



## Awards applications still open- APPLY NOW!

Since April 1<sup>st</sup> SMK has been very busy promoting the 2009 annual campaigning awards, given to those who show promise, enthusiasm and passion for a campaign, but lack the resources or skills to take it to the next level.

The application process is open till the 30<sup>th</sup> of June 2009. If you would like to apply then do so by then! Furthermore, if you would like to nominate someone for the award then you can call us and we will get in touch with them to encourage them to apply. If you would like to read more about the awards then please visit our [website](#).

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April 30<sup>th</sup> saw the launch of SMKs new website [Campaigncentral.org.uk](http://Campaigncentral.org.uk) and our alumni programme, at the Connection at St. Martins. SMK would like to thank all those who attended and specifically John Sauven (CEO Greenpeace), Jackie Schneider (2006 Consumer Action winner) and Dinah Cox (Rosa UK) for their inspiring speeches.



John Sauven speaks at the SMK alumni event, and launch of Campaign Central.



High street t-shirt with a campaign message.

### Campaigning is the “in” thing...

According to Fleur Britten (The Times), campaigning and activism are the new chic thing of today. Celebrity endorsement, designer and high street slogan t-shirts, such as “Give water, give life” (Urban Outfitters), “this is a green t-shirt” (People Tree) and “choose life” (Katherine Hamnett)- this, teamed with taking an interest in charitable causes are the “in” thing of the moment. The cynical side could see this as a superficial interest in activism and charitable causes. However, if charities are gaining support, membership and profile through this then ultimately it could be a positive outcome for the voluntary sector. Read what the Sunday Times had to say [here](#).

## International Campaigning News...

A coalition of major campaign groups has recently launched a new campaign to mark the 64<sup>th</sup> birthday of Burmese activist Aung San-Suu Kyi. The campaign was launched on the day she was due to be released from house arrest to demonstrate the outrage at her continued detention. People from all over the world are asked to leave a 64 word message which will be delivered to the Burmese Junta on the 19<sup>th</sup> June. Click [here](#) for more details.

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SMK is always looking out for new and innovative campaign tools and methods. This month our attention goes to a new campaign initiative recently launched to promote the use of condoms across India. According to the BBC World Trust, approximately 2.5 million people live with HIV in India. This new campaign is hoping to normalise and encourage the use of condoms across the country. The method used in this instance is a mobile phone ringtone teamed with an television advert. To read more about this campaign, watch the advert and hear the ringtone [click here](#).



Environmental campaigners at the G20 demonstration, April 1<sup>st</sup>.

### National

The government has announced a grant which will be provide funding to small charities to help support their campaigning work. According to the Cabinet Office, the grant will be administered through Capacitybuilders over a period of two years. This fund has been welcomed by charities who hope it will strengthen the power of lobbying and campaigning on a grass root and local level. [Read more.](#)

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A Government and Third Sector Taskforce has been launched to tackle climate change. This group will be made up of Government and voluntary sector organisations and groups. According to the Cabinet Office "the partnership will seek to increase the volume of activity in the sector on climate change, sustainability and environmental issues and will use the third sector network and contacts with communities to raise awareness and encourage action." [Read more.](#)

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One thing which you might not have heard about amidst the G20 marches which took place on the 1<sup>st</sup> April 2009 was the demonstration lead by the British Pensioner Trade Union Action Association. Demonstrations took place around the country, arguing that the amount received from state pensions was not enough to keep elderly people out of poverty. [Read more.](#)

## Local Campaigning News...

A group of residents of the Queen Caroline estate in Hammersmith have launched a campaign after it emerged that the local council had plans to knock the estate down to make way for private development. This would force many residents to move from their homes against their will. To read more about the campaign [click here](#).

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Residents of Godalming, Surrey have been campaigning against a proposal to build an eco-village development on the outskirts of the town. The proposed area of development is Dunsford Park, home to 350 acres of lakes and parkland. Some residents of Godalming don't want new homes built over the picturesque hills of Surrey. However others support the new eco-homes as a good opportunity for young buyers to get onto the housing market, as well as those who champion the prospect of an environmentally friendly community. [Read more](#)



Professor Christopher Marks leads protestors outside the council office in

## Other news from SMK....

### Campaign Central

April 29<sup>th</sup> saw the launch of SMK's new microsite ["Campaign Central"](#). This site will be a much needed online resource for campaigners and will also provide a unique social networking tool for its users. Have a look at the site and see who's already joined, and who is using the site to promote their campaigns already!

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### Campaign Workshops organised by SMK

#### Canterbury, 21<sup>st</sup> April 2009, Kent University.

This workshop was specially organised for the staff members of the UK Youth Parliament. SMK would like to thank Emily Cantrell (People and Planet), Damian Collins (prospective conservative candidate for Folkstone and Hythe) and Tim Luckhurst (Professor of Journalism, Kent University) for their relevant and stimulating contribution to the workshop.

#### Cambridge, 24<sup>th</sup> April, CAB training Hub

Attendees came from a wide variety of organisations to discuss campaign strategy and planning and hear from a host of experts. SMK would like to thank Marjorie Thompson (C-3i), Linda Fairbrother (Reporter and media trainer) and David Howarth (MP for Cambridge), all of whom made excellent contributions to the day.

These workshops were supported by [The Baring Foundation](#), and run by SMK, they delivered introductory skills in strategic planning and influencing to under-resourced, novice campaigners and frontline service delivery organisations.

To register your interest in having a campaigns workshop in your area, please email [ruby.coote@smk.org.uk](mailto:ruby.coote@smk.org.uk).

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## Upcoming Events

June 30<sup>th</sup> Deadlines close for the SMK annual awards. If you are thinking about applying please send applications in by then. If you would like advice or assistance whilst filling out your form, either email [awards@smk.org.uk](mailto:awards@smk.org.uk), or call Ruby on 020 7700 8231.

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Public Affairs Awards 2009- voting open now for a number of different categories including Public Sector Campaign of the year, which SMK award winner Emily Robinson's team at the LGA are nominated for. Read more [here](#).

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For any young people who are interested in campaigning against climate change, and want to get their voices heard on a bigger platform, have a look at Unicef's competition for young people aged 14-17 who want to represent the UK on climate change at the Climate Change Forum 2009. [Read more.](#)

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### Photo Credits (From top to bottom)

1. G20 demo, HKambo/SMK, 2. SMK Alumni event, HKambo/SMK, 3. Save water Save Lives, Urban Outfitters. 4. Campaigners, HKambo/SMK. 5. Godalming campaigners, Steve Porter/Surrey Advertiser, Dwayne Semior, BBC. 6. Cambridge Workshop, RCoote/SMK.



Cambridge workshop attendees, 24<sup>th</sup> April 2009.