

***TOWARDS WSSD
CAPACITY BUILDING FOR YOUNG ACTIVISTS***

**HEINRICH BOELL FOUNDATION –
BRUSSELS OFFICE**

**Final Report for WSSD Seminar and One-Day
Advocacy and Media Training Programme**

**Prepared by
Johannah Bernstein
May 22, 2002**

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Introduction:

This final report provides an overview of the WSSD capacity building workshops that Johannah Bernstein prepared for the Heinrich Boell Foundation as part of their spring Capacity Building Programme for Young Activists.

This report contains the following:

- Key observations and lessons learned
- Overview of the March 11-15 WSSD Capacity Building Seminar
- Overview of the March 10 Advocacy and Training Capacity Building Programme
- Annex One: Le Titien Final Documents
- Annex Two: Briefing Book for March 11-15 WSSD Capacity Building Seminar
- Annex Three: Briefing Book for May 10 Advocacy and Media Outreach Training Seminar

The capacity building workshops developed by Johannah Bernstein had two main components. The first component involved a week-long seminar (March 11-15, 2002) on the Rio Process and the World Summit on Sustainable Development and a one-day advocacy and media outreach training programme that was held on May 10, 2002.

Each of these two components is described in full detail below. I have outlined in this introduction section, key observations and lessons learned regarding the design and delivery of these two workshops.

Key Observations and Lessons Learned:

1. The Briefing Book was an important resource tool for the participants. It contained all of my lecture notes for all of the session from both of the workshops. It was useful for the participants to have received the Briefing Book on the weekend before the commencement of the March 11-15 workshop and it was clear from their active engagement that they had read it cover to cover.
2. The interactive style of lectures worked extremely well. The success of the interactive lectures depended on the following factors: (i) delivery of the material at a reasonable pace for the participants; (ii) their willingness to engage in the discussions; (iii) amount of reading done beforehand; (iv) my ability to keep the group animated and engaged.

3. The group dynamics were truly phenomenal. It is rare to find a group of participants that bond as quickly as this group did. That sense of solidarity was an important factor in the very positive atmosphere that characterised the week. The cultural diversity also added tremendous value to the overall experience, but most specifically during the interactive lectures, where participants were able to draw from their national circumstances in illustrating key issues within each of the sessions.
4. Each of the morning and afternoon “interactive lecture” sessions were complemented by role play and drafting exercises. These exercises served to deepen the understanding of the issues that were addressed in the interactive lecture sessions. They also served to enhance the critical analytical and writing skills of the participants. But perhaps most importantly, they served to build confidence in their abilities to challenge conventional thinking and to articulate their own new and radical visions for sustainable development.

A. March 11-15 WSSD Capacity Building Seminar

The March 11-15 WSSD Capacity Building Seminar comprised two related components. These consisted of a series of interactive lectures each day, as well as a number of role-play and drafting exercises, which were designed to complement each of the interactive sessions. Each of these two components are described below.

1. The Interactive Lectures

There were approximately four interactive lectures delivered each day. They addressed a wide range of sustainable development issues from an overview of the Rio and WSSD processes, to more detailed reviews of the key international environmental agreements.

The interactive lectures are listed below:

- Overview of the Rio 92 and UNGASS Processes
- Overview of the Preparatory Process of the World Summit for Sustainable Development
- Substantive Challenges for Johannesburg
- Overview of the Substantive Results of the Johannesburg Preparatory Process

- The Architecture of the UN System as it Relates to the Sustainability Agenda
- Overview of the Key Problems and Weaknesses in Global Governance Systems
- Overview of the Central Outcomes of the World Summits of the 1990s
- Overview of the Key Environmental Treaty Regimes
- Overview of the EU Institutions
- Overview of the EU Sustainability Processes
- Influencing the Political Process-
- Developing an NGO Position Paper on Poverty for PrepCom III

2. **Products from the Daily Drafting Exercises:**

As noted above, the daily role-play, analysis and drafting exercises were an integral component of the week-long seminar. They served to: (i) deepen participants' understanding of the issues under discussion; (ii) enhance participants' writing skills; (iii) strengthen participants' critical analytical faculties; (iv) deepen participants' creative problem-solving skills. The results of these daily exercises were compiled into a document entitled the "Le Titien Consensus". It is a compendium of the actual reports that were produced throughout the week. The individual reports are described below:

- **Le Titien Declaration:**

The Le Titien Declaration is a draft political declaration, which participants prepared in their capacity as fictional environment ministers taking part in final negotiations at the World Summit for Sustainable Development. This declaration was drafted based on a rigorous analysis of both the Stockholm Declaration, the Rio Declaration as well as the Earth Charter. Participants first analysed these three instruments in terms of their respective strengths and weaknesses. Upon completion of that gap analysis, they proceeded to identify the key issues that they wanted to be included in a "Johannesburg Declaration". Once agreement was reached on the key issues to be included, the participants proceeded to elaborate and expand on those issues and translated them into actual principles in a political declaration, using formal UN drafting language

- **The Global Deal:**

The Global Deal builds on the Le Titien Declaration by framing the central principles into common but differentiated commitments for Northern and Southern Governments. AT the time of the seminar, the Global Deal was still very much on the Johannesburg preparatory agenda, although no Bureau member nor government delegation had provided any guidance as to the form, scope and substance of the Global Deal. The draft Global Deal that was prepared by the participants is the only known attempt to frame commitments in this manner. Neither the Bureau nor any government delegation has yet to produce such a draft.

- **New UN System Governance Criteria:**

This exercise was conducted as a complement to the global governance interactive lectures. Participants examined the strengths and weaknesses of global governance systems and then proceeded to identify the key criteria to govern the governance systems of the United Nations General Assembly, the Security Council, the International Court of Justice.

- **The MEA Implementation Strategy:**

This exercise was conducted as a complement to the interactive lecture on the key Multi-lateral Environmental Agreements (MEAs). Participants reviewed the key MEA implementation challenges related to such international environmental treaties as the Climate Change Convention, the Biodiversity Convention, the Desertification Convention, CITES, the Montreal Protocol. They then proceeded to identify general MEA implementation challenges and from that analysis they developed their own version of an MEA Implementation Strategy. This consists of a wide range of initiatives to support Southern capacity in terms of law-making, environmental trends monitoring, data collection, dissemination of best practices etc.

- **Le Titien Poverty Position Paper for Prep Com III:**

This exercise was conducted as a complement to the interactive lecture on influencing the political process. Participants first reviewed the poverty section of the PrepCom Chair's Paper for Prep Com III. This Chair's Paper was prepared as the basis for negotiations at PrepCom III. Participants identified the strengths and weaknesses in the Poverty Section and then identified specific issues that they felt should be included. These issues were further developed and elaborated into concrete recommendations in their draft position paper for PrepCom III.

- **Critique of EU External Dimensions Communication:**

This exercise was conducted as part of the interactive lecture on the EU Sustainable Development initiatives. Participants first reviewed the European Commission's Communication on the External Dimensions of the EU Sustainability Strategy. As with their analysis of the Chair's Paper, they first reviewed gaps and weaknesses, and then proceeded to identify key issues, which they felt should be addressed in the Communication. On the basis of those issues they proceeded to draft concrete recommendations for the entire Communication. These were formally presented to European Commission officials who presented the Communication to the participants at the May 3 speakers series.

B. May 10 Advocacy and Media Outreach Training Programme

Introduction:

The Heinrich Boell young activists met on May 10 for a one-day training in advocacy and media outreach.

This full day programme was designed and facilitated by Johannah Bernstein. The morning session was focused on advocacy training and the afternoon session was focused on media outreach training. The advocacy and media training are described below:

I. Advocacy Training

1. Introduction:

The advocacy exercise consisted of a simulated lobbying session between a fictional coalition of Brazilian NGOs and representatives of the Government of Brazil to discuss the NGO proposal for elements for a Brazilian National Strategy for Sustainable Development (NSSD). The group chose Brazil for this simulation exercise. The choice was made based on the fact that the group was fairly well informed about the general positions that Brazil takes both domestically and internationally in light of its prominent role in international environmental arenas.

2. Preparation for the Advocacy Simulation Exercise:

Preparation for the advocacy simulation exercise included the following steps:

Step One: The group collectively identified the major impediments to implementation of Agenda 21 in Brazil. (Note: while the group felt it was necessary to work within the context of a specific country, they did apply their own expertise in elaborating on the issues below). Section 3.A below lists the key obstacles as identified by the entire group.

Step Two: The group collectively identified the key policy responses to these major impediments, and used these policy responses as the basic elements and building blocks of a proposed National Strategy for Sustainable Development for Brazil. These elements are outlined below in Section 3.B.

Step Three: The group then divided into two smaller groups. Group A consisted of the NGO coalition and Group B consisted of selected Brazilian government representatives. The NGO Group proceeded to elaborate in more detail the key elements of their proposed National Strategy for Sustainable Development. They also developed more concrete ideas to not only support their proposed elements, but as well to anticipate possible arguments that might be presented by the government representatives. The Government Group met privately to review the proposed elements that were identified in Step Two. They were asked to identify which elements they would be in a position to accept, and which they would object. They developed concrete arguments to support their objections and attempted to further anticipate counter-arguments that might be raised by the NGOs.

Step Four: The simulated lobbying session was undertaken for a period of 30 minutes with the NGO Group presenting their proposed NSSD to the Government Group and engaging in a lively and heated discussion regarding their proposals. Both sides had been instructed to use different negotiation techniques in advancing their respective positions.

Step Four: After 30 minutes, the groups reversed their identities to enable all participants to have the experience of both sides of the role-play exercise.

Step Five: Each side had a chance to critique the other side. Those participants who represented the government officials were asked to describe which of the NGO arguments had been most persuasive in promoting their cause, and likewise, the participants representing the NGOs were asked to identify how they could have been more effective in convincing the government officials of their various proposals.

3. Report Products from the Advocacy Simulation Exercise:

The participants prepared two reports that were used as the basis of the advocacy simulation exercises. The first report is a compendium of key factors that they maintain have been critical in undermining the implementation of Agenda 21. This report was prepared by the group as a whole, and was used as the basis for the development of the second report (described below) which is a draft outline for a Brazilian National Strategy for Sustainable Development.

(a) Factors Undermining Agenda 21 Implementation in Brazil

1. Poverty and the growing wealth gap;
2. Environmental degradation resulting from policy gaps and globalisation;
3. Unfair access to productive resources;

4. Overriding health concerns;
5. Acceleration of negative impacts of economic globalisation;
6. Corruption and bad governance;
7. Marginalisation and disempowerment of indigenous peoples and local communities;
8. Limited education and awareness;
9. Unsustainable consumption;
10. Lack of political will

(b) Elements of a Proposed Sustainable Development Strategy for Brazil

1. Eradicate poverty:

- Generate productive employment
- Promote fair land reform
- Fair and equitable access to basic human needs
- Progressive tax reform

2. Reverse environmental decline:

- Redress unsustainable domestic and external consumption pressures
- Develop strong environmental laws and enforcement regimes

3. Promote fair and equitable access to productive resources:

- Empower and recognize local community rights

4. Reverse the negative effects of globalisation:

- Develop effective “glocalisation” policies including: environmental impact assessments; measures to strengthen local economies; measures to prevent capital flight.

5. Promote good governance:

- Promote transparency in decision-making
- Develop mechanisms for accountability
- Ensure full and meaningful participation
- Access to information and justice

6. Empower local communities:

- Level the decision-making playing field
- Promote collective community rights

7. Promote education and awareness:

- Guarantee universal, free and quality education in both the formal and non-formal systems

8. Reduce unsustainable consumption:

- Promote education and public awareness regarding lifestyle issues and choices;
- Promote tax reform and the use of market instruments

9. Promote political will:

- Elevate the political priorities of environment and development issues on the national agenda
- Promote public spending in the sustainable development sectors
- Develop effective enforcement mechanisms
- Redress the power imbalance among different interest groups
- Redress the undue influence of Northern Governments, most notably the United States

II. Media Training

1. Introduction

The afternoon session was devoted to media outreach capacity building. The following exercises were undertaken by the group:

- **Activity One:** Press release drafting on the subject a new Brazilian NGO campaign to promote land tenure reform.
- **Activity Two:** Preparation of media strategy for land tenure reform campaign

2. Activity One: Press Release Drafting Preparation Steps

Step One: The participants collectively identified key strategic factors in reaching the media generally in the context of sustainable development news stories. They also discussed how editors choose news stories and the factors that must be borne in mind in the framing of a good news story.

Step Two: The participants then proceeded to review the key elements that must be addressed in preparing a good press release.

Step Three: The participants were divided into two groups, each given the task of drafting a press release announcing a new civil society campaign to promote land reform (see the press releases for both Group A and Group B below)

Step Four: Each group was then given the opportunity to assess and critique each other's press release. This was an important tool to develop participants' critical analytical faculties and as well to support them in learning how to critique constructively.

3. Group A Press Release

“Ronaldino Joins Forces with the Poorest of the Poor”

From the World Cup to the fight for the landless rights

On March 12, Ronaldino will establish the “Land for All” foundation. He will donate 1 million US\$.

“Actually, I wanted to be an engineer, but only football could give my family a home” said Ronaldino.

Like other sixty million Brazilians, Ronaldino grew up in the slums of Rio. When he started playing football he was barefoot. Being landless, his father had to move to the city. Without a job, he couldn't afford to send his children to school or even to give them proper food.

Now Ronaldino wants to give the children of the landless the chance of choosing who they want to

Press Conference
Rio du Janeiro Stadium
17:00, March 12 2003
contact: mohamadino@landforall.org

be.

The Land for All foundation aims to:

1. raise awareness on the issue of the landless,
2. promote a land reform that provide land for all landless people.

The landless situation in Brazil:

60% of Brazilians are landless.

80% of our country land is owned by 5% richest Brazilians.

More then the equivalent of 100,000 football fields is bought each year by international big companies.

For further information:

Land for All

www.landforall.org

tel:

fax:

email: mohamadino@landforall.org

contact: Mohamadino Aghbariano

4. Group B Press Release

“Share the Pie, Don’t Let the Landless Die!”

Today, May 10 2002, the Brazilian Coalition for the Landless (BCL), representing 200 civil society organisations, including community-based organisations, launched an international campaign on land tenure reform. The campaign contains the following demands:

- (i) The Brazilian Government must commit to progressive land reform;
- (ii) The Brazilian Government must secure land tenure and user rights;
- (iii) The Brazilian Government must establish progressive land tax.

However, this important land reform proposal was flatly rejected by the Brazilian Government in a press conference in Brazilia this morning. President Fernando Enrique Cordozo justified its government’s actions based on arguments that the proposal would lead to political and economic instability. He stated its government’s firm position that “land reform is the last resort.”

In fact, 7 out of 8 Brazilians are landless. Land is disproportionately allocated to only 10% of the population that includes transnational foreign companies, the Brazilian economic elite and high-ranking government officials.

BCL President Umberto Umberto stated: “Land reform has to be the first step in poverty eradication. This decision is yet another example of the flagrant corruption that runs so deep within the Brazilian “buffet-style” Government. This Government’s far-right wing, socially-repressive, environmentally-disastrous policies are so extreme that they make Robert Mugabe like a peace-loving democrat.”

5. Activity B: Preparation of Media Strategy for Land Reform Campaign

Introduction:

The participants were given the task of preparing an outline for a media strategy for their fictional land reform campaign.

1. Preparation for the Development of the Media Strategy

Step One:

With limited time remaining to the day, the group collectively outlined the key elements of a proposed media strategy for their fictional land reform campaign. They identified (as described below) the specific media outreach elements to be targeted towards WSSD PrepCom IV, as well as those media outreach elements to be targeted towards the WSSD itself.

2. Outline of the Media Strategy for the Fictional Land Reform Campaign

(a) PrepCom IV

- Media outreach on Johannesburg generally
- Media Kit
- Press Briefings
- Interactive Multi-Media Exhibit
- Global Petition
- Media Field Trip
- Series of articles in international press
- Side Event
- Concerted cooperation with international NGOs
- Concrete activities to engage the general public

(b) Johannesburg World Summit for Sustainable Development:

- Documentary film on the landless
- Cooperation with UNDP to officially launch the campaign at WSSD
- Press Conference to launch the campaign
- Press release announcing the press conference
- Press interviews with international personalities
- Side Event
- Media Field Trip
- Public Hearing with testimonials by Landless peoples

C. ANNEX I

Le Titien Final Documents

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Note:

These six documents were prepared by a group of Southern NGOs who participated in a one-week capacity building workshop facilitated by Johannah Bernstein, on behalf of the Heinrich Boell Foundation.

- I. Le Titien Declaration**

LE TITIEN DECLARATION ON SUSTAINABLE DEVELOPMENT

**Le Titien, Belgium
March 11 – 15, 2002**

The Le Titien Conference on Sustainable Development,

Having met on Le Titien from 11 to 15 March, 2002,

Reaffirming the Stockholm Declaration of the United Nations Conference on the Human Environment and the Rio Declaration on Environment and Development, and seeking to build on both these instruments.

With the goal of establishing a new and equitable partnership through the creation of new levels of cooperation among States, key actors and civil society,

Working towards international agreements which respect the interests of all and protect the integrity of the global environmental and development system,

Proclaims that:

Principle 1

All Governments shall ensure the empowerment of local communities, in particular, women, youth and children, and the full recognition of community rights in all aspects of decision-making and benefit-sharing at all levels of governance.

Principle 2

Northern Governments shall ensure the complete elimination of all Developing Country financial debt and shall guarantee the full compensation of all ecological debt caused by Northern Governments.

Principle 3

Northern Governments and other key economic actors, such as TNCs, shall ensure the eradication of poverty and the reform of those economic and political institutions, systems and processes, which create poverty in the first place.

Principle 4

All Governments and other actors shall work to promote human health, especially the fight against HIV/AIDS, as an indispensable component of sustainable development and poverty eradication and all Governments shall ensure the universal access to medication as a basic human right.

Principle 5

All Governments, international financial institutions, and other key economic actors shall cooperate to ensure that all aspects of economic globalization are directed towards and supportive of sustainable development at all levels.

Principle 6

All Governments shall recognize, and take all measures necessary to prevent, new threats to human, territorial, ecological, economic and political security.

Principle 7

All Governments shall cooperate to reform the international legal system, in a manner that is respectful of cultural differences, in order to ensure the improved implementation, enforcement and compliance with international law and policy.

Principle 8

All governments shall take the measures necessary to reverse global ecological decline, and to prevent further environmental deterioration.

Principle 9

All governments shall ensure that decision-making processes are open, transparent, participatory, equitable, just, decentralised and uncorrupt.

Principle 10

All governments and non-state actors have a responsibility to raise public awareness regarding the importance of the global transition to sustainable development.

II. The Global Deal

**Advance Unedited Text
E/CN.17/2002/PC.3/**

United Nations

Economic and Social Council

**Distribution: General
Date: May 10, 2002
Original: Arabic**

**Commission on Sustainable Development
Acting as the preparatory committee for the World
Summit for Sustainable Development
Fourth Preparatory Session
May 27 to June 7, 2002**

The Global Deal

(Global Deal continued)

The Global Deal

Principle 1: Trade Justice

The North shall:

- Compensate fully for ecological debt caused by it.
- Reform the WTO to ensure: fairer rules; more transparency; enhanced participation of Southern countries; protection of sustainable development from the impacts of trade liberalization.
- Open their markets to the products of Southern Governments.

The South shall:

- Implement environment and development standards in all aspects of the development and production of goods and services.
- Ban the import of unsustainably produced goods from the North.
- Discourage the import of foreign goods where there are sufficient domestic supplies to meet local demand.
- Form Southern trade organization to provide a counter-balance to the WTO.

(Global Deal continued)

Principle 2: Global Governance

The North shall:

- Level the global governance “playing field”.
- Provide necessary resources to the South to support their transition to democracy and to enable them to participate more effectively in global governance processes.
- Reform global governance systems to ensure decision-making processes that are accountable, transparent, participatory, just, equitable and democratic.
- Support the future negotiation of legally-binding and time-bound, concrete and enforceable sustainable development commitments.

The South shall:

- Ensure their transition to democracy as a condition for participation in global governance systems.
- Support the development, empowerment and participation of civil society in all levels of decision-making.
- Reform global governance systems to ensure decision-making processes that are accountable, transparent, participatory, just, equitable and democratic.

(Global Deal continued)

Principle 3: Corporate Responsibility and Accountability

The North shall:

- Agree to the negotiation of a legally binding convention on corporate responsibility, accountability and liability.
- Empower civil society with the resources necessary to counter the excessive influence of the corporate sector in decision-making.

The South shall:

- Regulate the activities of TNCs in their own jurisdictions to ensure that their activities conform to their own national sustainable development goals and priorities.
- Take all necessary measures to protect local communities from the negative impacts and consequences of TNC activities.

(Global Deal continued)

Principle 4: Poverty

The North shall:

- Honour ODA commitments and ensure that ODA reaches its intended beneficiaries.
- Ensure that development cooperation is oriented to the poverty priorities that are set by the recipient countries.
- Cancel all financial debt and compensate for its ecological debt.
- Support the implementation of all relevant international sustainable development agreements.

The South shall:

- Devote an appropriate portion of their national budgets to ensure the transition to sustainable development.
- Ensure that ODA flows reach their intended beneficiaries and support sustainable development goals.
- Implement all relevant international sustainable development agreements.
- Ensure the transition to good governance, peace, conflict resolution as essential components of poverty eradication.

(Global Deal continued)

Principle 5: Unsustainable Consumption and Production

The North shall:

- Eliminate the economic factors, which underlie and perpetuate unsustainable consumption and production.
- Address the role that mass media plays in contributing to unsustainable consumption and production.
- Create new fiscal incentives and implement full cost accounting mechanisms to eliminate unsustainable consumption and production.
- Transfer environmentally friendly technologies to the South on a non-commercial basis.

The South shall:

- Avoid replicating the consumption and production patterns of the North in the Southern transition to industrialization.
- Discourage the import of goods and services that are not developed in accordance with sustainable development principles.
- Integrate eco-efficiency principles into all aspects of production and consumption.

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III. UN System Governance Criteria

<i>General Assembly</i>	<i>International Court of Justice</i>	<i>Security Council</i>
Directly- Elected Representatives	Improved Access for citizens and developing countries	Expanded mandate to deal with new forms of threats to security
Decision-Making by Majority Voting	Specialised Chambers	Elimination of permanent members and veto
New Mechanisms to Ensure Accountability such as “Parliamentary Question Time”	New categories of Environment and Development “”Crime””	Equitable civil society participation in all aspects of Security Council decision-making
Right to Know Legislation that governs GA	Power to mediate, conciliate and arbitrate	Individual right of complaint
Citizens’ Right to Monitor GA Proceedings	Corporate Liability Principles	Permanent UN Standing Force
Citizens’ Right to Intervene in GA Proceedings	Judges to be Appointed by General- Assembly	
Legally-Binding Decisions	Special Prosecutor for Sustainable Development	
System to Ensure Checks	Special Auditor-General	

and Balances	for MEA Implementation	
Establishment of international network of civil society to facilitate civil society participation in all UN organs		

IV. The Le Titien MEA Implementation Strategy

1. Ensure the recognition of traditional knowledge in the development of MEA implementation strategies.
2. Empower local communities to participate in the design and development of implementation strategies, and ensure the translation of MEAs into all local languages to support local-level implementation.
3. Develop new mechanisms to understand the links between conflict and environmental security and to prevent and respond to conflict, and to address the impacts of conflict on MEA implementation challenges.
4. Support the development of ecological deterioration trends monitoring and enhance the capacity of all countries to adjust national environmental laws and regulations in accordance with new environmental trends.
5. Develop new tools to enable developing countries to assess whether MEAs are consistent with their own national and local sustainable development priorities, as a pre-condition for requiring developing countries to ratify MEAs.
6. Enhance law-making capacity to ensure the development and adjustment of national laws, policies, regulations and new strategies to implement MEAs.
7. Develop national strategies to ensure the coordinated implementation of MEAs and other relevant international laws and global programmes of action.
8. Empower developing countries to participate more effectively in MEA negotiations to ensure that southern concerns are better reflected in MEAs.

V. Le Titién Poverty Position Paper for Prep Com III

A. New Priorities:

1. Each country should define their own poverty levels.
2. Eradication of poverty must include access to basic human needs as well as access to those resources necessary to ensure human dignity and well-being.
3. All causes of poverty must be addressed, with particular emphasis on the impacts of economic globalization, environmental degradation, and war and armed conflict.

B. Critiques of Chair's Paper for PrepCom III (Section II - Poverty)

1. Underlying causes of poverty are not addressed
2. New threats to poverty must be tackled (i.e. trade liberalization and international economic order)
3. Need a clearer formulation of sustainable agriculture that emphasizes the importance of eliminating chemical fertilizers and pesticides
4. Need new financial mechanisms such as the Tobin Tax
5. No mention of the importance of sanitation along with safe drinking water.
6. The importance of environmental protection and conservation is not mentioned, especially the link with poverty eradication.
7. No mention of the importance of the empowerment of local communities, especially the importance of property rights and the rights to benefit from the development of products and technologies derived from biological resources.

8. No mention regarding the importance of the empowerment of women, youth and children and the impacts of violence against women, as well as the importance of reproductive rights and health.
9. No mention regarding the importance of enhancing good governance at all levels.
10. No mention regarding the cancellation of debt and the elimination of factors which create debt in the first place.
11. No mention regarding the importance of prohibiting the patenting of life forms
12. No reference regarding the lack of implementation of ODA commitments.
13. Peace and conflict resolution
14. No reference to the 20:20 Compact
15. Need a corporate code of conduct
16. Environmental natural disaster strategies
17. Impacts of air pollution
18. Role of pastoralists and local communities
19. Lack of reference to importance of public awareness
20. Lack of strong statements generally
21. Lack of reference to the impacts of unsustainable energy consumption and production
22. Lack of reference to the impacts of urbanization
23. Time deadlines are too long
24. Lack of reference to partnerships between public and private sectors and civil society.

**C. New Actions for Chair's Paper
(Section II – Poverty)**

C.1. Sources of poverty:

1. Empower developing countries to define for themselves their own poverty priorities, and require donor governments to reorient development cooperation to adhere to recipient country priorities.
2. Review and restructure the conditionalities of the Bretton Woods institutions, and reform the WTO to guarantee equal representation and participation of all states to ensure that global trade is fair and equitable.
3. Develop a legally-binding convention on corporate responsibility and accountability.
4. New indicators are needed to measure wealth and progress in accordance with fundamental principles of sustainable development.

C.2. Governance:

1. Guarantee full and meaningful empowerment of local peoples at all levels of decision-making processes by creating an enabling environment through the provision of access to information, participation, and justice and by de-centralising decision-making processes to the fullest extent possible.
2. Extend basic formal and informal education in rural communities and support local community-based resource management.
5. Recognise and strengthen the participation of disadvantaged and marginalized groups in the development of national sustainable development strategies.
6. Southern Governments must ensure just governance by promoting the participation of civil society, as well as the principles of accountability, participatory democracy and the elimination and prevention of both national and donor government-originated corruption.
7. Southern Governments must increase public spending to ensure fair and equitable access to basic human needs.

C.3. Financial flows:

1. Cancel all debt of developing countries to enable them to reorient these resources to support their sustainable development priorities.
2. Develop indicators to monitor ODA flows to ensure that these resources support recipient country-driven sustainable development priorities.
3. Develop new mechanisms for penalizing donor governments who do not fulfill the UN ODA targets (i.e. suspension of voting rights in the General Assembly).
4. Increase the UN ODA target from 0.7% of GNP to assist developing countries to meet International Development Targets (IDTs)
5. Develop new and innovative mechanisms for mobilizing financial support to developing countries to promote sustainable development and peace and security (i.e. including the Tobin tax, user fees for the global commons, pollution taxes, poverty taxes)

C.4. Sustainable agriculture

1. Promote sustainable low-external input, indigenous agricultural practices and take precautionary measures to prevent and mitigate the negative impacts of fertilizers, herbicides, pesticides and GMOs.
2. Respect the rights of farmers and local communities to practice and protect indigenous knowledge and to share equitably in the benefits arising from the use of their local biodiversity sources.
3. Prevent TNCs from patenting plant genetic resources, which undermine local communities from controlling their own natural resource base.
4. Ratify and implement the Cartagena Biosafety Protocol.

C.5. Peace and security

1. In conformity with Principle 25 of the Rio Declaration, Northern and Southern Governments must ensure peace and conflict resolution as a pre-condition for eradicating poverty.

C.6. Natural resource management

1. All governments shall integrate conservation and management of natural resources as an integral part of poverty eradication strategies.
2. Ensure fair and equitable access to productive resources such as land and credit.

C.7. Sustainable energy

1. Activate, initiate and support environmental friendly, renewable energy sources.
2. Ensure universal access to sustainable energy as an integral component of poverty eradication.

C.8. Urban poverty

1. Ensure social justice by guaranteeing universal access to adequate shelter as well as basic infrastructure such as sanitation, sewage, potable water, education, public transport, health and the means for preventing environmental pollution.

VI. Critique of EU External Dimensions Communication

Section 3.1. Harnessing Globalisation: Trade for Sustainable Development

Priority Objectives Critiques:

- Questionable assumption regarding the benefits of trade and investment liberalization
- No mention regarding the importance of Northern Governments opening up their own markets to Southern trade
- No mention regarding the need for capital flight controls
- No mention regarding the impact of the international economic order generally
- No mention regarding the role of TNCs in the economic globalization process
- No mention regarding the negative impacts of economic globalization on developing countries

European Union Action Critiques:

- Questionable assumptions regarding the merit of market-oriented trading systems
- No mention regarding the need to ensure the protection of environmental measures from the impacts of trade liberalization and the world trade regime rules which dismantle environmental protection measures as disguised trade barriers
- Questionable assumptions regarding the value and acceptability of the Doha outcome
- No mention of the Tobin Tax
- No mention regarding the need to reform the WTO and improve the equitable participation of developing countries in WTO negotiations
- No mention of the need for measures to support localization as a key antidote to globalization.

Section 3.2. Fighting Poverty and Promoting Sustainable Development

Priority Objectives Critiques:

- No mention regarding the importance of mobilizing new forms of financing for sustainable development
- Need strong statement regarding the moral imperative of meeting ODA commitments.

European Union Action Critiques:

- No reference to the dignity line;
- No reference to measures needed to empower the poor;
- Must enable developing countries to define the causes of poverty in their own countries;
- Must ensure that EU development cooperation is demand-driven
- No mention between the link between environmental degradation and poverty;
- Must address the impact of international economic order on the creation and perpetuation of poverty;
- Incorrect reference to “poverty reduction” instead of the more politically acceptable term “poverty eradication”
- Need stronger reference to the broader food security agenda;
- Reference to basic human needs only refers to food, water and sanitation. Must also include access to: health care, family planning, shelter, clean environment, as well as access to economic opportunities, productive resources such as land and credit, as well as access to education and opportunities to participate in decision making that affects the poor;
- No mention of the battle against HIV/AIDS as an integral part of poverty eradication;
- No mention of the need to empower local communities to define their own strategies for poverty eradication.

Section 3.3. Sustainable Management of Natural and Environmental Resources

Priority Objectives Critiques:

- No mention of the underlying root causes of environmental degradation;
- No mention of the need to support the full implementation of MEAs;
- No mention of the importance of developing bottom-up solutions to environmental challenges.

European Union Action Critiques:

- Need concrete EU commitments regarding unsustainable production and consumption reduction targets;
- No mention of the need to develop concrete time-bound targets and timetables;
- Need concrete EU commitment to assess the ecological footprint of its economic policies, practices and behaviour on the South;
- Need concrete commitments to support community empowerment and recognition of community rights;
- Need EU commitment to earmark a certain percentage of EU development cooperation to supporting MEA implementation challenges of EU partner countries.
- Need mechanisms to monitor the flow of development cooperation to ensure that it reaches its intended beneficiaries and their sustainable development priorities.

Section 3.5.

Better Governance at all Levels

Priority Objectives Critiques:

- No mention of the need to ensure good governance of all relevant economic actors such as TNCs;
- No mention of the importance of accountability and transparency as goals to be strengthened along with the reference to legitimacy, participatory basis, coherence etc;
- No mention of the need to empower peoples' organisations and local communities in all aspects and all levels of governance systems. Strengthening the participatory basis is not enough. Stakeholders must themselves be empowered with the resources to participate effectively.

European Union Action Critiques:

- Institutional capacity-building must not be EU donor driven. Priorities must be set by the partner countries themselves. The same applies to public sector reform.
- Civil society must be empowered to participate in international decision making processes and NOT just national and regional policy debates and decision-making processes.
- There is no mention of the need to empower local communities to strengthen their own decision-making processes and to ensure that the results of those processes are better reflected at the international level;
- Need strong measures to not only eliminate corruption in developing countries, but also to address the sources of corruption that originate in EU countries as well!
- There is no mention of the need for concrete measures to promote good governance. This is mentioned as a priority objective but is not followed-through with any concrete EU action;
- Strengthening environmental governance must also include the development of new enforcement mechanisms as well as compliance mechanisms;
- Promoting an “active role for civil society” is a very weak statement and does not express the need for resources to ensure the effective participation of civil society in international decision-making processes.
- There is no mention to the Beijing and Cairo commitments regarding the need to ensure a greater role for women in decision-making processes;
- No mention of the need to reform the governance systems of the WTO, the World Bank and the IMF;
- No mention regarding the need for measures to address the governance of TNCs and the need for corporate codes of conduct.

Section 3.6.

Financing Sustainable Development

Priority Objectives Critiques:

- Need stronger reference of the moral imperative of honouring ODA commitments
- Reducing debt burden is not enough. Need strong language regarding the need to cancel the debt burden completely and to address the factors, which have created the debt crisis in the first place;
- Expanding the geographical distribution of FDI is not enough. The EU must ensure that it reaches sustainable development priorities of developing countries and that more effective control channels are implemented to guard against FDI towards unsustainable activities such as highly polluting industries.

European Union Action Critiques:

- Need recognition of the fact that the *Monterrey Consensus* is heavily criticized by Southern Governments and NGOs alike;
- Need new measures to assess the overall impacts of ODA and new measures to track the distribution of ODA to ensure that it actually reaches its intended beneficiaries and their sustainable development priorities;
- Need measures to reduce tied aid;
- Need mention of the need to compensate for ecological debt;
- Need measures to assess the impacts of the HIPC Initiative (Heavily Indebted Poor Countries Initiative) which are criticized by a number of developing countries;
- Need reference to the importance of eliminating perverse economic subsidies.

Annex Two: Briefing Book for March 11-15 WSSD Capacity Building Seminar

Important Note: Andrea Peschel has the full briefing book in one file, which should be inserted here. My electronic briefing book is comprised of about twenty separate files, which would be too cumbersome to integrate here.

**Annex Three: Briefing Book for May 10 Advocacy and Media Outreach
Training Seminar**

Advocacy and Media Training Seminar

**Prepared by
Johannah Bernstein**

**for
Heinrich Boell Foundation
Brussels Office**

May 10, 2002

Briefing Book

One-Day Programme

9h00 to 9h15: Overview of Advocacy Training Simulation
Exercises

9h15 to 10h45: Simulation Exercise to Review National Level
Progress

10h45 to 12h15: Simulation Exercise to Define New National Sustainable
Development Targets

12h15 to 13h45: PrepCom IV Lobbying Simulation Exercise

*Note: A sandwich lunch will be provided during the PrepCom IV
Lobbying Exercise*

13h45 to 14h00: Overview of Training Module Objectives and Activities

14h00 to 15h00: Activity One: Preparation of Press Release and Media
Advisories

15h00to 16h00:

Activity Two: Press Interview Role Play

16h00 to 17h00:

Activity Three: Mock Press Conference

17h00 to 18h00:

Activity Four: Preparation of Collective Media Strategy

Advocacy Training Module

**Prepared by
Johannah Bernstein**

**for
Heinrich Boell Foundation
Brussels Office**

May 10, 2002

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- 2. Overview of the Simulation Exercises**
- 3. Preparatory Steps for the Simulation Exercises**
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- 5. Key Factors Which Have Enabled Effective NGO Advocacy**
- 6. Specific Strategies for Effective Advocacy at UN negotiations**
- 7. Strategies for Effective Communication**

1. Advocacy Training Simulation Exercise Objectives

The **primary objectives of the advocacy simulation exercises** are to:

- (i) Familiarise participants with the different aspects of national level preparations for the World Summit for Sustainable Development;
- (ii) Develop the advocacy skills of participants to enable them to better influence the WSSD policy-making process at the national and international levels.

There are two **national level national level advocacy exercises** that will be conducted. These include:

- (i) Preparation of recommendations to address national-level implementation challenges and simulated lobbying meetings with national government officials to promote those recommendations.
- (ii) Preparation of new national level sustainable development policy targets and simulated lobbying meetings with national government officials to promote the draft national sustainable development policy targets.

There is one **international advocacy exercise** that will be conducted. It involves three components:

- (i) Formation of a new fictional NGO Global Deal Caucus that will develop a draft Global Deal to be presented at PrepCom IV;
- (ii) Preparation of a lobbying strategy to promote the draft Global Deal;
- (iii) Simulated lobbying meetings with government delegates regarding the draft Global Deal.

2. Overview and description of the three Simulation Exercise Activities:

2.1. Simulation Exercise to Review National Level Progress

The first simulation activity involves a national review of Agenda 21 implementation. This is indeed one of the “real-life” activities that national governments are required to undertake as part of their official preparations for the WSSD. National governments are expected to carry out multi-stakeholder reviews to assess progress achieved in the implementation of Agenda and to identify the key factors that have either contributed to or impeded success.

Steps 1 through 7 described below pertain to this simulation activity.

The objective of this exercise is to develop the advocacy skills needed to influence this national review process and to ensure that the national review process is carried out in as balanced and objective a manner possible. The input of civil society will thus be critical to ensuring a meaningful and legitimate national review process.

The key activities involved in this first simulation exercise include:

- Establishment of a “fictional” civil society coalition that will collectively and first of all internally assess gaps, weaknesses and impediments to national level implementation of Agenda 21;
- Preparation of a set of civil society recommendations for redressing national level implementation problems;
- Preparation of a strategy for promoting these recommendations with government officials from various sectoral ministries;
- Lobbying session with government officials to present the civil society assessment and recommendations.

2.2 Simulation Exercise to Define New National Sustainable Development Targets

This simulation exercise involves the development of elements of a new national sustainable development agenda, with particular focus on new concrete sustainable development goals and targets.

As part of the “real-life” preparations, national governments are expected to engage in a broad-based consultative process with government bodies and civil society to identify 3-4 new sustainable development targets that are achievable in the next five to ten years and which could make a significant difference in the country’s progress towards sustainable development.

These so-called “progression targets” could range from launching processes for developing legal instruments, to comprehensive data gathering programmes, or experiments with new and innovative financing mechanisms. The identified targets will be announced at the Johannesburg Summit and will be shared with other national governments at the regional preparatory meetings.

Step 8 (described below) pertains to this simulation exercise.

The objective of this simulation exercise is to further strengthen participants’ advocacy skills and to empower them to meaningfully contribute to the development of national level sustainable development targets and to ensure that those targets accurately reflect civil society concerns and priorities.

The key activities in this simulation exercise include the following:

- Initial civil society identification of key priority concerns that could be the subject of concrete quantitative and qualitative targets;
- Elaboration of specific targets;
- Development of lobbying strategy for presenting civil society target recommendations to key government officials;
- Simulated lobbying session with government officials to present civil society target recommendations.

2.3. PrepCom IV Lobbying Simulation Exercise

This simulation exercise will involve formation of a new fictional NGO Global Deal Caucus that will develop a draft Global Deal and develop an advocacy campaign for PrepCom III to promote the draft.

For the purposes of this simulation exercise, we will assume that PrepCom IV will commence formal negotiations on the elements of the negotiated Global Deal.

The key activities in this simulation exercise include the following:

- Internal NGO Global Deal Caucus meetings to review possible elements of the Global Deal that governments will propose at PrepCom IV; review the draft Global Deal prepared at the Le Titien PrepCom and refine the draft Global Deal.
- Preparation of lobbying strategy for promoting the NGO draft Global Deal at PrepCom IV.
- Lobbying session with key government representatives at PrepCom IV to promote the draft Global Deal.

Step 9 (described below), pertains to this simulation exercise.

3. Preparatory Steps for the Three Simulation Exercise Activities

Step One:

The first step that pertains to all three of the simulation exercises involves deciding who will represent civil society actors and who will represent government officials, and of course what fictional country in which this will all take place. These roles can be interchanged with each of the three main exercises to ensure that every one has both role-play experiences. Be sure to ensure a good balance of civil society sectors that reflect the reality of your own countries. The choice of government officials to be represented must also be balanced and should at least include the ministries of environment, trade and economics, foreign affairs and key sectors such as agriculture and energy and natural resources.

Step Two:

In order to evaluate the national level experience in Agenda 21 implementation (as called for in the first simulation exercise), you will need to quickly review whatever national reports your government has already prepared for the CSD. These national reports are obtainable through the UN CSD's official web site. You should also review the reports of the recent regional prepcoms and expert roundtables (also available on the CSD and the earthsummit2002.org web site).

The regional roundtable reports will give you an idea of the range key issues, constraints and new priorities that have so far been raised. From the discussion of the regional concerns, it will be easier for you to distill national level concerns and problems. Of course you will be expected to draw on your own personal knowledge as well!

Step Three:

In the context of preparing your internal civil society assessment of national progress, you should also identify the difficult and no doubt politically sensitive factors that have possibly impeded Agenda 21 implementation. Be as specific and precise as possible and be prepared to back up your assertions with concrete examples. At this point, it is also important to identify the internal areas of agreement and disagreement among the NGOs. You will of course have to identify which areas of common concern you will plan to present in the formal fictional consultations with government officials.

Step Four:

Once you have identified civil society concerns regarding Agenda 21 implementation, you will next have to develop concrete recommendations for redressing those problems as well as lobbying strategies for promoting these recommendations with government officials. Remember, at this point in the simulation exercise, you are still meeting internally among NGOs.

In developing concrete measures for redressing implementation problems you have the opportunity to be visionary, creative and radical. However, you must be strategic and

tactical as well. There is no point in presenting recommendations which stand absolutely no chance of success but which may only serve to undermine your own professional reputations and credibility with government officials. Bear in mind, that I raise very general considerations here! You must of course, consider the political realities of your own country and act according to your own strategic concerns and goals.

However, you will be faced with a considerable challenge in balancing innovation and idealism with pragmatism to ensure that your proposals will stand a chance of being taken up by government officials.

A very important task in the preparation of a lobbying strategy, is the identification of possible arguments that government officials will present to you as to why your proposals may not be feasible. Try and anticipate those arguments in advance and be prepared to respond to those possible arguments with persuasive counter-arguments. At this stage in the simulation exercise you will be working on developing a joint NGO lobbying strategy. And while this may prove somewhat difficult given the often-differing views within the NGO community, your proposals will carry greater weight if they are collectively endorsed by key NGOs and can be said to reflect broad-based NGO consultation.

Step Six:

While the NGOs are meeting for the above noted steps, those participants who will represent government officials should also meet internally to prepare their own initial assessment of Agenda 21 implementation. In this activity, government officials should identify the real-life factors that have impeded progress and identify those issues, which may well be politically sensitive in the eyes of the NGO community.

Bring your own knowledge of the real-life political dynamics that characterise your own country's decision-making processes. As well, you should anticipate the scope and content of the issues that the NGOs will raise with you when they meet formally in Step Seven. Be prepared to respond with specifics as to which issues you feel are accurate and those, which you feel, do not reflect the realities of Agenda 21 implementation in your country.

Step Seven:

Once you have completed your preparations according to steps one through six, you are now ready to meet with government officials to make your formal presentations, which should focus on key factors that have impeded Agenda 21 implementation and preliminary recommendations for redressing those problems. Remember to stay in role play for all of these steps and particularly for Step Seven!

Step Eight:

Once you have had your first formal encounter to identify key problems with regard to Agenda 21 implementation, you should have a second meeting (the subject of the second simulation exercise) to begin the process of identifying new national sustainable development targets.

As noted above, if time permits, this should be the subject of a separate meeting, for which you should take time to prepare accordingly. If time does not permit, you can roll this simulation exercise into the first simulation exercise and devote more time in Step Four to the articulation of possible NGO recommendations for new targets.

Targets could focus on such issues as: reduction of poverty in (by half by 2015); enrolment of all children in primary school by 2015; reduction of infant and child mortality rates; reversal of environmental resource loss by 2015, etc. Obviously, the choice of NGO recommended targets will have to correspond to the priority concerns that you have raised in the above steps.

The formal lobbying meeting that will be undertaken at this step will focus on NGOs presenting their ideas for possible targets to government officials and further discussions between the government and NGO representatives as to the viability of the recommended targets presented. Remember that it will not be easy to reach agreement at this stage since the NGOs will be presenting their recommended targets for the first time. In reality, this process of advocacy would take place over a series of several meetings with government officials.

For this step, the NGO representatives should present far-reaching targets with the understanding that their advocacy efforts will focus on how best to influence the national target setting process. You must remember that this process will inevitably undergo some essential trade-offs on both sides. Nevertheless, you must be clear about what your “non-negotiables” are, and likewise, which issues you are willing to compromise around. Remember to anticipate the possible responses of government officials to your preliminary targets and prepare yourself accordingly.

Step Nine:

Step nine will involve preparing advocacy efforts to influence PrepCom IV negotiations. This preparatory step pertains to the third simulation exercise described above.

At this point, you should re-configure yourselves so that you represent NGOs from Southern countries. Remember that in the first two simulation exercises, you were engaging in advocacy role-play at the national level. Now you will be directing your advocacy efforts to an international political process.

You will first need to meet internally with NGOs in the so-called fictional NGO Global Deal. This internal meeting should involve a quick collective analysis of the potential elements that governments may plan to propose for inclusion in the official Global Deal. In this exercise, draw on your own experience in observing negotiations at PrepCom III.

While still in your internal meeting, review the draft Global Deal which you prepared at the Le Titien negotiation session. Examine the potential weaknesses and expand and elaborate where needed. The next step is to

develop a lobbying strategy for advancing the draft Global Deal with key governments at the PrepCom, with potentially supportive governments and with governments that may be potential averse to your recommendations.

The next step will involve the simulated advocacy meeting. The Global Deal Caucus will meet with key government officials to present your Global Deal recommendations in more detail. You should then identify a few participants who will engage in role- play as government officials and then carry out a first round of lobbying sessions with key government officials to present your concerns and potential recommendations.

Be sure to review the information set out in Section Three below in advance of the simulation exercises. Recall that we discussed the elements in Section Three at our March capacity building workshop.

4. Choosing the Advocacy Entry Points

1. National Preparations for Johannesburg

- a) National review and assessments;
- b) Preparation of national positions on key issues;
- c) Inputting with national reports/country profiles that will be prepared for the CSD;
- d) Participation on national delegations to PrepComs;

2. Regional Preparations for Johannesburg

- a) Follow-up with NGO Statements presented at regional prepcoms;
- b) Continue to lobby other governments with key points raised in the various NGO statements;
- c) Prepare detailed critique of the various Regional Ministerial Statements;
- d) Monitor the other regional prepcoms and provide substantive input;
- e) Prepare critiques of the various regional Agenda 21 Assessment Reports;
- f) Formulate a regional platform in result of the critiques which could be advanced at the international prepcoms;

3. International Preparation

- a) Influence global thematic roundtables which will feed input into the international PrepComs with new policies, approaches and innovations;
- b) Input in multi stakeholder dialogues;

- c) Participate in CSD issue caucuses;
- d) Link up with other international NGOs.
- e) Input and Critique the Secretary-General report's on the Implementation of Agenda 21;
- f) Lobby the CSD Bureau – key powerful actors in the Johannesburg process;

At the April PrepCom – be prepared to monitor the negotiations and to monitor the minutiae of negotiations. Promote priorities and be sure to provide concrete drafting suggestions;

- g) Identify friendly governments – develop good working relationships within them and regularly feed them drafting suggestions and broader policy recommendations. This input should also be channeled to key Secretariat officials who are usually responsible for text drafting;
- h) Remember to target unsupportive governments as well;
- i) There are different types of products that emerge through prepcom negotiations, be sure to respond to all of them:
 - Chairs' summaries
 - Consolidation of Member State views
 - Government non-papers
 - Conference papers

Remember to coordinate your international lobbying efforts with your NGO colleagues back in national capitals who can sustain parallel advocacy campaigns. Focus on senior government officials, parliamentarians as well as media.

5. Strategies for Effective NGO Lobbying

This list provides an overview of key factors, which have enabled NGOs to effectively influence international negotiations:

- (i) Cooperation among NGOs nationally, regionally, internationally;
- (ii) Ability of NGOs to form cross sectoral coalitions;
- (iii) Ability of NGOs to participate on government delegations;
- (iv) The preciseness, responsibility and relevance of NGO reaction to conference documents;
- (v) Ability of NGOs to identify like- minded IGOs and governments with whom they can coordinate and transmit recommendations;
- (vi) Ability to influence uncooperative governments;
- (vii) Intensity of networking among NGOs and their ability to exploit communication technologies to facilitate information exchange;
- (viii) The sympathies of the conference secretariat with NGO goals;
- (ix) The receptiveness of progressive governments to NGO proposals;
- (x) The development of innovative processes (like the alternative treaty process connected to UNCED and the multi-stakeholder dialogues)
- (xi) The willingness of NGOs to work with potential allies including: business community, social movements, grassroots organizations, media, parliamentarians, local authorities, and indigenous groups.

6. Specific Strategies for Effective Advocacy at UN Negotiations

Note: the following points were excerpted from a Participation Briefing Guide for Earth Summit 2002, which was prepared by the Stakeholder Forum for Our Common Future. It is available on their web site (earthsummit2002.org)

- Contribute to the preparation of the Issue Caucus papers or Major Group preparations (usually done by list servers)
- Send your views to the Missions of key governments in NY
- Meet with key government officials to present your concerns and priorities
- Work with the NGOs/major groups present at the PrepCom
- Attend the morning NGO strategy sessions

- Work with the NGOs on your country and other country's delegations
- Target potentially unsupportive delegations and invite them to a meeting to discuss your concerns, along with other NGO allies

7. Strategies for Effective Communication

1. Know your issues thoroughly. Preparation is critical.
2. Always ground your arguments in real-life on- the- ground experience.
3. Be meticulous about facts or figures. Use authoritative sources such as UNEP's GEO, UNDP Human Development Report, World Resources Institute's "State of the Environment".
4. State your demands concisely, crisply, articulately, authoritatively and above all concretely. Avoid rhetorical demands. Move beyond platitudes and present concrete operationalizable policy solutions. Put yourself in the shoes of a government policy-maker – what scope of info would s/he need to develop new policy.
5. Anticipate possible counter-arguments that governments will raise in response to your policy recommendations. Be prepared with persuasive counter-counter arguments.
6. Highlight specific examples where governments have not complied with commitments undertaken – either in terms of “soft law” obligations such as Agenda 21, the Beijing or Cairo Action Programmes, or legally binding commitments such as CEDAW or the Biodiversity Convention.
7. Be bold, radical and visionary and creative but remember that pragmatism is the vehicle through which to best channel cutting-edge ideas.
8. If discussions get difficult – avoid defensive posturing. Stay calm, cool and collected. Do not rise to the level of aggression of your putative “adversary”. Use best efforts to change the tone of a difficult encounter to a more positive and constructive one, which will create a more conducive atmosphere in which to promote your cause.
9. Understand the political, legal, economic constraints that may be faced by your targeted governments. Address those constraints with positive and constructive solutions.
10. Never use the “You” message which can be very accusatory, and adversarial. Always use the “I” message, which also helps to create a more constructive environment for influencing a government's position.

Example: “Your government has failed to live up to its Rio Commitments”

As opposed to “ We are very concerned about your government’s non-compliance with Rio commitments”.

11. Remember that the government official you will be lobbying may not necessarily be the one directly responsible for developing the policy in the first place.
DEPERSONALIZE wherever possible!

Media Training Module

**Prepared by
Johannah Bernstein**

**for
Heinrich Boell Foundation
Brussels Office**

May 10, 2002

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- I. Overview of Training Module Objectives and Activities**
- II. Activity One: Preparation of Press Release and Media Advisories**
- III. Activity Two: Press Interview Role Play**
- IV. Activity Three: Mock Press Conference**
- V. Activity Four: Preparation of Collective Media Strategy**

I. Overview of Objectives Media Skills Building:

1. Objectives

- Enhance public understanding and discussions regarding sustainable development issues generally
- Improve the quality of media coverage of the Johannesburg issues to ensure more balanced and objective reporting
- Develop and refine media outreach skills generally
- Develop concrete skills for working with print and electronic media
- Enhance capacities to develop concrete and effective media strategies

2. Explanation of Activities:

- Activity One: Preparation of press release and media advisory
- Activity Two: Press interview role play
- Activity Three: Mock press conference
- Activity Four: Preparation of collective media strategy

3. Review of Methodology:

- Step One: Review the simulation activity
- Step Two: Collectively discuss key elements to consider in the simulation activity
- Step Three: Prepare for the simulation activity
- Step Four: Engage in the simulation activity
- Step Five: Evaluate the simulation activity

4. Key strategic elements in reaching media:

(i) Understanding how editors chose the news

News, as the word implies, must be new. It is about changes, trends, new developments, events that are different from the norm, information that people don't know. Some basic reflections might be useful to the editor in identifying something which can be categorized as news:

- What changed in recent days/weeks/months related to the issues on which a determined press agency is working
- What changes are said to come in the future and what trends are affecting the people/issues the editor is working with
- What he heard from his staff that sounded interesting and new
- What is going on in the community
- What his agency is doing which represent a shift from the past
- What research the agency has conducted recently, since every research can be turned into news. If the topic was compelling enough for you to study it, the public would be interested in it too.

News stories don't have to be one-off events. In the minds of editors, different stories deserve different amounts of coverage, both in terms of the space/time allotted to them in an edition/program, and in terms of the frequency that the story will be covered. Some stories attract so much attention that they are deemed to deserve daily coverage.

(ii) Framing the Story

- **It is important to offer fresh angles**, i.e., if you are talking about an environmental campaign, you should suggest stories that look beyond strict environmental issues (therefore you should include considerations regarding First Nations affected, tourism, Educational opportunities)
- **It is also crucial to offer little “nuggets” of news** that can generate a little coverage. For example if you found a document in a freedom of information request. Or, maybe, if a politician shifted ground slightly on the issue at stake.

- **Suggesting different approaches to the story.** Making a campaign leader available for a profile story. Publicising the results of a poll you conducted. Getting a high-profile person to visit. Organising a public debate, and inviting media
- Another question that should be asked is **whether the news is relevant to the audience.** Issues and events that are relevant to people's lives qualify as news. Therefore, particular attention should be devoted to the way the press agency's work affects people's lives; how people in the community will be affected by the event; what tangible impact the issue is likely to have on the people.
- Editors are always demanding that reporters do stories about issues/events that have an impact on the lives of ordinary people. They want real people as characters in stories. Much of the work consists on how you portray your work or issue, what the media call *framing*. One should think of the benefit the agency's work would have on the community. The issue should be therefore framed in a way that shows how and why it matters. Another element is **proximity**. Editors search for news that is close to home.
- A fundamental criterion is **to write about issues that attract people's interests.**

(iii) **Know what makes good news:**

i.e. now, new, people, action, conflict, white night, unusual, understandable results, touches people's lives,

(iv) **Know which media outlet to target**

i.e. what type of media: newspaper, TV, radio, magazines
 what level: local, national, regional or international
 what form: news, features, letters page, op ed article
 specialist or non specialist, dailies, weeklies

(v) **Know what makes a good story:**

i.e. tells a story, generates interesting news, affects people's lives, can be explained down in the pub, conveys clear images

(vi) **Know what makes a bad story:**

i.e. contains just opinion and no action; inaccurate; wrong place; wrong outlet; institutional and bureaucratic

(vii) **Know when and how to send the story:**

i.e. what is the key event around which your story relates
what is the news hook

(viii) **Understand the current role of the media in the public debate on sustainable development.**

II. Activity One: Preparation of Press Release

Activities:

(a) Participants will each write a one-page press release announcing the launch of the NGO draft Global Deal campaign.

(b) Participants will divide into two groups. Each group will prepare a two-page op-ed piece that will set out their views and perspectives on the draft Global Deal, which they will have presented at PrepCom IV.

Preparation for both the Press Release and the Opinion Piece:

- Step One: Review the simulation activity and agree on the scope of the fictional NGO meeting which will be the subject of the press release/ and the key issues to be addressed in the opinion piece.
- Step Two: Collective discussion regarding the key elements to consider in the two simulation activities.
- Step Three: Write the press release/opinion piece
- Step Four: Exchange and review each others press releases/opinion pieces
- Step Five: Collective evaluation of the press releases/opinion piece.

Key factors to consider when writing a press release:

- Be clear about the story
- How would you explain it to the “man on the street”
- Keep it short and concise
- Use letter head and put the word PRESS RELEASE prominently on the top
- Give it an attention-grabbing headline
- Summarise the story in the opening sentence
- Follow with one or two paragraphs with the key facts
- Then give an opinion in quote marks
- Don’t forget: WHO, WHAT WHEN, WHERE AND HOW
- Be sure to add contact details
- Edit it
- Distribute and disseminate
- Follow-up to ensure receipt of the press release

Key Factors to Consider When Writing an Op-ED piece

- It is the short for “opposite the editorial” page and **refers to commentary material** that appears on those pages in the newspaper. This material is distinguished from news articles in that it is not required to be “objective” or neutral, but is allowed to embody the author’s personal opinions.
- **Its function is to allow you to present your perspective on an issue** unmediated by a reporter who is interpreting your views in the context of a news story, which usually includes other sources and uses your comments only selectively, often editing or juxtaposing them in ways that don’t serve your interests.
- There is also a certain degree of prestige and legitimacy conferred by having your views published on the OP-ed pages, which are usually read by those people in a community who wield influence.
- **This means should be used when you have an informed perspective on an issue that is currently in the news** or about to be in the news. When you want to present an in-depth or complex analysis of a situation without being mediated by the reporter. When you want to build profile of your issue and raise awareness of aspects of the issue that are not being discussed fully elsewhere.
- It might be useful to pay attention to some ways of using this means. More specifically, if you have a relationship with the newspaper and/or the person who

edits the Op-ed pages already, you might want to call first and indicate that you have an informed perspective that you'd like to submit in the form of an opinion piece.

- This gives you the opportunity to find out if they are likely to run it, and/or to convince them to retain space for it, and find out what length they'd prefer and when they need it by. If you don't have an established reputation and/or relationship and don't want to call first, you can write the piece and submit it with a brief cover note, and keep your fingers crossed that they'll use it.

III. Activity Two: Press Interview Role Play

Activities:

Participants will conduct a fifteen-minute mock radio interview between a radio journalist and a representative of a Southern NGO on the subject of the closing plenary of the World Summit for Sustainable Development. The interview will focus on the critical review and assessment of the political declaration (ie the Global Deal), which was issued at the end of the WSSD.

Preparation:

- **Step One:** Review the press interview role play activity and determine who will assume the role of journalist and that of interviewee. Agree as well on the precise scope and topic of the interview i.e. what are the key conclusions of the political declaration, what are the key areas of conflict that marked the WSSD, what are the key conclusions promoted by the NGO community?
- **Step Two:** Collectively discuss key elements to consider in conducting a good one on one press interview. See below.
- **Step Three:** Prepare for the simulation activity. All the interviewees collectively discuss the key issues that they want to raise. All the mock journalists discuss collectively the questions that they will raise and prepare them in writing.
- **Step Four:** Each pair will conduct their radio interview one at a time.
- **Step Five:** The group will collectively evaluate the simulation activity

Key factors to consider in conducting a radio interview:

- Key strategy for success is to be well prepared
- Prepare key messages i.e. handy facts, paint a picture (“for instance”), and explain (“what this means is:”)
- Know your press release
- Find out if the interview is live or recorded
- Consider the target audience and speak to one person
- Be clear regarding how you want to come across

- Work it through (ie who what when where why how much)
- Be brief, concise, natural and clear, and avoid jargon
- Anticipate the key questions in advance

Specific Preparations for one-on-one media interviews

Highlight some questions you should answer before you do an interview.

1. who am I speaking to?

- What is her/his name?
- What is in his/her bias?

2. What is his/her area of interest?

3. What has she/he written/produced on this or similar topics before?

4. What is the reporter's objective?

- Is there a particular issue he/she would like to cover?
- Is he/she looking for "dirt"?
- Is this piece part of a larger series/
- Who else is she/he interviewing for the piece?

5. Who is the audience?

- National?
- Local?
- Industry?

6. How much time/space will I have to get my point across?

- One quote?
- Seconds?
- Minutes?

7. What are my 2 or 3 key messages?
8. What are the 3 worst questions I might be asked?
 - How can I best respond these questions?

Key Suggestions for conducting radio interviews:

1. Communicate your key messages
2. Avoid responding emotionally
3. Maintain control of the interview
4. Avoid repeating negative language, by turning answers to positives
5. Speak concisely
6. Use anecdotes
7. Avoid using jargon

Suggestions regarding how to make an effective media call

- It's basically a call to a reporter, editor or producer to pitch a story idea or follow-up a news release
- Press calls let media know that you have a story they may want to cover. They also help you develop important relationships with reporters, help you establish a presence in their minds and in their files
- There are several strategies you could use with respect to making press calls. Some organizations call reporters, columnists, editors every month or so, to update them on relevant changes in the issues the organization addresses. Some organizations only call the press when they are actively promoting a story. Some organizations never call the press
- Even when there is not a story to pitch, reporters who are interested in the issue you mean to mention will appreciate being kept up-to-date on changes to the

issue. This contact helps in building credibility as an information source, not just an organization looking for media coverage.

- Every time a press release is sent to the local press, a quick call to the editor should be made to see if he or she is interested in the story, if you can add more details, or arrange an interview for a reporter
- It is important to use this means when the “contact” has time for you. Once a time to talk is arranged, you should stick to it, given the fact that every contact you have with the media is building your reputation as either a reliable, professional and credible source, or not!
- When the editor says they are not interested in doing a story, you should find out why not. Sometimes there is the perception that a news item is not new.
- If you have a news idea that doesn't warrant a full-fledged press conference, a reporter might be persuaded to cover it if you call him/her and say that you haven't told anyone else about it—basically, you are offering a scoop or exclusive.

IV. Activity Three: Mock Press Conference

Activities:

Participants will conduct a mock press conference on the subject of the closing of the World Summit for Sustainable Development.

The participants will represent their own organizations in this mock exercise and will each present prepared statements to the press, as well as a joint statement and will also be prepared to answer collectively and individually questions from the press who will be attending the mock press conference.

Preparation:

- Step One: Review the simulation activity and decide on the fictional conclusions of the WSSD
- Step Two: Collectively discuss key elements to consider in conducting a good press conference
- Step Three: Prepare for the mock press conference, including preparation of individual statements, as well as joint recommendations, and key questions to be asked by the journalists attending the press conference.
- Step Four: Conduct the mock press conference
- Step Five: Group evaluation of the mock press conference.

Key factors to consider in conducting an effective press conference:

- A news Conference is an event that, with any luck, brings all the media together in one room
- The benefit of a news conference is that media and your spokesperson are together at one time- if there is controversy of any kind in your news, a dialogue

between the two is simple. A news conference is good when you have several people who need to speak, but it is also a gamble.

- News conferences take a great deal of time and energy to pull off. In some cases, they are also very expensive, if they are held in conference rooms in hotels, for example. Better still, conduct them “on location” where your agency does its work or at the site that relates to the issue you are dealing with.

How to prepare a Press Conference:

- Send media an Advisory up to a week before the press conference. Follow-up with a press release that details highlights of the news you will release, a strong quote from your spokesperson and conference details. Two days before the conference, call the media you have sent printed material to.
- If the news is big enough, you should consider a strategic leak to one newspaper the day before so that the story will appear as “exclusive” on the morning of your news conference, or tell a radio station a few hours before the news conference. If done properly, this will ensure more widespread coverage.
- However, you should never give away every element of the story. Make sure the reporter knows that you are giving them an exclusive. The major risk of using this approach is alienating the other media outlets, so don’t always favour the same one.
- Be clear about the main message you wish to convey
- Provide a few paragraphs of key facts
- Provide opinion
- Always paint a picture ie “For instance”
- Always explain clearly with concrete examples
- Agree on elements of joint statement, as well as key elements of individual statements and coordinate who will cover which issues
- Anticipate questions in advance and prepare your answers

Preparing comprehensive media kits to be distributed at press conferences

- It is a package of information design specifically for media. It could include:
 1. Press release
 2. Fact sheet on the issue

3. Quotes or comments by experts and contact details
4. Selected press clippings
5. Charts, visuals or photographs
6. Background biography on your organization's spokesperson
7. One-page description about your organization
 - It provides detailed issue information to the editors, producers and reporters of the media. It gives you an opportunity to educate her media about your issue in a non-confrontational manner
 - Media kits should be handed out to all the media who attend the press conference, to all the individuals who attend the editorial board meetings. They should be also sent to reporters who express interest when you make your press release follow-up press calls.
 - You should be selective about the messages you want the media to take from your kit. Two or three messages are usually enough. Furthermore, you should include only the information that is relevant to those messages.

V. Activity Four: Preparation of Collective Media Strategy

Activities:

Participants will prepare a detailed outline for a draft collective media strategy regarding the launching of an NGO Global Deal Campaign related to the forthcoming World Summit for Sustainable Development.

Preparation:

- Step One: Review the media strategy writing activity and agree on the basic elements, including: the targeted media, the types of media outreach activities (i.e. media advisories, press releases, op ed articles, press interviews, press conferences, media roundtables etc; the calendar of forthcoming political events around which the media strategy will be targeted, etc.
- Step Two: Collectively discuss strategic elements to address in developing a media strategy (see below)
- Step Three: Prepare the draft media strategy outline
- Step Five: Evaluate the draft media strategy outline and discuss next operative steps.

Key strategic factors to consider in preparing a media outreach strategy:

- Very important to identify the big “media hits” against which the media strategy will be targeted,
- Distinguish different types of outreach strategies for generalised versus specialised press
- Link media strategy with lobbying and advocacy campaign activities
- Ensure a steady and systematic flow of information to journalists
- Develop electronic media outreach activities including “web site press rooms”
- Identify key issues and topics around which a steady stream of op ed pieces can be written
- Be as specific as possible in terms of timeframe, human resource and budgetary implications

- Specify precise division of labour between the members of the DMGF in terms of existing expertise and interest.

Johannah Bernstein
Montreal
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