

GAROP
CAMPAIGN STRATEGY FOR A CONVENTION ON THE RIGHTS OF OLDER PEOPLE

Discussion Paper

Introduction and Background

The GAROP Steering Group decided in August 2014 to establish a resourced Secretariat; in 2015, HelpAge International agreed to host it. In early 2016, a consultancy began, to help GAROP establish a strategy for achieving a Convention on the Rights of Older Persons and to help determine the appropriate roles of a Secretariat, the governance arrangements needed to oversee the alliance, and the nature of resourcing required to sustain it.

To date, the consultants have interviewed a wide range of GAROP members, particularly those that have been most active to date, those who attend the working sessions of the UN's Open-Ended Working Group on Ageing, and a small number of external informants (20 interviews in total); conducted a survey of all members (with 31 responses, 29 of which were useable); and read through some internal and external sources of data and perspectives. Analysis of these interviews, survey responses and secondary data forms the basis of the present papers.

A separate Discussion Paper covers the structural and resourcing decisions needed to enable the alliance to deliver the strategy. This Discussion Paper outlines the initial core elements of a campaign strategy, following a template agreed with HelpAge International, to establish why there is a need for a campaign for a convention on the rights of older people and what its key objectives might be.

GAROP Campaign Strategy for a Convention for the Rights of Older Persons

1.

The problem

Simply put, a sizeable and growing proportion of the world's population – up to 10% in 2012 doubling to 20%-22% by 2050, according to the OHCHR¹ and the WHO² – are over the age of 60 and are experiencing varying levels of discrimination, abuse, neglect, and disempowerment due to their age; and a failure by governments and non-state actors, including civil society and the private sector to respect, protect and fulfill their human rights. They face “particular and urgent human rights challenges”.³ There is scant understanding or recognition of the human rights of older persons and the specific vulnerabilities of the elderly. This is the problem that the campaign intends to address.

The world is rapidly ageing

The numbers of those affected are variously quoted today to be between 868 million to 1 billion people or about 1 in 10 people and are spread across all the world's regions. By 2050, the number of people

¹ ECOSOC, 2012 Report of the UN High Commissioner for Human Rights. <https://documents-dds-ny.un.org/doc/UNDOC/GEN/G12/420/71/PDF/G1242071.pdf?OpenElement> Where the OHCHR is cited elsewhere in this document, it refers to this Report.

² WHO, 2012, World Health Day Toolkit. <http://www.who.int/world-health-day/2012/toolkit/background/en/>

³ ECOSOC, 2012. *Op cit.*, p. 1,

who will be aged 60 and over is estimated to grow to 1 in 5 people or more than 2 billion people. The WHO explains that this is largely due to improvements in public health. Just a century ago, average life-spans in some countries was around 35 years old. In those same countries today, average life-span is over 80 years old. Globally, this is projected to reach 81 years by the end of the century.

According to the WHO, by 2018, the number of adults aged 65 and over will outnumber children under the age of 5. And by 2050, older adults will outnumber children under the age of 14, for the first time in history. Amongst the elderly, the number of those aged 80 years and over will almost quadruple to 395 million between 2012 and 2050.

“At present women outnumber men by an estimated 66 million among those aged 60 years or over. Among those aged 80 years or over, women are nearly twice as numerous as men, and among centenarians women are between four and five times as numerous as men.”⁴

The OHCHR reported in 2012 on the following regional breakdowns:

- Africa will experience the fastest increase in numbers, estimated to reach 215 million persons aged 60 or older by 2050. This amounts to a fourfold increase from current figures. By 2050, 11 per cent of Africa’s population will be over 60 or older - double the proportion in 2010;
- The Western Asia region is ageing fast. The population aged 60 or older is projected to more than quadruple in the next 34 years, to reach 69 million in 2050, or 19% of the region’s population;
- The Asia-Pacific region, already home to 59 per cent of the world’s elderly population in 2010 will see the numbers of the elderly tripling from 414 million in 2010 to 1.25 billion by 2050. As a proportion of the total population in the region, people aged 60 and over will more than double between 2010 and 2050, from 10 per cent to 24 per cent;
- In Latin America and the Caribbean, the proportion of persons aged 60 and over will more than double between 2010 and 2050, from 10 per cent to 25 per cent, reaching 188 million persons;
- Europe’s elderly population is the oldest of all the regions and is expected to reach 236 million by 2050, or 34% of its total population.

Majority of older people live in low or middle-income countries. And by 2050, the WHO estimates this number will have increased to 80%.

See here for a World Bank link to a graph indicating world population trends for those aged 65 and over, from 2006 to 2014: <http://data.worldbank.org/indicator/SP.POP.65UP.TO.ZS/countries?display=graph> and a link that shows the data on a country by country basis: <http://data.worldbank.org/indicator/SP.POP.65UP.TO.ZS>. Though there are some countries whose population aged 65 and over appear to diminish, the overall trend is for this population group to increase.

Ageism in society and structural marginalization of older persons

⁴ UN, July 2011, Secretary General’s Report to the 66th General Assembly. Follow up to the Second World Assembly on Ageing. <https://documents-dds-ny.un.org/doc/UNDOC/GEN/N11/428/83/PDF/N1142883.pdf?OpenElement>, page 3.

The experience and conditions of ageing are different around the world. Elderly people are not a homogenous group: the situations, opportunities and challenges faced by people in their 60s would be markedly different from those in their 80s. Geographically, the experiences and situations of the elderly are also varied. In many of the rich industrialized countries of Europe, North America and Australia for example, recent investigation and analysis of comparative national data done by The Guardian newspaper in the UK point out that those aged 60 – 69 and 70 – 79 have the highest levels of disposable income compared to the young (18 – 30 year olds, the so-called ‘millennials’)⁵. Nevertheless, as the UN Secretary General’s report noted, “what older persons share, as a group, is the experience of living within societies in which stereotyping, the attribution of lesser value, political disempowerment and economic and social disadvantage often accompany ageing.”⁶

Ageism, or “the stereotyping of, and discrimination against, individuals or groups because of their age”⁷ manifests in discriminatory attitudes individuals and societal institutions hold regarding older people. Older people are considered to be ‘past their best’ and should give way to the young, a burden to their families and to society, physically weak, frail and decrepit, ugly and undesirable, mentally slow and senile, unproductive, disabled⁸ and helpless (or as The Guardian article points out, have taken a bigger share of wealth compared to the younger generations in developed countries). Discrimination on any grounds is forbidden under human rights laws, and yet ageism flourishes everywhere.

GAROP’s 2015 publication, *In Our Own Words*⁹ provides evidence of the varied ways in which ageism directly affects and impacts on the lives, physical and mental health, economic security and wellbeing of older people, and how these make older people feel. Negative and discriminatory attitudes towards the elderly are however, divorced from everyday reality, even in poorer areas of the world where older women especially are the primary care-givers for their grandchildren or where an older person’s pension may be the only source of income for poorer households.

Discriminatory attitudes find structural expression in institutional practices and procedures, in laws and the absence of laws, inadequate and poorly financed programmes, services and mechanisms and in the failure of governments to comprehend and act upon the particularity of violations of the human rights of older persons. As Age UK/Age International states, “the direct effect of this institutionalised ageism is that older people are at major risk of experiencing discriminatory treatment globally and across a wide range of situations; from undignified and inadequate care in the household, hospitals and residential homes, to unequal treatment in employment and inadequate responses in emergency and humanitarian situations.”¹⁰ The UN Secretary General’s report summarises from various governments’ reports, four types of consistent challenges around the world this discrimination results in: (a) poverty and inadequate living conditions; (b) age-related discrimination; (c) violence and abuse; and (d) lack of special measures, mechanisms and services.

⁵ The Guardian, <http://www.theguardian.com/world/2016/mar/07/revealed-30-year-economic-betrayal-dragging-down-generation-y-income>

⁶ UN, *Op cit*, p. 11.

⁷ WHO, 2012, *op cit*.

⁸ Indeed, due to population ageing and the greater risk of chronic health problems in older age, the number of people living with disability is increasing.

⁹ GAROP, 2015, *In Our Own Words*. <http://www.rightsofolderpeople.org/wp-content/uploads/2015/03/In-Our-Own-Words-2015-English.pdf>

¹⁰ Age International, 2015. *A UN Convention on the Rights of Older People: Time for the UK to Lead*

(Need to add here evidence of prevalence of abuse, neglect, violation of older people's human rights globally – to help establish the depth and breadth of the problem and why we should be disgusted/outraged by it.)

Inadequate, inconsistent recognition of older person's human rights

The OHCHR's report to ECOSOC and the UN Secretary General's Report to the General Assembly in 2011 both highlight the inconsistent and inadequate protection for older people's human rights in international and national laws. While there are undoubtedly areas of good practice in various regions and countries of the world, and some legally-binding and constitutional provisions, nevertheless overall, these provisions are vulnerable to changes in the economic and political circumstances of countries, and the capacity of institutions – whether national or local governments – to implement.¹¹ The paucity and patchy nature of implementation of the Madrid International Plan of Action on Ageing (2002) and before that, the Vienna International Plan of Action on Ageing (1992) already are testament to this vulnerability. Both OHCHR and the UN SG's report concluded that the international protection regime for older people's human rights needs strengthening in order to ensure consistency in standards of protection and fulfilment of human rights of older persons.

Stalemate at the OEWGA holds back stronger protection and fulfilment of older person's human rights

Various internal and external interviewees have pointed out in frustration the current impasse in the OEWGA between countries that are actively and vocally against a new international instrument (largely, industrialised countries¹² – Europe, Japan, Canada, Australia, the US, and less vocally, India and China) and those that are actively and vocally for an international instrument (Latin American countries) on one hand; the lack of engagement and silence of a number of countries on this issue (African countries) or the inconsistencies in the positions of certain regions (in particular, Southeast Asia). The OEWGA Chair's report after the 6th session is considered by UN observers as an effort to force a decision toward a Convention, in light of the deep resistance to it from various quarters.

Weakness of a social and political movement of older people to advance their rights

Many internal stakeholders of GAROP lament the apparent invisibility and weakness of a political movement of older people to defend and advance their human rights. Many have pointed out that older people do not necessarily self-identify and organise/mobilise as a group to promote their own interests, or to defend their rights, or to gain recognition for their contributions to society. Even where they do organise politically, they are not necessarily visible to other sectors of society who may offer solidarity. Their issues are not necessarily understood and are often misunderstood. The media often misrepresent them as the generations who had it good, or who did not care for the environment so that the younger

¹¹ See also AGE Platform Europe's Response to the UN OHCHR consultation on the Rights of Older Persons.

http://www.age-platform.eu/images/stories/FINAL_AGE_contribution_to_OHCHR_consultation_on_rights_of_older_people_15-3.pdf

¹² Arguably, it is in industrialised countries where provisions for pensions, health care, social care and other services and other financial benefits for older people are most developed. These provisions however are currently under strain from austerity measures introduced by various governments in the run up to and after the 2008 financial crash.

generations of today are suffering both financially, socially and environmentally. They are often dismissed – as a group – as socially and politically conservative.

Paradoxically, in some parts of the world, it is the older generations who have the highest turnout during elections – they behave politically in ways they are used to. And some politicians cater and speak to their issues in welfarist terms during election time.

Some UN observers point out that more than at any time in the past, with the current impasse at the OEWGA, now is the time for the older people's movement to be heard loudly and strongly by politicians and diplomats around the world. UN observers believe that older people's loud voices – addressing their national politicians in their countries - are necessary to break the impasse.

The solution

The solution to the above problems must begin with

- The recognition that older people are rights-holders - their particular vulnerabilities arising from their age requires protection from abuse or neglect, their entitlements must be respected by duty-bearers and their agents, and their rights promoted and progressively fulfilled. Failure to respect, protect and fulfil the rights of older persons are violations of their human rights.
- The recognition that older people are being denied full enjoyment of their rights due to pervasive, rampant ageism or discrimination based on age. Ageism doesn't just manifest in relations between individuals especially within a family, but is manifest in how institutions including government, media, industry, organised civil society and communities treat older people mainly as recipients of charity or as burdens on state/society and their families, or as frail, unproductive and mentally incapable.
- The recognition that the particular vulnerabilities of people as they age are misunderstood and are often medicalised or understood only in terms of care-giving. How vulnerable an older persons becomes as they age is the product and consequence of the social, cultural, economic, political and environmental conditions that impact how they live. Where these conditions are right, older people can continue to live independent, healthy, dynamic, productive and fulfilling lives into their very old age.

We need to make this recognition central to our narrative for this campaign and especially to the older people who would be its voice and provide its leadership and inspiration.

A powerful tool to achieve the solution above is to secure a comprehensive UN Convention to protect the rights of older people. Such a Convention will begin from and be guided by the three points of recognition listed above.

Different population groups who have suffered from direct and indirect discrimination leading to frequent and varied violations, abuse and neglect of their human rights have in the past successfully campaigned for a legally-binding international instrument – usually a UN Convention – to secure the needed protection, respect and fulfilment of their rights. Those who work on human rights at the UN and civil society organisations who work on issues of older persons agree that there is a need for 'hard law' to protect and advance the human rights of older persons in order to:

1. "Ensure the recognition of older persons as rights holders;
2. Put an end to discrimination based on age;

3. Ensure that “age” is not ignored with respect to access to justice, policies and programmes;
4. Include age in data collection, monitoring and analysis;
5. Avoid, by action or omission, any kind of conduct that would impact negatively on older persons;
6. Ensure that older persons have the right to participate in and take decisions about their lives;
7. Protect older persons from violence and abuse;
8. Recognize the legal rights of an older person;
9. Recognize that older persons are also a resource and not a burden.”¹³

A comprehensive UN Convention on the rights of older people, as other international conventions have in the past and present, will provide the global standards and framework that assist and guide governments to design policies, programmes and mechanisms. A Convention would provide binding interpretation of existing human rights laws from the perspectives of the particular vulnerabilities experienced by older persons. Gradually, it would resolve differences in rights and provisions experienced by older people living in different parts of the world, who may or may not be covered by regional agreements and treaties¹⁴.

Since a Convention would include a monitoring mechanism and special procedures for investigations, fact-finding and addressing complaints, this would compel countries to report regularly on the status of protection, respect and fulfillment of the rights of older persons. At present, though other Conventions supposedly cover older people’s concerns as well, in reality, few governments bother to include them in their reports to the Universal Periodic Reviews or specific Treaty Bodies, even those which specifically mention older people in their provisions such as the CRPD, or have had General Comments that specifically address the concerns of older people, such as the ICESCR and CEDAW . This would address a key barrier to protecting older people’s rights and securing accountability from duty bearers and their agents – the paucity of data on older people that can be used to design policies and programmes or to monitor the state of and gaps in fulfillment of older people’s rights.

A new comprehensive Convention and the processes for its ratification by countries provide the best opportunities to educate policy-makers, opinion-formers and older people themselves about older persons’ human rights and directly counter age-related discrimination. The processes of ratification can open up dialogues in society on the effects of ageism, as well as open eyes to the reality of older people’s actual and potential contributions to society’s economic, social, political and cultural development if ageism was not rampant and enduring.

A new Convention, the struggle leading to its drafting, adoption by the UN and its ratification in individual countries could provide the very fertile ground for the movement of older people to gain visibility, strength, confidence and the solidarity of other people’s movements.

¹³ Personal briefing notes, *Some Issues and Questions Regarding the Feasibility of a Convention to Protect the Rights of Older Persons*, received from Frances Zainnoeddin of Gray Panthers.

¹⁴ Such as the new InterAmerican Convention on Protecting the Human Rights of Older Persons

Working for a comprehensive Convention is the work of many years as recent experiences on securing the Convention on the Rights of Persons with Disabilities (CRPD) teach us¹⁵. To achieve the Convention, our strategies must involve:

- **Empowerment, organisation and mobilisation of the elderly:** Breaking the current impasse at the OEWGA through the organisation and mobilisation of older people in key regions of the world to pressure their governments to support, to get off the fence, or not to block the decisions for a Convention
- **Networking and alliance building:** Linking with national and global human rights institutions to ensure that principles, protections, entitlements, etc are appropriately expressed in the human rights language and protocols of the UN's international instruments and who can support negotiations around the Convention; soliciting and gaining solidarity support from other groups (eg, disabled people's movement, trade unions, youth)
- **Capacity building and leadership formation among the elderly:** Forming a strong, credible, articulate united leadership of older people and their representatives from around the world who will ensure that the Convention's principles and provisions are informed by and grounded in the direct experiences of older people, and who can then help lead the movement for ratification of the convention in their own countries, once it is adopted at the UN.
- **Lobbying in New York and Geneva:** Developing a cadre of advocates and lobbyists, supported by their organisations who will be involved consistently and regularly in the work for the Convention – before and during negotiations and until the Convention is adopted – in New York and Geneva. The lobbying work will also need to focus on creating and enlarging a group of 'Convention champions' or 'friends of older people' among the countries, spread across the different regions.

The benefit

Securing a UN convention to protect the rights of older persons and securing its national ratification by governments and/or parliaments would help ensure:

- increased awareness of and resistance to ageism, whether hidden or overt, in institutions with the support of laws and mechanisms to ensure older people are not subjected to its debilitating and disabling consequences
- increases in the provision and improvements in the design and quality of support and care services to enable older people to continue to live active, independent, socially/politically engaged and productive lives as long as they want;
- more accountable governments and institutions on the issue of abuse, violation and neglect of older people's rights and welfare and public policies to curtail them;
- improved public services, including transport, etc. and access to these for older people;
- an increase in public awareness and intolerance to the norms, attitudes and practices which contribute to an ageist environment and improvement of understanding of the correlations between ageism, disadvantage, poverty and exclusion;
- collection and disaggregation of data, strengthened data collection on the lives of older people, improvements in the evidence-base for policy making and service design that impact older people.

¹⁵¹⁵ Interviews with those active in the International Disability Caucus and UN officials who were involved throughout the four-year negotiations for the Convention, and the years of lobbying before the decision to have a convention was finally made by the UN General Assembly.

At the global levels, benefits of the Convention include:

- increase and improvement in comparative analysis of public policies, service design and provision for ageing populations (and the subsets of this demographic group);
- having a common language and understanding, grounded in human rights, to describe, assess, analyse the lived experiences of older people around the world;
- providing the basis for prioritisation of older people's rights and welfare in decisions over development cooperation

For GAROP and its member-organisations, the benefits of the Convention include:

- increased or heightened reputation and profile for the alliance and its member-organisations, with positive consequences for the influence and fundraising potential of the Alliance and its members
- strengthening and deepening of the bonds of the alliance, through joint experiences of coordinated lobbying, common campaigning
- leadership development, especially of spokespeople amongst the individual elderly members of the alliance's organisations
- additional and new skills and capabilities for the alliance and the wider movement of older people
- formation of the movement of older people

The impact

- Older people, especially those who are poor, can live lives of dignity, not as recipients of charity hand-outs, but because of the entitlements established by societies and governments
- Older people become a more potent voice and a force for change in society as they live more engaged, productive and active lives
- Older people's valuable contributions to different aspects of society – to the economy, culture, politics, art, to families, to care and to the environment are better recognised and rewarded.

The opportunities

As a response to the Second World Assembly on Ageing, the UN General Assembly (UNGA) resolved in December 2010 to establish an Open Ended Working Group on Ageing (OEWGA) "...for the purpose of strengthening the protection of the human rights of older persons by considering the existing international framework of the human rights of older persons and identifying possible gaps and how best to address them, including by considering, as appropriate, the feasibility of further instruments and measures..." The OEWGA, chaired by Argentina, has met annually since then, to consider the specific discrimination experienced by older people in different countries and understand whether existing international instruments and international human rights laws adequately protect older people from age-related discrimination and abuse and promote their rights.

Two years later, in December 2012, the UNGA further resolved that the Open-ended Working Group on Ageing shall, "...as part of its mandate and starting from its upcoming fourth session, to be held in 2013, consider proposals for an international legal instrument to promote and protect the rights and dignity of older persons, based on the holistic approach in the work carried out in the fields of social development, human rights and non-discrimination, as well as gender equality and the empowerment of women..." Furthermore, it asked the OEWGA to present to the General Assembly at the earliest possible date, "... a

proposal containing, inter alia, the main elements that should be included in an international legal instrument to promote and protect the rights and dignity of older persons, which are not currently addressed sufficiently by existing mechanisms and therefore require further international protection...”

In 2014, the Human Rights Council appointed the first Independent Expert on the enjoyment of all human rights by older people. The IE is mandated to examine and report back to the HRC on the situation of older people around the world. In September 2016, the IE is due to submit her final report to the UN General Assembly. Before that, the OEWGA will meet earlier in the year to consider its say forward.

Earlier, the UN High Commissioner on Human Rights released a statement and report outlining what international instruments already exists to protect the rights of older people, and concluding that a new internationally binding instrument is required to ensure there are no gaps in the protection, respect and fulfilment of older people’s rights.

Why GAROP should be involved

The alliance was set up for the key purpose of securing a Convention. Its member organisations are some of the key advocacy, campaigning, service delivery organisations serving older people around the world. This is the basis of GAROP’s strength.

- The spread and strength of its members around the world is the key engine that could drive the advocacy and campaign for the Convention forward in the countries where the members operate, and especially in the countries where governments need to be more engaged
- A number of GAROP’s members are also people’s organisations, with membership bases composed of older people. Thus, GAROP has the potential for deep knowledge of the circumstances and the actual lived experiences of older people in different parts of the world – knowledge that it should find a way of using with great effect. Here is also the base for the development of spokespeople for the campaign who would be able to speak eloquently and convincingly about their situations and those in similar circumstances. They provide the experiential/technical knowledge base of the campaign.
- A few of GAROP’s members are already involved and experienced in the negotiations happening at the OEWGA, experience and knowledge that they could bring to the campaign and to the eventual negotiations for the Convention
- GAROP’s Steering Group have decided – and this decision is supported by the member-organisations of the alliance – to create a Secretariat to enable it to coordinate its efforts better, especially in campaigning for the Convention. Better organisation and coordination mechanisms in the Alliance (which this campaign strategy is a part of) will enable GAROP to use its strength more effectively and potentially help break the impasse at the OEWGA that is blocking a decision to draft a Convention.

This campaign is...

- First of all to secure a decision to draft a comprehensive Convention, then to support the negotiations around the Convention, and finally to secure ratification of the Convention in a number of priority countries
- about mobilisation of older people who are members of organisations who are members of GAROP and allies to convince individual governments (according to a priority list of countries)

to support a Convention; to support their government's negotiations on the Convention as it is drafted, and to pressure their government to ratify the Convention once it has come into force.

- as much about lobbying mainly in New York, around country missions so that diplomatic representatives of governments involved in the negotiations get consistent messages
- about building and supporting a group of 'Convention champion countries' across regions who can spearhead negotiations for and around the Convention
- GAROP alliance members having common messages grounded in human rights perspectives and language
- about building alliances with national human rights institutions and other groups that can offer solidarity support (eg, disability groups, development NGOs, global human rights organisations, digital campaigning movements)
- about raising awareness amongst older people within the GAROP membership and their allies of a human rights perspective to the problems they face; and the benefits that an international Convention could bring to older people in terms of the practical direct and indirect problems they face.
- about building a cadre of older people who are spokespersons for the campaign, and a cadre of advocates/lobbyist who will engage consistently throughout the negotiations for the Convention

This campaign is not...

- a call for a limited convention on the prevention of abuse or neglect of older persons.
- a one-off event, or a series of one-off, unconnected events, nor connected to any particular special day (though we will also maximise use of these days for the campaign activities)
- anti-government
- against young people. To the contrary, the campaign would seek solidarity with some select youth organisations in some select countries and some practical assistance in campaigning (especially, digital campaigning).
- about general public awareness or outreach to those outside of the GAROP membership. But if some older people's organisations or individuals who are not GAROP members want to join, we will find ways to engage them.
- about fundraising for the campaign, although running the campaign will hopefully have some positive consequences for members' fundraising efforts.

2.

Overall campaign goal: Secure the adoption of a new comprehensive UN Convention for the rights of older persons at the UN and secure its national ratification in a select number of countries

Specific change objectives:

1. The impasse at the OEWG will deliver an unquestionable decision to draft a Convention by xxx
2. The UN General Assembly will resolve to draft a Convention by xxx.
3. GAROP's influence over the negotiations and all provisions of the Convention will be experienced, positively encouraged and acknowledged by the country negotiators.
4. Once in force, the Convention will be ratified in 20(?) priority countries by xxx.

Specific organisational objectives for the campaign:

1. There is strong, united and informed civil society presence and voice from GAROP's ranks at the actual negotiations for the Convention.

2. Governments will hear consistent strong messages from GAROP lobbyists/advocates/spokespersons in New York and GAROP campaigners in-country

Campaign demands:

1. To governments: *Deliver a comprehensive UN Convention for the rights of older persons grounded in older people's reality*
(There could be variations of these, depending on where the government in a particular country stood, eg, Don't block a comprehensive UN Convention...)
2. To the UN (DESA, OHCHR): *Deliver and support a transparent, effective and inclusive process for negotiating and delivering a comprehensive Convention*
3. To governments, once a Convention has been adopted by the UN: *Ratify the Convention*

Campaign phasing:

Phase 1: Towards an unquestionable OEWG decision to draft a comprehensive Convention (6 months – 1 year?)

Key activities:

In-country:

- older people delegations and mobilisations to specific targets: President/Prime Minister, Minister of Social Affairs, Ministry of Foreign Affairs: identify priority countries – African, Southeast Asian, South Asian, some European
- Older people service organisations and development orgs: Media work and opinion-formation on prevalence of ageism, discrimination, abuse, neglect of older people and need for protection
- Alliance building with NHRIs, other HR orgs, other solidarity groups
- Training/capacity building of members

In NYork/Geneva:

- Formation of and support/joint work with 'Convention champion countries' or 'friends of older people'
- Meetings with permanent missions of countries where campaigning is ongoing to re-emphasise messages, share information and get information

Phase 2: Maximising older people's influence at transparent, inclusive and effective processes for Convention negotiations and decision-making (up to for 4 years or more)

Key activities:

In NYork and Geneva

- lobbying of UN DESA and OHCHR, exchange of information, tactics, etc.
- Support for 'champion countries' and 'friends of older persons'
- Links with NGO Committees on Ageing, other supportive NGO bodies, other supportive UN agencies
- Working with/getting advise from National HR Institutions and global HR institutions
- Formulating common GAROP positions, backed by experiential/technical evidence from older people

- Meeting and lobbying permanent missions with representatives of older people organisations, frequent and accurate information-exchange

In-country:

- Linked to activities in NY negotiations, prior-lobbying of government ministers and ensuring gov representatives at the negotiations are getting consistent messages and information
- Building an in-country group of 'Convention champions' or 'friends of older people' amongst government officials, political leaders, and in parliament
- Activities to sustain interest in the issues of older people: media work, research and analysis, mobilisations, publicity stunts, etc.
- Information networking within CSOs and especially amongst orgs of older people of developments in NY.
- Consulting older people's groups, where necessary to feed GAROP lobbyists attending the negotiations.

Phase 3: Towards ratification of the Convention in a selection¹⁶ of countries (2-3 years)

In country:

- Political campaign targeting parliament, government officials, ministers, opinion formers, civic leaders to bring them on board Convention ratification
 - Government and parliamentary lobbying
 - Providing research, stories and opportunities for media investigations to generate 'earned media'; providing media briefings
 - Timely mobilisations of older people and their allies in support of ratification (including delegations, mass lobby of parliament, or digital lobbying of parliamentarians and government ministers)
- Providing research, data, information, spokespeople that could dramatise the reasons/provide the evidence for the need for the Convention in the country and to counter the arguments against the Convention (economic, cultural, political, etc.)

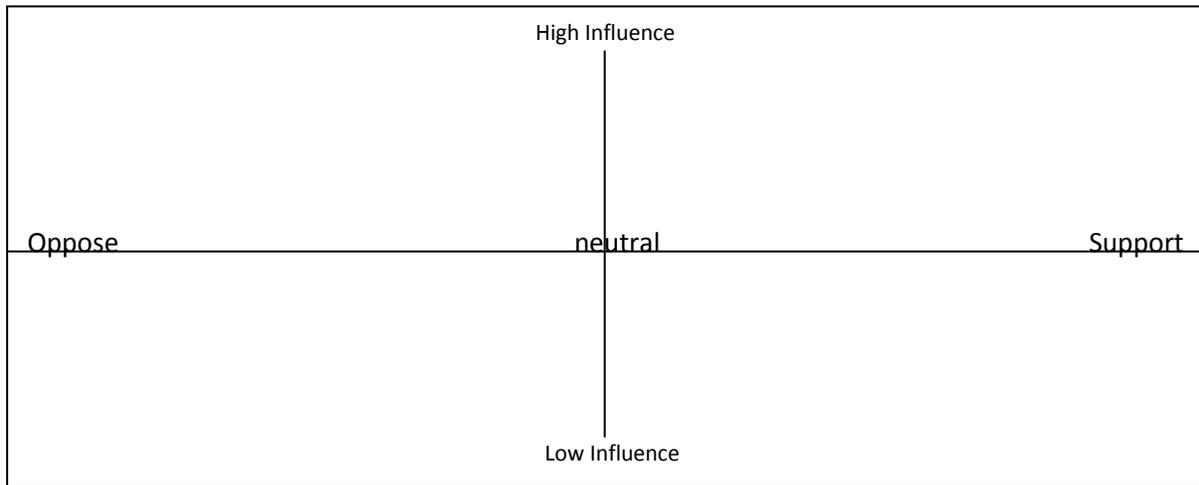
In Geneva:

- Information networking with UN agencies, permanent missions

Power Analysis

*Map the key stakeholders, whether they agree or disagree with our policy recommendations, how much power they have to make the change, and how much of a priority the issue is to them **(to be discussed at workshop on 17th March)***

¹⁶ Depending on the political analysis of GAROP at this stage, GAROP could decide to identify a few countries (eg, 10 – 20) where it has strength, and where governments are already supportive (part of the Convention champion countries group) to secure early ratification of the Convention (within first 2 years of the Convention being adopted). This could provide stimulus and momentum for the Convention being ratified in as many countries as possible in 5 – 10 years.



Critical Pathway

(To be discussed at the workshop on 17th March)

Campaign proposition

This is the 'unifying core message' from which all communications can flow. (To be developed in consultation with campaign and communication officers of GAROP members.)

Targets, audiences and key messages

Define the targets and other audiences and the key messages for each target & audience.

Both opponents and influencers are our targets. (To be discussed and outlined at the workshop on 17th March)

On key messages, complete a grid for each target or audience group: What do you want this target or audience group to think, feel and do?

Target/Audience	Think?	Feel?	Do?

Communications strategy

Describe the strategy for communicating the campaign, including the core communications objectives and communication framing. (The communications strategy will be developed through email and skype-based consultation with interested/willing communications officers and campaign officers of GAROP members).

Influencing strategy

Describe the strategy for influencing each target audience. Note. This is not a list of activities (tactics) but the overall plan for how the target audiences will be influenced. Add digital and social media strategy for influencing audiences

(The influencing strategy will be developed after the power analysis is completed, in e-mail consultation with key lobbyists/policy advisers/public affairs staff of GAROP members.)

Mobilization strategy

(The Mobilisation Strategy will be developed in email and skype-based consultation with interested campaign officers and marketing officers of GAROP members).

Partners

Describe who our potential allies and partners are and how we will engage with them.

Risks, assumptions and constraints

Describe the main risks, assumptions and constraints and the mitigation strategy.

(The Risk Register will be compiled from risks identified by Steering Group members, with contributions from campaign officers, policy advisers/lobbyists of members, and through interviews.)

RISKS/ASSUMPTION	Probability Low(1) Medium (2) High (3)	Impact on campaign or on ActionAid Low (1) Medium(2) High(3)	Risk factor (probability x impact) Eg. 3 x 2 = 6	MITIGATION: What's been done/will be done to mitigate risks	Who's responsible for mitigating the risk
Resource risks					
Security risks					
Legal risks					
Reputational risks					
Credibility risks					
Fundraising risks					

Milestones, roles and responsibilities and resources

(These sections will only be filled in after further discussions with members involved in the campaign, and after agreement on the intermediary outcomes and key implementing strategies (influencing, mobilisation, communications and fundraising) of the campaign.

3.1 Campaign deliverables

Describe the key deliverables, time frame and estimated budget need.

Deliverables	Timeframe	Estimated budget in GBP

Role of GAROP Secretariat, Steering Group and Member Organisations

Indicate which offices are critical to achieving the objectives i.e. which Member organisations must be committed to the campaign for it to succeed.

GAROP Entity	Level of commitment required¹⁷	Resource/capacity required	Approximate Timelines

Evaluation Criteria (to be developed with the SG and members through their feedback and inputs to the strategy?)

¹⁷ High: the campaign needs to be identified as a priority for the member and will receive the resources and attention required; Medium: Campaign is not a top-priority for the member but will receive some resources and attention; Low: The member will engage with the Campaign in an ad hoc manner as required.