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# People's Action To End Poverty

Introducing ActionAid's  
Strategy 2012-2017



“Moving on from just fighting **against** poverty to working **for** long lasting solutions to poverty, advancing alternatives together with our partners and allies.”

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Inequality around the world is increasing. Demand for food and energy is rising. Climate, food, fuel and financial crises are becoming increasingly regular. Political and economic power is shifting.

Our world is changing dramatically – further threatening the lives, livelihoods, health and opportunities of millions of people already living daily with the profound injustice of poverty.

We urgently need new thinking, new approaches and new ways of organising to support the world's poorest people through these colossal shifts. That's what ActionAid is working for in over 40 countries worldwide.



...Change does not follow a straight path. It is however happening every day...

Signing to call for antipoverty action. Vietnam



# About us

ActionAid is a global federation working to end poverty and injustice with thousands of communities and millions of people across the planet.

We believe people living in poverty can lead the changes that will end poverty and injustice.

We take a human rights-based approach to everything we do because basic needs, such as food and education, are basic rights. Our work has three strands: We **empower** excluded groups to know their rights, we **build solidarity** by organising people within and across borders to promote and defend human rights and we **campaign** to shift national and international policies and practices to sustain equality and development. Together with our partners we work side by side with the most marginalised and poorest women, men, young people and children over the long-term. We connect their realities and dreams to bring about local, national and international change.

# Our strategy

From 2012 to 2017 we have five strategic objectives that will result in millions of the poorest and most excluded people in rural and urban areas having access to land, food security, improved public services, more accountable governments, quality education, resilience to disasters and shocks, freedom from violence and economic rights.

We're confident that we will deliver on this ambitious strategy. To do this, we will improve our governance, management and accountability, raise our profile and income, and invest in our staff. We will advance initiatives like our child sponsorship programmes to improve lives worldwide.

Filled with hope and courage of conviction, we aspire to innovate, take risks and transform the challenges faced in the world into opportunities for change.

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# 2012-2017: Our objectives

## 1 **Promote sustainable agriculture and control natural resources for people living in poverty.**

**Why:** Improving the environment, generating income for farmers and providing food. The benefits of investing more in sustainable small-scale farming, the majority of it done by women, are immense.

**By 2017:** We will have organised and supported rural women to claim access to and control over land or natural resources, improving the rights and livelihoods of at least 1 million women. We will also have supported marginal and small-holder farmers to secure direct support and policies from their government, and accountability of corporates. This will mean they can make a good living from climate-resilient sustainable agriculture, improving the food security of 25 million people.

## 2 **Advance the political influence of people living in poverty to hold governments and corporates accountable.**

**Why:** Around the world, people are taking to the streets or to the internet to demand democracy. But governments and corporates still aren't accountable to the needs of the poor and voiceless. With our support to amplify poor people's voices and organising power, this can change.

**By 2017:** We will have secured improvements in the quality, equity and gender fairness of public services for 5 million people living in poverty. People and their movements supported by ActionAid will have won significant redistribution of resources to finance public policies that reduce poverty.

## 3 **Improve the quality of public education for all children and support young people to become drivers of change towards a poverty-free planet.**

**Why:** In low-income countries, 1 billion people are between 10 and 19. Yet the rights and voice of children and young people are consistently denied. 72 million children don't even have a primary education. Improving education and amplifying young people's voices will help to ensure their dreams for better futures succeed.

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**By 2017:** We will have ensured that girls and boys equally enjoy a quality public education that respects their rights in 5,000 communities where we work, using system-wide education reforms to improve equal opportunities for all. We will also have mobilised over 5 million young people to take sustained action towards building a poverty-free planet.

## **4 Build the resilience of people living in poverty to conflicts and disasters and respond to disasters with people-centred, rights-based alternatives.**

**Why:** Conflicts and disasters will likely increase in coming years because of climate change and resource scarcity. Being resilient and able to claim their rights will help poor people adapt to climate change, and respond to and rebuild their lives.

**By 2017:** We will have built effective risk reduction and resilience systems and capacities in over 5,000 communities. At least 5 million people experiencing disasters or conflicts will have been assisted in ways which respect and strengthen rights, support recovery of livelihoods, empower women and promote solutions for long-term change.

## **5 Ensure that women and girls can break the cycle of poverty and violence, build economic alternatives and claim control over their bodies.**

**Why:** We have made great strides in advancing women's rights. But we have witnessed increasing harassment, backlash and violence towards women living in poverty seeking change while women's economic empowerment has faced huge obstacles.

**By 2017:** We will have organised over 5 million women and girls in rural and urban areas to challenge and reject gender-related violence that would have denied them control over their bodies and sexuality and made them vulnerable to HIV and AIDS. We will have supported women to build and advocate gender-based economic alternatives at all levels, from cooperative enterprises to national and global policies that recognise unpaid care, guarantee comprehensive social protection and enable the most marginalised women to break the cycle of poverty.



Modesta Majid, 5, at the Nyambi Community Aids Organisation. She comes to the child based care centre every day for food and nursery level education. Malawi.

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ActionAid International is a unique partnership of people who are fighting for a better world – a world without poverty.

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Design: Wow! Creative

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Front Cover: Women leading a sit-in protest in the state capital of Bhopal in Madhya Pradesh in a build-up to the centenary of International Women's Day. India.

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