



student action on world poverty and the environment

## Proposal for second campaign theme from 2009/10

DEADLINE for ideas Sunday 6 January 2008

<http://peopleandplanet.org/forum/08>

### Your details

Please provide the names of People & Planet group members who are putting this proposal forward (there may be up to 4 proposers but there should be at least 2):

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### Your proposal for second campaign theme from 2009/10

Total word limit for this section: **1000 words**.

Title	Women, inequality and development
Summary of your proposal for The Forum Guide (no more than 200 words).	This campaign theme would take a new and unique perspective on human rights and development campaigning. Too often women are neglected from development campaigns and studies; gender issues are frequently sidelined or de-prioritised. The proposed campaign theme would turn this on its head, taking women's issues as priority and tackling issues of global poverty and human rights through this lens. With this theme in place, the scope for developing specific campaigns would be massive. There could be campaigns based on issues already of

interest to People & Planet, (such as economic justice or HIV/AIDS) or brand new ones. The key difference would be in approach; we would look at each issue specifically in relation to women.

Also, with gender inequalities still prevalent in our society, there are opportunities for solidarity campaigns by looking at discrimination and injustice in this country, in our universities/schools and even in our network. Issues such as the pay gap and violence towards women exist in all societies and affect a massive proportion of the global population, arguably everyone. Gender equality is one of the most overlooked of the Millennium Development Goals and the focus of People & Planet on this issue has real and unique potential for change.

**What** is the proposed campaign theme?

The campaign would focus predominantly on the developing world and the ways in which women are overlooked in mainstream development schemes and projects. In terms of specific campaigns, the good thing about this theme is that it would be possible to incorporate those which are potentially to be dropped by the network as a subsection. This would mean that we could keep aspects of these successful campaigns, refreshing and exploring them differently by approaching them from a gendered perspective.

Some campaign examples:

#### Women and AIDS

We could look at the sex industry and domestic violence with reference to AIDS, the use of rape and transmission of disease as a weapon in conflict, or problems of transmission through childbirth or breastfeeding. We could draw parallels with issues of violence towards women in the UK and run a campaign in solidarity.

#### Women and Agriculture

The focus could be on the effects of the IMF/World Bank's structural adjustment policies on women and families, the role of micro-finance, or women's role in food production and the knock on effects in the sustainability of small communities.

#### Women and the Cotton Industry

Textile workers are amongst the lowest paid in the world, and are predominantly women. Building on the Redress Fashion campaign, we could look at issues of workers rights and the gender imbalance in factories or in the fields, again with the potential for a parallel campaign within the UK.

These are just some examples, with which we hope to prove how flexible and yet relevant and important this theme could be. Essentially, almost any issues the network feels to be important can be approached through this theme as it is universally relevant.

Aside from developing world issues, there is potential for solidarity or parallel campaigns to run alongside it in the UK. Issues to do with the working economy, rape/domestic violence are particularly relevant. This could provide an extra dimension to keep the issue firmly rooted in our every day lives.

**Why** are you proposing this campaign theme?

*1 . . . is a significant human rights, poverty and/or environmental injustice.*

Yes. Women are still underpaid, underrepresented, mistreated and underprioritised in every society in the world. The pay gap exists without exception in every country, women are subject to physical harm in many parts of the world, and their crucial roles in communities and families are often underestimated in local and wider politics. This is not a minority group. 51% of us are female; and yet women are often the most overlooked section of society.

*2 . . . is raised by those affected or in solidarity with them.*

Yes. Many women are not in the position to fight for their own rights. In the West we have the tools to facilitate this, through the media and political lobbying. We are able to empathise with this issue perhaps more than others, as similar problems are present in our own society.

*3 . . . can be tackled by People & Planet as a student network.*

Yes. As students we will be a new generation of contributors to the global economy. We are lucky enough to be less affected by gaps in pay and access to education than women in the developing world, but these issues are at the forefront of our minds as we move through the education system. Women's movements have had roots in student activism in the past; we are an effective voice for social change.

*4 . . . could include a variety of campaign goals and targets developed.*  
Yes. (covered above)

*5 . . . is meaningful to students across the People & Planet Network, by age, geography, interest experience and skills.*  
Yes. Yes. Yes. Yes. This is certain; everyone, if not a woman, is in contact or affected by one. It is universally relevant.

*6 . . . has opportunities for cooperation with other groups, including those in the Global South.*  
Yes. There are many organisations large and small which campaign on issues likely to be covered within this theme. Cooperation could be mutually beneficial, both in the sharing of information and assisting in campaigns, but also to give those groups an added dimension to their own campaigns. In terms of gender specific organisations, there are many women's cooperatives in the Global South, particularly surrounding Fairtrade which could be worked with effectively.

*7 . . . can be contributed to by People & Planet in a unique way and plays on our strengths as a student network.*  
Yes. People Planet has often led the way and campaigned in new or un-thought of areas. To put this gendered spin on more 'traditional' approaches to the developing world and to dedicate such significant amount of time and money to it will be a brave first for any broad campaigning organisation. As students and as young people we are often frustrated at gender inequalities which should be a thing of the past. This is something which has relevance within our institutions and cities, as a national network and globally.

*8 . . . has a body of research and resources available to us in order to develop the campaign.*  
Yes. Some examples below.

<http://www.childreninneed.org/magazine/gender.html>  
<http://www.advocatesforyouth.org/PUBLICATIONS/factsheet/fsgender.htm>  
<http://www.earthsummit2002.org/workshop/>  
<http://www.bridge.ids.ac.uk/reports/R20%20What%20About%20Women%202c.doc>  
<http://www.cooperatives-uk.coop/NewVentures/womenInBusiness>

*9 . . . fits in with and draws from current and past People & Planet's campaigns.*  
Yes, see above.

If you need any help or advice relating to completing this form please contact your support office contact or Joe in the Forum team [joe.greenwood@peopleandplanet.org](mailto:joe.greenwood@peopleandplanet.org) or call 01865 245678

When completed, please return by email to [forum@peopleandplanet.org](mailto:forum@peopleandplanet.org)