



Campaign Strategy - Summary

June 2010

In December 2009, the government announced that “notwithstanding the relatively small reduction of €25 million in the financial allocation next year” it would “maintain ODA at 0.52% of GNP in 2010”.

While it was bitterly disappointing that the overseas aid budget was cut once again - for the fifth time in less than 2 years - the amount was less than might have been expected. This was due in no small part to consistent campaigning by Dóchas members throughout the year.

The second bitter disappointment was the announcement that the target date for achieving the 0.7% UN target was to be moved from 2012 to 2015, the second broken promise in less than 5 years.

In this context, it is clear that Ireland’s new aid promise must be translated into a robust commitment, and set in the context of a wider commitment to demonstrate the effectiveness of aid from Ireland, as well as our leadership on overseas development.

Act Now on 2015 is a civil society campaign led by over 60 development NGOs to cement the Irish Government’s commitment to spend 0.7% of GNI on overseas development aid by 2015.

Each of the participating NGOs has made a commitment to the campaign and has an important role to play in organising and supporting campaign events and initiatives. This paper sets out the priorities and strategy for 2010.

1. Long term objectives of the campaign, to be achieved by 2015:

- Binding annual targets for spending on ODA to deliver a minimum of 0.7% by 2015
- Pressure by Ireland at EU level to agree a further set of ambitious collective and individual targets between now and 2015 to monitor progress towards achievement of the 0.7% target by all EU Member States. In calculating these new targets, the current 2010 EU interim targets should be used as a baseline
- Legislation that ensures more predictable allocations in ODA spending, in place by the earliest date possible in order to guarantee Ireland's aid commitment.

2. To meet these long term targets, the campaign must achieve the following objectives by the end of 2010:

- An increase in ODA spending in the 2010 Budget, in line with binding targets set by the Government for 2011 – 0.56% of GNI
- The formulation of binding annual targets for spending on ODA to deliver 0.7% by 2015
- Progress by the Irish Government on pushing the EU to propose collective and individual EU targets in advance of the September MDG Summit
- An increase in political support for legislation or for other arrangements to guarantee Ireland's aid commitments and predictability
- A strong commitment to ODA is part of how Ireland sees itself in the world, and increased prominence of ODA in political and public discourse
- Increase in active public support for the campaign within the Dóchas membership

3. Your Organisation's Role in the Campaign:

These objectives can only be achieved through a coordinated sector-wide campaign.

The activities outlined in this section have been designed to reinforce each other and build momentum between now and the 2011 Budget.

There is no intention that Dóchas or the coordinating committee carries out all these plans, or that this campaign prevents participating NGOs from carrying out their own activities. Every NGO will have its own plans and activities, in addition to this common ODA Campaign.

The intention is that NGOs' separate actions contribute in a planned and coherent way to the above objectives and that, through common branding, clear messaging and coordinated action, we harness our different strengths and build our various constituencies of support in order to meet these objectives.

Each organisation has been asked to appoint a focal person for the campaign, and to decide on what it considers to be a reasonable contribution to the campaign in terms of financial resources, human resources and a commitment. Each organisation must now develop a strategy for engagement with the campaign, and a strategy to mobilise its supporters and the wider public.

We ask each organisation to organise and support events and initiatives such as the campaign launch, letter writing campaign and e-action. It is expected that organisations will develop their own campaign activities in consultation with the Coordinating Committee, and with the support of the Campaign Coordinator. Each organisation is also asked to collect data and stories that demonstrate the impact of their work.

4. Focus of the Campaign:

As the decisions about ODA and Ireland's contributions to the MDGs are essentially political in nature, the targets of the campaign are Government Ministers and their advisors, in addition to the general public. Key campaign targets are therefore:

- The Taoiseach, Tánaiste, Minister for Finance, Minister for Foreign Affairs, and other key Ministers;
- Policy deciders and policy influencers within political parties.
- The Department of Foreign Affairs and Department of Finance.

The campaign will target these people and institutions directly, through their policy advisors, through the Oireachtas, through influential enablers/celebrities, through the media, by mobilising the members and supporters of Irish NGOs and by mobilising the public.

It is important to demonstrate that the public supports the 0.7% target, and that they will vote on this basis.

5. Messaging:

A separate Communications Toolkit document sets out the campaign's core messages.

It is critical that we have clear, shared messages that are repeated and advanced at many levels.

The media campaign must consistently and coherently communicate the effectiveness of our work. In the next couple of weeks, the campaign intern, Mary Coogan, will contact every participating NGO, to ask for clear examples of the impact and effectiveness of their work.

The important voices in this campaign should not be ours but the voices of those who are being affected by our work, and by cuts to our budgets: our partners, our programmes, our supporters and leaders at local, national and international levels, who share and support our aim to protect Ireland's ODA budget in order to protect the poorest and most vulnerable in the developing world.

6. Campaign Coordination:

The campaign is being coordinated by a small team consisting of staff of the following organisations:

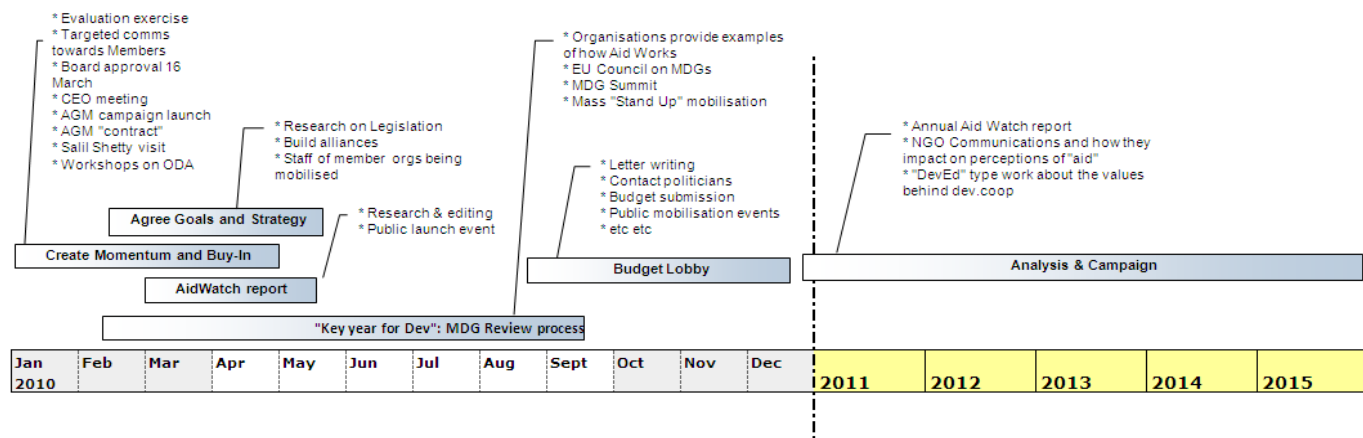
- Dóchas office (Hans Zomer, Éamonn Casey, James O'Brien, Mary Coogan)
- Concern (Olive Towey)
- IDEA (Matthias Fiedler)
- Oxfam Ireland (Joanna Rea, Colin Roche)
- Trócaire (Joanne McGarry)

In addition, there is a vacancy on the Coordination Team for a Media and Communications staff member.

Ultimate responsibility for the campaign lies with the Dóchas Board.

The Campaign Coordinator (James O'Brien) will act as a link between CCT and member organisations, and the Campaign Intern (Mary Coogan) will assist organisations in gathering examples of the impact of budget cuts on their work.

8. Campaign Time Line:



For more details, contact coordinator@actnow2015.ie