of the Nile, where I was to teach for the next twelve months.



The culture shock was acute – the isolation, the heat, the humidity, the strangeness. For the first three weeks I was homesick and looking for ways to escape, but very soon I became gripped by the place – by its beauty and by the overwhelming needs of the children. I found myself teaching classes of more than forty. At home I had thought I had little to contribute, in Uganda I discovered that sharing even what little I knew was greeted with extraordinary enthusiasm and interest.

Maybe the passage of time has left a rose-tinted sense of what it was like, picking mangoes from the tree outside my window, having fresh paw paw, or fish from the river brought to my door. What I do know, is that **Voluntary Service Overseas** changed my life. I arrived in Africa a narrow and conservative adolescent. But looking North from so far South, I saw my privileged world with a new perspective.

I remember once writing on the blackboard with my back to the class. Someone made a rude noise. I turned.

“Who was that?”

“That black boy at the back,” said a girl at the front.

“But you are all black,” I responded.

“Ah but sir,” said the girl, “some of us are much blacker than others.”

And so it was. The boy at the back was “blue black nilotic”, the girl at front “cappuccino coffee”, and the other children were every shade in between. It was not just a sense of ethnicity or even of Africa that I learnt, but a sense of a wider world about which I’d never seriously thought before.

VSO and Uganda have informed my life ever since. I only wanted to become a journalist to find a way back to Africa. I have been sent back by my work many times. Almost every experience of travel or adventure since has been set against that initial baptism in the Ugandan bush.

Small commitments matter too

Some fundraising provides a **one-off or occasional** volunteering opportunity, so it's a particularly good way to help if you're unable to make a regular commitment. Campaigning activities are also good for those who are short of time. **Amnesty International's** letter-writing campaigns, for example, allow you to fit in some vital action around the rest of your commitments. You don't even have to leave the house. And if home-based volunteering sounds like a good option for you, the **UN Volunteers programme** links computer-savvy volunteers with agencies and projects who need work done that can be undertaken online – like translation, programming, helping to write business or marketing proposals, and so on.

Promoting fair trade is another good way to volunteer from home, while supporting the long-term sustainable development of communities abroad. Working with organizations such as **Traidcraft**, volunteers not only sell crafts and commodities but also help to spread the word about the importance of fair trade. This kind of awareness-raising has become a key part of many other agencies' volunteer schemes. NGOs like **Save The Children** run a speakers programme where volunteers are trained and given resources to speak engagingly in schools, businesses and associations on topics such as refugees. Elsewhere, volunteers will work with local media to help improve levels of awareness about development issues, or use their writing skills to produce publications and information materials.

Some volunteers bring their professional expertise to bear in supporting the work of NGOs. All charities are governed by a **board of trustees**, and often require people with experience or qualifications in personnel management, finance, IT, marketing, PR and so on. Sometimes there are sub-committees where such expertise is greatly valued, and many smaller organizations struggle to find treasurers (so if you're an accountant...)

Regardless of what skills you have, the time you have available, or how you want to make a difference, someone has a role that they need you to fulfil.

Resources

British Executive Service Overseas (BESO)

164 Vauxhall Bridge Road, London, SW1V 2RA ☎020 7630 0644 🌐www.beso.org
BESO offers professional expertise to organizations in developing countries and emerging economies worldwide that cannot afford commercial consultants.

Catholic Institute for International Relations (CIIR)

Unit 3, Canonbury Yard, 190a New North Road, London, N1 7BJ, UK ☎020 7354 0883
🌐www.ciir.org

CIIR, through its skillshare programme, **International Cooperation for Development (ICD)**, places skilled professionals with local organizations and some government departments in developing countries.

Cross-Cultural Solutions

Tower Point, 44 North Road, Brighton, BN1 1YR ☎0845 458 2781/2782

🌐www.crossculturalsolutions.org

Cross-Cultural Solutions is a not-for-profit international volunteer organization that operates volunteer programmes in Brazil, China, Costa Rica, Ghana, Guatemala, India, Peru, Russia, Tanzania and Thailand.

Do-it.org

3rd Floor, 2–3 Upper Street, Islington, London, N1 0PH ☎020 7226 8008

🌐www.do-it.org.uk

Do-it.org is a national database of volunteering opportunities, which allows you to search by interests such as international aid, disaster relief, human rights etc.

Experience Corps

🌐www.experiencecorps.org Recruiter of volunteers over the age of 50.

Institute for International Cooperation and Development (IICD)

PO Box 520, Williamstown MA, 01267, USA ☎001 413 441 5126

🌐www.iicd-volunteer.org

IICD is a private US-based non-profit organization offering volunteer programmes to people of all ages with a desire to travel the world and do good at the same time.

International Service

Hunter House, 57 Goodramgate, York, YO1 7FX ☎01904 64 77 99

🌐www.internationalservice.org.uk

International Service is an international development organization linked to local partner organizations in Latin America, West Africa and the Middle East.

International Voluntary Service Great Britain

Old Hall, East Bergholt, Colchester, CO7 6TQ ☎01206 298215 🌐www.ivs-gb.org.uk

IVS GB is the British branch of Service Civil International (SCI), a worldwide network of like-minded branches and partner organizations.

Millennium Volunteers

🌐www.millenniumvolunteers.gov.uk

Voluntary work specialists who focus on placements for young people.

Newtraid

🌐www.newtraid.org

Newtraid is a virtual meeting place for volunteer consultants and clients – typically experienced professionals.

Northern Ireland Volunteer Development Agency

4th Floor, 58 Howard Street, Belfast, BT1 6PG ☎028 9023 6100

🌐www.volunteering-ni.org

The agency aims to strengthen communities through the promotion and development of volunteering, and provides training, help and advice on all aspects of voluntary action.

Online Volunteering

www.onlinevolunteering.org

This is a UN website for virtual volunteers who can serve communities in developing countries without leaving home (translating documents, writing articles, etc).

Raleigh International

27 Parsons Green Lane, London, SW6 4HZ ☎020 7371 8585 www.raleigh.org.uk

Raleigh International is a youth development charity getting young people involved in environmental and community projects around the world.

Skillshare International

126 New Walk, Leicester, LE1 7JA ☎0116 254 1862 www.skillshare.org

Skillshare International works for sustainable development in partnership with the people and communities of Africa and Asia.

Students Partnership Worldwide (SPW)

17 Dean's Yard, London, SW1P 3PB ☎020 7222 0138 www.spw.org

SPW is an international development charity working in Africa and Asia.

Teaching & Projects abroad

Aldsworth Parade, Goring, Sussex, BN12 4TX ☎01903 708300 www.teaching-abroad.co.uk

Teaching and Projects abroad offer a wide range of volunteering opportunities abroad, including English teaching, medicine and journalism.

United Nations Volunteers (UNV)

Postfach 260 111, D - 53153, Bonn, Germany ☎049 228 815 2000 www.unvolunteers.org

The UNV programme supports human development globally by promoting volunteerism and mobilizing volunteers in initiatives around the world.

Voluntary Service Overseas (VSO)

317 Putney Bridge Road, London, SW15 2PN ☎020 8780 7241 www.vso.org.uk

VSO is an international development charity combating poverty in the developing world.

Volunteer Centre Network Scotland

45 Queensferry Street Lane, Edinburgh, Scotland, EH2 4PF ☎0131 225 0630

www.volunteerscotland.org.uk

A network of 42 volunteer centres, offering extensive opportunities.

Volunteering England

Regents Wharf, 8 All Saints Street, London, N1 9RL ☎0845 305 6979

www.volunteering.org.uk

Volunteering England offers a range of resources to anyone who works with or manages volunteers as well as to those who want to volunteer – at home or abroad.

Volunteering Wales

109 St Mary Street, Cardiff, CF10 1DX ☎029 2022 7625 www.volunteering-wales.net

This website offers volunteering opportunities around the country.

2.3

MAKING TRADE ETHICAL

Because trade makes the world go round

“Whosoever commands the trade of the world commands the riches of the world and hence the world itself.”

Sir Walter Raleigh

“Don’t underestimate the power of the vigilante consumer...”

Dame Anita Roddick (from Take It Personally)

The person, or company, or community that decides what to buy, who to buy from, and on what terms, has remarkable power. More power than they sometimes realize.

Trade means jobs... which means food on the table, clothes for the children and a roof over your head. So decisions about how we trade or buy are not only decisions about how we want to live our lives, but how other people live their lives too.

Trade can make a lot of people a lot of money. It can be the difference between a life of poverty and one of opportunity. It doesn’t need to be simply a way for those who are rich to become even richer. If it takes place within a just global system, **trade has the potential to end poverty**. In recent years, many of the fastest growing developing countries have been those able to sell their goods abroad. In these countries, notably in East Asia, poverty has fallen most rapidly – though, as if to prove the point, progress stalled when a financial crisis hit the region.

In a global trading system worth **\$10 million a minute**, the poorest countries represent the tiniest fraction of world trade – a share that has rapidly diminished over the last twenty years. According to the **UN**, poor countries are **\$700 billion** a year worse off because the global trading system works against them.

If Africa could increase its share of world trade by just 1 percent it would generate five times more income than the continent currently receives in aid and debt relief.

As markets open up, new opportunities emerge for the poor as well as the rich. If **fair international rules** are in place to manage this trade, then prosperity for developing

countries can follow. Unfortunately, contemporary world-wide trade, at the heart of globalization, cuts both ways. For some workers producing fruit and vegetables, new markets have been a boon. But if you're an African garment worker, your prices may have been undercut by competition from elsewhere.

World trade has the potential to enable governments in developing countries to improve living standards, health care and education and begin to tick all the other boxes that add up to creating a decent living environment. The **World Bank** estimates that eliminating all barriers to trade in goods would generate between **\$250 billion** and **\$620 billion** in extra global income, up to half of which would go to developing countries. In terms of poverty reduction this could lift **300 million people out of poverty by 2015**.

But while the rules that govern international trade favour the strongest and most vociferous countries, the current unfair global trade environment deepens poverty for other nations. Global trade must be managed properly so that it does not simply lead to the survival of the biggest and most powerful.

Unfair rules

- One issue is the **tariffs on processed goods** that are exported to wealthy nations by poorer ones. A raw product such as cocoa, coffee or sugar can be exported with few financial penalties – and sometimes none – when it crosses the border into the EU. But as soon as a developing country tries to add value to raw goods prior to export – by processing cocoa into chocolate for instance – the EU slaps on high tariffs. The result is that a Ghanaian chocolate bar becomes far more expensive than one produced in Europe.
- Another bump in the playing field is the issue of **agricultural subsidies** given to farmers in the West. These encourage rich countries to produce surpluses, which are then “dumped” onto

The big cow question

The President of Tanzania has a problem which he sums up like this: “How can I convince a Tanzanian – who keeps a few dairy cows but cannot sell the milk because the market is flooded with subsidized imported milk – that an open market is better than a closed or regulated one?”

And in an age of instant global communication, a rural African farmer, living on **\$1 a day**, knows far more than his parents might have known about the global economic environment.

Even the head of the World Bank finds the situation embarrassing: “We live in a world of 6 billion people, 3 billion living on less than two dollars a day. European cows get subsidised to the extent of **\$2.50 a day**, so there's something disproportionate in terms of the way that we're attending to the question of poverty.”

world markets, causing prices to collapse. This undermines the livelihoods of **smallholder farmers** in poor countries who are growing the same crops and trying to sell them on the same markets. Just look at how we value our cows (see box opposite).

● **Labour standards** (including pay and health and safety conditions) are hardly ever the same in developing countries as they are in the West. Powerful companies operating across the globe – known as transnationals – are barely regulated in some parts of the developing world. Understandably, the governments of poor countries which urgently need inward investment are not likely to impose strict rules on companies who say they want to set up factories, bringing jobs and the promise of reinvigorated local economies. When transnationals pay reasonable wages and provide good working conditions, they can dramatically help reduce poverty. However, if – as campaigners point out – such companies exploit their employees and fail to respect the local environment, they make poverty worse.

● Finally, **World Trade Organization rules on patents** – including for medicines and seeds – mean that poor countries often can't afford the high prices charged for products that literally represent life and health. Anti-retroviral drugs for those living with **HIV/AIDS** is one example. Campaigners argue that these rules on protecting intellectual property must be changed, claiming that they guard the interests of wealthy countries, but take little account of the needs of people in poorer nations.

Your choices count

Governments can, and do, change the rules that define the **global trading system** – however slow the process – if they believe there is a mandate from voters.

But while ordinary people can put pressure on politicians for international change, you can also begin, day by day, to make choices which ensure that people in poorer countries get a fairer return for their product. As someone who makes purchasing decisions on a daily basis, you have the **power** to make a difference to the way international trade works.

This doesn't mean going without; it's often simply a matter of redirecting where you spend your money. Taking action to influence change can be as simple as buying food that has been **traded fairly**, choosing **green electricity** from renewable sources, or opening an **ethical bank account**.

Take food as an example. Tot up your spend on food shopping over the course of a year. It's a huge amount. By choosing to spend even a fraction of this money on "fairly traded" products (where the producer gets a greater proportion of the purchase price; see p.66) you can be sure that your money is directly helping farmers earn a decent wage and, in turn, keeping both families and communities together. And if even **10 percent** of everyone's weekly shop consisted of fairly traded products, it would send a powerful signal to the multinational-dominated food industry that we, as consumers, are genuinely concerned about the people who grow our food.

Fair trade in action

Rigayato lives in **Ghana** where her family has a cocoa farm. Often small-scale farmers in developing countries don't have the power to obtain good prices for their produce in the international trading market. One result is that children like Rigayato may not be able to stay in school. But prospects are better for her family since joining a **farmers' cooperative**, Kuapa Kokoo, which sells cocoa beans to the UK to make *Dubble*, a Fairtrade (see p.71) chocolate bar.

"Fairtrade has changed my life – when we sell cocoa for *Dubble* chocolate, we can rely on getting a fair price for our beans, which means I am able to stay at school. At harvest time I help cut open the cocoa bean pods, and profits made by the co-operative have paid for a village well and for machinery to improve our farms.

On school days I get up at 4.30am and go to the well to collect water. Then I collect wood to sell by the roadside to earn money to pay for my breakfast and lunch. Sometimes I save up and buy books. The co-operative uses some of the income for education. So I am going to apply for a scholarship. In Ghana more boys get the chance to continue their education than girls – girls are expected to marry at 16 and have children. My dream is to be a scientist and to look for cures for diseases."



Ethical trade, fair trade?

Fair trade is generally about making sure poor producers get an adequate return for what they produce. **Ethical trade** is more about making sure labour standards are respected throughout big global supply chains. **Ethical sourcing**, for instance, involves a company taking responsibility for the labour and human rights practices back down the supply chain to the original producers.

Broadly speaking, an ethical or "fair trade" product meets stringent organic, green or labour standards criteria – standards that are regularly audited, and will carry accreditation from an independent trade body.

Check them out

If a company makes an ethical claim about a product you want to buy, it's worth testing them out. These are some of the questions they should be prepared to answer:

- Do they pay more than the costs of production?
- Do they pay staff promptly?
- Have they instigated long-term contracts?
- Do they offer training and support?
- What environmental conditions do people work in?
- Are workers unionized?

Any company that is genuinely trying to offer an ethical product or service will be happy to explain, and will often also tell you about aspects of the business they are struggling with as they grow. You will learn far more about your potential purchase than most people ever understand about their shopping choices.

There are currently over seventy such consumer “stamps of approval” in use in the UK, the most well-known being that of **Fairtrade**, with its distinctive logo (see p.71). Learning which accreditation addresses your particular concern may involve a little research – such as visiting the relevant company website.

Spend for good

To be an ethical consumer you don't need to decamp to a goatskin tepee and live off boiled slugs for all eternity. There are less dramatic ways of minimizing your **global footprint** while benefiting marginalized producers in poor countries. It has never been easier to choose the ethical option, as companies who prioritize people over profit now sell their products in mainstream outlets.

And it turns out that consumers are already showing considerable discrimination when they open their wallets. The value of ethical goods and services is booming. According to 2003's **Ethical Consumerism Report** (put together by the Co-op Bank, New Economics Foundation and Future Foundation), the total value of ethical consumption in the UK was nearly **£20 billion** in 2002. The **Ethical Purchasing Index** (from the same camp) showed that the value of ethically marketed goods and services rose by **13 percent** on 2001, and the value of ethical banking rose by **16 percent**.

Flexing the public purse

The public sector also has a part to play in ensuring that new markets for ethical goods can flourish. Local and national **government procurement budgets** are immensely valuable. Given the volumes tendered for by UK and international companies eager to win lucrative contracts, government departments have the potential to stimulate whole new markets for ethical goods and services. If government, at all levels,

“I used to think that trade was simple – someone has something you want and you swap it for something they want, simple. But the more I learned, the more I realized that world trade doesn’t work like that at all. Many poorer people could work for a better life by selling their products to rich countries at a decent price. But the rules of world trade are rigged against them. Every day millions of people are denied the opportunity to trade their way to a better life. Unfair trade rules mean that families don’t have enough to eat, can’t afford to send their children to school, and don’t enjoy basic employment rights.

We’re all in it together. All the world’s a marketplace, and all of us use it, whether we’re producers or consumers. In the globalized world of the twenty-first century, trade is one of the strongest ties that bind us. If we don’t make trade fair, the poverty and injustice will lead to a build up of resentment that will affect us all.

That’s why fair trade should be something everyone thinks about when they get up in the morning. If the developing world had a **one percent** bigger share of world trade, **128 million** people would be lifted out of poverty. Isn’t that a good enough reason?”

Chris Martin, “activist” and singer with Coldplay



required suppliers of food, furniture, building materials, transport and power to tender for business at least partly on the basis of ethical criteria, companies would inevitably respond. Why? Because in the world of business, money talks.

Unethical trade

But, of course, there’s more to trade than just food and clothing. Both the **public and private sectors** have their fingers in some pies that many activists feel do much to hinder any development of a better world. Some of the global industries you might feel uncomfortable about your money supporting, whether through **savings or taxes**, are:

- **The Arms trade** is big business and usually depends on conflict to provide profits to shareholders. Small arms cause particular misery in developing countries, both during periods of war and the aftermath. A UK initiative, **The Transfer Controls Initiative**, is calling on all UN Member States to stop the flow of small arms to nations where they fuel conflict. But there is a long way still to go, with an estimated

639 million small arms or light weapons in circulation around the world. For more see www.caat.org.uk

● **Pharmaceuticals** are a major world trade and can do a lot of good. Patent protection (leading to impossibly high prices for many countries) has been a major issue for some ethical campaigners. Recent developments suggest, though, there is now great potential for companies to make drugs in developing countries more readily available and at low cost.

● **Dangerous chemicals**, particularly those used in agriculture, can seriously damage farmland in developing countries, whilst creating dependence among small-scale farmers, in turn leeching their profits. For more, see the **Pesticide Action Network** (www.pan-international.org).

● The **tobacco industry** not only has an obvious impact on global health, but many campaigners also highlight as a concern the way some multinationals target the developing nations as potential new markets to be milked, often focusing their efforts on children. For more, see the **Framework Convention Alliance** (www.fctc.org).

If you feel strongly about the global impact of a particular trade, become an **advocate** (see p.46) and speak out for those affected by the industry; or consider the way your own money is used by both the **government** and the **banks** with which you invest it ... read on.

All the way to the bank

It's vital to remember that even when you are not spending your money, someone else is – your bank will be lending your hard-earned ready to a wide range of companies engaged in a multiplicity of different businesses across the globe.

You may want your bank or building society to match your own ethical concerns, and there are now several banks that actively market their ethical credentials.

The best-known ethical bank is the **Co-operative Bank** (and its Internet arm, **Smile**), which offers a wide range of services including current and savings accounts, ISAs, mortgages, loans, credit cards and business banking. The Co-op operates what is known as negative screening to decide who can borrow your money. This policy states that no funds will be lent to any government or business that fails to uphold basic human rights, or whose links to oppressive regimes are a continuing cause for concern.

Promoting ethical global economics from a different angle, **Triodos Bank**, which offers savings and investment products, positively invests customers' money into social enterprises – so promoting cutting-edge green technologies, sponsoring share issues in fair trade and socially just companies.

Using its members' money to promote sustainable lifestyles and greener homes, the **Ecology Building Society** funds mortgages on new-builds and refurbishments that meet high environmental standards.

Pensions are also a valuable area in which people can choose to invest ethically. Surprisingly, even if you choose an “ethical” pension fund, your money may well be invested in conventional-sounding industries. However, ethical pension fund managers actively engage with the companies whose shares they buy, and the power wielded by a fund manager with millions to invest is starting to transform the way that big companies do business. Any ethical **independent financial adviser** can suggest a range of ethical pension funds. Choosing to follow this route doesn’t mean you’re opting for inferior returns – even in the recent so-called **bear markets**, ethical investments have performed well against conventional funds.

Power hungry

It’s no secret that today the human race is polluting the earth’s atmosphere with greenhouse gases from fossil fuels that are fast running out. Nuclear material that will take tens of thousands of years to degrade risks polluting the future. But this is more than an energy crisis. It is also a health crisis, as pollution affects people from developing countries and the rich world alike.

There are two approaches to the energy crisis:

- Use less power.
- Use different sorts of power.

Unless you really fancy cooking over a smoky fire – and for lack of alternatives, many in developing countries must, at great cost to family health – you’ll need electricity to sustain a reasonable modern lifestyle. Using less electricity to achieve the same result has never been easier. Here’s some things you can do:

- Only buy efficient **A-rated white goods**.
- Get the council to do a free **audit of power use** in your home.
- **Insulate the loft**.
- If you need a new roof, **install photovoltaic tiles** and you may even be able to sell power back to the national grid – government grants may be available for environmental improvements to your home.
- **Double-glaze** windows.
- Use **energy-saving light bulbs** that cost less to operate.
- If you want a new house, why not **build an eco-house**...

Renewable alternatives

If building a new house feels a little daunting, you could instead take the simple but effective route of switching to **green energy at home**.

Power in the UK mostly comes from burning coal and gas, or from nuclear generation. Some comes from burning landfill. This is termed **light green** electricity, and, because of the emissions it gives off, is not ideal as an ongoing source of power generation. Barely **3 percent** of the UK's energy requirement is generated from **dark green** renewable sources. Currently this means **wind turbines**, though **wave energy** may yet become more economically viable.

Renewable power doesn't come for free. It takes significant investment. So companies need to know there is a potential market of eager green consumers. It's not just the power-hungry industrialized world that would benefit; so too would hundreds of millions of people in developing countries. For example, in Africa, **solar energy** could easily power not just homes and villages but entire industries.

In Britain most electricity companies operate **green tariffs**. While this is a move in the right direction, these schemes are often little more than a repackaging of our existing 3 percent dark green renewable energy capacity. There's simply not enough to go around.

Friends of the Earth (see p.74) has compiled a league table of companies offering to supply renewable energy to domestic customers. One company taking positive action is **Ecotricity** (see p.74), which offers domestic customers the chance to go green and matches local energy company prices.

Respect!

International trade is a powerful means of lifting people from poorer countries out of poverty, but only if the trading relationship respects everyone in the supply chain.

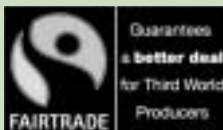
Some companies specifically set out to create a supply chain that values people for the skill they bring to making a quality product. They strive to pay small-scale farmers in developing countries a guaranteed higher price than can be achieved on the world market – where prices continue to crash through the floor.

The only independent UK consumer guarantee of fair terms of trade is the **Fairtrade mark**, which can now be found on over 250 products, including chocolate, coffee, tea, fruit juice, wine, bananas, lemons, mangoes, pineapples, biscuits, honey, sugar, jams, chutneys, flowers – and footballs.

The Fairtrade standard

To use the Fairtrade mark on a product, companies must:

- **Source from producer organizations** that have been inspected and certified against international Fairtrade standards.
- Pay a price to producers that covers the **costs of sustainable production and living**.
- Pay a premium for producers to **invest in business development or social projects**.



From South America, Latin America, Africa, Asia and India, these Fairtrade products are now widely available in supermarkets, and consumers are giving them the thumbs-up, with retail sales of Fairtrade goods estimated at **£92 million** in 2003, up by nearly half in a year.

If a company is asking you to pay a bit more for a Fairtrade product, you'll want to know that the product is good and that Fairtrade standards are being maintained. Fairtrade companies now pride themselves on the fact that their products can compete – and often win out – in taste tests against conventional brands. And the Fairtrade mark's awarding body, the **Fairtrade Foundation**, undertakes regular audits to ensure that rigorous Fairtrade criteria continue to be met.

What's more, the success of Fairtrade products sends a powerful message to other major companies who continue to exploit producers in poor countries. It shows that there are still profits to be made, not by being generous, but simply by being fair. If other people can do it, why can't they?

If you're unhappy with the way a company treats its workers or pays its producers, **let them know**. If you've switched brands, or stores, because someone else is fairer, tell the people you're boycotting why you've changed. Your custom means a lot to them and no business likes losing a customer.

Resources: General ethical consumer/trade advocates

Corporate Watch

16b Cherwell Street, Oxford, OX41BG ☎01865 791 391 🌐www.corporatewatch.org.uk
Small independent not-for-profit research and publishing group, which undertakes research on the social and environmental impact of large corporations.

Ethical Consumer

Unit 21, 41 Old Birley Street, Manchester, M15 5RF ☎0161 226 2929
🌐www.ethicalconsumer.org

Ethical Consumer is the website of the **Ethical Consumer Research Association** (ECRA) which helps individuals and organizations to make ethical choices.

Ethical Junction.com

☎0161 224 0749 🌐www.ethical-junction.org
The Ethical Junction is a wide-ranging portal site.

Ethical Trading Initiative

🌐www.ethicaltrade.org
The Ethical Trading Initiative (ETI) is an alliance of companies, non-governmental organizations (NGOs) and trade union organizations.

GetEthical.com

Unit A2, 2nd Floor, Linton House, 39–51 Highgate Rd, London, NW5 1RS ☎020 7419 7258
🌐www.getethical.com
An online source for ethical products and news.

Make Trade Fair campaign: Oxfam

Oxfam House, 274 Banbury Rd, Oxford, OX2 7DZ ☎0870 333 2700

🌐 www.maketradefair.com

Make Trade Fair is a campaign led by **Oxfam** to reform international trade rules in favour of poorer trading nations, who it believes currently get an unfair deal.

The New Economics Foundation (NEF)

3 Jonathan St, London, SE11 5NH ☎020 7820 6300 🌐 www.neweconomics.org

NEF is an independent think-and-do tank which aims to improve quality of life by promoting innovative solutions that challenge mainstream thinking on economic, environmental and social issues.

Resources: Ethical banking & investment

Co-operative Bank

PO Box 101, 1 Balloon St, Manchester, M60 4EP ☎08457 212 212

🌐 www.co-operativebank.co.uk (🌐 www.smile.co.uk)

The only “high-street” bank with a published *Ethical Policy*. Smile is the Co-op’s Internet bank.

The Ecology Building Society

7 Belton Rd, Silsden, Keighley, West Yorkshire, BD20 0EE ☎0845 674 5566

🌐 www.ecology.co.uk

The Ecology is a mutual building society dedicated to improving the environment by promoting sustainable housing and sustainable communities.

Ethical Investors Group

Montpellier House, 47 Rodney Rd, Cheltenham, GL50 1HX ☎01242 539848

🌐 www.ethicalinvestors.com

Ethical Investors Group provides independent financial advice to individuals, charities, groups, and companies “who care about their world and its preservation”.

The Ethical Investment Research Service (EIRIS)

80–84 Bondway, London, SW8 1SF ☎020 7840 5700 🌐 www.eiris.org.uk

EIRIS provides independent research into corporate behaviour for ethical investors, so that they can make informed choices.

Triodos Bank

Brunel House, 11 The Promenade, Bristol, BS8 3NN ☎0117 973 9339 🌐 www.triodos.co.uk

Triodos Bank lends to organizations which create real social, environmental and cultural value: charities, environmental initiatives, etc.

Resources: Fair trade

The British Association for Fair Trade Shops (BAFTS)

Unit 7, 8-13 New Inn Street, London EC2A 3PY ☎020 7739 4197 🌐 www.bafts.org.uk

BAFTS is a network of independent fair trade or world shops across the UK.

Cafédirect

City Cloisters, Suite B2, 96 Old Street, London, EC1V 9FR ☎0207 490 9520

🌐 www.cafedirect.co.uk

Cafédirect is the UK's largest Fairtrade hot drinks company, offering coffee, tea and cocoa. They sell through most of the major supermarkets.

Divine Chocolate

The Day Chocolate Company, 4 Gainsford Street, London, SE1 2NE ☎020 7378 6550
🌐www.divinechocolate.com

Divine chocolate is produced by the Day Chocolate Company which makes a wide range of fairly traded products.

The Fairtrade Foundation

Room 204, 16 Baldwin's Gardens, London, EC1N 7RJ ☎020 7405 5942
🌐www.fairtrade.org.uk

The Fairtrade Foundation is responsible for awarding the Fairtrade mark to products in the UK.

The Fairtrade Labelling Organization (FLO)

Kaiser-Friedrich-Strasse 13, D - 53113 Bonn, Germany ☎0049-228-949230
🌐www.fairtrade.net

FLO is the worldwide Fairtrade standard-setting and certification organization.

Traidcraft

Kingsway, Gateshead, Tyne & Wear, NE11 0NE ☎0191 491 0591 🌐www.traidcraft.co.uk

Both a charity advocating fair trade and a plc offering a wide range of wholesale and retail fairly traded products.

Resources: Energy

The Energy Saving Trust (EST)

21 Dartmouth Street, London, SW1H 9BP ☎020 7654 2444 🌐www.est.org.uk

The Energy Saving Trust was set up by the UK Government after the 1992 Rio Earth Summit, and it focuses on delivering practical solutions (including sources of grants) for households, small firms and the road transport sector.

Ecotricity

Axiom House, Station Road, Stroud, Gloucestershire, GL5 3AP ☎01453 756111
🌐www.ecotricity.co.uk

Ecotricity offers a green electricity supply to domestic and corporate customers. They promise to match the price of your regional electricity supplier.

Friends of the Earth

26–28 Underwood Street, London, N1 7JQ ☎020 7490 1555 🌐www.foe.org.uk

Friends of the Earth has a catalogue of environmentally friendly products and, under its climate section, lists and rates renewable energy suppliers.

Good Energy

Monkton Park Offices, Chippenham, Wiltshire, SN15 1ER ☎01249 766090 🌐www.good-energy.co.uk

An energy supplier which supports the renewable energy industry by buying electricity from small-scale UK generators.

Solar Century

91–94 Lower Marsh, Waterloo, London, SE1 7AB ☎020 7803 0100
🌐www.solarcentury.co.uk

Solar Century is a solar photovoltaics (PV) company. Solar PV generates electricity directly from light, whatever the weather.

Resources: Ethical clothing

The Clean Clothes Campaign

38 Exchange St, Norwich, NR2 1AX ☎01603 601993 🌐www.cleanclothes.org
The Clean Clothes Campaign aims to improve working conditions and empower workers in the global garment industry.

Ethically Me

Flat C, 160 Knights Hill, West Norwood, London, SE27 0SR ☎0870 005 7080
🌐www.ethicallyme.co.uk
Ethically Me is a clothing company founded on the principle of fair and equitable treatment of all stakeholders associated with the business.

Ethical Threads

898 Garratt Lane, Tooting, London, SW17 0NB ☎020 8682 4224
🌐www.ethicalthreads.co.uk
Ethical Threads is a brand of clothing and merchandise that sources from work-places that meet international conventions on workers' rights, and which are verified by free trade unions.

Ethical Wares

Caegwyn, Temple Bar, Felinfach, Ceredigion, SA48 7SA ☎01570 471155
🌐www.ethicalwares.co.uk
Ethical Wares is a mail order company, majoring on shoes and accessories, run by vegans who seek to trade in a manner which does not exploit animals, humans or the wider environment.

Greenfibres

99 High St, Totnes, Devon, TQ9 5QF ☎01803 868001 🌐www.greenfibres.com
Greenfibres offers goods and garments for all ages made from organic cotton, organic linen, hemp, organic wool, and untreated silk.

Howies

Parc House, Parc Teifi, Cardigan, SA43 1EW ☎01239 614 122 🌐www.howies.co.uk
Environmentally friendly clothes from a campaigning company which pledges to return 1 percent of turnover or 10 percent of pre-tax profits (whichever is the larger) to grassroots environmental and social projects.

2.4

ETHICAL TOURISM

Travel for a better world

“Tourism is like fire: you can cook your dinner on it, but if you are not careful it will burn your house down.”

Anon

Tourism has become a **major world industry**. We are travelling further and in far greater numbers than ever before. We journey into the heart of rainforests and up the highest mountains, soak up the sun on tropical beaches and dive in coral reefs. We gaze in wonder at the mighty ruins of ancient civilizations and get up close and personal with the most amazing wildlife on earth. According to the **World Travel and Tourism Council**, tourism – and associated activities – generates over **10 percent** of Global Domestic Product and employs **200 million** people. There are nearly **700 million** international travellers a year, a figure which is expected to double by 2020.

The cost of flying has reduced dramatically in a decade, which means we can choose **long-haul trips** that were previously unaffordable. Mexico, Malaysia and Thailand are no longer just the domain of intrepid backpackers or the leisurely wealthy, while **charter flights** are now common to developing countries like Brazil, Sri Lanka, and The Gambia.

But while this staggering growth of tourism has expanded our holiday options and boosted revenue, investment and jobs, it has also become a focus for concern – particularly in relation to developing countries. The economic prosperity that tourism brings to these destinations can be cancelled out by its impact on the environment and local communities. Fragile coastal ecosystems are creaking under the strain of mass hotel complexes, local water supplies are drying up through over-demand, and ancestral homes are vanishing to make way for tourism development.

All of this means that the type of holiday we choose and what we do while on holiday is becoming important, not just for safeguarding our own enjoyment but for the future prosperity of the destinations themselves – the very places we so love to visit.

Tourism and development

Developing countries in particular are capturing an increasing share of the global tourism market. Fourteen of the top twenty long-haul destinations are now in developing countries. For many destinations visitor numbers have doubled, or even tripled, in a decade.

This trend provides an engine of economic development for poorer countries. Tourism has become the **main money earner** for a third of developing nations, and the primary source of foreign exchange earnings for most of the 49 least developed countries. And as tourism is based around natural and cultural resources – something even many of the poorest countries have in abundance – it can provide opportunities where few other industries are available.

What's more, the **infrastructure** associated with tourism development (roads, electricity, communications, piped water) can provide essential services for rural communities. The money tourism brings can also help local **wildlife and environmental conservation** – many of the world's protected natural areas are subsidized by tourism income and would struggle to survive without it.

But alongside the economic benefits, tourism can add to the difficulties faced by people in the developing world. The very **assets** that tourism depends on – the cultural and natural heritage – are also the daily resources of millions of local people, and can be threatened by exploitation and abuse. The drive for tourism development can lead to **displacement of local and indigenous peoples**, cultural degradation, and the distortion of local economies and social structures.

Local people can also be socially and economically marginalized by tourism, especially in the all-inclusive package holiday market. When **tourism multinationals** own every element of the chain – from travel agent to tour operator, airline, hotel, and even local ground transportation companies – local people are deprived of a fair share in the profits of tourism; indeed, many earn nothing at all.

Our holidays in their homes

The mantra of the 1990s eco-traveller, “**Take only photographs, leave only footprints**”, was born from the realization that tourism could provide positive benefits to conservation and the environment. **The International Ecotourism Society** defines ecotourism as: “Responsible travel to natural areas that conserves the environment and promotes the well-being of local people”. Nowadays this has developed into a deeper understanding that the places we visit are other people's homes. The beaches we lie on are their back yards; the bars we drink in are their locals; the vegetable markets are their sources of food; and the national parks are there to protect their land.

“**Responsible travel**” is becoming a more common feature in popular holiday brochures – with the focus on encouraging the beneficial side of tourism while providing for environmental protection and remembering responsibilities to local people and cultures. It’s about having a fantastic holiday that minimizes the harm to the environment and doesn’t contribute to the exploitation of local people. “**Community tourism**” is another term used by the travel industry, referring to responsible holidays that aren’t necessarily nature-based (as in ecotourism), but where the emphasis is on the fact that local people run or organize the holidays.

Where to start

Research indicates that we are becoming increasingly aware of **social, cultural and environmental issues** in travel. So when it comes to actually booking our holidays, how can we put our money where our mouths are?

Choosing a **responsible holiday tour operator** is a good place to start. Some travel companies now include a responsible travel policy that offers a better exchange of culture with local people as well as ensuring some of the money you’re paying goes towards the local communities. **The Association of Independent Tour Operators** (AITO), which represents about 150 independently owned UK tour operators, provides its own **Responsible Tourism Guidelines** that are now part of its membership criteria. On its website it lists operators that have been given two or three stars for their performance in responsible tourism.

Increasingly, operators are incorporating a written responsible travel policy. This should describe how their trips benefit conservation and local people. Some operators give a donation to a local charity or help fund local conservation and community projects in the destination.

Another place to research ethical holidays is *The Good Alternative Travel Guide* produced by **Tourism Concern**, a charity that campaigns for fair trade in tourism. This Guide lists holidays in some of the world’s most beautiful regions, from walking the songlines of central Australia with Aboriginal guides to visiting the Inuit above the Arctic Circle. The holidays have been organized in consultation with

Look online

The Internet is a great resource to find out about tours organized by local people. For example, **ResponsibleTravel.com** is an online travel agent offering holidays to 140 countries – from B&Bs in Snowdonia to swimming with humpback whales in Tonga. **TourismConcern.org.uk** also offers a wealth of resources. For more online pointers see the directory on p.80, or check out the “ecotourism” section of *The Rough Guide to Travel Online*.

Getting there

Air travel has become a major contributor to global warming. So even if we book a holiday through a responsible operator, if it involves flying great distances it can hardly be said to be doing the environment much good. A **single passenger** on a return London to New York flight produces more carbon dioxide than the average UK motorist does in a year.

When we do have to travel by air, organizations such as **Future Forests** (www.futureforests.com) or **Climate Care** (www.co2.org) accept donations to support the development of renewable and clean energy projects that reduce carbon dioxide emissions. Both organizations provide travellers with tools on their websites (www.futureforests.com; www.co2.org) to work out what should be paid to offset the share of the pollution generated from a flight.

Also consider booking your flights through **North South Travel** (see p.82), whose profits are all donated to grassroots development organizations, mostly in Africa.

local people who benefit economically from tourism – whether by owning accommodation, running guiding companies, leasing facilities to commercial operators or through other business arrangements.

A growing number of organizations point responsible travellers in the right direction. **The Foreign and Commonwealth Office** runs a “Know Before You Go” campaign, which encourages holidaymakers to familiarize themselves with the customs and culture of holiday destinations. It also backs **The Travel Foundation**, a charity set up to help manage the travel industry more sustainably. A number of mainstream and niche tour operators offer the opportunity to make a donation to this charity when you book a holiday.

It is also possible to find travel and tourism companies that have been “**eco-certified**”. There is no one global accreditation scheme for green or fair trade tourism, but several individual schemes recognize travel companies and projects that act more responsibly.

- **Green Globe Asia Pacific** is a benchmarking, certification and improvement system for sustainable travel and tourism.
- **The Ecotourism Certificate programme** in Australia provides accreditation for ecological sustainability and natural area management.
- **The Fair Trade in Tourism South Africa** trademark recognizes certain special tourism ventures for their efforts in sustainable tourism.
- **The Tourism for Tomorrow Awards** are one of a range of awards for ethical or sustainable tourism that recognize projects which have made a positive contribution towards local natural and cultural environments, and improved the impact of tourism on the environment.

- **AITO** also has an annual award which is given to one of its members that has shown commitment to responsible tourism.

Going local

There are many things we can do on holiday which not only support local communities but also add to the enjoyment of a trip. For example, by using **local guides** rather than expatriates, we can gain a better insight into the environment and culture – and boost local employment opportunities. We can further benefit local economies by **buying food and souvenirs** from local **markets** or craft cooperatives, not simply from hotel lobby shops, which are unlikely to pass much value back to the producers. Markets are also fantastic places to meet local people. It's often the people we meet that are the most memorable experience of a great holiday.

And once back in the UK, it's possible to buy crafts from developing countries through the **Traidcraft mail-order** catalogue or one of the **British Association of Fair Trade shops**, which ensure producers are paid reasonable wages and work in good conditions.

Bon voyage

It's easy to assume that our holidays are insignificant compared to the enormity of the global travel and tourism industry. But a single trip can make a difference to someone's life... the mountain guide, the village market trader, the local community group that receives a donation from a tour operator. Responsible travel and positive actions by travellers can reverse the impact of destructive tourism, can genuinely contribute towards good global development and can help preserve the beauty of the world for future generations.

Resources

Association of Independent Tour Operators

🌐 www.aito.co.uk

AITO expects all its member tour operators to sign up to certain responsible tourism guidelines; those who exceed these are given star ratings for the progress made.

The Centre for Environmentally Responsible Tourism

🌐 www.c-e-r-t.org

CERT is an independent, voluntary and non-profit-making organization, aiming to demonstrate how responsible tourism can protect the environment, wildlife and cultural aspects of holiday destinations.

Ecotourism Australia

GPO Box 268 Brisbane, Q. 4001, Australia ☎0061 617 3229 5550

🌐 www.ecotourism.org.au

This non-profit organization has an Eco-Certification Programme developed by

Your guide to responsible travel

- **Read up** on the countries you plan to visit – the welcome will be warmer if you take an interest and speak even a few words of the local language.
- **Think about where your money goes** when booking a holiday – for example bed and breakfasts, village houses and locally owned accommodation benefit local families.
- Ask to see your tour operator's **responsible travel policy**.
- Help the local economy of developing countries by **buying local produce** in preference to imported goods.
- **Haggle with humour** and without aggression. Pay what something is worth to you and remember how wealthy you are compared to local people.
- Realise that the people in the country you are visiting often have **different time concepts** and thought patterns from your own, this does not make them inferior, only different.
- **Ask questions** rather than assume you have all the answers beforehand.
- **Use public transport**, hire a bike or walk where possible – you'll meet local people and get to know the place better.
- **Use water sparingly** – it is precious in many countries and the local people may not have sufficient clean water.
- **Don't discard litter**. Waste disposal is a major expense in poorer countries.
- **Have respect for local cultures**, traditions and holy places. For example, ask permission before you photograph local people and dress appropriately at all times
- **Spend time reflecting** on your daily experience in an attempt to deepen your understanding.
- **Don't buy products made from endangered species**, hard woods, shells from beach traders, or ancient artefacts (which have probably been stolen).
- **Pack small gifts from home as gifts for your hosts** – get your tour operator to ask the local community what would be of most use to them.
- **Use your guidebook as a starting point** rather than as a bible-following it slavishly will close you off to new or unknown experiences or attractions

With thanks to responsibletravel.com Ltd and to TourismConcern on whose respective guidelines the above has been based.

industry, for industry, addressing the need to identify genuine ecotourism and nature tourism operators in Australia.

Fair Trade in Tourism South Africa (FTTSA)

PO Box 11536, Hatfield, Pretoria 0028, South Africa ☎0027 12 342 8307/8

🌐www.fairtourismza.org.za

FTTSA encourages fair and responsible business practice by South African tourism establishments through a trademark.

Foreign and Commonwealth Office Know Before You Go

🌐www.fco.gov.uk/travel

This site offers travel tips on respecting local culture and protecting the environment, as well as hints on security and health.

Green Globe 21

GPO Box 371, Southern Cross House, Canberra, ACT, 2601, Australia ☎0061 26257 9102
🌐www.greenglobe21.com

Green Globe 21 is the worldwide benchmarking and certification programme which facilitates sustainable travel and tourism for consumers, companies and communities.

International Centre for Responsible Tourism

Department of Earth and Environmental Sciences, University of Greenwich, Medway University Campus, Pembroke, Chatham Maritime, Kent, ME4 4TB 🌐www.icrtourism.org
A postgraduate training and research centre based at the University of Greenwich.

North South Travel

🌐www.northsouthtravel.co.uk

Unique travel agent that offers global discount fares and donates all its profits to grassroots charities worldwide.

Pro-poor Tourism

🌐www.propoortourism.org.uk

Pro-tourism is a website offering downloadable research reports and studies on how tourism's contribution to poverty reduction can be increased.

responsibletravel.com

🌐www.responsibletravel.com

Launched in 2001, responsibletravel.com aims to help travellers book real and authentic holidays that also benefit the environment and local people.

Tourism Concern

Stapleton House, 277–281 Holloway Rd, London, N7 8HN ☎020 7133 3330

🌐www.tourismconcern.org.uk

Tourism concern is a campaigning organization that works with communities in destination countries to reduce social and environmental problems connected to tourism.

The Travel Foundation

The CREATE Centre, Smeaton Rd, Bristol, BS1 6XN ☎0117 9273049

🌐www.travelfoundation.org.uk

The Travel Foundation is a UK charity that aims to help the travel industry manage tourism more sustainably.

The Tribes Foundation

12 The Business Centre, Earl Soham, Woodbridge, IP13 7SA ☎01728 685971

🌐www.the-tribes-foundation.org 🌐www.tribes.co.uk

The Tribes Foundation is a UK charity whose principal aim is to relieve the poverty of indigenous communities in areas outside the UK which are affected by tourism. It also has a travel 'arm' offering holidays of benefit to the local people, environment and wildlife of the holidaymakers' destinations.

The World Travel & Tourism Council (WTTC)

1-2 Queen Victoria Terrace, Sovereign Court, London E1W3HA ☎0870 727 9882

🌐www.wttc.org (🌐www.tourismfortomorrow.com)

WTTC's mission is to raise awareness of the full economic impact of travel and tourism, offering policy frameworks for sustainable development to business and government. Its Tourism for Tomorrow award scheme rewards best practice in sustainable tourism and travel.

2.5

CHARITY: MAKE YOUR GIVING COUNT

Giving for a better world

We've all done it. The quick body swerve to avoid the smiley person with the clipboard and the charity jacket: "Can you spare a moment for...?"

"Chuggers" – short for charity muggers – are an all too regular feature of our cities and towns. They may be an irritant, but if it were not for them, the tin rattlers and the door-to-door collectors, perhaps many of us wouldn't give at all. And maybe we should...

A great deal of *The Rough Guide to a Better World* has concentrated on things we can do. But there is still a place for what we can give. It may be that you are not in a position to volunteer, or organize, or advocate, but that you are able to regularly give a few quid to someone who has got the time and the expertise to help make the world a better place. Which is precisely what charities are set up to do. In Britain in 2002 British citizens gave direct donations of £7.3 billion.

There are 188,452 charities registered with the **Charity Commissioners**, so there's a few to choose from. Our emphasis in this book is on international development and the poorest communities, which cuts the number of relevant charities down to around 1,400. The list is still daunting, and here are some of the questions you may be asking:

- Who do I choose?
- How do I know they're doing a good job?
- How much of my money goes to the work on the ground?
- What's the most effective use of my money?
- Will it make any difference?

To answer these questions you first need to know a little more about the type of charity we are dealing with... read on.

What is an aid & development charity?

Charities working overseas are often referred to as relief agencies or aid agencies. This is something of a misnomer. While many of them started out in response to disasters (**Oxfam**, for example, started life as the Oxford Committee For Famine Relief), before long they realized that simply handing out food parcels would not solve the long-term causes of poverty and would simply encourage dependency. Instead they began to think in terms of “development” – enabling poor communities to build a sustainable future based on good health, sound ecology and appropriate income generation. Increasingly, development agencies have come to realize that global politics, economics and environmental demands also have a vital impact on the needs of poor people, leading them not just to get involved in development projects but to campaign, for instance, for changes in international trade rules and foreign policy on behalf of their “clients”.

When is a charity not a charity?

A charity is only a charity when it is registered by the **Charity Commissioners** or recognized by the **Inland Revenue** as having charitable status. They will either have a registered charity number or an Inland Revenue number to prove it. **The Charity Commission** (in England and Wales) and the **Office of the Scottish Charity Regulator** make sure that charities are fulfilling their objectives and are keeping transparent financial records of how they are spending the money they are given.

One of the things that determines charitable status is that an organization works for the “public benefit”. In other words, it has to bring some tangible good to those it claims to help. As a result, organizations whose main objective is to campaign or lobby are not granted charitable status. So, for instance, **Greenpeace** and **Friends of the Earth** are not, at the time of writing, charities, whereas the **Worldwide Fund For Nature** (WWF) is.

In the area of development, the **World Development Movement** is deemed to be a campaigning organization, while **Christian Aid** is a charity. There is clearly a fine line here, since campaigning and lobbying can benefit poor countries. Charity Commission rules allow for a degree of campaigning, and new legislation is due which is expected to redraw the line and allow a number of campaigning organizations charitable status.

Educational organizations are usually recognized as charitable, so even campaigning organizations can gain charitable status for their divisions which are dedicated to raising public awareness of global needs.

So, where does this leave you? Well, donations can be made to any organization, whether they are charitable or not, but you can only take advantage of tax breaks such as **Gift Aid** (see p.89) if it has charitable status.

Broadly, there are two kinds of aid and development agencies. First there are those which cover a broad spectrum of projects in many countries all around the globe. This would include such organizations as **Oxfam**, **Christian Aid** (see p.94) and **CAFOD** (see p.94). Then there are others (often smaller) which have developed some kind of specialism – with children, for instance, or a particular disease, or who focus on the needs of an individual country.

How do I choose a charity?

There may not be a single charity that will do everything you want it to, so expect to look at a portfolio of charities that interest you. In order to see who's out there, it is worth looking at one of the charity directories. **Charities Direct.com** has a useful breakdown of charities by area and will also tell you how much they receive and how much they spend each year. **The Charity Commission** (see p.91) also has an online database of every charity in England and Wales, together with facts and figures.

It is worth bearing in mind that charities are not simply neutral conduits for donations. They are organizations with principles and ideologies. It is always worth looking at the history and mission statement of any charity if you're going to do more than offer a casual one-off donation. For example, a number of development agencies have some kind of faith or denominational history, which makes a difference to the kind of work they do. Organizations are usually transparent about their ideological basis. **Tearfund** (see p.96), for example, makes it clear that it endeavours to work in partnership with evangelical Protestant churches in developing countries – which may, or may not, leave you singing from the same hymn sheet.

There are also differences of opinion on matters of practice. Take the question of **child sponsorship**, for instance (see p.86).

There are other major issues of policy, for example, in **HIV/AIDS** education and prevention. There is a spectrum of ideas about the place that abstinence, fidelity and safe sex have in halting the spread of the virus – and the differences are not all along moral lines. Some organizations feel that dispensing condoms encourages casual sex and breeds complacency. Others say that urging abstinence and fidelity is unrealistic and not to make condoms available puts some sections of the community at unnecessary risk. If these issues are important to you, it is worth finding out about a charity's position.

Child sponsorship

You'll have seen the advertisements that tell you that, for as little as 60p a day, you can sponsor a child and help them break free from poverty. You may be able to choose the country and the gender of the child, and be able to write to and receive letters from the child you've chosen. Development professionals are divided (often fiercely) over whether this approach works, or is best for poor communities (see below). Sponsorship organizations vary in their approach. If you're interested in sponsoring a child, examine several of the charities working in the area, read their literature, visit their websites and ask all the questions you need to in order to find out specifically how the programme works. Then you can make an informed choice. Here are some good places to start:

Plan UK www.plan-uk.org

World Vision www.secure.worldvision.org.uk

Child sponsorship: for and against

FOR

- It puts a human face on complex issues – learning about the life of one child connects sponsors to the cause of child poverty, and is a valuable development education tool for sponsors and communities.
- It allows the agency to connect with the community at a family and household level; and, because sponsors typically support a programme for 10–15 years, this encourages the development of sustainable projects.
- Sponsorship employs good development practice. Leading UK sponsorship agencies have signed an agreement to facilitate “self-reliance, self-help and participation, guided by the principles in the UN convention on the Rights of the Child”.
- Sponsors can judge for themselves the effectiveness of their contribution by seeing the effects on the child they are sponsoring.
- In the best cases, communities themselves manage the sponsorship processes, through volunteers. Communities know who are the most in need and make sure these families are the ones who receive help.

AGAINST

- Child sponsorship carries expensive administration costs – the letters and photos take time and money that could be spent on alleviating poverty.
- Letters to and from sponsors remind children of their dependence on a distant stranger and also give glimpses of lives very different to their own, creating dissatisfaction.
- Child sponsorship delivers education, food and clothes, but does not in itself tackle larger issues – war, HIV/AIDS, international trade rules, etc – which are the root causes of poverty.
- In most cases “child sponsorship” is a misnomer. It is community development by another name. Sponsor contributions are pooled with other donations and used to support projects designed to benefit the local community where the child lives, as opposed to being conveyed exclusively to the child.

Are charities doing a good job?

Most agencies develop their policies in an attempt to be as effective as they possibly can and in order to answer the needs of the poor communities they work among. The paternalistic, “we’ll give you what we think’s best for you” attitude has

“On a visit to India I learned of a young girl who lived in the slums who was so knocked out after watching *Bend it like Beckham* that she decided to get a sports scholarship. Local people scraped together money for her and she realized her ambition. I got choked up when I heard about that – it’s amazing what the poorest people can do to help each other.

But we who live in the rich world also have to play our part in the development of poorer countries. It’s extraordinary to think that money sent back to poor communities can be so influential in national development. One recent survey found that the amount of money sent back to India from Indian people who now live elsewhere topped \$10 billion. Individuals in Britain alone sent \$3.5 billion back to family and friends in other countries.

The total amount of this generosity which stretches across the seas is actually greater than the amount of money governments spend on international aid each year. And it has a phenomenal effect in improving life for millions of people. The more we can direct our generosity towards both those we know and those we don’t in developing countries, the more our world will become so much better and fairer for everyone.”

Parminder Nagra, actress



largely disappeared. Most major development-based charities adopt a “bottom-up” approach. They do not arrive in a country and then dictate what the poor require. They work alongside indigenous communities in order to discover what they need. Gone are the days, mostly, when Western technocrats impose solutions and expensive machinery which then simply rusts in a field, because parts are impossible to resource.

Nevertheless, fundamental questions to ask about the work any individual charity is undertaking are:

- Are people’s lives improved as a result?
- Are they more in control of their lives than before?
- Is their cultural identity still intact?
- Is the development that has taken place sustainable by successive generations?

If you can’t find the answers you need directly from the charity, try researching them through **The Charity Commission** (see p.91).

What happens to your donation?

A reason – or excuse – people sometimes give for not supporting charities is that they

spend too much money on administration. However, charities are leaner than popular opinion suggests. A survey of the top 500 fundraising charities for the years 2002/3 shows that, on average, 84 percent of funds received was spent on the actual work, 9 percent on fundraising and publicity and only 3 percent on management and administration. Charities by law have to publish their accounts each year, and it is easy to find out how much they are spending on what.

How to make your donation work harder

If you want your giving to make more of a difference, then there are two basic rules:

- Give regularly
- Give tax effectively.

Why give regularly?

In most cases, charities love it if they know they can rely on you. Imagine what it's like running a major organization upon which millions of people depend, but you are unable to predict how much you will be able to spend because it depends on the whims of donors?

That's why the chuggers are all over you, trying to sign you up for a direct debit, however modest. They may be annoying, but they're not wrong. It enables charities to plan. As a nation we haven't yet got this message. We basically give small change to charities – around 60 percent of our giving is done by putting money in a tin or on a church collection plate. This ad hoc type of donation contributes just over 20 percent of the income charities receive.

If you've decided that a particular charity is doing what you want to see done, then giving by standing order or by direct debit makes all sorts of sense. Not only does it help the organization, but it means that the decision is made and the deed done. You have the satisfaction that it is going out every month.

Why give tax effectively?

If everybody who gave to charity took advantage of the government's offer to give their tax to their good causes, the voluntary sector could claim a massive **£900 million** extra from the **Inland Revenue**. About half the UK population now know about **Gift Aid**, but only 30 percent are giving tax effectively.

Here's how it works: if you are a UK tax payer, for **every pound** you give, the charity you are supporting will receive an extra **28 pence** from the Inland Revenue (the tax you've already paid). This means that a **£10 Gift Aid** donation is worth **£12.80** to the charity. On top of this, higher-rate tax payers can reclaim from the taxman as much as **£23** for

every **£100** donated to charity, by detailing Gift Aid donations on their Self Assessment form (see below for an example).

Gift Aid can work for any donations of any amount, large or small, by cash, cheque, postal order, direct debit, standing order, debit or credit card or even in a foreign currency (including the euro). All you have to do is give the charity a simple **Gift Aid declaration**. This might involve completing a short form or just giving basic details to the charity over the phone or the Internet. It's not rocket science – one single Gift Aid declaration can apply to all past donations you have made (since April 2000) and to all future donations you make. You've paid the tax already – why not give it to charity?

Gift Aid in action

- **Ellie makes a donation** of £100 to a charity of her choice.
- **The charity multiplies the donation** amount by 22/78ths* (ie 28 percent). The charity then **claims the money back** from the Inland Revenue, which means it gets £28 extra **at no cost to Ellie**.
- If **Ellie is a higher-rate tax payer**, then she can obtain tax relief on the difference between the **higher rate tax** she has paid (40 percent) and the **basic rate tax** (22 percent) claimed by the charity, ie 18 percent.
- She works out the gross value of her gift to the charity (£100 + £28 = £128). Eighteen percent of that figure (£23) is the tax rebate **she can claim on her tax return** to calculate the tax relief she is entitled to reclaim.
- In other words, **Ellie's £100 gift is worth £128 to the charity**, but only costs her £77.

**£100 (donation) x 22 (basic rate of income tax) over 78 (100 minus the basic rate) which equals £28 tax relief to charity*

Set up your own charity account

If you like to plan or budget your giving, there are a number of charity accounts or schemes where you can put money into a pot, and reclaim the Gift Aid in order to support your chosen causes' charities.

The best known and most popular of these is simply called the **Charity Account** and is run by charity finance experts **CAF** (Charities Aid Foundation; see p.91). You open the equivalent of a current account, which you can continue to pay into, as and when you want; details of the account can be found on the **All About Giving** website. CAF (because it is a charity in its own right) reclaims the tax you've paid on the money you deposit (via Gift Aid) and adds it to your account. You can then give the money to your chosen charities whenever you like, by standing order, direct from your

account online, or by a debit card or cheque. CAF also offers a dedicated online charity account called **Give Now**. CAF is a non-profit organization but charges a 4 percent fee to cover administration costs.

There are smaller Christian (**Stewardship**) and Jewish (**KKL Accounts and Services**) operations which fulfill a similar role for those constituencies. Here's where to look:

All About Giving www.allaboutgiving.org

Give Now www.givenow.org.uk

Stewardship www.stewardship.org.uk

KKL Accounts and Services www.kkl.org

Other ways to give tax

There are further ways of **giving tax effectively**. For instance, you can give direct from your pay, if your employer is registered for one of the government-approved **payroll giving schemes**. Employees give over £70 million a year to charity through this route. You nominate the charity or charities you want to benefit and the money goes straight out of your pay packet to them. In this case you get immediate tax relief rather than the charity getting the benefit (the idea is that this will encourage you to give more). So, for example, if you are a basic-rate tax payer, a **£10** donation will only cost you **£7.80**, and just **£6** if you are a higher-rate tax payer. Ask your employer whether they are registered. The largest payroll giving scheme in the UK, **Give As You Earn**, is run by CAF.

Alternatively, if you happen to have **shares** that you no longer need you can give them to charity and claim back full tax relief against their value. Giving shares worth **£1000** will only cost you **£780** if you are a basic-rate tax payer and **£600** if you are paying at higher rate. You contact the charity you want to give the shares to (who may help you arrange the transaction), transfer the gift to the charity and claim the tax relief. If a charity is not in a position to handle the process for you (most of the larger charities can), contact **CAF**, **ShareGift** (see p.92), or the **Community Foundation Network** (see opposite) who can give you advice.

If you are in a position where you have a large amount of capital to give away, you may want to think about setting up your own **charitable trust**, where, for instance, you invest the capital and give the interest away to causes you want to support. This can be a costly and complex legal process to do on your own behalf, but CAF do have a flexible and much less expensive scheme for setting up a private trust which is worth investigating.

Over to you

There are heroic organizations of all sorts, shapes and sizes who are working, often unsung, to make the world a better place. They deserve our support. But it is always worth knowing where they're coming from and what exactly it is they are doing. Trawl the net and "sieve before you give". If at all possible, give regularly: it helps charities plan ahead and so be more effective. And when you do make a donation, use the tax breaks available to you. It's daft not to.

Resources

Charities Aid Foundation (CAF)

Kings Hill, West Malling, Kent, ME19 4TA ☎01732 520000 🌐www.cafonline.org
🌐www.allaboutgiving.org 🌐www.charitynet.org 🌐www.givenow.org

CAF (Charities Aid Foundation) is a charity's charity, which is a source of research and information about charities and also provides a range of tax-effective schemes for donors, together with services to help charities maximize their resources.

Charity Choice

Waterlow Professional Publishing, Paulton House, 8 Shepherdess Walk, London, N1 7LB
☎0207 490 0049 🌐www.charitychoice.co.uk

Charity Choice is a reference source providing an A-Z directory database of over 8,500 charities.

The Charity Commission

Harmsworth House, 13–15 Bouverie Street, London, EC4Y 8DP ☎0870 333 0123
🌐www.charitycommission.org.uk

The Charity Commission is the regulator and registrar for charities in England and Wales; it holds a register of, and information about, all such charities.

The Community Foundation Network

Arena House, 66–68 Pentonville Road, London, N1 9HS ☎20 7713 9326
🌐www.communityfoundations.org.uk

The Community Foundation Network supports the development of charitable trusts that promote and support local voluntary and community activity; it also provides advice for potential donors.

The Giving Campaign

🌐www.givingcampaign.org.uk

The Giving Campaign was an independent, national campaign established by the UK government to increase the amount of money given to UK charities. It is now closed, but its website still gives valuable information on tax-effective giving.

G-Nation

🌐www.g-nation.co.uk

G-Nation is part of the Citizenship Foundation, a partnership between charities and the government aiming to develop the culture of giving and the issues of citizenship in the UK. It works with young people throughout the UK to show them how they can change the world by giving.

Justgiving

First Floor, 20–24 Old Street, London, EC1V 9AP ☎020 7549 2222 🌐www.justgiving.com
Justgiving offers opportunities for donors to give to charity tax-efficiently, and provides online fundraising tools that enable anyone to raise money for their favourite causes.

KKL

58 –70 Edgware Way, Edgware, Middlesex, HA8 8GQ ☎0800 358 1991/3587

🌐www.kkl.org.uk

KKL is a Jewish trust company providing a range of tax-efficient services to donors and charities primarily in the Jewish community.

The National Council for Voluntary Organizations (NCVO)

Regent's Wharf, 8 All Saints Street, London, N1 9RL ☎020 7520 2414

🌐www.ncvo-vol.org.uk

The National Council for Voluntary Organizations (NCVO) works with and for the voluntary sector in England by providing information, advice and support and by representing the views of the sector to government and policy-makers.

Office of the Scottish Charity Regulator (OSCR)

Argyll House, Marketgait, Dundee, DD1 1QP ☎01382 220 446 🌐www.oscr.org.uk

The OSCR is the Scottish equivalent of the Charity Commission; it advises and monitors Scottish charities, and takes action in cases of misconduct.

SCVO

The Mansfield, Traquair Centre, 15 Mansfield Place, Edinburgh, EH3 6BB ☎0131 556 3882

🌐www.scvo.org.uk

SCVO is the umbrella organization for voluntary organizations in Scotland, providing information and advice about the voluntary sector.

ShareGift

The Orr Mackintosh Foundation, 46 Grosvenor Street, London, W1K 3HN ☎020 7337 0501

🌐www.ShareGift.org

ShareGift is a charity scheme designed to help individuals give shares to charity.

Stewardship

PO Box 99, Loughton, Essex, IG10 3QJ ☎08452 26 26 27 🌐www.stewardship.org.uk

Stewardship is a Christian-based organization offering a range of tax-efficient giving services as well as services to churches and Christian charities.

Welsh Council for Voluntary Action (WCVA)

Baltic House, Mount Stuart Square, Cardiff Bay, Cardiff, CF10 5FH

☎0870 607 1666 🌐www.wcva.org.uk

WCVA is the voice for the voluntary sector in Wales, representing and campaigning for voluntary organizations, volunteers and communities in Wales.

3

Resources

Resources: General aid and development

ActionAid

Hamlyn House, MacDonald Rd, London, N19 5PG ☎020 7561 7561

🌐www.actionaid.org.uk

ActionAid works in Africa, Asia, Latin America and the Caribbean, listening to, learning from and working in partnership with over nine million of the world's poorest people.

British Red Cross and Red Crescent

9 Grosvenor Crescent, London, SW1X 7EJ ☎020 7235 5454 🌐www.redcross.org.uk

The Red Cross and Red Crescent Movement is the largest independent humanitarian network in the world, with more than 100 million members across the globe. One of the most active members of this movement, the British Red Cross is a leading UK charity with over 40,000 volunteers.

CAFOD

Romero Close, Stockwell Rd, London, SW9 9TY ☎020 7733 7900 🌐www.cafod.org.uk

CAFOD is the overseas development and relief agency of the Catholic Church in England and Wales. Its mission is to promote human development and social justice within a Christian framework.

CARE International

10–13 Rushworth St, London, SE1 0RB ☎0207 934 9334 🌐www.careinternational.org.uk

CARE International is a global humanitarian organization, working with over thirty million disadvantaged people each year in 72 of the world's poorest countries.

Christian Aid

35 Lower Marsh, London, SE1 7RL ☎020 7620 4444 🌐www.christian-aid.org.uk

An international aid and development agency of the churches in the UK and Ireland, Christian Aid supports local organizations, which are best placed to understand local needs, as well as giving help on the ground through sixteen overseas offices.

Comic Relief

5th Floor, 89 Albert Embankment, London, SE1 7TP 🌐www.comicrelief.com/education

Around 70 percent of schools in the UK take part in Red Nose Day. The aim of Comic Relief's Education Department is to make sure that all the young people and teachers who take part in Comic Relief campaigns including Red Nose Day and Sports Relief not only have fun and raise money, but also gain a deeper understanding of the issues that lie behind their fundraising.

Concern

Units 13 and 14, Calico House, Clove Hitch Quay, Plantation Wharf, London, SW11 3NT

☎020 7738 1033 🌐www.concern.net

Concern works in 27 countries in Africa, Asia, the Indian sub-continent and the Caribbean. It defines its mission as "working for a world where no one lives in fear, poverty or oppression".

DFID

Public Enquiry Point, DFID, Abercrombie House, Eaglesham Road, East Kilbride, Glasgow, G75 8EL, UK ☎0845 300 4100 (from within the UK), +44 1355 84 3132 (from outside the UK) ✉enquiry@dfid.gov.uk 🌐www.dfid.gov.uk

The Department for International Development – DFID – is the UK Government department working to promote sustainable development and eliminate world poverty.

Echo

<http://europa.eu.int/comm/echo>

Echo is the European Union's humanitarian arm, providing emergency assistance and relief to the victims of natural disasters or armed conflict outside the European Union. (Thanks to Echo for the story of Akbar, Mafus and Rasul, p23)

Help the Aged

207–221 Pentonville Rd, London, N1 9UZ ☎020 7278 1114 www.helptheaged.org.uk

Help the Aged focuses on the needs of older people. Its main priorities are: combating poverty, reducing isolation, defeating ageism, challenging poor care standards and building understanding through research into ageing.

Hindu Aid

53/63 Cottrell House, Wembley Hill Road, Wembley, Middlesex, HA9 8BE UK

www.hinduaid.org.uk

Hindu Aid was set up in response to promote the involvement of the Hindu community in humanitarian and development projects that will improve the lives of the poorest people in society.

Intermediate Technology Development Group (ITDG)

The Schumacher Centre for Technology & Development, Bourton Hall, Bourton-on-Dunsmore, Rugby, CV23 9QZ ☎01926 634400 www.itdg.org

ITDG aims to demonstrate and advocate the sustainable use of technology to reduce poverty in developing countries.

Merlin

4th Floor, 56–64 Leonard St, London, EC2A 4LT ☎020 7065 0801 www.merlin.org.uk

Merlin exists to provide an immediate and effective response to medical emergencies throughout the world. Merlin is a UK-based, non-profit, non-partisan charity, which provides lifesaving health care for people in crises and disaster situations around the world.

Muslim Aid

PO Box 3, London, E1 1WP ☎020 7377 4200 www.muslimaid.org

Through generous donations and legacy contributions, Muslim Aid has helped save and improve the lives of millions of people in fifty of the poorest countries around the world.

Network of Sikh Organizations UK (NSO)

Suite 405, Highland House, 165 The Broadway, Wimbledon SW19 1NE

☎020 8544 8037 www.nsouk.co.uk

Representing Khalsa Aid and other Sikh charities.

Oxfam

274 Banbury Rd, Oxford, OX2 7DZ ☎0870 333 2700 www.oxfam.org.uk

Oxfam GB is a development, relief, and campaigning organization that works with others to find lasting solutions to poverty and suffering around the world.

Plan UK

5–6 Underhill St, London, NW1 7HS ☎020 7482 9777 www.plan-uk.org

Plan is an international humanitarian organization helping children to realize their full potential through child sponsorship.

Save the Children

7 Grove Lane, Camberwell, London, SE5 8RD ☎020 7703 5400

www.savethechildren.org.uk

Save the Children fights for children's rights.

Scottish International Aid Fund (SCIAF)

19 Park Circus, Glasgow, G3 6BE T 0141 354 5555 www.sciaf.org.uk

SCIAF raises awareness of the global causes of poverty and campaigns for a fairer world. It is the overseas relief and development agency of the Catholic Church in Scotland.

Tearfund

100 Church Rd, Teddington, Middlesex, TW11 8QE [020 8977 9144](tel:02089779144)

www.tearfund.org.uk

Tearfund is an evangelical Christian development and relief charity working through partners to bring help and hope to communities in need around the world. Last year Tearfund supported over 500 projects in more than 90 countries.

UK Jewish Aid & International Development

44a New Cavendish St, London, W1G 8TR www.ukjaid.org

UKJAID is the Jewish humanitarian organization which leads the UK Jewish community in response to international disasters and mobilises Jewish resources for international development.

United Nations Children's Fund (UNICEF)

Africa House, 64–78 Kingsway, London, WC2B 6NB [020 7405 5592](tel:02074055592) www.unicef.org.uk

UNICEF is a global champion for children's rights which makes a lasting difference by working with communities and influencing governments.

United Nations Development Programme (UNDP)

European Bureau, Palais des Nations CH-1211, Genève 10, Switzerland [0041 22 917 8542](tel:0041229178542)

www.undp.org

The UNDP aims to “bring together governments, civil society, multinational corporations and multilateral organizations ... around particular issues of concern ... looking for innovative ways to address them” (Mark Malloch Brown, Administrator of UNDP).

United Nations High Commissioner for Refugees (UNHCR)

Case Postale 2500, CH-1211 Genève 2 Dépôt, Switzerland [0041 22 739 8111](tel:0041227398111)

www.unhcr.ch

This agency is mandated to lead and coordinate international action to protect refugees and resolve refugee problems worldwide. Its primary purpose is to safeguard the rights and wellbeing of refugees.

War on Want

Fenner Brockway House, 37–39 Great Guildford St, London, SE1 0EJ [020 7620 1111](tel:02076201111)

www.waronwant.org

War on Want fights poverty in developing countries in partnership and solidarity with people affected by globalization. They campaign for workers' rights and against the root causes of global poverty, inequality and injustice.

WaterAid

Prince Consort House, 27–29 Albert Embankment, London, SE1 7UB www.wateraid.org

WaterAid is the UK's only major charity which is dedicated to the provision of safe domestic water, sanitation, and hygiene promotion to the world's poorest people.

World Vision UK

Opal Drive, Fox Milne, Milton Keynes, MK15 0ZR [01908 841000](tel:01908841000)

www.worldvision.org.uk

World Vision is one of the world's leading relief and development agencies. It is a Christian charity and is currently helping over 85 million people in nearly 100 countries.



Singer Ronan Keating travelling with Christian Aid in Ghana: "International trade rules must be rewritten if people across Africa are going to survive and care for their families."

Immunisation programmes are vital to protect the health of people developing from poverty.



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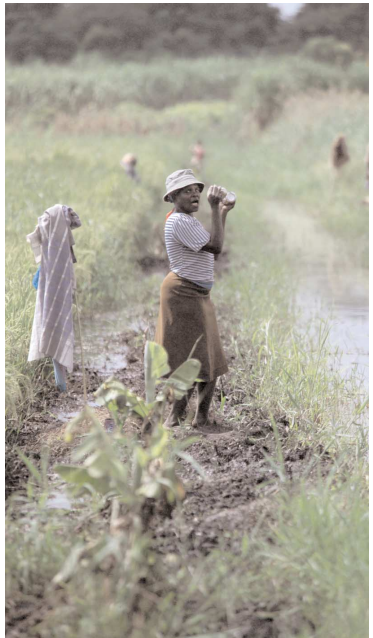


Chicken Street, Kabul – the entrepreneurial spirit revives in post-conflict Afghanistan.

Geoff Crawford



Ugandan people find their voice to protest in this Kampala anti-corruption demonstration.



Members of a farming co-op in Mozambique share the task of bird-scaring to protect their precious rice crop.



“Education is the most powerful weapon to change the world.” *Nelson Mandela*



Coldplay singer and activist Chris Martin with Glastonbury Festival's Emily Eavis: “Fair trade should be something everyone thinks about when they get up in the morning.”



“Part of the powerlessness of being poor is the inability to get one's views heard. When you link radio and the Internet you are really helping to fight poverty.” *Paul Kavuama Nkwanga*

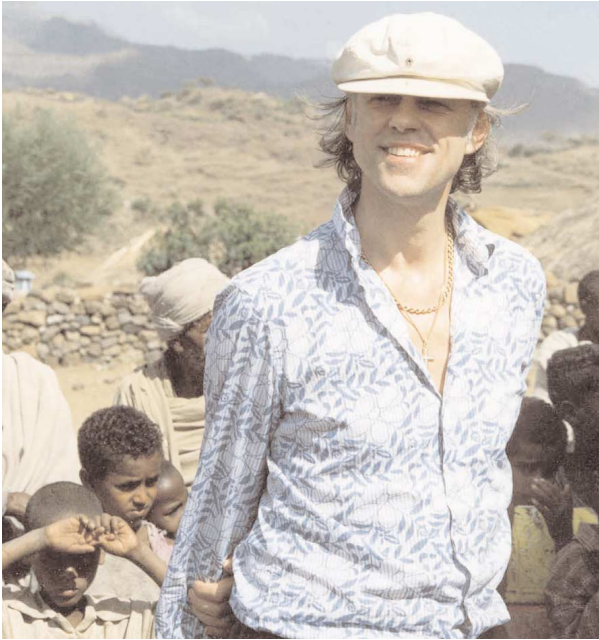


Oxfam



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Sir Bob Geldof: "We must not accept people dying nightly on our screens forever. That is an intolerable and unacceptable view of the future."

Lorraine Chittock/DFID



Ismailia Agricultural School Farm, Egypt

In post-conflict Mozambique, debt relief and international support is helping rural people take charge of their own lives and generate income from such activities as fishing.

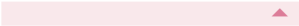


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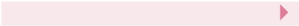
[Picture gallery](#)



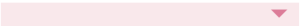
KRIBHCO, an East India Rainfed farming Project. Some of the areas where the project has succeeded are in reforestation for timber, tree nurseries, and fish farming.



Ugandan Peruth Kwagala (30) and her husband once had a prosperous business before he died of HIV/AIDS and she became infected. Now she barely scrapes a living for herself and her four children.



Maize crop at risk from grain borer insects, Volta Region, Ghana.



Geoff Crawford/Tearfund





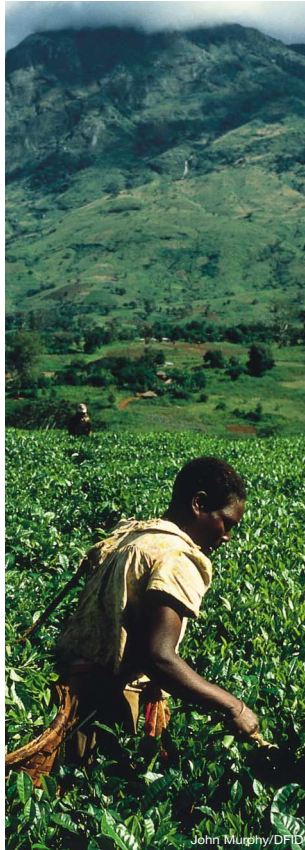
RLokanathan/DFID

Women working in a rice paddy, Andhra Pradesh, India.



Eric Don Arthur/DFID

Man with local water supply, Kapsa, Ghana.



John Murphy/DFID

Small Holder - Tea harvest at foot of Mulanje Mountain, Malawi.

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Picture gallery



R&B singer Beverley Knight visiting Brazil with Christian Aid: "People still die of AIDS related illnesses because they can't get the very simple and way cheaper drugs that are needed to treat the symptoms that come with HIV."



In the Kaipari, West Bengal, India, villagers have turned to fish farming as an imaginative source of livelihood.



Trade is one of the best routes out of poverty – rice sellers in the market at Dushanbe, capital of Tajikistan.



Geoff Crawford/Tearfund



Anandamoyee slum improvement scheme in a suburb of Calcutta.



Sarah Errington/DFID

British funded maternity hospital in Teresina, Brazil.



John Murphy/DFID

Lakeside Fisheries Project, Salima, Malawi.



ABOUT DFID

DFID – the **Department for International Development** – is the UK Government Ministry working to ensure a better, more just world for all. DFID works on development programmes to eliminate the underlying problems that mean that 1 in 5 of the world's population live in extreme poverty. Reduced debt, fairer trade rules, more education and reduced sickness and disease in the poorest countries are crucial if we are to eliminate world poverty. DFID works in partnership with developing countries, international organisations (like the **World Bank, United Nations and European Commission**), as well as the private sector and civil society organisations (such as charities, faith groups and trade unions) all over the world. To find out more about DFID go to www.dfid.gov.uk

The world is getting smaller. Goods, services, information and people all travel around the world faster, more freely and in greater numbers than ever before. Many of the problems that affect us – war and conflict, international crime and diseases such as HIV/AIDS – are made worse by global poverty. We are more dependent on each other now than ever before. This **Rough Guide** shows what we can all do to make the world a better place.



DFID Department for
International
Development

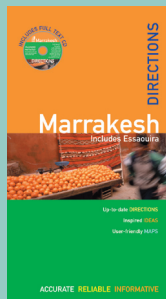
ABOUT ROUGH GUIDES

Rough Guides was a student idea that became a publishing phenomenon. Started by **Mark Ellingham** and friends in Greece, in 1982, the series, with more than 300 titles, is now one of the world's leading travel and reference publishers and Britain's best-known and best-loved travel guide series*.

As well as publishing **travel guides** from Alaska to Zanzibar, Rough Guides publishes **reference guides** on subjects ranging from Islam to the iPod, plus indestructible **maps**, indispensable **phrasebooks** and unputdownable **music guides**.

New from Rough Guides is the innovative **DIRECTIONS** series – illustrated pocket travel guides for travellers on all budgets. Each **DIRECTIONS** guide includes a free e-book **mini-CD** containing every page of the guide in PDF format with full weblinks, and free full downloads available for MS Reader and Palm handheld devices. **More colour. Less weight. Out now.** From all bookshops – £6.99.

www.roughguides.com



* © Research International, consumer internet survey, 2003

DFID has sponsored this Rough Guide, but the views expressed in the book do not necessarily reflect official policies.

How to Contact DFID

To find out more information about the Department for International Development – DFID go to www.dfid.gov.uk or contact DFID's Public Enquiry Point, which is dedicated to answering your questions.

By email at enquiry@dfid.gov.uk

By fax:

From the UK: 01355 843 632

From outside the UK: +44 1355 84 3632

By Post:

Rough Guide

Public Enquiry Point

DFID

Abercrombie House

Eaglesham Road

East Kilbride

Glasgow

G75 8EL

UK

To find out more about DFID's free magazine Developments and to subscribe online, go to www.developments.org.uk

DFID

Department for
International
Development

DEC

This copy of *The Rough Guide to a Better World* is free. But if you would like to pay for it, please make a donation to the **Disasters Emergency Committee (DEC)**, an umbrella organisation which launches and co-ordinates the UK's National Appeal in response to major disasters overseas.

Making a Donation

By post: Please send a cheque, postal order or charity voucher made payable to:

Disasters Emergency Committee
Po Box 4420
London
W1T 7QX

Online: www.dec.org.uk

The closing date for donations to the Disasters Emergency Committee is 31 March 2005.

The Disasters Emergency Committee enables the British public to support British aid agencies as they respond to overseas emergencies. To find out more, go to www.dec.org.uk

Disasters Emergency Committee
Working together

Registered charity no: 1062638

TEARFUND

Save the Children

Oxfam

merlin

actionaid



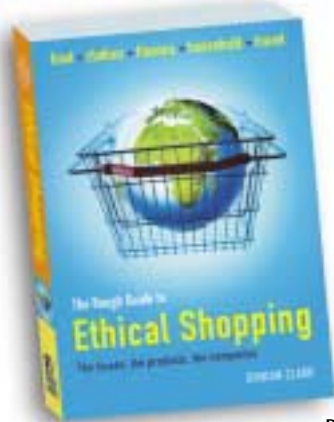
Christian Aid
We believe in life before death



CAFOD
just one world

British Red Cross
Caring for people in crisis

Also available: The Rough Guide to Ethical Shopping



PUBLISHED OCTOBER 2004

Sweatshops, fair-trade, ethical investment, eco-tourism, organic food... **The Rough Guide to Ethical Shopping** cuts through the greenwash and helps you make choices for a better world.

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- **The Products** From tea to trainers, fish to furniture, pensions to plane tickets – the problems and the ethical options.
- **The Companies** Where to shop ethically: clothes and food stores, banks, travel agents and much more.

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£1 will be donated by Rough Guides to the UK Disasters Emergency Committee (reg.charity 1062638) for each copy sold.



SPECIAL EDITION



A BETTER WORLD?

THE ROUGH GUIDE TO A BETTER WORLD is the essential guide to how the world can be a better place for its poorest inhabitants. Poverty in the developing world is well known, but less publicised are the efforts of those who combat hunger, disease and illiteracy. This guide shows how you can get involved. It covers:

THE ISSUES: How prosperity in poorer countries benefits us all; how development works; and why the bad news is only half the story.

THE CHALLENGES: The nature and scale of the problems faced by developing countries.

FIVE WAYS TO CHANGE THE WORLD: How activism, ethical shopping and tourism, giving to charity and volunteer work can all help.

THE INFORMATION: Lets you know what to do - from a change in shopping habits to a change of job. It tells you the most effective ways of contributing and gives contacts for relevant organisations.

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