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# Annual Review 2011

Winning justice for a fairer world



  
**World Development Movement**  
Justice for the world's poor

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**The World Development Movement is a campaigning organisation that tackles the root causes of poverty. We challenge the policies and actions of governments and corporations which perpetuate poverty and injustice.**

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## Director's introduction



Three years since the start of the global economic crisis, 2011 became an inspiring year for activism and social change. Global and local revolutions and protests from the Arab spring to the Occupy movement saw ordinary people rising up to demand democracy, equity and justice.

This is music to WDM's ears. Our food speculation and climate debt campaigns cut to the heart of many debates on economic and social justice that took place in the media and at grassroots level throughout the year.

WDM's history and experience of working with allies in the global south brought relevance to events closer to home. We carried out 'teach-ins' at Occupy St Paul's and supported activists around the world, whilst our ongoing media presence showed the timeliness of our analysis of rising food prices and the role of the finance sector.

In 2011, we didn't just make noise; we made serious headway in our campaigns too, from seeing our key demands on food speculation included by the European Union in a draft legislation, to our climate campaign that saw money finally directed to the UN Adaptation Fund.

Our effort to ensure strong relationships with southern allies saw us bring Malagasy tar sands campaigner, Holly Rakotondralambo to the UK to meet activists, politicians and the media. As a result, French oil giant Total postponed its plans to mine tar sands deposits in one of the poorest regions of Madagascar for economic reasons and no doubt because of the adverse publicity generated by WDM's campaign.

Throughout the difficult economic times, WDM has remained organisationally strong. We have invested in supporting our local campaigning groups and this is really paying off. We saw new and revitalised groups emerging and more activity happening around the country than ever before.

Wherever I meet WDM supporters, I am constantly inspired by their passion and commitment to social justice and I am humbled by their dedication.

We continued to innovate by trialling the use of 'pop up groups'. These are short term activist groups in key constituencies such as those of government ministers, where there isn't a longstanding WDM group. This enabled us to be flexible and fast moving in keeping with the aims of our guiding strategy.

Funding continues to be a challenge. Many of our traditional trust supporters have reduced or stopped grant giving as pressures on their own finances have increased. Nonetheless, we continue to invest to ensure that our supporter base grows at a time when our work is more relevant than ever.

With a return to the debate about UK aid commitments, it's important that WDM keeps focused on challenging the structures and policies that undermine the ability of people in the developing world to determine their own route out of poverty. We can certainly be proud of the headway we've made in 2011 but there is clearly much more work to be done.

A handwritten signature in blue ink, which appears to read 'D. Doane'.

**Deborah Doane**  
Director



# WDM overview

The World Development Movement's (WDM) offices are situated in London and Edinburgh.

As at 2011 year end, WDM had 30 members of staff, 21 permanent (17.9 FTE) and 9 temporary (6.30 FTE).

Over the year, 20 people volunteered to help out in our offices with each working a minimum of 3 months part time.

WDM has 53 local groups and 15 affiliate organisations.

In 2011, World Development Movement worked in coalition with the following organisations Abahali BaseMjondolo, Bethany Christian Trust, Better Markets, Centre for Research on Multinational Corporations (SOMO), Corporate Europe Observatory, Campagna per la Riforma della Banca Mondiale (CRBM), European Parliament office (Scotland), Food Ethics Council, Friends of the Earth, 350 campaign, Occupy LSX, Greenpeace Canada, Indigenous Environmental Network, Institute of Agriculture and Trade Policy, Jubilee Scotland, Jubilee Debt Campaign, L'Alliance Voahary Gasy (Madagascar), Landless Workers Movement (MST), La Via Campesina, New Economics Foundation, NIDOS (Network of International Development Organisations in Scotland), Oxfam, People and Planet, Platform, Rainforest Action Network, South Durban Community Environmental Alliance, St Pauls and St Georges Church in Scotland, Edinburgh Transition Scotland, Stop Climate Chaos, Take One Action Film Festival, UK Food Group, UK Tar Sands Network, UNISON, War on Want, World Economy Ecology and Development, YMCA Acorn Centre in Leith.



Richard Scott, Maverick Photos

## Chair's introduction

WDM had a fantastic year in 2011, building on 40 years of activism to make a real impression with both our food speculation and climate campaigns. We have steered the debate on the impact speculation has upon rising food prices and we had an undeniable impact on government policy with regards to climate finance for some of the world's poorest countries. None of this would have been possible without the commitment of our members, activists and financial supporters.

I have been on WDM's governing council since 2006. It has been a pleasure to help shape the organisation's strategic direction and influence our campaigns, at a time when our critique of global political systems and their impact on the world's poor is increasingly pertinent.

On behalf of council, I would like to thank the staff for their efforts in 2011. The organisation achieves a huge amount on a limited budget and remains at the cutting edge of campaigning in the UK due to the commitment and creativity of its staff.

In July staff and council reviewed our 10 year strategy. It has been three years since it was signed off by the movement, so this was a perfect opportunity to review its progress. We set up working groups to refine our strategy going forward, looking at everything from how we work with allies in the global south to how we develop new campaigns. It has been a useful experience



for both staff and council members to work closely together on this project, helping to define our strategic approach moving into the future.

I would also like to say a big thank you to all our local group members, activists and supporters for their commitment and generosity. As a democratic organisation, this input keeps us on track and ensures that we remain inclusive and grounded in the principle of grassroots action for global justice.

I will be leaving the council after six years at the 2012 AGM. We will then have a new council to take our work forward for the next three years. It has been both rewarding and enjoyable to be a part of WDM at such a crucial time. I would like to thank council members for their support to me whilst I have been chair. I will of course be keeping active in WDM after leaving the council.

A handwritten signature in black ink, appearing to read 'Maggie Pankhurst', written over a light blue horizontal line.

**Maggie Pankhurst**  
Chair

# WDM in the media

**WDM achieved extensive media coverage in 2011, which has been essential for the success of our campaigns. We found platforms on TV, radio, in the newspapers and online, speaking out on global injustices that keep the world's poorest poor.**

We hit the ground running in January with our food campaign continuing to get great media coverage on Channel 4 News, BBC World, Aljazeera and US business channel CNBC amongst others **1**.

In February WDM criticised the UK government's new aid spending plans which appeared to be aimed at fighting terrorism rather than poverty. Our comments on the issue were widely covered in the Daily Mail **2**, the Independent and the Guardian and also featured on BBC Radio 4's Today programme.

In April our clean up the banks campaign stepped up the pressure on RBS and their financing of tar sands extraction in Canada. WDM and Canadian First Nations representatives protested outside the bank's AGM in Edinburgh with WDM activists dressed as 'oily bankers'. The story was reported in the Telegraph, the Independent, the Scotsman, the Guardian, Daily Mail and BBC online.

During May and June we saw a wide range of TV and radio appearances for WDM, including coverage on the BBC News Channel. Policy officer Murray Worthy featured on BBC programme Countryfile to speak out on food speculation. Deborah Doane, WDM's director, was also interviewed on BBC World Service radio about food speculation and appeared on BBC's Newsnight sitting opposite Bill Gates to discuss whether or not philanthropy is enough to tackle global poverty **3**.

Our 2011 media focus for the climate campaign was centred on the UN climate talks that began in November in Durban, South Africa. On the



eve of the talks, we released a report about the shocking bullying and bribery tactics used against developing countries in previous UN summits. The Observer and the Independent on Sunday were among the media outlets that picked up on the story.

During the first week of the talks we focused on the World Bank's mishandling of climate finance and published research into how the bank's projects favoured multinational companies over local communities. Our report on a Mexican wind park project that violated the land rights of indigenous people and provides all its electricity to corporate giant Walmart, made it into the Guardian [4](#) and the Daily Mail. Further WDM comment and analysis on the talks also got widespread coverage, featuring in the Independent, on Radio France Internationale and Channel 4 News amongst others.

We ended the year with the launch of our online comedy series, The Real George Osborne, a satirical re-imagining of the UK Chancellor aimed at putting pressure on the Treasury to back EU regulation of food speculation. The series caught the imagination of the media and received extensive coverage from newspapers including the Independent, the Evening Standard, the Guardian and the Mail on Sunday.



### Highlight

One of the media highlights of 2011 was the coverage generated by WDM's presence at Barclays bank's AGM. To draw attention to the bank's involvement in food speculation we dressed as blue Barclays eagles and touted food at inflated prices. The stunt attracted extensive coverage including in the Telegraph, the Mirror and on BBC Radio 5. Our local groups performed similar stunts at 22 Barclays branches across the country gaining local media coverage.



## WDM online

The web continued to be important for WDM in 2011, strengthening both our campaigning and fundraising capacity. We saw a substantial increase in our follower numbers on Twitter and Facebook and a rise in the number of online donations. We have also worked hard on developing new and innovative ways of presenting our campaigns, encouraging more people to take action online.

Our Facebook and Twitter followers doubled for the third year in a row and the number of visitors to our website increased by 30 per cent. Online fundraising is also becoming increasingly important, with online donations tripling compared to the previous year. Almost all our local groups are now online and many are regularly blogging, sharing photos and posting updates on Facebook and Twitter.

Both our food speculation and climate campaigns used digital campaigning tactics in 2011. In January we produced an online tool which campaigners used to submit feedback to a European commission consultation on food speculation. In February to coincide with the government's multilateral aid review, we launched a tongue in cheek online voting platform. It highlighted how aid priorities were becoming increasingly focused on furthering UK foreign policy and international trade, instead of fighting global poverty.

In addition to e-actions we used online tools for explaining issues. We created a Google map to point out destructive World Bank projects which was viewed by 1,798 people. In September our infographic showing how banks bet on hunger was also hugely popular, attracting over 15,000 views in a few days and our highest number of hits to date, 10 times the daily average.



### Highlight

Our big online campaign for the year was *The Real George Osborne*, an online comedy series of short films following George Osborne as he learns about food speculation. The films were viewed nearly 38,000 times and generated a lot of online discussion, increasing public awareness of the issue.

In 2011 WDM also focused on 'social reporting', using social media to report live from events. At the 6 Billion Ways conference in March, we put together a group of 10 social reporters who liveblogged from the event and produced videos and uploaded images throughout the day. In June at our co-organised *Africa: Exploitation and resistance* conference, we produced a number of podcasts while our climate justice speaker tour was curated as an audio slideshow.

# Food speculation

High food prices pushed 44 million people into poverty in the second half of 2010 before global prices reached an all time high in 2011. These spikes have been fuelled by financial speculators. WDM has been leading the fight against unregulated speculation since 2010 and campaigning for positive alternatives.

In 2011 WDM worked hard to keep the issue of unregulated food speculation on the agenda. We received great media coverage throughout the year including around our comedy series *The Real George Osborne*. We also demonstrated the power of civil society's voice being heard, taking actions on key policies and targeting influential decision makers within Europe. It has been an important year for developing our campaign and building a movement towards a just food system, aided by the dedication of our supporters.

## Taking Action

Due to the overwhelming response to our e-action on the European consultation (see highlight), we managed to outnumber the comments made by the financial sector about the legislation and inundate the commission's inbox resulting in it

### Highlight

In February 3,300 people took our online e-action to respond to a consultation by the European Commission. The Markets in Financial Instruments Directive (MiFID) is the EU's key proposal for financial market reform and includes provisions to tackle excessive food speculation. We wanted to ensure the commission heard the voice of citizens and not just the financial lobby who are fighting hard to keep regulation weak.



being shut down. Sources inside the commission said that they were astounded by the public response.

Some of our demands were included in the proposals, meaning that the opportunity to continue to influence the legislation remains open.

Of the 3,300 people involved in the action, almost half were new to WDM. This demonstrates our ability to build support for the campaign and increase awareness of the issue.

Following on from widespread media coverage in the first few months of 2011, we launched a month of action in April. WDM campaigners and activists targeted the UK's leading food speculator Barclays, to raise awareness of the bank's involvement in food speculation. With the help of supporters, we held a demonstration outside Barclays' AGM whilst WDM groups protested outside 22 local branches across the country **1**.

In May we turned our focus to the Treasury, urging them to put tighter controls on food speculation. Our e-action encouraged supporters to email Mark Hoban (financial secretary) calling on him to back stricter proposals for regulation. Almost 14,000 people responded to our call for action by sending emails, with a further 2,600 sending signed actions cards.

Towards the end of 2011 we launched *The Real George Osborne* **1** (see online section) which led to 2,567 people taking action on our campaign.

## Getting our voice heard

We are always looking for new and innovative ways to communicate without letting the technical nature of our campaigns get in the way of our voice being heard.

In August we launched an infographic on food speculation which proved to be a useful tool for communicating what can be considered a complex issue.

In September we published our new report *Broken Markets*, which presented evidence to counter sceptical arguments over the influence of speculation on food prices. It provided rigorous and technical research showing how speculation distorts the real agricultural commodities market and how these distortions translate into price volatility. The effects are felt most by the world's poorest people and farmers whose livelihoods are subsequently threatened. The report received extensive media coverage and presented robust evidence to back up our campaign.

## Targeted campaigning

During the year we focused on strengthening our policy position and ties with European allies. We held a two day planning and co-ordination meeting with over 20 different organisations from across Europe, to organise collective action such as joint MiFID lobbying and European-wide reporting on the issue. We also developed a series of policy submissions to the UN's Food and Agricultural Organisation (FAO) calling on them to ensure that speculation was effectively covered in their report. The FAO responded positively, including our recommendations in their final report which was submitted to the G20 process.



In October we continued to build strong support for our campaign, asking economists from around the world to sign a public letter to the G20 calling for tough action to tackle food speculation. The letter received over 450 signatories and was sent to all governments of the G20 member countries.

## Positive alternatives

As well as campaigning to regulate food speculation, we have been building a movement of support for a just food system. Food Sovereignty is a concept that originates in the developing world, which allows people to produce culturally and environmentally appropriate food through sustainable methods. It views food as a right rather than just a commodity [2](#).

In August WDM campaigner Dan Iles attended the Nyeleni forum in Austria [3](#). The forum was a meeting point for around 400 delegates of producers, consumer organisations (food cooperatives, etc), NGOs and community projects from across Europe. It was an excellent opportunity for food groups across Europe to share ideas, collaborate and plan actions to kick start a European food sovereignty movement.

In October we held a public meeting in Manchester to discuss the problems with our current food system and share practical and inspiring examples of how food sovereignty works in the global south [4](#). Over 100 people attended the event and we were happy to receive two campaigners from La Via Campesina, the global peasant organisation, who came to speak.



*“Inflation has hit us hard. ... We have practically nothing to eat in the evening for the better part of the month...”*

Amar Devi from New Delhi explains the effects of rising food prices on her and her family.

## Making an impact

The food campaign gained considerable momentum during 2011, despite the closeness of the UK government to the financial sector. We have achieved extensive media coverage and increased public attention, which has brought the issue to the forefront of political debate. Through our successful online actions, we have increased our supporter network and strengthened the voice speaking out on food speculation. We have managed to influence key decision makers and fought for our suggestions to be included in policies that will steer the future of financial regulation. However, the battle is not yet won and 2012 will be a crucial year for stepping up the pressure to influence the outcome of the MiFID legislation.

# Climate justice

It is the world's poorest communities who are being hit hardest by climate change, despite not being the main cause of the problem. As one of the world's biggest per capita carbon emitters, the UK owes a 'climate debt' to poor countries. WDM has been campaigning for the UK to pay this debt instead of pushing damaging climate loans through the World Bank.

2011 was an important year for WDM's climate justice campaign. With the help of our supporters we have maintained pressure on the UK government to move climate finance away from World Bank loans, to instead be given as grants through the more democratic UN Adaptation Fund. Throughout the year we have engaged in lobbying, research, stunts and creative campaigning to ensure that the issue of climate justice remains on the agenda.

Towards the end of the year we saw a massive step forward. The UK government changed the way it delivers much of its adaptation funding so that it was given as grants rather than loans.

## Highlight

At the end of last year, the UK government finally announced it will contribute £10 million as grants to the UN Adaptation Fund. It also reported that the majority of funds to enable people to cope with the impacts of climate change will now be given as grants rather than loans. As the UK government was the first country to give funds in this way, the change in direction has the potential to deter other countries from pushing unjust loans onto already debt burdened countries.



*"Talking with campaigners yesterday has made me realise that WDM is like my second home and that the struggle here is no different to my struggle. It is the same struggle everywhere."*

**Bandile Mdlalose of the Abahlali baseMjondolo movement after speaking with campaigners about WDM and the fight for global justice.**

This will stop countries being pushed deeper into debt because of climate change that they were not responsible for causing. We also attended the UN climate summit in Durban where we reported on the talks and built links with other grassroots organisations fighting climate injustice.

## Taking action

In March WDM campaigners joined other organisations from the UK and around the world for a day of action against the World Bank's financing of fossil fuels **1**. It had increased its lending for coal at the same time as lobbying to become the institution responsible for climate finance. Actions were held outside the World Bank offices from Washington and London to South Africa and India, sending a united global message.

We continued to target the Department for International Development (DfID) calling for climate finance to be given via the UN Climate



Adaptation Fund, rather than the World Bank. Last June to coincide with new loans being approved for Cambodia, Mozambique, Nepal, St Lucia and Zambia, we performed a stunt outside their offices dressed as climate loan sharks to highlight the problem of forcing loans upon already debt burdened countries [2](#).

We increased lobbying pressure on then energy secretary Chris Huhne and local MPs. Together with WDM supporters and the local Transition Towns group, we held a stunt outside Chris Huhne's constituency office in Eastleigh to hand over our 'chain of debt' messages from local residents. We were surprised to see Mr Huhne come out to meet us and accept a copy of our *Climate Loan Sharks* report [3](#). We also delivered 2,500 cards calling on him to stop delivering UK money as loans via the World Bank. WDM groups created giant climate loan paper chains for their local MPs. The action intended to get the message across that locking developing countries into new chains of debt is unacceptable.

## Getting our voice heard

During the year we built links with activists in the global south and gave them a platform to speak to campaigners in the UK.

In June WDM and the Jubilee Debt Campaign (JDC) published a report called *Climate Loan Sharks*, which provided detailed evidence exposing the World Bank's failings on the issue of climate finance. We also delivered a statement from nearly 50 organisations in 14 countries that were due to receive World Bank climate loans. To demonstrate the destructive effects of World Bank projects, we also launched an online map which explained the effects these projects have had on people and the environment.

South African campaigners joined us in the run up to the UN climate talks in Durban [4](#) for our



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speaker tour *Africa demands climate justice*. The tour provided a platform for southern allies, such as Bandile Mdlalose (pictured) from the Abahlali baseMjondolo Movement. She spoke about the need for climate justice in Africa and inspired people around the country to take action with WDM. We also hosted a workshop by Patrick Bond from the Centre for Civil Society in South Africa to discuss issues around the World Bank's history in South Africa.

We rounded off the year publishing our report *Power to the People*, exposing how UK aid money had been used to fund a World Bank wind farm project in Mexico, where the energy created would go to corporate giant Walmart instead of local communities. The report exposed how the World Bank acts in the interests of donors and big corporations, instead of the local people.

## Targeted campaigning

We released a statement along with 50 other civil society organisations from around the world addressed to secretary of state for international development Andrew Mitchell and then energy secretary Chris Huhne. The statement, which was fundamental in achieving our campaign successes, called on Mitchell and Huhne to provide grants for climate adaptation rather than loans and in doing so, recognise the climate debt owed by the UK. We built links with other grassroots networks fighting for climate justice and played a key role in coordinating the global World Bank Out of Climate Finance campaign.

## Making an impact

In spite of pre-election pledges against climate loans for adaptation from both of the UK government coalition parties, it has been a real challenge to get them to follow through on these promises. However, we have seen real impact with the campaign in 2011. Not only have we witnessed great steps forward such as the UK government committing money to the UN adaptation fund for the first time, we have also kept the issue in the public eye with creative stunts and actions.

We have built on our relationships with southern allies, supporters and grassroots organisations through our involvement in events and workshops. Our speaker tour allowed us to increase supporter participation and speak about our campaign to a wide audience. We also developed ways of communicating issues surrounding climate justice, through innovative digital media such as our World Bank project disaster map and by compiling reports for those who require more detailed understanding of the issue.

## WDM Scotland

Our office in Scotland was set up in November 1998 to support campaign activity in the country and to adapt WDM campaigns to the Scottish context.

2011 was an important year for WDM Scotland with our clean up the bailed-out banks campaign beginning to wind down after three years of hard work. Thanks to the support and dedication of WDM campaigners and activists, we saw some great successes around the campaign, including RBS's decision to withdraw its 2012 sponsorship of Climate Week.

WDM Scotland has also been busy building bridges with grassroots organisations involved in the local food movement, whilst keeping up the pressure on MEPs on the importance of regulating food speculation. Our citizenship education project Global Connect has continued to provide a platform for debate and discussion to disadvantaged Scottish communities. We have continued our involvement in the activist film festival Take One Action, which has allowed us the opportunity to get our message heard by sell-out audiences.

### Cleaning up the bailed-out banks

Since the banking crisis and bailout in 2008, RBS has received more than £45 billion of tax payers' money, more than any other bailed-out bank. We targeted RBS because it is 83% government owned and provides more finance for fossil fuels than any other UK bank. This puts it in direct contravention of government climate targets. Our campaign called on the Treasury to be a more active shareholder and to move the bank away from financing fossil fuels towards much needed low carbon energy and technology.

During 2011 WDM Scotland along with other organisations stepped up the pressure on RBS and the UK government, to stop the bank financing environmentally destructive projects such as tar sands extraction.



Richard Scott, Maverick Photos

### Taking Action

In February WDM's 'oily bankers' paid a visit to the Treasury on the day that RBS announced its annual results. We presented more than 1,000 postcards calling on the Chancellor to stop RBS investing in companies that are failing to uphold human rights and damaging the environment.

In March we drew attention to RBS's greenwash sponsorship of Climate Week. We encouraged people to complain to Climate Week organisers about the bank's hypocritical sponsorship and organise Climate Week events to draw attention to the bank's polluting investments. In November following our efforts, RBS announced it would be withdrawing its sponsorship for 2012.

The 'oily bankers' returned to RBS along with Canadian First Nations activists for the bank's AGM in Edinburgh in April **1**. Our presence achieved widespread media coverage and we were able to highlight how RBS-financed tar sands projects are linked to the destruction of the boreal forest and First Nations lands in Canada. Following our action we met with RBS board members, where we were told that the bank is reviewing its investment policies on fossil fuels as well as its 'guiding principles' on investment decisions.

During the summer we turned our focus to corporations being financed by RBS and began campaigning against Total's involvement in tar

sands mining in Madagascar. We lobbied the French oil company and mobilised 1,393 people to email Total's chief executive. Shortly after that action, Total changed its plans for full-scale mining and has currently stopped exploring tar sands entirely.

### Getting our voice heard

In June we hosted a visit to the UK by Malagasy human rights campaigner Holly Rakotondralambo. We organised public meetings where she spoke, giving a first hand account of the threat to local communities and drinking water supplies from the mining of tar sands in her country. During Holly's time in the UK she was able to meet with journalists and other NGOs, building a network of support here and in Europe for her campaign work. Meeting with other campaigners has allowed us to learn from experiences on the ground, strengthened the campaign's grassroots support and given our message a louder voice.



*"It's very hard. We only have seven people in our organisation...We have a network of organisations in Madagascar, which makes us stronger, but international support gives us further strength."*

Holly Rakotondralambo,  
Malagasy human rights campaigner

### Food speculation

WDM Scotland has played an important role in our food campaign throughout 2011, building bridges with other food justice movements and working to inform MEPs, campaigners and journalists about the development of MiFID.

### Getting our voice heard

WDM Scotland has been making links with the vibrant local food movement in Scotland, taking on an educational outreach role by running workshops on food justice at two different food conferences. The annual conferences of Nourish, Scotland's sustainable local food network and Food Revolt Fife Diet were attended by over 400 people and included international speakers from Spain, Austria and Mexico talking about the global context for the local food movement.

### Targeted campaigning

In October we concentrated on targeting key thinkers on politics and sustainable food and involving them in debates about food speculation. WDM Scotland and the European Parliament office in Edinburgh jointly organised a briefing event aimed at informing MEPs, campaigners, journalists and others involved in the local food movement about the upcoming European legislation to regulate commodities speculation. MEPs from all parties were represented at the event which was chaired by Mark Lazarowicz, Labour MP for Edinburgh North and Leith. During the event our policy officer, Murray Worthy, spoke to a large audience about the impact of food speculation.

### Building local connections

Global Connect is WDM Scotland's long-running adult education project funded by the Scottish

government. The project allows us to work alongside other organisations to run workshops, activities and drop-in discussion groups. These link local issues such as unemployment and social inequality with wider global forces, such as free market economics and climate change. A crucial aspect of the programme is that it gives participants the skills and confidence to begin to take action for change, campaigning on the issues that concern them, whether at a local or global level.

Take One Action Film Festival is the UK's leading global citizenship film festival, led by film lovers, artists, NGOs and globally concerned citizens based in Scotland [1](#). WDM Scotland has been involved in Take One Action as an NGO partner since its inception. The festival has allowed us to show inspiring films, speak in panel discussions and organise workshop events to take audiences 'beyond the screen' to our campaigns. In 2011 we screened films on climate justice, food and activism to sell-out audiences.

# TAKE ONE ACTION!

1

## Making an impact

WDM's Scottish office has been crucial in strengthening our campaign work and ensuring that our voice is heard by as wide an audience as possible. In 2011 our active campaigning gained widespread press coverage and produced concrete results such as RBS's decision to pull out of climate week. By targeting key thinkers such as MEPs, we have been able to build support and understanding of our campaigns, allowing us the opportunity to positively influence change in the future. We have continued to strengthen our grassroots support by speaking at conferences and public events, whilst at the same time making important links with other global justice movements. Through education and outreach programmes such as Global Connect and Take One Action Film Festival, we have been able to inspire and empower people to take action on issues that concern them.



# WDM's grassroots strength: our local groups

WDM was born out of local campaigning groups and we continue to emphasise the importance of grassroots activism necessary for achieving lasting change.

Our network of 53 local groups is crucial to WDM's ability to campaign effectively. Our committed and knowledgeable group members generously dedicate much of their time to WDM. Their campaign activities include lobbying decision makers, raising awareness of our issues through stalls and gaining local media coverage.

2011 has been a great year for WDM's grassroots activity, with local groups up and down the country gaining in strength and new groups emerging. In 2011 we began establishing a new group in Milton Keynes and working on developing others in Bromley and Reading.

Without the energy, creativity and persistence of our local groups network, WDM would be unable to win the changes that we wish to see.

Over the coming years we will continue to build on our grassroots strength to ensure that our local activism remains as energetic and committed as it is today.

If you'd like to find out more about campaigning for global justice in your local area, visit [www.wdm.org.uk/local-groups](http://www.wdm.org.uk/local-groups) or call the network team on 0800 328 2153.

**1** Bexhill & Hastings WDM protest outside Barclays, April 2011; **2** WDM's annual general meeting in Oxford, June 2011; **3** SE London WDM with their stall at the annual Nunhead Cemetery open day, July 2011; **4** Brighton & Hove WDM and friends getting the message out about food speculation, April 2011



*'Changing the world is not easy – so if you want to make it a fairer place then joining the group of activists at WDM is the best way.'*

Ann Hillier, South Manchester WDM



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**1** Brighton & Hove WDM protesting about RBS investing in tar sands, June 2011; **2** Worthing WDM making the link between Barclays and high food prices, April 2011; **3** WDM on the March for the Alternative, March 2011; **4** Glasgow WDM making a splash outside Barclays, April 2011



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*"I joined WDM because it campaigns against the way international financial institutions skew the development chances of poor countries ... and offers an alternative."*

Keith Venables, Derby WDM



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**1** Central Lancaster group campaigns against climate debt; **2** Bradford WDM take part in Fairtrade Fortnight, February 2011; **3** Glasgow WDM joins protests at a march against the cuts, March 2011; **4** Sheffield WDM campaigning on food speculation at the annual Peace Fair, June 2011; **5** Edinburgh & Lothians WDM campaign against Barclays' role in food speculation, April 2011; **6** Brighton & Hove WDM campaign with Caroline Lucas MP at the Sussex University campus, May 2011

## WDM's faith group supporters: a special thank you

Throughout our 40 year history, we have had strong relationships with faith based organisations and communities in the UK. Although WDM is not a faith based organisation, we greatly appreciate the support we have received from our faith group supporters and would like to give them a special mention.

The various faith groups that support and partner with WDM play complementary roles by being financial supporters, campaign multipliers and network participants in local WDM groups around the UK.

We are especially grateful for the support we received in 2011 from the Methodist Relief and Development Fund (MRDF), United Reformed Church (URC) through its Commitment for Life programme and Christian Aid.

At the end of 2011 and into 2012, the URC's Commitment for Life programme celebrates its 20th anniversary. Since its formation in the early 1990s, the programme has regularly given 10% of

its income to WDM in support of our campaigning. The programme exists to encourage people to take action with their churches and link in with WDM's campaigns, partners and projects, to try to make a difference in the fight against poverty and injustice throughout the world.

*"Working in partnership with WDM for the past 20 years has allowed local church congregations to gain a deeper understanding of the conditions and issues that make people poor and then campaign to bring them justice"*

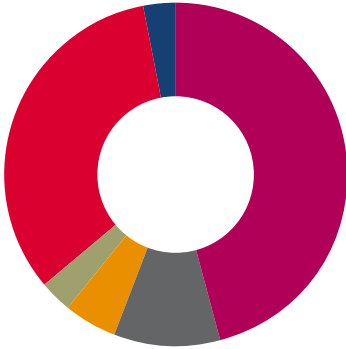
Quote from Linda Mead (programme coordinator for URC, Commitment for Life programme)

We would also like to say thank you to the following faith based organisations and churches which have supported us over the last year; including several Society of Friends groups, Baptists churches, Catholic churches, Anglican churches and the Dioceses of St Edmundsbury and Ipswich, Leicester, Rochester and Carlisle.



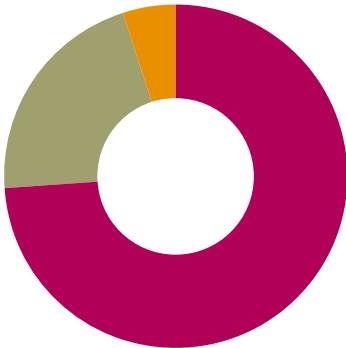
# Financial reports

## Where our money came from...



Income	£	% of total
Individual donations	£730,601	46%
Legacies	£165,112	10%
Faith based organisations	£75,811	5%
Agencies and grants (voluntary income)	£50,593	3%
Grants (restricted)	£525,118	33%
Other incomes	£48,128	3%
<b>Total</b>	<b>£1,595,363</b>	<b>100%</b>

## And how we spent it...



Expenditure	£	% of total
Campaigns (restricted and unrestricted)	£1,210,503	74%
Fundraising and communications	£348,401	21%
Governance	£78,140	5%
<b>Total</b>	<b>£1,637,044*</b>	<b>100%</b>

\* The slight overspend in 2011 resulted from a planned one off item of expenditure, which was fully covered by existing reserves.

For further information go to [www.wdm.org.uk/annual-review](http://www.wdm.org.uk/annual-review) or call 020 7820 4900



## Acknowledgments

In 2011 WDM gratefully received thousands of donations from its members, individual donors, charitable trusts and foundations, churches and faith groups. A number of individuals also chose to leave a lasting gift to WDM in their Will, which is a real honour.

We receive funds through both World Development Movement Ltd (registered company no. 2098198) and World Development Movement Trust (registered charity no. 1064066). We are able to claim Gift Aid on individual donations given to the WDM Trust.

We are especially grateful for the continued support we received in 2011 from all our faith group supporters such as the Methodist Relief and Development Fund (MRDF), United Reformed Church (URC), Christian Aid and several Anglican Dioceses and Churches.

In 2011 we received considerable support from and are grateful to a number of charitable

trusts and foundations, including the Educational and General Charitable Trust, Esmée Fairbairn Foundation, Hanton Trust, Isvara Foundation, Joffe Charitable Trust, Jusaca Charitable Trust, Network for Social Change, R H Southern Trust, The Roddick Foundation and Twitten Charitable Trust.

We also worked with and received support from the Scottish Executive and its Global Connect community outreach programme and also from the Cooperative Bank. We would like to thank our affinity partners, Triodos, Ecotricity, Greensource Solutions and Investing Ethically for their continued support.

We would also like to acknowledge the hard work and fantastic commitment of the volunteers and interns who worked at WDM at various times in 2011.

Thank you!