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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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The gap between rich and poor has widened over the last 20 years. We need new thinking, new approaches and new ways of organising to help the billions of people who still live daily with the profound injustice of poverty. That's what ActionAid will provide over the next five years.



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

Signing to call for antipoverty action. Vietnam

## Our approach

**We believe people living in poverty can lead the fight to end poverty.**

We take a human rights-based approach to everything we do because basic needs, such as for food and education, are basic rights. Our work strengthens people to claim their rights from their government more effectively. This has three strands: We empower excluded groups, we strengthen solidarity by connecting and organising people committed to a common cause and we campaign to shift national and international policies and practices. Together with our partners and allies we find new ways of doing things, developing ways to end poverty and injustice.

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# Our strategy

From 2012 to 2017 we will deliver on five strategic objectives that will result in millions of the poorest and most excluded women, men, young people and children in rural and urban areas having everything from access to land, food security and improved public services to more accountable governments and quality education.



Hafeza Khatun facilitating the Reflect group, 'Nari Akota' meaning 'Women united' in Fathapur, Shahrasti, Chandpur, Bangladesh.

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.

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.

## About us

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

**Our vision:** A world without poverty and injustice in which every person enjoys their right to a life of dignity.

**Our mission:** To work with poor and excluded people to eradicate poverty and injustice

# 2012-2017: Our objectives

1

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

**Why:** Greater investment in sustainable small-scale farming, the majority of it done by women, can make ecosystems healthier and significantly reduce hunger and poverty.

**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, women, men and young people are taking to the streets or to the internet to demand democracy. With our support, they can be successful.

**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 victories in achieving fair 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 over 1 billion people are between 10 and 19. Despite this, the rights and voice of children and young people are consistently denied. Improving their education and amplifying their voice will help to ensure their dreams for better futures succeed.

**By 2017:** We will have ensured that girls and boys

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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:** An ability to be resilient and to claim their rights will help people living in poverty to adapt to climate change, and respond to and rebuild their lives after disasters and conflict.

**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 seeking change.

**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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