



THE GLOBAL **POVERTY** PROJECT

Catalysing the movement to end extreme poverty



The challenges of poverty, hunger and disease loom large in the lives of hundreds of millions, exacerbated by rising fuel and food prices, triggering inflation that hurts those in extreme poverty the most. The astonishing and continued growth of China and India mask the reality that the world's poorest billion people – those living on less than one dollar a day – remain on the edge of existence. The world has fallen significantly behind our goal of halving extreme poverty by 2015, yet the world's attention and cameras have moved away from the issue.

With seven years to achieve the Millennium Development Goals, we are in urgent need of a reminder of the challenges of extreme poverty, and the opportunities and necessity of more concerted and effective action to support improved livelihoods for the poorest billion people on our planet.

The Global Poverty Project will catalyse the international movement to end extreme poverty by creating a **90 minute feature slideshow** that clearly but deeply communicates the challenges and opportunities of extreme poverty, and what can be done about it.

It will be simple yet sophisticated, accessible for every person and grounded in best practice and scientific knowledge. It will tell the story of poverty, as well as the personal stories of those living in poverty. It will speak to the cynic, inspiring them at the same time. It will be shocking, compelling and demand action, while upholding the dignity and respect of those we are seeking to support. Throughout, it will adhere to the principles noted to the right.

The Global Poverty Project builds on the global movement to engage, educate and catalyse action to tackle extreme poverty and achieve the Millennium Development Goals, with the following objectives;

- **Reach 50,000,000+** through media and publicity, raising awareness of extreme poverty
- **Educate 200,000+** through presentations, deepening and reframing their view of extreme poverty
- **Engage 50,000+** citizens globally to take direct action on extreme poverty

The project seeks to **build upon the existing momentum in civil society campaigns on extreme poverty**, and is designed to serve as a **tool for these movements** to use alongside or within existing campaigns. The project will work in close collaboration with NGOs, government, multilateral agencies, academics and civil society and in the research phase of the project.

In each of **10 global regions**, the project will be activated through media and grassroots action campaigns, executed in **partnership with leading local organisations and the United Nations Millennium Campaign**. The presentation will be customised and translated in each region in collaboration with local action partners,

Project Principles

Respect for the people and communities being portrayed in the presentation.

Pragmatic realism in understanding the complexity of extreme poverty.

Acknowledgement of past achievements of the international community

Promote **effective action** that calls people to take ongoing action.

Establishing a personal connection through stories and examples

Subtle sponsor branding while maintaining a focus on presentation content

ensuring that the statistics, stories and emphasis of the presentation are culturally relevant to the region. Regional partners will be selected on the basis of their capacity to deliver the project, experience in public communication on poverty, and willingness to work with other local organisations to activate communities.



In each region, the project and its activation partners will conduct a media campaign to build interest in the presentation, and create a larger space for the discussion of extreme poverty in media and policy circles. Alongside the media campaign, the project will work with local organisations to identify presentation opportunities build audiences, focusing on existing affiliations in schools, universities, community groups, faith communities and businesses.

The slideshow presentation is designed for groups of one hundred or more people in auditoriums and halls. Before confirming the presentation, organisers will be required to provide assurances of venue quality, to ensure the quality of the presentation is maintained.



Inspired by the model of the Climate Project and *An Inconvenient Truth*, we aspire to create a Feature Film to take the fight against extreme poverty to a wider audience, which will grow a global grassroots movement to catalyse action against extreme poverty around the world.

Evaluation

The below table outlines the indicators that we will measure to understand the project's effectiveness;

Output	Direct outcome	Ultimate Outcome
• # presentations • # attendees • amount and tone of media coverage of GPP • website traffic • # organisations and networks endorsing and promoting GPP	• # action groups • # action group members • # action group actions • increase in knowledge of GPP content • more positive attitude to GPP theme areas	• increase in public awareness of the MDGs • increase in advocacy to political avenues for ending extreme poverty • greater breadth / depth of media debate • greater acceptance of development assistance as part of public policy • increased government budgets to pro-poor development

Timeline

The Global Poverty Project will be executed in a number of phases between late 2008 and mid 2011, with a focus on building momentum to September 2010, the two-thirds milestone of the MDGs. The below timeline summarises the project; lightly shaded areas are development, darker areas are implementation and review.

	2008						2009						2010						2011						
Phase	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J
Develop Presentation																									
Australian Activation																									
Global Expansion																									
Film																									
Grassroots Movement																									

Project Team

- **Hugh Evans** is the lead presenter and founder of the project, and an expert in creating social movements, communities and affecting change. He was one of the key leaders behind the successful Australian **MAKEPOVERTYHISTORY** campaign, securing an ODA increase from 0.3 to 0.5% of GNI by 2015.
- **Simon Moss** is the project manager, and an expert in management of major cause-related and community education initiatives. He holds a Masters in Development Studies, and was previously Chief Operations Officer at the Oaktree Foundation.
- **Dave Ohana** is TCO's project lead and the creative producer of the project and is an expert in building NFP / Private Sector relationships & Public Information Campaigns. Dave has consulted to several UN agencies as a film-maker and was recently selected as one of Al Gore's Climate Change Presenters.
- **Dimity Fifer** is AVI's CEO, and is expert in grassroots mobilisation and movements. Previously, she was a key facilitator of the People's Movement for Reconciliation, energising networks in Australia's corporate, community and government sectors, organising the Bridge Walk in Melbourne attracting over 300,000 and travelling the breadth of Australia consulting on the Document for Reconciliation.

Governance

The Global Poverty Project is being coordinated by the Global Poverty Project Charitable Trust, whose trustee is Global Poverty Project Pty Ltd. The Directors of Global Poverty Project Pty Ltd are Hugh Evans and Simon Moss. Further directors will be invited to join as the project progresses. An open book policy for all accounts is being maintained in accordance with PWC transparency standards. The Global Poverty Project will engage partners to implement aspects of the project, including;

- **The Conscience Organisation (TCO)** will; develop the communications and channel strategies; research, develop and produce the presentation, film and marketing; waive their usual production fee due to project's nature.
- **United Nations Millennium Campaign (UNMC)** will; provide introductions to global opportunities; facilitate connection with leading experts in global poverty; provide access to up-to-the-minute information / statistics; provide collaboration opportunities with global actions such as Stand-Up.

For more information, please contact Simon Moss, simon@globalpovertyproject.com, +61 410 680 401