

# Share

# The World's Resources

January 2008

## Annual Report

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## Overview of 2007

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2007 was STWR's most progressive year to date. Particular progress was made in terms of organisation, structure, networking and raising our profile. Moving into our new, dedicated office was pivotal to our sense of organisation as was recruiting Adam Parsons as our Editor in April. STWR's administrative and decision making processes are now well structured, and the necessary framework for our ongoing work (publishing news, engaging in research, writing articles and campaigning) is also established, tried and tested.

Jennifer Connor has been assisting with our campaigning and communications since May, and has recently joined us on a full-time basis – allowing STWR to expand our communication projects. We have also recruited a world class design team and expert web developer, both highly motivated to work with STWR and offer their professional services at heavily discounted rates.

The designers, Susie and Paul from Studio Blackburn, have already designed striking and effective communication tools and produced a strong brand identity, and they will continue to prove invaluable to our branding and communications needs.

They are presently working with our new web-developer, Muz Hasan, to assist us this year in transforming the STWR website. Muz is also in the process of restructuring our office IT systems by installing a server and MS Share Point which will allow staff and future interns/volunteers to access all their information needs and task-lists online, and collaborate on projects from any PC in or out off the office – a feature that will significantly improve project management, communication and efficiency as we develop.



# Campaigns

The addition of Adam and Jenn in 2007 allowed us to focus more actively on campaign initiatives, all of which proved successful in a number of ways. In addition to the online circulation of our research and articles, our main campaigns included publishing a full-page open-letter to G8 Ministers in the Guardian and Independent (UK) newspapers, attending the United States Social Forum (USSF), publishing a full-page open letter to Gordon Brown in the Guardian and other UK magazines, and recently attending the largest-yet climate change march in London.

Our activities this year have included:

## ❖ Advertising

### Open Letter to G8 Ministers June 07

The full-page letter was first published in The Guardian & The Independent; we were subsequently contacted by the House Magazine where it was later published, followed by the Parliamentary Monitor – both magazines are widely read among MPs and Senior Civil Servants.

Website traffic increased, we received a number of positive emails, phone calls, enquiries and pledges of support.



### Open Letter to Gordon Brown Sept – Oct 07

Published in The Guardian and four consecutive weekly issues of the Modern Gov which were included in the delegate packs at all major party conferences (Labour, Lib Dem, Cons and TUC).

Website traffic increased, and we were contacted by the New Economics Foundation (NEF) who suggested the possibility of collaboration, to be followed up in 2008.



❖ Events

**United States Social Forum (USSF)  
June-July 07**

Attendance at the US's 1<sup>st</sup> social forum helped us focus on sharpening our message - particularly in the creation of professionally designed communication materials (leaflets, banners, business cards, etc.) and an outline for future talks/workshops about economic sharing.

The placement of our table at the events hall was excellent, just inside the entrance. We received positive comments on our materials, as people were open and generally receptive to the idea of sharing. We participated in the opening march, distributed 3,000 leaflets, 500 flyers and presented 3 workshops on sharing.

**Green Economics Institute Workshop  
Nov 07**

This workshop was an opportunity to familiarise ourselves with key 'green' economic issues as they relate to our plan for sharing. Post-event, we made contact with the two founders of the Green Economics Institute, and hope to arrange a face-to-face meeting to discuss how we might collaborate in the future.

**Campaign Against Climate Change March  
Dec 07**

We joined 10,000 people in London and 50 other cities in a march against climate change.

We created two banners, which were featured on the BBC's website coverage of the march. The image of our banner was taken by Getty, the leading supplier of editorial photography for media professionals, and so is probable will be also used by other news organizations.



❖ Online Content

Newsletters

5 digital e-letters were sent out to our subscribers in 2007 - which included updates on our activities, new articles by STWR, contributing writers and other web articles. A significant increase in web traffic (20%) and an increase in subscribers were recorded after each mail-out.

New Articles – STWR Staff

We wrote and published 9 new articles on the website in 2007. Article topics included economic growth, global justice, world opinion, and climate change - all emphasising the need for economic sharing.

These were then republished on over 30 leading websites including: Global Research, Global Policy Forum, Counter Currents, Dissident Voice, ZNet and OneWorld. Two of these articles were translated to German and one into Afrikaans by organisations wishing to publish in their local language.

Additionally, Rajesh was interviewed for an Australian radio program, 2 articles will be published in books (fees paid to STWR), and one will appear in a learning CD-Rom in South Africa.

Numerous online comments, blog postings and references to our articles and our Open Letters increased traffic to our website and

New Articles – Contributing Writers

15 articles were written for STWR by our contributing writers, and circulated to our list of news websites for wider publication, which proved successful, the most prominent website being OneWorld (UK and US).

**:: DADA MAIL ::** **:: STWR NEWSLETTER ::**

Dada Mail > STWR Newsletter > Archives > STWR Newsletter

**Date:** November 28th 2007

**Share The World's Resources (STWR)**

**Newsletter - November 2007**

<http://www.stwr.net>

Please forward this newsletter to anyone who may be interested. You can subscribe to it here.

**Contents**

- \*Update on STWR activities - New Website and Global Climate Change Demonstration
- \*Focus on Climate Change - Recent Reports and Articles
- \*World News Analysis - From the Middle East to Australia

**Share The World's Resources**

STWR Global Focus presents news and analysis on how to create social and economic justice by sharing the world's resources. Below are the latest articles and features that relate to the principle of sharing. In the right hand column there are links to all the STWR Global Focus topics that address global issues in greater detail.

**Global Warming: The Great Equalizer**  
14th September 2007, Adam W Parsons, Editor - STWR

As the latest summit to discuss a post-Kyoto treaty continues in New York this week, the single most revealing statement has already been spoken: "We need to climate-proof economic growth." These few words, told to reporters by the US's top climate official, Yvo de Boer, during the recent Vienna round of talks, define the blinded establishment approach to tackling climate change. [1] Only if continued trade liberalisation and corporate profits are kept sacrosanct, remains the assumption, is it possible to consider even a broad agreement on future cuts in greenhouse-gas emissions.

**Probing 'World Opinion'**  
13th July 07, Adam W Parsons, Editor - STWR

As a result of questioning in London by the movement to global justice, management in corporations are wondering what to do next after the campaign for more oil, less coal, and better to have an energy mix that is counter to the flow of cheap fossil fuels. At the same time, the world's most powerful countries are also questioning the world's most powerful nations, and the world's most powerful nations are also questioning the world's most powerful nations.

**International Aid and Economy Still Falling Sub-Saharan Africa**  
11th June 07, Rajesh Mahajan, Director - STWR

**COUNTERCURRENTS.ORG**

**The End of Economic Growth**  
By Adam Parsons  
27 April, 2007  
Countercurrents.org

"Economic growth cuts poverty" is forever the incoherent, unrelenting diatribe of World Bank statisticians. These four simple words, stale and contentious as they are, were in fact the title of a recent Forbes magazine article based on World Bank predictions for eliminating poverty in South East Asia[1]. As reported in the American journal that speaks to the super-rich, if economic growth continues to increase in this region of the world with the largest concentration of poor people, then "poverty can be significantly reduced, if not eliminated, within a generation."

This prognosis, made by the bank's Operations Director for South Asia, was shortly followed by their World Development Indicators for 2007[2] and the apparently good news that absolute poverty levels have fallen beneath one billion people. The bank's Chief Economist, Francisco Rodriguez

**DISSIDENT VOICE**  
a radical newsletter in the struggle for peace and social justice

**Global Warming: The Great Equalizer**  
by Adam W. Parsons / September 23th, 2007

As the latest summit to discuss a post-Kyoto treaty continues in New York this week, the single most revealing statement has already been spoken: "We need to climate-proof economic growth." These few words, told to reporters by the US's top climate official, Yvo de Boer, during the recent Vienna round of talks, define the blinded establishment approach to tackling climate change. [1] Only if continued trade liberalisation and corporate profits are kept sacrosanct, remains the assumption, is it possible to consider even a broad agreement on future cuts in greenhouse-gas emissions.

With dire weather events and studies being reported on an almost daily basis, fewer sceptics are able to dismiss the reality of dangerous climate change. In the same week as around 1,000 diplomats, scientists, business leaders and environmental activists from 158 countries attended the U.N.'s Vienna Climate



With the expertise of our design team, these campaign initiatives have:

1. Established the STWR identity

Including our image, the nature and tone of our campaign and our 'voice'. We now have the necessary tools to project our identity through future communication tools.

2. Developed our communications tools and techniques

Apart from office stationary and business cards, we have produced exceptional promotional leaflets, newspaper adverts and vivid banners for demonstrations, talks and presentations. Particular attention has been paid to our use of language in communicating STWR's information, and we gained valuable experience organising and presenting talks and hosting discussions at the USSF.

3. Raised awareness of our work

Visitor traffic to our website has increased significantly (see below) and we have managed to successfully raise STWR's profile through various national papers and magazines targeting politicians, activists, journalists, and the general public. In addition we have distributed over 4,000 leaflets in the US and UK to concerned citizens and the active public.

We are now in a more confident position to build on our existing information and channels of communication to implement comprehensive and far-reaching communications strategies (see below).



## Website Statistics

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There is clearly a correlation between our campaign activities and our website traffic – numbers have increased steadily in relation to both the full-page newspaper adverts and the USSF activities. The increased circulation of STWR newsletters and the publishing of our articles by other websites also directly contributed to increased site visits, hence reassuring us of the effectiveness of this kind of communications activity.

- The number of visitors to the website peaked in October 07 with over 16,000 unique visitors and over 68,000 page views.
- During the latter half of 2007 we often experienced daily unique visitor numbers of around 1,000 or more.
- This period also saw an almost three-fold increase in visitors and page views compared to the same period last year.
- Almost a third of all visitors are now accessing the site through search engine enquires as opposed to around 5% a year ago. This suggests that a greater number of searches for various topics lead to STWR, which means that our web pages are more effective and ranked highly by Google.

With the creation of our new website, our upcoming published reports, the addition of news alert/newsletter options for our increasing number of subscribers (500 to date) together with our new communications plan, we intend to increase traffic by at least a factor of three by the end of the year (50,000 visitors/200,000 page views per month).



## Vision for 2008

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Over the course of 2007, the longer-term vision of a global campaign was formulated in greater detail, at this stage focused primarily at the NGO community. In short, the vision for STWR is to provide a united platform for the global justice movement to call for the prioritisation of basic human needs and fairer sharing of the world's resources. Once the NGO/activist community is on board, we will be in a better position to take the campaign to the general public to affect change both at the government level and internationally.

There are a series of concrete actions necessary before STWR will be in a position to initiate a global campaign. The purpose of this year's activities is to enable STWR to establish a solid foundation for the campaign proper to begin in 2009. The strategy includes:

### ❖ *A New Website*

The present focus is on significantly restructuring and redesigning the existing website in conjunction with our designers and web developer. The new site will differ in the following key ways:

- Structurally, the emphasis will be on the various topics we cover, each of which will have its own mini home page – effectively constituting a number of independent sites. People will be able to request news alerts and newsfeeds and access a wide range of related information from each these independent resources.
- Aesthetically the site will be eye-catching, more inviting and intuitive, and professionally designed to strongly communicate the STWR identity as a trustworthy, leading online resource centre for the global justice movement.
- There will be more emphasis placed on STWR's own articles, resources and campaign initiatives.
- Search engine optimisation (SEO) will be significantly improved to raise our Google profile.
- Our statistical analysis of user traffic will be much improved and used more specifically to inform further improvements to the site and evaluate the effectiveness of our communications/newsletters etc.
- Newsletter options will be much improved with an emphasis on expanding STWR's membership.

The aim is, through an international and ongoing communications plan, to





significantly increase site traffic and provide a more tailored service to STWR's visitors.

A small team of interns (see below) will be trained to regularly update the news and information on each topic, to search for additional articles and content, and to assist with research and campaign activities. This will free up extra time for the core staff to concentrate on more detailed aspects of the campaign.

By the end of 2008 it is entirely conceivable that the improved site will be one of the top 3 global justice websites providing detailed, up-to-date resources on issues including corporate globalisation, poverty, healthcare, energy, climate change and the United Nations. Within this framework, 50,000 visitors a day is a realistic and achievable target.

### ❖ *STWR Research & Reports*

With Adam Parsons joining us on a full-time basis from March 2008 we can significantly increase STWR's online content, the amount of research we engage in, the amount of articles written for online and newspaper publication, and the frequency of report publication. We aim for three substantial reports to be professionally published in 2008 (on global inequality, climate change and the world economy/financial crisis).

Each report will provide an in-depth analysis with specific policy recommendations for the international community based on economic sharing, and will be expertly designed and produced as both a physical report and PDF. The production process will not only act as a steep learning curve, but will also create the templates for duplication in future reports.

The intention is that the reports are used not only to raise awareness of the issues covered, but as a communications tool for STWR and as an opportunity to communicate the concept of economic sharing to a wider audience.

Additional research will also be undertaken as part of a proposition for the New Economic Foundation (NEF), who may prospectively assist in producing a 2009 report specifically analysing the concept of Economic Sharing. [The NEF is a leading UK-based think-tank with decades of experience researching, writing and publicising reports with a similar perspective to STWR. We were approached by the NEF's Head of Environment after the publication of STWR's open letters to the G8 and PM, leading to an initial meeting and the suggestion of collaboration which



has still to be explored further].

### ❖ *International Communications Plan*

Once the new website is online and the new report is produced, the 'identity' of STWR as an active and serious organisation will be further improved, and we will be in a position to initiate an international communications program with the aim of raising awareness about our work. The program will be ambitious and with multiple goals, and will require a significant amount of market research before initiating. An intern will be specifically employed to assist in this process (see below).

As part of the first phase of the communications plan, we will send a physical copy of the new report on Global Inequality to key institutions and individuals in both developing and developed countries. A covering letter, outlining the work of STWR with information about the new website and its use as a news and resource portal, will be aimed at:

- NGOs and charities working in similar fields.
- Key government departments (e.g. international development) and receptive Ministers.
- Relevant University departments and professors.
- Religious organisations and ministers of all faiths.
- Individual activists, high profile campaigners and influential writers.
- Media organisations through a press release, accompanied by related articles written by Adam sent to national newspaper and magazine editors for prospective publishing.

Communications tools will then be implemented to ensure that we can measure the effectiveness of the campaign through website traffic, dedicated column space in the media, emails/letters, requests for interviews or further information etc.

Other aspects of the communications plan will include:

- Designing and producing comprehensive information packs, reports and information sheets about various aspects of our work that can be used to answer enquires and satisfy the queries of potential donors or partners.
- An advertising campaign targeting the NGO community/campaigners – through magazines such as the New Internationalist and Ecologist, as well as some targeted online advertising.
- Systematically identifying and contacting writers and activists who think along similar lines to STWR and inviting them to contribute articles for publication.
- Systematically circulating our articles to relevant web and print based



media organisations.

- Maintaining a sophisticated contact database which can be drawn upon easily for future communications purposes.
- Making better use of our website traffic analysis (Google analytics) to maximise the effectiveness of website structure and design.
- Focusing on collecting more subscribers online by providing a number of more varied options for newsletter, news alert and newsfeed services.
- Monitoring the effectiveness of these measures and where possible using them to capture useful information about our visitors and subscribers.

A more detailed communications plan will be drawn up during the first quarter of 2008 to be executed in April, or once the new website and report on inequality are completed - whichever is sooner.

If successfully enacted, the communications program will prove critical in raising STWR's profile amongst our target audience, building valuable relationships and increasing web traffic. The program will be ongoing as additional reports are produced allowing us to gain valuable experience and competence before a key report on Economic Sharing is distributed (potentially in early 2009) and an international campaign is properly initiated.

### ❖ *Internship Program*

We aim to implement a post graduate internship program at STWR by the second quarter of 2008, which will eventually consist of a small team of post graduates to assist in various aspects of STWR's work and activities. In the process they will gain valuable experience on a range of international political and economic issues and learn more about the internal activities and communications tactics of an advocacy NGO.

The first step will involve employing two interns potentially in the second half of 2008. At this initial stage we can be flexible, but preference will be given to interns who are able to commit to longer internships (preferably 4 month terms) and who have the required experience and proven interest. They will be employed without pay, but a grant will be provided to cover their basic costs such as lunch and travel.

After an initial week-long training period, interns will be responsible for a range of activities including sourcing news and articles, updating the website, conducting research and updating/adding to the resources on each topic we cover. In addition, it is likely that an intern will be critical in



assisting in the implementation of our international communications plan.

Although the ongoing training that interns require is time consuming, the overall benefits will far outweigh the costs. A functioning internship program will free up time for key staff to pursue STWR's more progressive objectives and focus on specialised activities. It will also provide a field of service for the many post graduates who are actively seeking internships and may even attract individuals who remain committed in the longer-term to our work. Implementing an internship program will also aid in establishing STWR as a more substantial NGO and bring wider recognition of our activities.

### ❖ *United Nations Consultative Status*

By the end of May this year we will submit an application to the UN Department of Economic and Social Affairs to obtain consultative status. There is some work to be done in preparation to ensure that we meet the requirements:

*“To be eligible for consultative status, an NGO must have been in existence (officially registered with the appropriate government authorities as an NGO/non-profit) for at least two years, must have an established headquarters, a democratically adopted constitution, authority to speak for its members, a representative structure, appropriate mechanisms of accountability and democratic and transparent decision-making processes.”*

If we are accepted, consultative status will be granted in 2009, after which time we will have access to the UN headquarters and resources with rights to attend all UN conferences. Depending on the level of accreditation, we should also be able to circulate our information during meetings and influence decisions.

Given the objectives of STWR, it is imperative that we are granted consultative status as it will prove invaluable in networking for the future campaign, building important relationships, and gaining a more practical and detailed understanding of UN operations and the cycles of international conferences.



### ❖ *Team STWR*

With the addition of Jennifer and Adam (who will be working on a full-time basis from March), we have an effective full-time core team in the office. There is also additional support from Mohammed and Kayako in terms of strategy, fundraising, administration and book keeping. Key responsibilities, organisational structures and office technology requirements are now well established, hence allowing the team to cooperate efficiently.

In order to improve our accounting procedures and to provide ad hoc management consultancy we have enlisted the services of Gotham Erskine, an experienced local accountancy firm specialising in not-for-profit organisations and campaigns like STWR. Their rates are reasonable, their clients include many established NGOs (including Greenpeace, the World Development Movement and CND), and they provide free training to clients on matters ranging from budgeting to bookkeeping which we will undoubtedly make use of. Given their vast experience and willingness to help STWR to develop, they are likely to prove invaluable as we organise ourselves more professionally in terms of producing more appropriate financial reports, forecasts and statements to be distributed to potential future donors and the public at large. Simon Erskine has also pledged to assist us with our application to the UN for consultative status.

With the addition of our designers, web developers and interns, STWR is in a stronger position than ever before to implement and achieve our strategic objectives in 2008.



## Long-Term Vision, 2009-2011

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The planned activities for 2008 will secure a solid foundation from which STWR can expand its activities. This year, by firmly establishing our identity, creating a world class website and widely communicating information about our activities and proposals around the world, we will be in a strong position to move forward with our plans for an international campaign in 2009 which can highlight the need for economic sharing.

The first steps in this process will involve writing and publishing a report early next year, hopefully in conjunction with the New Economics Foundation, explicating the need and possible mechanisms for international economic sharing.

The campaign can be 'jump started' on the back of this report, and in the first instance we would approach similar campaign organisations and NGOs to garner support and encourage collaboration on an international campaign to secure basic human needs and share the world's resources.

The emphasis in 2009 will be to mobilise support for this campaign globally, whilst continuing with our independent research, reports and news presentation. We also hope to draw upon contacts at the UN and to organise the first in a series of conferences to further raise our profile.

In the following year (2010) the emphasis will shift to mobilising the global public. This is likely to require an expansion of our operations, including staff, interns and new offices. STWR's political activities, such as international lobbying, will also intensify in an effort to strengthen support in preparation for organising mass public and peaceful demonstrations by 2011.

By following this process of activity and growth over the next 4 years, it is likely that STWR will achieve international recognition and influence as an alternative think tank, provider of news, analysis and information on key global issues. We will also have the capacity to mobilise NGOs, activists and concerned members of the public for lobbying and campaigning activities in a number of countries around the world. In this way we can ensure that the concept of economic sharing is widely acknowledged as a viable and necessary solution to many of the world's most urgent problems.

