

Organization	Campaign Location	Issue & Status	Campaign	Message	Brief Description	Target Audience	Medium	Data-Driven	Budget	Partnership	Actors	Measuring Results/ Follow Up	Results	Lessons Learned	Website	Other Contact Information	Contact History	Notes	Citation	
Amnesty International	United States	Torture/ Ongoing	Stop Torture/War on Terror	Cruel. Inhuman. Degrades Us All.	Promotes transparency and action through reports, protests, and constituent contact with Congress, so that the "war on terror" does not become an excuse to deny human rights" in places such as Guantanamo, Iraq, Egypt, Afghanistan, etc.	Americans	Internet	Yes: Publish Reports	Large	Unknown	Individuals		19 prisoners released, federal legislation passed condemning and addressing prisoner mistreatment		http://www.amnestyusa.org/waronterror/index.do				"War on Terror," <i>Amnesty International</i> . http://www.amnestyusa.org/waronterror/index.do . Date Accessed: 24 July 2006.	
Amnesty International	United States	Torture/ Ongoing	Guantanamo Bay: A human rights scandal (Sub-campaign of the War on Terror)	Cruel. Inhuman. Degrades Us All.	Aims to close the Guantanamo Bay prison by mobilizing the American people and the international community to action.	Americans and Global Community	Internet, Newspapers, Petitions, Protests, Letters to the White House	Yes: Publish Reports with original research.	Unknown	Unknown	Individuals		Two Russian prisoners released from Guantanamo.	Unknown	http://web.amnesty.org/pages/guantanamobay-index-eng				"Guantanamo Bay - a Human Rights Scandal," <i>Amnesty International</i> . http://web.amnesty.org/pages/guantanamobay-index-eng . Date Accessed: 24 July 2006.	
Feminist Majority Foundation	United States	Police Violence & Women's Rights/ Ongoing	National Center for Women and Policing	Changing the Face of Policing	"Promotes increasing the numbers of women at all ranks of law enforcement as a strategy to improve police response to violence against women, reduce police brutality and excessive force, and strengthen community policing reforms." They hope to raise the percentage of women in law enforcement by educating policy makers, the media, and the public about the benefits of having female police officers.	Women	Reports, Conferences	Yes: Issue regular reports	Unknown	Women in Federal Law Enforcement	Women in law enforcement		Unknown	Unknown	http://www.womenandpolicing.org/default.asp	womencops@feminist.org ; T. 310.556.2526; F. 310.556.2509; 433 S. Beverly Drive, Beverly Hills, CA 90212			"About NWCP," <i>National Center for Women & Policing</i> . http://www.womenandpolicing.org/aboutus.asp . Date Accessed: 24 July 2006.	
Robert Wood Johnson Foundation	United States	Insurance/ Annual	Cover the Uninsured Week	Cover the Uninsured	"Mobilized thousands of individuals and organizations from many sectors of society to plan activities to tell Congress that health care coverage must be their top priority."	American Citizens	Internet, Newspapers, Events	Yes	Large	U.S. Chamber of Commerce, AFL-CIO, Healthcare Leadership Council, AARP, many more.	Individuals, Companies, Organizations		More than 3,000 events across the nation	Unknown	http://covertheuninsured.org/	info@covertheuninsured.org; 202.572.2928			About the Week, Cover the Uninsured Week, http://covertheuninsured.org/about/ . Date Accessed: 24 July 2006.	
Tiger Woods Foundation	United States	Youth/ Ongoing	Start Something	Dream	Intended to help young people develop career interests and volunteer service, and build character. The students design a service project through a six-unit process, and upon completion of their project, they have an opportunity to apply for grants.	Youth, 8-17	Internet, Service Projects	No	Large	Target	Students and Teachers		Unknown	Unknown	www.target.com/startsomething	info@startsomethingtoday.com; 1-800-316-6142			"Start Something," <i>Start Something</i> . http://sites.target.com/site/enr/spot/page.jsp?title=startsomething . Date Accessed: 24 July 2006.	
Western Europe																				
Amnesty International	Netherlands	Torture/ 2001	Urgent Action (Sub-campaign of Stop Torture)	SMS - Stop Martelen Snel (Stop Torture Fast)	Mobilize people to sign petitions by text messaging. People receive a text message that summarizes the problem in 160 characters. If they respond "Ja," their electronic signature is added to the petition; they receive a response text that thanks them and gives the total number of people that have responded at that time; and finally, they receive a later message with the result of their response. AI informs people of this campaign through a large publicity program that includes a commercial spot on a Saturday-night television show that is watched by 2.5 million people as well as many other mediums.	Young people	Mobile phones, text messaging, television, radio, newspapers, magazines, handouts, Internet, music festivals, music (got permission to re-record Sting's song "Sending out an SOS"), "Sending out an SMS").	Yes: used data collected by other organizations	Grant for 680,000 euros.	Dutch Zip Code Lottery (Grant money); Hot ICE (technical assistance); Music festivals; Newspapers, Magazines, Internet advertisers	Local Amnesty Organizations, Volunteers, Popular Musicians, Young people	"If members don't react after three or four Urgent Actions, they will automatically receive a text message saying they won't be a member anymore unless they voluntarily choose to continue." (p.11) "Every year all members are sent a leaflet - 'SMS works!' - with a lot of success stories." (p.12)	"The initial result was 520 new members gained directly from SMS participation with over 5,000 additional people becoming active in the SMS urgent action campaign." (p.5) "Some improvement is reported in one-third of all Urgent Action cases [...] In 2001, Amnesty received good news in about 125 Urgent Action cases, including 99 releases, 21 stays of death sentences and five people who were saved from deportation." (p.13) An added benefit of the campaign is that they get the younger population involved - 44% of respondents are under 20 years old.	Adjusted campaigns to fit new technology and have thereby reached new audiences."To get a maximum amount of free publicity for a campaign, you need three things: brand-name recognition, an original idea and a good network of contacts." (p.10) "Mass publicity and person-to-person contact are crucially complementary [...] Publicity creates the conditions necessary for direct contact to actually work." (p.11)	http://www.amnesty.nl/in_actie_vervolg/snel_en_digitaal#titel2001	Contact: Ms. Anneke Bosman, Campaign Coordinator, Amnesty International - Netherlands. Email: a.bosman@amnesty.nl. T: +31 20 626 44 36. F: +31 20 624 08 89	Email sent: 07.25.06, Received reply: 07.26.06	Note: Information in <i>italics</i> is from: <i>Anneke Bosman, "Sending Out an SMS," New Tactics</i> . http://www.newtactics.org/files/1034/Bosman_SMS.pdf ; Information in bold is from an email from Anneke Bosman.	"Using text-messaging to build issue awareness, attract new constituencies and mobilize people for action," <i>New Tactics in Human Rights</i> . http://database.newtactics.org/NewTactics/Caseinfornation.aspx . Date Accessed: 24 July 2006.	
Football Against Racism	United Kingdom	Racism/ Ongoing	Show Racism the Red Card	Show Racism the Red Card	"Combat racism through anti-racist education and professional footballers" who serve as "anti-racist role models" for the youth.	Young people, football fans	Films, DVD, education packs, posters and magazines	Yes	Unknown	Professional Footballers' Association, National Union of Teachers, and more.	Staff, Professional Footballers, Team Managers, Volunteers		Obtained the support of "hundreds of top footballers and their managers."		http://www.srrc.org/index.html				"The Campaign," <i>Show Racism the Red Card</i> . http://www.srrc.org/campaign/index.html . Date Accessed: 24 July 2006.	
United for Intercultural Action	Europe	Support of migrants and refugees/ Ongoing	Death by Policy: Fatal Realities of Fortress Europe	Death by Policy	United centers this campaign around World Refugee Day. It asks organizations and individuals to petition policy-makers (both national and European-level) to change immigration policies.	European Citizens	Petitions, Letter-writing, "adopting" individual cases, posters		Unknown	550 European organizations,	Staff, NGOs, EU Citizens		"UNITED collects data on where, when and under which circumstances the refugees died. All the cases contained in the list are documented. The list does not pretend to have a strong scientific basis."		http://www.unitedagainstracism.org	T. +31-20-6834778, F. +31-20-6834582; Email: info@unitedagainstracism.org; Postbus 413, NL-1000 AK Amsterdam, Netherlands			"UNITED Campaigns: Fatal Realities of Fortress Europe," <i>United Against Racism</i> . http://www.unitedagainstracism.org/ . Date Accessed: 24 July 2006.	
Youth Against Violence in Europe	Greece	Anti-Fascism/ 2005			Greece organized a grass-roots campaign after learning about a fascist youth conference and music festival that was going to be held in Greece. In response to the anticipated fascist conference, citizens initiated "4 days of action [...] culminating in a big rally and concert." The day before the fascists were to arrive, the local teachers' unions went on strike for three hours to teach about antifascism.	Local Families	Meetings, strikes, rallies, education, concerts	Yes	Unknown	Xekinima and the Youth Against Racism in Greece	Journalists, Members of Parliament, Trade unions, student unions, the Greek Social Forum, political organizations, anti-racists, etc.		Fascists looked for another place to hold their camp, and the government finally stepped in and banned the camp.		http://www.vrs.org.uk/news/2005/160905.html	yrehq@yahoo.co.uk, PO Box 858, London E11 1YG 020 8558 7947			"Greece: Campaign to stop European nazi camp," <i>Youth Against Racism in Europe</i> . http://www.vre.org.uk/news/2005/160905.html . Date Accessed: 24 July 2006.	
CEE																				
The Citizens' Pact for South East Europe	Serbia	Social Awareness/ Annual	EXIT: "Place to Move!"	Place to MOVE!	Music festival that provides space for local NGOs who wish to raise awareness and gain support for "visa liberalisation, antidiscrimination, employment of young, and culture as a tool of social changes." After the concert, NGOs follow up on these topics with "debates, round tables, live radio broadcasts, book presentations, performances," etc.	Youth	Music Festivals, Concerts, radio broadcasts, film and video art projections, etc.	Yes	Unknown	MTV Foundation, International Labour Organisation (ILO)	More than 1,000 young people, More than 80 NGOs, Famous bands and music artists		In 2005, 150,000 people attended the festival.		http://www.citizenspact.org.yu/new/index.php?option=com_content&Itemid=1	Email:office@citizenspact.org.yu; T: +381 (0)21 6613 089; F: +381 (0)21 452 315			"EXIT 06 NGO STAGE Place to MOVE!," <i>Citizens' Pact for South East Europe</i> . http://www.citizenspact.org.yu/new/index.php?option=com_content&task=view&id=32&Itemid= . Date Accessed: 24 July 2006.	
League of Human Rights Advocates	Slovakia	Human Rights for the Roma/ Ongoing			Train human rights monitors (local volunteers, primarily Roma) to monitor the local government's adherence to international human rights commitments.	Roma	Individuals	Yes: Synthesize monitors' work into regular reports	Unknown	European Roma Rights Center, Newtactics, Justice Initiative, Open Society Institute, Council of Europe	Local Volunteers, Government Officials, Media, Headquarter Staff		More people report discrimination, laws were amended to reflect human rights, parliament adopted an anti-discrimination law, and there are many more specific examples.	Originally LHRA did not pay volunteers, but now LHRA gives a small stipend for unbiased reports because good monitors had to stop volunteering because they lost money.	http://www.lhra-icpr.org/index.cfm?s=homepage&Redirected=yes&NewLanguageID=en	Dr. Columbus Igboanusi - Executive Director: columike@lhra-icpr.org; Beata Oláhová BSBA – Project Coordinator: beata@lhra-icpr.org T./F. 02/ 52 49 47 20; LIGA AKTIVISTOV PRE 'JUOSKE PRAVA, Žabotova 2, P. O. Box 64, 810 00 Bratislava.			Igboanusi, Columbus. "Making the Global Local: Applying Global Agreements to Local enforcement of Human Rights Laws, <i>New Tactics</i> . http://www.newtactics.org/files.php?ID=51 . Date Accessed: 24 July 2006.	
LINGVA	Serbia	Youth Activism/On going	Zamisli Srbiju (Imagine Serbia)	Zamisli Srbiju (Imagine Serbia)	Encourage young people to share their opinion on the most important for Serbia political issues, such as democracy, youth problems, EU integration, globalization, etc. The young people write in and their messages are posted on the organization's website.	Young people	Email, web-site, printed bulletin, tv, radio, billboards, fliers	Yes: About half of the topics are chosen from the results of an annual door-to-door survey of 1,000 citizens.			Serbian youth		The number of responses varies according to the day and the topic being discussed. "On average they will have minimum of 150 messages a day. If something important is going on, they might have as much as 400 (that is approximately how much traffic they had on the day of milosevic's funeral).	If people respond to an issue using "hate speech, nationalist and racist remarks, specific party promotion, threats" the information is still published, but it is separated from other pieces and put in a folders labeled "trash."	http://www.zamislisrbiju.org/ http://www.forumvo.org.yu	Aleksandar Jovanovic, Web Administrator for Imagine Serbia, T. +381-36-358-670		Note: Information in <i>italics</i> is taken from an email with Iva Savic		
Medecines Sans Frontieres	Russia	Welfare of Street Children/ Completed 2006	мы есът! (We Exist!)	мы есът! (We Exist!)	Gave 15 street children disposable cameras to take pictures of their Moscow in order "to help [...] street children overcome their invisibility" in society.	Street Children	Photography	No	Small		Street Children & Belgian photographer, Jorge Dirckx		Photograph exhibition. One child disappeared and another contracted pneumonia.						Alastair Gee, "Street Kids Snap Their Way Out of the Shadows," <i>Moscow Times</i> , 28 June 2006. Page 8.	
Memorial	Russia	War in Chechnya/ 2003-2004	Сколько (How many)	Сколько (How many)	Used posters and broadsheets that emphasized the high number of Russian casualties and the high monetary cost of the war in Chechnya to appeal to Russians to write letters protesting the war in Chechnya. (p.25)	Russian citizens in Ryazan	Posters, broadsheets	Yes: Used focus groups to test effectiveness of media campaign; had "data from from the 2002, 2003, and 2004 regional surveys on the main feelings respondents experience when they hear reports about the war." (p.3)	Unknown	Moscow human rights activists	Local Activists	Conducted a follow-up survey in June 2004 "assessing the impact of the skol'ko" campaign on residents of Ryazan." (p.1)	The percentage of people who experienced "dramatically increased anxiety about the casualties associated with the war" rose from 53%-81% between February 2003-June 2004" - a change which the authors of the report "interpret as a result of the campaign." (p.3)	"The results from this survey suggest that social marketing in Russia can have an impact even in a highly restricted media market and even on an issue that is as politically sensitive as the war in Chechnya" (p. 1). Women received less exposure to the campaign, yet they responded the most to the campaign's message. "The impact of the campaign could be considerably enhanced if it were to reach more women." (p. 3)		Grigory Shvedov, Email: shvedov@memo.ru; http://kavkaz.memo.ru		Note: Information in <i>italics</i> is taken from: <i>Sarah E. Mendelson & Theodore P. Gerber, "Local Activist Culture and Transnational Diffusion: An Experiment in Social Marketing among Human Groups in Russia."</i>	Theodore P. Gerber and Sarah E. Mendelson. "Social Marketing in Ryazan: Costs of the War in Chechnya," Fall 2004	
Never Again	Poland	Anti-Racism/ 2002	Music Against Racism	Join Us	Organized anti-racism concerts throughout Poland, compiled cds, had anti-racism information stands at every concert in order to create and recruit new anti-racism activists. The correspondents they recruit at music events then monitor and report racist activities within their own communities.	Young people	Concerts, Cds	Yes: "The campaign uses data gathered by the correspondents network." (p.9)	"Very Limited [...] it has no paid staff and no regular office." (p.18)	Famous Polish and foreign musicians, Searchlight, UNITED for Intercultural Action, and Football Against Racism in Europe	Musicians(Kazik, Kult, Big Cyc, T.Love, and more), Never Again volunteers		When people express a desire to become regular correspondents, Never Again asks for a letter about the person's background and desire to be a correspondent. Upon the receipt of the letter, Never Again sends the person leaflets to distribute. If the person contacts Never Again after he receives the leaflets, then he is considered to be a reliable correspondent. (p.11)	"Established a network of 150 voluntary correspondents who report on racist and xenophobic activity in their communities." "A majority of the current regular correspondents made their first contact with Never Again through the music and sport campaigns." (p.11) Held more than 100 concerts, one with 250,000 people "who responded enthusiastically to the anti-racist message."	"All correspondents are required to provide personal details regarding their background that can be checked to establish their credibility [...] We learned the hard way that racists will try to infiltrate our network [...] Never Again only uses information from proven reliable sources and often holds off on publishing information not confirmed by an independent source." (p.11)	http://www.nigdywiecej.pl/en/english/index.php	rafalpan@zigzag.pl, Stowarzyszenie "NIGDY WIECEJ" PO Box 6 03-700 Warszawa 4, Poland		Note: Information in <i>italics</i> is taken from: <i>Rafal Pankowski, "Breaking the Silence," New Tactics</i> . http://www.newtactics.org/files/1015/Pankowski_Breaking.pdf	"Mobilizing cultural resources to build an anti-racist youth network," <i>New Tactics in Human Rights</i> . http://database.newtactics.org/NewTactics/Caseinfornation.aspx . Date Accessed: 24 July 2006.

Organization	Campaign Location	Issue & Status	Campaign	Message	Brief Description	Target Audience	Medium	Data-Driven	Budget	Partnership	Actors	Measuring Results/ Follow Up	Results	Lessons Learned	Website	Other Contact Information	Contact History	Notes	Citation
Never Again	Poland	Anti-Racism/ 2002	Let's Kick Racism Out of the Stadiums	Don't Be Racist! & Get Involved	Organized anti-fascist, sports-related events to promote tolerance and act as "a defensive attempt to combat the evident racism in an influential cultural scene." (p.10)	Young Soccer Fans	Soccer Games, Magazine, Sports Column, CD, Amateur soccer tournaments.	Unknown	"Very Limited [...] it has no paid staff and no regular office." (p.18)	Searchlight, UNITED for Intercultural Action, and Football Against Racism in Europe	Soccer Fans, Local anti-racist groups of soccer fans, sport journalists, players and social organisations		"Established a network of 150 voluntary correspondents who report on racist and xenophobic activity in their communities." "In 2001 alone, Never Again collected evidence of 228 hate crimes, acts of violence committed by nazi-skinheads against those who are considered "alien" (p.15) "A majority of the current regular correspondents made their first contact with Never Again through the music and sport campaigns." (p.11) Released a CD "Let's Kick Racism out of the Stadiums" in April 2002.	"It isn't enough to simply spread a message at cultural events [...],you also need to organize a process to channel the positive interest your "culture" work sparks [...]. For Never Again this involved building a correspondents network." (p.19)	http://www.nigdywiecej.ph.pl/english/index.php	rafalpan@zigzag.pl, Stowarzyszenie "Nigdy Wiecej," PO Box 603-700, Warszawa 4 POLAND		Note: Information in <i>Italics</i> is taken from: Rafal Pankowski, "Breaking the Silence," <i>New Tactics</i> , http://www.newtactics.org/files/1015/Pankowski_Breaking.pdf	Mobilizing cultural resources to build an anti-racist youth network, New Tactics in Human Rights, http://database.newtactics.org/NewTactics/CaseInfor mation.aspx. Date Accessed: 24 July 2006.
People in Need	Czech Republic	Anti-Racism/ 2001	Be Kind to your Local Nazi	Be Kind to your Local Nazi	Promotional campaign that used "an outdoor and print media advertisement campaign, T-shirts with the logo of the campaign," and other such items to deride the behavior of right-wing groups and show the importance of minority groups.	Young people, 12-20	Internet, T.V., Newspapers, Outdoor Advertisements, T-shirts	Yes: Information on Web page, including a questionnaire, and a place to offer opinions.	Unknown	Phare 99, vlada CR			Unknown	Unknown	http://www.clovektivisni.cz/english/infoprojekt/anti.php			"Anti-Racism Campaigns," <i>People in Need</i> , http://www.clovektivisni.cz/english/infoprojekt/anti.php . Date Accessed: 24 July 2006.	
People in Need	Czech Republic	Anti-Racism/ 2002	Music Beats Local Nazi		Music festival with Czech and international bands that had an information tent, "which contained multi-media exhibition on xenophobia and racial discrimination, anti-Semitism, neo-Nazism, ghettos, refugee camps, victims of hate crimes, and public views towards minorities. Three one-hour discussion forums were held in the tent, combined with the screening of selected documentaries from the Czech Public Television archives."	Young people, music fans.	Music, Film, Discussions	Yes	Unknown	Stereo Communications, Zep Tepl			10,000 visitors attended the 17-hour music festival	Unknown	http://www.clovektivisni.cz/english/infoprojekt/anti.php			"Anti-Racism Campaigns," <i>People in Need</i> , http://www.clovektivisni.cz/english/infoprojekt/anti.php . Date Accessed: 24 July 2006.	
People in Need - International Committee for Democracy in Cuba	Czech Republic	Unjust Imprisonment/ Annual	Cuba Project - Symbolic Jail Cell		Protest on every anniversary of the arrest of Cuban political prisoners in which well-known people in Eastern Europe "take one-hour shifts as symbolical prisoners in a cell to express their support and solidarity with the Cuban prisoners."	Czech citizens, Cuban government	Protest	No	Small		"Former political prisoners and former dissidents, politicians, artists and many others"		Unknown	Unknown	http://www.icdcprague.org/index.php?id=44			"Symbolic Jail Cell in Wenceslas Square," International Committee for Democracy in Cuba, http://www.icdcprague.org/index.php?id=44 . Date Accessed: 24 July 2006.	
Students' Thought magazine	Belarus	Youth/2003	Become. Self-Made. Person.	Be Active, Creative and Positive	Promote active life and civic position among young people; create a collective portrait of young generation of Belarusians; establish partnership with media and business. Teams of 3-5 young people were asked to submit their vision of Belarusian Dream. The jury chose 7 best teams, who after a one-week training course created social advertisement of young generation in the form of video- and audio spots, which then were broadcast on TV and most popular FM-radio stations.	Young people (16-25 years old)	Internet, TV, FM-radio, newspapers	No	Small	Leading newspaper, FM-radio stations, 1st Musical TV channel, UNICEF, TUT.by; Famous Belarusian creators, journalists, producers, and businessmen.	Students' Thought team, Internet users, students	The database of the "Dreams" of young Belarusians was created and made available for NGOs working with youth. Several members of the semi-finalist teams joined ST magazine and helped designing and implementing the second campaign: Become. Self-Made. Person. ACTION!	149 teams (more than 600 people) participated in the campaign and thousands young people were following the campaign developments via Internet, TV and radio. The campaign became the first Internet campaign in Belarus.		http://cdmagazine.org/old/rss/	cdmagazine@gmail.com		Information was gathered from the author of the campaign.	
Africa																			
Rassemblement Action-Jeunesse	Algeria	Youth Activism in Human Rights/ 1999			Sought to get youth involved in human rights issues and the democratic process through popular culture.	Young People	Concerts, comics, documentary films, art exhibits, etc.	Unknown	Unknown		Young people		10,000 people attended one concert: "Many RAJ organizers went on to work on human rights for other NGO organizations;" young people began to get involved in the democratic process (monitored elections and voted more); "the government was made aware of the political power of the youth;" and a music group that performed at an RAJ concert became very popular.	"Widespread youth participation in an event requires that other charismatic youth host the event. It is important then, that the leadership of the organization come from within the youth community."		Email: raj-alerie@voila.fr; T: +00 213 21 27 23 63; Address: BP 77 Port Said, 16000 Algiers, Algeria		"Using popular culture to sensitize and mobilize youth around human rights issues," <i>New Tactics in Human Rights</i> , http://database.newtactics.org/NewTactics/CaseInfor mation.aspx. Date Accessed: 25 July 2006.	
Latin America																			
Instituto ProMundo	Brazil	Violence against women	Hora H and White Ribbon Campaign	<i>In the heat of the moment a real man cares, assumes responsibility, shares.</i>	"Reinforce[s] positive attitudes and behaviours and build resilience among young men, who in spite of living in a context of violence and social marginalization, choose not to engage in harmful behaviours."	Young men	Media (television, radio, web and print), leadership training, community education, and alliance building	Yes: "We carried out both quantitative and qualitative research as a baseline for the process. Most of these studies can be found on our website."	Unknown	White Ribbon Campaign in Canada; Puntos de Encuentro in Nicaragua	Local organizations (esp. public health and counseling services)	"We carried out an impact evaluation study [...] that evaluates the campaign combined with group educational activities. The focus of the evaluation was more on the HIV related behaviours but also gives some ideas on gender-based violence."	"Today, Brazil has specialised police precincts to respond to cases of violence against women [...] Although the vast majority of these crimes still go unpunished, Brazil toughened legislation on violence against women in 2004."		http://www.promundo.org.br/	Gary Barker - g.barker@promundo.org.br; E-mail: promundo@promundo.org.br; T / F: +55 (21) 2544-3114; Instituto ProMundo, Rua México, 31 / 1502 Centro, Rio de Janeiro - RJ, Cep. 20031-144 Brasil	Email sent: 07.25.06; Received Reply: 07.26.06	Note: Information in <i>Italics</i> is from Gary Barker's e-mail.	"NGO PROFILE: Instituto ProMundo, Brazil," IANSA, http://www.iansa.org/women/bulletin6/ngo-profile.htm ; Date Accessed: 25 July 2006.
Puntos de Encuentro (Meeting Points)	Nicaragua	Women's Issues/ Ongoing	Sexto Sentido (Sixth Sense) Television	Somos Diferentes, Somos Iguales (We are different, We are equal)	"Sexto Sentido Television (Sixth Sense) is an award-winning weekly, half-hour, "social soap" dramatizing various issue-based storylines in a realistic, moving and entertaining way. Issues include immigration, HIV/AIDS, rape, domestic violence, racism, reproductive rights and other issues requested by youth during youth camps and tours."	Youth	Television, radio, web and print), leadership training, community education, and alliance building	Unknown	Unknown	Television Stations			"It is now being seen in Nicaragua, Honduras, Costa Rica, and on U.S. cable stations." "The cast and crew have also participated in more than 20 festivals in the U.S., Europe, and Latin America."		http://www.puntos.org.ni/sstv/index.php	Email: puntos@puntos.org.ni; T: (+505) 268-1227; F: (+505) 266-6305; Rotonda Plaza España 4 c. abajo 1 c. al lago Apartado Postal RP-39, Managua, Nicaragua	Email sent: 07.25.06	"Our Activities," <i>Puntos de Encuentro - Nicaragua</i> , http://www.puntos.org.ni/servicios/actividades/inglesacti ph. Date Accessed: 25 July 2006.	
Asia																			
Chinese Labour Bulletin (CLB)	China	Independent Trade Unionism/ Ongoing			Han Dongfang hosts a radio show in which callers explain injustices/frustrations with the current working conditions. Dongfang explains their rights, and suggests possible actions to change the situation.	150-200 million Chinese that listen to short-wave radio	Radio	Yes: Informal data gathered from callers	Small: U.S. gov'n't funds radio waves; Overseas trade unions and individuals in Hong Kong fund publication	Radio Free Asia	Han Dongfang, a few part-time volunteers, callers		Government officials called and admitted corruption; government attempts to jam signals	At first, the show was repetitive and "failed to generate constructive discussions." Han changed the format so that the callers talk about "their personal life and problems in the workplace. From this, information on human rights violations and political issues emerge." Han then explains the workers' rights and suggests ways to address the problems.	www.china-labour.org.hk/iso/	Email: bulletin@china-labour.org.hk; T: +852-2780-2187; F: +852-2359-4324; PO Box 11362 General Post Office, Hong Kong, China.		"Using a radio program to create informative discussions on human rights," <i>New Tactics in Human Rights</i> , http://database.newtactics.org/NewTactics/CaseInfor mation.aspx. Date Accessed: 25 July 2006.	
Korean Women Workers' Association United	Korea	Minimum Wage/ 2002			"Conducted a nation-wide campaign to raise the minimum wage by making recommendations to the South Korean government and prosecuting the businesses that violated the minimum wage system." They also used advertising to raise awareness of the poor minimum wage system and created a petition to increase minimum wage.	Population in 9 cities	Cartoons, Images, Conferences, Surveys, Petitions	Yes: Conducted survey, realized there was a problem, and then started the campaign.	Unknown		KWWAU, Citizens		15,000 people signed the petition; other organizations adopted min. wage campaigns; and the government increased minimum wage by 12% instead of the usual 4%.		http://www.kwnet.org/english/kwwau/	kwurion@yahoo.co.kr; T: +82 2 325 8817; Address: 4th Fl. 418-21 Hapjeong-dong Mapo-gu Seoul 121-886	Emailled: 07.21.2006	"Building public and media awareness to change the minimum wage and policy for sub-contract workers," <i>New Tactics in Human Rights</i> , http://database.newtactics.org/NewTactics/CaseInfor mation.aspx. Date Accessed: 25 July 2006.	
Global																			
A Force More Powerful	Global	Regime Change/Ongoing	A Force More Powerful: the Game of Nonviolent Strategy	A Force More Powerful	Video game that teaches its players how to effectively organize, coordinate, and lead a change of regime in a country run by dictators.	Young people, revolutionaries	Video games	Unknown	Large	Center for Nonviolent Conflict; York Zimmerman Inc.; Breakaway Ltd	Gamers		Unknown	Unknown	http://www.aforcemorepowerful.org/game/index.php	Jack DuVall: JDuVall@nonviolent-conflict.org; afmp@yorkzim.com; T: 202-337-3219; F: 202-337-0614; 2233 Wisconsin Avenue, NW, Suite 502, Washington, DC 20007		"Game," <i>A Force More Powerful</i> , http://www.aforcemorepowerful.org/game/index.php . Date Accessed: 25 July 2006.	
Amnesty International	Global	Arms Control/ Ongoing	Million Faces	Control Arms	Visual Petition - Collecting One million faces in the one hundred days leading up to the U.N. Conference on Small Arms in order to pressure officials to work toward an International Arms Trade Treaty	Young People	Internet, Individuals, NGOs	Yes: Use data collected by other organizations	Large	Oxfam, Iansa	Organizations, NGOs, Celebrities, Individuals		Gathered 1,000,000 photo signatures by the start of the U.N. Conference on Small Arms.	Unknown	http://www.controlarms.org/			"Control Arms," <i>Control Arms</i> , http://www.controlarms.org/act_now/ . Date Accessed: 25 July 2006.	
Amnesty International	Global	Women's Rights/ Ongoing	Stop Violence Against Women	Stop Violence Against Women	Campaign to stop all forms of violence against women in every part of the world.	Women	Internet, Letter-writing, Art, Individuals	Yes	Large	Other activist groups, governments	Individuals, Women's rights activists and groups who are already working to expose and redress forms of violence		Unknown	Unknown	http://web.amnesty.org/actforwomen/index-eng			<i>Stop Violence Against Women</i> , http://web.amnesty.org/actforwomen/index-eng . Date Accessed: 25 July 2006.	
WITNESS	Global	Human Rights/ Ongoing	WITNESS	See It, Film It, Change It	Supply human rights NGOs with film equipment, training, and contacts so that the NGOs can video-tape the situations and be more "effective advocates for their causes." (p. 4)	Human Rights NGOs	Film, also encourage integrating video into a larger campaign.	Yes: Choose participants based on: "strength of human rights work, clarity of its mission, ability of video to enhance its human rights campaigns."	Unknown	Local NGOs, Amnesty International	Local NGOs		Videos were used to acquit "used as evidence in legal proceedings, to complement official written reports of human rights abuses [...] to corroborate allegations of human rights violations" and to mobilize support (p.3)	Strong partners also receive editing equipment so that they can retain full control of their story; Separated sponsorship into long-term "Core Partners" - 13-15 NGOs with whom WITNESS maintains a 1-3 year relationship, and short-term partners, who are trained without commitment.	http://www.witness.org/	Email: witness@witness.org; T: 718.783.2000 ext.301; F: 718.783.1593; 80 Hanson Place, 5th Floor, Brooklyn NY 11217		Note: Information in <i>Italics</i> was taken from "Open the Eyes of the World" WITNESS 2004 Annual Report.	"F.A.Q." <i>Witness</i> , http://www.witness.org/index.php?option=com_content&task=blogcategory&id=19&Itemid=49/ . Date Accessed: 28 July 2006.
World Vision	Global	Hunger/ Ongoing	30 Hour Famine	Taste Hunger, Save Lives; Fast for Food	Youth groups promote awareness of world hunger and raise money for famine relief by being sponsored for fasting for 30 hours. While they fast, they also do service activities in the local community.	Young People	Events: Fasting	Yes	Large	U.S. Government Grants	Students		In 2006 alone, \$10,054,509 have been raised and 27,929 children fed and cared for; More than one million students in 21 countries participate every year.	Unknown	http://www.30hourfamine.org/portal/index.html	Email: 30HFSupport@worldvision.org; T: 1-800-7-FAMINE; PO Box 9716, Federal Way, WA 98063-9716		"30 Hour Famine" <i>World Vision</i> , http://www.30hourfamine.org/portal/index.html . Date Accessed: 28 July 2006.	
People in Need	Global	Human Rights/ Annual	One-World Film Festival		"International competition of documentary films and videos, retrospectives and tributes, educational screenings for primary and high schools, workshops, debates, concerts, and photo exhibitions." "The main goals of the festival are to foster mutual understanding between cultures, to heighten public awareness about human rights, and to promote global responsibility."	People interested in Film	Film	Unknown	Unknown	Ministry of Culture of the Czech Republic, City of Prague, Open Society Institute, and many more.	Independent documentary film makers		100 Films are presented every year from around the world. In 2005, 20,000 people visited film screenings over the course of one week. One World's success has enabled it to co-organized human rights film festivals in Belarus, Germany, Georgia, Hungary, Kosovo, Poland, Russia, Serbia and Monte Negro, Slovakia, Ukraine etc.	Unknown	http://www.clovektivisni.cz/english/infoprojekt/one.php	Email: mail@peopleinneed.cz; T: +420 226 200.400; F: +420 226 200.401; Sokolska 18, 120 00, Prague 2, Czech Republic		"One World," <i>People in Need</i> , http://www.clovektivisni.cz/english/infoprojekt/one.php . Date Accessed: 28 July 2006.	