
Zero Poverty – Act Now. Caritas Campaign Pack.



The campaign toolkit



Visibility – gathered around a simple symbol

- The Zero poverty symbol/pin itself (you wear it, sell it, use it in your communication)
- You ask other people to wear the pin (eg. Viennas Philharmonic Orchestra at the New Years Concert which is seen all over the world)
- Engage companies and influential people to use the symbol
- Incorporate the symbol zero poverty in posters and publications of the member organisations
- Special ads, posters, stickers, banner with the symbol

Posters and ads

**ZERO
POVERTY
ACT
NOW**
www.zeropoverty.org

**ZERO
POVERTY
ACT
NOW**
www.zeropoverty.org

**ZERO
POVERTY
ACT
NOW**
www.zeropoverty.org



Multi color posters and ads : single message presented in many different colors is a way to enrich the simplicity. It makes the campaign look and feel bigger in a simple way.

Posters and ads

**ZERÓ
PAUVRETÉ
AGISSEZ**
www.zeropoverty.org

**ZERÓ
PAUVRETÉ
AGISSEZ**
www.zeropoverty.org

**ZERÓ
PAUVRETÉ
AGISSEZ**
www.zeropoverty.org



Posters and ads

**NULA
SIROMASTVA
DJELUJ
SADA**
www.zeropoverty.org

**NULA
SIROMASTVA
DJELUJ
SADA**
www.zeropoverty.org

**NULA
SIROMASTVA
DJELUJ
SADA**
www.zeropoverty.org



Posters and ads alternativly with pictures



Poster in action



How to get the material

The printshop

- <http://printshop.zeropoverty.at> (in English, German, French)
- adapt the ad/poster into your language
- decide for colour, with or without picture
- system produces print pdfs which will be sent to your e-mail address

T-Shirts



Zero Poverty sign will be on the back or below

How to **order** the T-Shirts

Caritas Austria will organise the production

- Caritas Austria sends an ordering sheet to CE,
 - CE sends it to the MOs
 - MOs send back the ordering sheet to kommunikation@caritas-austria.at with the numbers of T-Shirts, their billing address, ...
- it's possible to adapt the language and logo
- it will be white with "Zero Poverty" in 3 different colours
- 4 sizes man & woman

The Pin

Caritas Austria will organise the production

- **We are still looking for the right producers**
- **CA will send an ordering form to CE to send to MOs**
- **MOs send back the form to kommunikation@caritas-austria.at**
- **it's possible to adapt the language**
- **approx. 10 Cent per piece**



The Events



Let Zero poverty come alive (see handbook how to organise)

- 10 million starts
- Church events
- Zero poverty concerts
- Running rally through Europe
-

youngCaritas



Material and activities for young people

- School material on poverty, for download on www.zeropoverty.org
- Videos on youtube, go to www.zeropoverty.org and you will find links or put on your video on
- Sponsored running events – organise in your area, how to do you find in the handbook of zero poverty
- Award for young people who show great engagement (see handbook)
- ...

The fundraising toolkit



Actions and ideas

- Sell the symbol in your country (parishes, shops, partners...)
- coffee to help (how to organise - see handbook)
- Eat once and satisfy two people (handbook)



Encourage creativity



Create a grass root movement

- gathered around a simple message
- with 10.000 ideas and activities
- all over Europe

Zero Poverty **website** online from december 09

Activate

- activate networking power internet users
- activate people which want to help straightforward

User generated content

- combine existing sources of information on poverty
- integrate Caritas content into networks

Viral Marketing

- via creative possibilities to participate online – campaign sites in social networks like facebook, youtube, etc.

Website - set up part 1

- **About the campaign** – Facts & Figures on poverty
- **Initiatives** – presents Caritas organisations and projects
- **Act Now** – activates users:
 - o Sign the **petition** against poverty
 - o **Promote this site** – spread the news, viral marketing by users in social media networks
 - o **Missions** - users can fulfil **online** and **offline** missions – for example: share the zeropoverty.org with your friends or buy fair trade products. The missions which have been fulfilled will be counted and there will be a ranking of activists
- **Action Stream** – registered users, our “activists” and experts and their current actions are presented in this section


Website - set up part 2

- **Poverty-Mashup:** “Best of” poverty related online content – content, pictures, videos, etc.
Definition Mashup: In web development, a mashup is a web page or application that combines data or functionality from two or more external sources to create a new service. The term mashup implies easy, fast integration.
- **Brand your photo! Make a statement! Zero Poverty!**
We will include a great small programme which enables the users to stamp their photo with the Zero Poverty pin and then spread it in the net (viral marketing)
- **Newsletter** – there will be a newsletter once a month (only in the default language English)
- **Search Function**
- **additional:** there will be Zero Poverty sites on the biggest social networks: Facebook, Twitter, Flickr, Youtube and Myspace




ZERO POVERTY ACT NOW

This platform shows a multim edial mix of basic information and actual activity concerning poverty. It's focuses on the aim to form a worldwide network of activists and offer specific possibilities to get involved with the abolishment of poverty.




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FACTS ▶
MASHUP ▶




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search



home ▶ activists

ONGOING INITIATIVES



VIDEO STREAM




FOTO STREAM

ACTION STREAM

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filter

approved experts ☐
registered users ☐
unregistered ☐
blogs ☐
twitter ☐
youtube ☐
flickr ☐
search

jane march 29 Aug 2010
EU plans to admit more refugees: The European Commission wants to allow more refugees fleeing war and poverty in ...
from: janemarch.uk

john travolta / trav (Vierl) 23 Sept 2010
The loss of some \$7 trillion in household wealth is an #albatross around the neck of the economy.
from: mywaronpoverty.de

Hans Jonas / terabaap (Berlin) 22 Sept 2010
posted new Video: Poverty: every 3 seconds a child dies as a result of extrem poverty...think about it...and do something
5296 Views view promote
from: twitter.com.poppi

forest whitaker 22 Sept 2010
promoted our Petition: ZeroPoverty collects 1000 000 signatures: The petition on the IP can't be ignored by the governments all over the world...
sign the petition details promote
from: twitter.com.poppi

jean renault / cilo (Barcelona) 12 Aug 2010
The European Commission wants to allow more refugees fleeing war and #poverty in the European Union.
retweet reply promote
from: twitter.com.poppi

jane march / march 29 Aug 2010
posted new Foto: Gatekeeper. Tolikara, West Papua Indonesia
view promote
from: flickr.com.jane

john travolta 23 Sept 2010
promoted our Missions: The online-fight against poverty goes on. Fulfilling the Missions on the ZeroPoverty website is easy, but necessary ...
show the missions details promote
from: mywaronpoverty.de

mary poppins / poppi 22 Sept 2010
CEANN Comhairle John O'Donoghue managed to run up a hotel bill nearly three times larger than his so long largest building.
from: twitter.com.poppi

forest whitaker (Amsterdam) 22 Sept 2010
EU plans to admit more refugees: The loss of some \$7 trillion in household wealth is an albatross around the neck of the economy.
details promote
from: twitter.com.poppi

previous next get this stream

ACT NOW

NEWSLETTER

PROMOTE THIS SITE

1013

top promoters

SIGN THE PETITION

123.432 people signed ...

latest

Hans Schmidt, Wien
John Brown, London
Mary Smith, Sidney
Le Luwet, Hongkong
Harald Schmidt, Köln

sign the petition ... tweet it

BRAND YOUR FOTO

online puncher

latest

make poverty visible by holding your profile image

MISSIONS 25.322

6.213

about the missions

latest actions on missions

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Caritas

Landing Page

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home » facts » caritas europe migraton forum ...



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ONGOING INITIATIVES



Mr. James Brown talking to the auditory...

CARITAS EUROPA MIGRATION FORUM PROMOTES ENGAGEMENT FOR PROTECTING THE RIGHTS OF MIGRANT WORKERS IN EUROPE

22 Sept 2010 tags: migration, europe, rights



John Kuzak

Białobrzegi/Brussels, 19 September 2009. - The Caritas Europa network is currently gathered in Poland for its 6th Migration Forum (17-19 September) with the main objective to review and update its advocacy strategy for protecting the rights of migrant workers in Europe. During the opening session held on Thursday keynote speakers introduced the main aspects and challenges related to labour migration.

Emy Gilen, President of Caritas Europa, stressed that "all human beings are members of one human family, therefore economic and political borders should not divide people".

Indeed Caritas Europa is challenged to act on labour migration due to an issue of injustice given that migrants are often only seen as "labour force" and not as members of our societies. Participants agreed that Caritas Europa should increase its efforts to promote social cohesion, which encompasses the question of the integration of migrants as new and full members of society. The President of Caritas Europa specifically called for the introduction of a minimum wage in all countries "in order to establish a bottom-line for labour and social protection justice".

The keynote speeches set a stimulating tone for the debate.

Today, Friday, the meeting includes working groups to discuss strategic directions for Caritas advocacy work in view of promoting migrant workers' rights. They are focusing on the situation and needs to protect domestic workers; on labour migration in agricultural, construction and services sectors; on the social cost of migration; and on the impact of national and EU policies on the rights of migrants.

For more information, please c ontact:
Peter Verhaeghe
Migration Officer
Tel.: + 32 (0)2 235 03 96
Mob.: + 32 (0)478 58 54 33
E-Mail: pverhaeghe@caritas-europa.org

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ACT NOW

SHOW ACTIONS

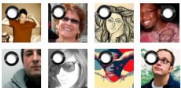
DOWNLOADS

- Caritas Europa Advocacy Strategy
- Caritas Europa Communication Strategy
- 1. Summer University Edition 2008
- 2 Transregional Conferences Edition 2008

LINKS

- CIN - Commission of Internal Network
- IEC Europe - Intra-European Cooperation
- ESF - European Solidarity Fund

EXPERTS



lately active on this platform

see all Experts registered

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Caritas

FACTS 1



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FACTS



CE President meets major religious leaders in the Caucasus 22 Sept 2010

Brussels, 17 September 2009 - Caritas Europa (CE) President, Fr. Erny Oillen, met with senior leaders of the major religious communities in the Caucasus this week in an effort to promote the plight of the poor and clarify the role of Caritas in a region plagued by conflict and poverty and Catholics constitute a minority of the population.


tags: migration, europe, rights more



Bold expectations for next Commission's work on migration and asylum 12 Aug 2010

Brussels, 17 July 2009 - Caritas Europa has assessed the outgoing Commission's achievements and failures in the area of migration and asylum. The organisation also reveals its expectations for the next Commission in this field.

tags: migration, europe, asylum more




Europe grasp the opportunity for global social justice! 12 Aug 2010

Caritas urges European policy-makers to make a difference for the poor of the world

Brussels, 9 July 2009 - The first Caritas Europa International Forum was held on 1-3 July in Soesterberg (NL). 45 participants representing 17 member organisations from all over Europe – from Norway to Italy, from Ireland to Georgia – could enjoy a filled programme of expert presentations, plenary sessions and group discussions along with a seldom seen clear sunny Dutch sky and much-needed coffee breaks.

tags: poverty, global more



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FACTS 2








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ACT NOW

MISSION #3 PROMOTE THIS SITE

22.5.4pt2010 tags: mission, promotion



Bialobrzegi/Brussels, 18 September 2009 - The Caritas Europa network is currently gathered in Poland for its 6th Migration Forum (17-19 September) with the main objective to review and update its advocacy strategy for protecting the rights of migrant workers in Europe. During the opening session held on Thursday keynote speakers introduced the main aspects and challenges related to labour migration.

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promote this mission

counter **7.323**

you did it?


Hello MisterWho

Thank you for fulfilling this mission. Press submit to get the confirmation mail. Confirm it to get your mission counted!

submit


PROMOTE THIS SITE

TOP ACTIVISTS



top activists list


MISSION#3 ACTIONS



top promoters list

MISSIONS


25.322




about the missions

PROMOTERS STREAM


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Jane March 28 Aug 2010
EU plans to admit more refugees: The European Commission wants to allow more refugees fleeing war and poverty in ...
from: janemarch.uk



John Travolta / Trai (Vifer) 23.5.4pt2010
EU plans to admit more refugees: The loss of some \$7 trillion in household wealth is an albatross around the neck of the economy ...
from: mywaronpoverty.de



Hans Jonas / Terabap (Berlin)
posted new Video: Poverty: every 3 seconds a child dies as a result of extreme poverty...think about it...and do something
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top promoters

SIGN THE PETITION

123.432 people signed ...

latest

Hans Schmidt, Wien
John Brown, London
Mary Smith, Sydney
Lei Lowe, Hongkong
Harald, Schmidt, Köln

sign the petition ...

BRAND YOUR FOTO

make poverty visible by holding your profile image

MISSIONS 25.322

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latest actions on missions

ACTIVISTS

become an activist






register ▶ to become an activist or login if you already are ...

name

password

promote this site

ACTIVISTS LIST

 <p>jane march (Oslo) End Poverty now! 223 MISSIONS fulfilled</p>	<p>registered 28. Aug 2010</p> <p>YouTube, Facebook, Twitter</p>
 <p>john travolta / trai (Wien) Poverty, the shame of mankind! 114 MISSIONS fulfilled</p>	<p>registered 23. Sept. 2010</p> <p>Twitter</p>
 <p>Hans Jonas / teraboop (Berlin) Poverty, not a question of ability, but of will. 99 MISSIONS fulfilled</p>	<p>registered 23. Sept. 2010</p> <p>Facebook, YouTube, Flickr</p>
 <p>jane march (Oslo) The rich don't want to share, but we care. 67 MISSIONS fulfilled</p>	<p>registered 28. Aug 2010</p> <p>Facebook, Twitter</p>
 <p>john travolta / trai (Wien) Poverty, the shame of mankind! 86 MISSIONS fulfilled</p>	<p>registered 23. Sept. 2010</p> <p>Facebook, Twitter</p>

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ACT NOW- ACTIVISTS

Multilingualism

- **default language: English**
- **Navigation und editorial key elements will be presented in English, French and German.**
- **It is possible for the member organisations to translate every text into their mother tongue and integrate it in the site**
- **New content should be delivered in the national language or the default language English.**

The member organisations part 1

What we need from you to successfully launch the site:

- The word „poverty „in every language for the taxonomy which feeds the Mashup function;
- National content sources to be integrated in the Mashup (RSS feed needed): relevant websites, blogs, social media networks (apart from Facebook, Myspace, Youtube, Flickr and Twitter), experts, magazines, journalists which talk about poverty

What you can additionally do if you want to:

- Send pictures from local projects fighting poverty with a short description of country, city and project name, for the initiatives box; (English or local language;)

The member organisations part 2

- The navigation, dialogues and basic information can be included in the different mother tongues, but if wanted by member organisation the translation has to be organised in the country itself and sent to the editor for implementation.
- Set up your own accounts on social networks like facebook, twitter, etc. (not under the name zero poverty but with your local Caritas name) and then register on the zeropoverty.org
 - i.e. Caritas Italy has a twitter account and twitters about poverty – if registered on zeropoverty.org the information will directly be transfered to the Mashup on zeropoverty – this is a great way to reach local target groups, promote events, enhance the zeropoverty site, etc....

The poverty paper

A summary

Poverty is a scandal. Every human being has the right to sufficient means for a decent life. Consequently, in circumstances of sickness, disability, old age, unemployment, widowhood and any other involuntary situation of deprivation, every person has the right to be looked after.

Defining poverty as a lack of well-being, Caritas analyses social welfare as a part of the well-being for all citizens. Social welfare has three main sources: i) paid productive employment in the labour market; ii) solidarity within the family and primary networks, and iii) the support provided by the welfare state.

Societies are in a state of constant transformation leading to changing levels of social welfare in different countries. With regard to poverty and social exclusion, three main aspects of societal transformation are of great significance: the economic, the social and the demographic transformation.

Poverty and social exclusion are a consequence of a dysfunction of the three sources of social welfare (the labour market, the family and the welfare state) due to societal transformation. **Therefore these three sources must be enabled to fully play their role again.**

Poverty is multidimensional. Caritas knows that poor people are not simply victims, but actors. Caritas believes in the dignity of each and every person. Both the perspective of the poor and *the preferential option for the poor* lead us to a description of the reality based on human sciences and to a resolute rejection of this reality.

summary part 2

For Caritas **poverty is not only a lack of financial resources**. We consider eight dimensions: financial resources, health-related well-being, housing situation, level of education, occupational integration, societal integration, integration regarding laws of residence, and the family of origin. We also recognize the importance of other dimensions like the psychological, cultural, cultural, ethical and spiritual ones.

The phases of a typical biographical development are: family, schooling, occupational training, working, founding one's own family, and being retired. All these phases are characterized by specific poverty risks.

Today, social policies are still focused on assisting impoverished people. However, this approach is not enough. Support must concentrate more on the early stages of life and on the transitions from one to another. It must be made sure that the spiral of poverty does not even begin whirling.

This requires investment-oriented social policies that take care of impoverished families at an early stage, improve access to child-care facilities and to schools, and provide support in early life for the subsequent transitions. These policies can avoid the "intergenerational transfer" of poverty: **the best way of fighting poverty is to prevent it**.

We affirm that poverty is everybody's concern. Nevertheless governments have to assume their own role. Changing situations requires embracing a vision of social reality which has its origin in the poor and with the poor themselves. Empowering the poor is the first step on the way to social inclusion.

The best way to prevent poverty, and the best way to fight against it, is social participation.

Open your eyes,

look and listen,

learn and act:

Have a look at Part B: an empirical approach

A horizontal line of small pink dots.

Key messages on poverty

Nobody should live in poverty because of unjust structures or unfair conditions. **«Zero poverty» is our claim.**

Today, social policies are still focused on assisting impoverished people. However, if the fight against poverty and social exclusion is to be sustained and if the ultimate aim is to promote well-being, investment-oriented social policies are required. **It is better to prevent poverty than to just fight it.**

Poverty is everybody's concern. Governments have to assume their role, on the one hand by setting the societal rules that prevent and combat poverty and on the other hand to build on the capabilities of people.

Social participation is a necessary instrument of fighting poverty. Empowering the poor is the first step on the way to social inclusion. The best way to prevent poverty, and the best way to fight against it, is social participation.

Our claims towards the governments:

To establish and guarantee the **minimum income** needed for a dignified life for all, through facilitating access to the labour market and adequate social transfers

A horizontal line of small pink dots spanning the width of the slide.

Key messages on child poverty_y

To support **families** by enhancing the capability of parents to manage their responsibilities and exert a positive influence on their children

To enable disadvantaged children to succeed in life by providing free education, school aid and by preventing early school-leaving. The schooling system must guarantee equal opportunities for all.

To provide sufficient and adequate **housing** to families, having due regard to the need of children to live in a safe, healthy and child-friendly environment

To strengthen the overall **monitoring and evaluation** of policies for the fight against poverty by implementing specific monitoring instruments. Poor children and their families should be involved in this process. Within the EU, uniform criteria should be used by each country in order to allow comparison and mutual learning.

Zero Poverty – Act Now. Caritas

