PUTTING PEOPLE FIRST
ANNUAL REVIEW 2014
## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director’s introduction</td>
<td>3</td>
</tr>
<tr>
<td>Chair’s introduction</td>
<td>4</td>
</tr>
<tr>
<td>About us</td>
<td>5</td>
</tr>
<tr>
<td>How are we funded?</td>
<td>8</td>
</tr>
<tr>
<td>Towards energy justice</td>
<td>10</td>
</tr>
<tr>
<td>Growing food sovereignty</td>
<td>14</td>
</tr>
<tr>
<td>#No TTIP</td>
<td>18</td>
</tr>
<tr>
<td>Scotland says…</td>
<td>22</td>
</tr>
<tr>
<td>In the media</td>
<td>24</td>
</tr>
<tr>
<td>Online campaigning</td>
<td>26</td>
</tr>
<tr>
<td>Overview and acknowledgements</td>
<td>27</td>
</tr>
</tbody>
</table>
Across the world billions of people do not have the resources they need to live decent lives, such as food and water, energy and housing.

This is poverty, and it cannot be separated from inequality, the erosion of democracy, discrimination and oppression and the injustice that runs through our own society in Britain.

Poverty will not be solved by the development of free markets, or even by a well-intentioned charity. It will be solved by challenging the structures and institutions which govern our global economy.

This is the approach we take. It sounds like a massive agenda for a small organisation. Yet the strides forward we’ve made in 2014, documented in this annual report, show that our cause is far from hopeless. None of our successes could have happened without the energy and generosity of our dedicated supporters, and the global movements we ally with, from the huge peasant movement La Via Campesina, to small communities resisting coal mining.

Activism is the lifeblood of our movement. It is everywhere you look, and we need to be part of turning it into real change in the world. Global Justice Now isn’t just a small staff team sitting in offices in London and Edinburgh. We are the thousands of people taking action around the country.

Through activism we can create an economy and society where the world’s resources, and decisions about how they’re used lie in the hands of the many, not the interests of the few.

Nick Dearden,
Director
There is real cause to celebrate 2014. We have seen important wins, new phases in our campaigns and the beginning of a new chapter in our long history of challenging injustice.

Thanks to the commitment of the Global Justice Now community contributing funds, time and energy, we have proved once again that people can challenge corporate power and build a better world.

We started the year by winning EU regulation to hinder banks betting on food prices and fuelling hunger. We then launched our next food campaign, which challenges our government’s role in leading the corporate takeover of Africa’s food system.

2014 was an important year for building our campaign against the EU-US trade deal TTIP, which threatens every aspect of people’s lives all over the world. We have seen such great success in getting it into the media, lobbying politicians and mobilising a growing movement, that we feel certain we will defeat TTIP and protect our democracy from corporate greed.

At the end of 2014 we launched the new phase of our energy and climate campaign, increasing our focus on energy justice, challenging corporate control of energy and our government’s support for privatised energy in the global south.

Following our decision to relaunch, 2014 was the time to put our plans into action. With the voices of our members guiding us all the way, we developed a name which received overwhelming support at our AGM: Global Justice Now. Throughout the year we worked hard to re-energise our look and what we stand for, so that we remain true to our past while also adapting to a changing world. I look forward to future successes as Global Justice Now.

Paul de Hoest
Chair
Today the richest 80 people own almost as much wealth as half the world’s population. Big business has taken control of a vast amount of our resources and is generating incredible power and wealth for itself. Meanwhile, millions of people are denied the essential resources they need to live decent lives.

We are working to forge a more just and equal world where power and resources lie in the hands of the many, not the few. A world run for people, not profit. Our hard-hitting campaigns confront big business and politicians head-on. We produce research, make policy demands, lobby, demonstrate, publish, tweet and more to challenge the unjust corporate takeover.

Over 45 years of campaigning we have seen successes that will ensure lasting change. But none of this could have been achieved without our generous supporters, committed members and dedicated activists. From protesting to letter writing, this inspiring community of people is instrumental in building groundswell for our campaigns. We also act in solidarity with social justice movements around the world to amplify the global voice for change and build lasting, democratic alternatives to the injustice experienced by so many people.

Left: members vote at our 2014 AGM

About us

We are a democratic, social justice organisation working as part of a global movement to challenge the powerful and create a more just and equal world.
Building a movement

Only as a movement of individuals and organisations working together are we able to strengthen our voice for change and create a more just and equal world. In 2014 we broadened the network of organisations we work with by co-organising and participating in events and building new alliances.

In 2014 we became the UK partner to Attac, which is a global network campaigning on many of the same issues of global inequality and corporate power that we address. Since 2013 we have been part of the Economic Justice Project, which involves a group of UK based organisations working to change the current economic system. The project seeks to build up the economic justice movement by creating opportunities for people to learn more about economics and develop new skills for activism.

Our local groups are instrumental in pushing forward our campaigns and raising awareness about them across the country. To help build our groups’ campaigning capacity in 2014 we ran skill sharing events and a groups gathering. Our network has expanded to include groups that take on campaigns beyond our own, with the addition of the Birmingham Jubilee Debt Campaign group, the Wirral Trade Justice group and Global Justice South Essex, which formed in 2014.

August:
**Attac European Summer University**

We took a delegation of more than 20 people, including local group members from around the country, to the European Attac network’s week-long gathering in Paris. With a wide range of talks and workshops, we all learnt more about global justice issues, and met people campaigning on them across Europe. Forming a strategy for how to campaign against TTIP at a pan-European level and unpicking energy democracy strengthened our campaigns on both trade and energy.

June:
**The Spark**

Along with many other social justice organisations we participated in ‘The Spark’ - a week of workshops, debates, film screenings and music. The event brought together a wide range of global justice issues, from the environment to economic justice, both in the UK and abroad.

September:
**AGM and activist gathering**

Our 2014 AGM took place in Nottingham with Lisa Nandy MP (shadow minister for civil society), Richard Solly of London Mining Network and the chair of Attac Norway all speaking at the event. With members voting on our new name and the relaunch proposal, the AGM was a particularly exciting stage of our relaunch process.

Relaunch

For 45 years we’ve run hard-hitting campaigns and seen important successes as the World Development Movement (WDM). However, we and our supporters feel the term ‘development’ has been thoroughly captured by big business. For many of our allies in the global south, development has come to represent just what we are fighting against - the kinds of mines and shopping centres that exacerbate inequality and rob people of their livelihoods.
With the decision to relaunch made in 2013, 2014 was the year of planning how to re-invigorate our movement by refining who we are. It was an end of an era for WDM and the start of a new chapter for the global justice movement.

As a members-based, democratic organisation, we consulted our local groups and supporters on many aspects of our relaunch.

**A foundation for relaunching**

To establish a shared vision for the organisation with our local groups, we explored the key ideas behind relaunching and reflected on WDM. We also consulted groups on our analysis of the current political context, to establish where we want to stand politically.

**What’s in a name?**

Nearly 3,000 supporters completed our online survey to tell us which potential new names they liked. The top name was ‘Action for Global Justice’, with over 1,000 likes. After some discussion we adapted this into the snappier Global Justice Now, which members approved at our AGM.

**Who are we?**

In May we ran our draft statement on ‘who we are’, which outlines our principles, work and vision, by our groups. By feeding back their opinions, our groups helped to consolidate our future direction and identity.

**Time to vote**

At the September AGM members from around the country voted to change our name to Global Justice Now; over 200 people cast their vote by proxy. A vast majority of 90 per cent voted in favour of our name change. The relaunch and name change has already revitalised our movement, with over 100 new members joining in response to our email in 2015 announcing our new name.
### How are we funded?

#### INCOME

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual donations</td>
<td>£1,069K</td>
<td>57%</td>
</tr>
<tr>
<td>Legacies</td>
<td>£358K</td>
<td>19%</td>
</tr>
<tr>
<td>Grants (restricted)</td>
<td>£316K</td>
<td>17%</td>
</tr>
<tr>
<td>Faith based organisations</td>
<td>£45K</td>
<td>2%</td>
</tr>
<tr>
<td>Grants from charities</td>
<td>£56K</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>£25K</td>
<td>1%</td>
</tr>
</tbody>
</table>
Thanks to the generosity of our supporters, our campaign for a lasting solution to global inequality continues.

In 2014, almost three quarters of our funding came from individuals, through one-off and regular donations and legacies. We are hugely grateful to those who left us a gift in their will. The remainder came from trusts and foundations, to whom we are very grateful (listed on p.27). By not seeking or accepting funding from corporations, governments or institutions that would compromise our aims, we are protecting our independence to ensure our campaign for a more just world continues long into the future.

**EXPENDITURE**

<table>
<thead>
<tr>
<th>Campaigns and charitable activities</th>
<th>Fundsraising</th>
<th>Governance</th>
</tr>
</thead>
<tbody>
<tr>
<td>£1,285K</td>
<td>£426K</td>
<td>£47K</td>
</tr>
<tr>
<td>73%</td>
<td>24%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Towards energy justice

The corporate grip over energy keeps over a billion people around the world without electricity, and the catastrophic effects of climate change are already affecting millions of people worldwide. In 2014 both energy justice and climate change featured in our campaign.

Protesting against coal mining outside BHP Billiton’s AGM
Carbon Capital

At the heart of the UK financial sector lies the City of London. Despite the government paying lip service to tackling climate change, it continues to allow oil, gas and coal companies to freely trade in the City. Most of the money invested in these companies comes from ordinary people, who have little say in how it is used. Many of the investments go towards fossil fuel extraction projects, which displace communities across the world, decimate the environment and contribute to runaway climate change.

Our Carbon Capital campaign called for greater transparency and regulation of destructive investment practices. In 2014, we had the good news that MPs on the committee made recommendations that companies wanting to list on the London Stock Exchange be screened on their social and environmental standards. This success is a step towards sustainable changes to the financial sector.

Stop bankrolling coal

Many of the UK’s biggest banks use ordinary people’s savings to freely invest billions of pounds in coal extraction. In 2014 we focussed our work on stopping UK banks funding coal extraction. Our climate campaign brought the scandal into the public eye through striking demonstrations at the AGMs of Barclays and HSBC in London, and Lloyds and RBS in Edinburgh, where we called for the banks to stop investing in coal extraction.

Success

In 2014 we had the good news from Earthlife, our allies in South Africa, that the plans of multinational mining companies to build a coal mine and power station have been put on hold. Our allies sent a special thank you to us for organising solidarity protests in London outside investment bank Blackrock, one of the main financiers of the project.

Thanks to our supporters, 1,500 of our action cards bombarded Ed Davey, secretary for energy and climate change, to demand a full cross-departmental investigation into private sector coal lending. An additional 1,500 were sent to Lloyds, insisting the bank stops funding coal extraction.

Campaigning in solidarity

The interest of banks and big business in profit, not people, is clearly demonstrated by the experiences of communities living above the coal seams. Throughout 2014, we worked in solidarity with communities in Colombia, Indonesia and Bangladesh, whose livelihoods are seriously threatened by British mining companies.

Colombia

Cerrejón Coal is a mining company owned by three multinational companies listed on the London Stock Exchange: BHP Billiton, Anglo-American and Glencore. In the northern Guajira province of Colombia, the company are seeking to displace thousands of people, with pitiful compensation, in order to expand their enormous open cast coal mine, El Cerrejón.

In solidarity with the threatened communities, our campaigner, Kirsty Wright, visited Colombia to find out how they are resisting the coal mining. We brought tales of resistance back to the UK, got the shocking stories of destruction into the public eye and inspired activists to take action in solidarity with those on the frontlines of dirty energy.
Back in the UK, with our allies from the Colombia Solidarity Campaign, we protested outside the three British mining companies that own Cerrejón Coal to demand justice for the communities and an end to the expansion of the mine. Almost 10,000 of our supporters wrote to the companies that own Cerrejón Coal to urge them to fulfil the demands of the communities they threaten to displace.

Indonesia
Deep within the jungle of Indonesian Borneo, UK owned coal mining company, BHP Billiton, is trying to mine an area twice the size of London. The coal mine would displace local communities, destroy some of Borneo’s last remaining untouched rainforest and contribute to runaway climate change. Throughout 2014 we continued to stand with activists campaigning against the mine.

To up the pressure on BHP Billiton we petitioned the company with international organisations to withdraw its project and seek protection for the area. Almost 9,000 people from around the world, including our supporters, added their voice to the campaign.

In October we supported activists from Colombia and Indonesia fighting BHP Billiton to speak across the UK. As part of the ‘Dirty coal tour’ our guests travelled from London to Edinburgh, to speak at nine cities about the injustices surrounding coal extraction.

Over 300,000,000 tons of Colombia’s coal exported each year
Two thirds of Colombia’s coal exported to the US and EU
25% of UK coal imported from Colombia

Bangladesh
In Phulbari in north-west Bangladesh, UK company GCM Resources is trying to implement a project for a vast, open-pit coal mine. The project would be catastrophic, displacing up to 220,000 people and wreaking environmental destruction on the area. We have been campaigning against the mine for over seven years, in solidarity with activists in the UK and Bangladesh.

To pressurise GCM we protested outside its 2014 AGM to demand the company end its disastrous project. As a result of a formal complaint we submitted to...
the Organisation for Economic Co-operation and Development (OECD) in 2012, the OECD National Contact Point investigated GCM Resources and its project. Disappointingly, the investigation only considered GCM’s actions to date and failed to consider how the mine, if built, would destroy the lives and livelihoods of the people of Phulbari.

We will continue to work in solidarity with activists fighting coal extraction in Colombia, Indonesia and Bangladesh.

Towards energy justice

Around the world big business has taken control of our energy and is making billions in profits, while denying millions of people access to a resource they need to live well.

In 2014 we launched our energy justice campaign, challenging corporate controlled energy and pushing for a just, democratically controlled energy system that operates within the planet’s limits. There is no ‘one size fits all solution’ to the current energy crisis, but we know that alternatives are possible.

At the end of 2014 we began work exposing how the UK government is exporting our failed model of energy privatisation to the global south. For example, in Nigeria, £100 million of UK aid money is being spent on a project which supports privatisation of the power sector.

To highlight the repeated failures of this approach, we produced a briefing ‘10 reasons why energy privatisation fails’ to help activists increase awareness of the issue. We are demanding that the aid budget is used for real energy solutions, rather than helping big business profit at the expense of the poor. And our supporters put pressure on DfID about the issue by sending hundreds of postcards demanding a stop to aid money being used to push energy privatisation.

Our publication ‘Rays of hope’ sets out our vision for energy justice and raises awareness about positive, alternative energy systems that communities around the world are building. In addition, we produced an energy justice briefing, which pulls together the problems of, and solutions to, the current energy system. Our materials are important campaign tools used to lobby our government, to raise awareness about the injustice we fight and expose such issues in the media.

Imagining energy democracy

We organised an energy justice workshop with our UK allies to envisage different and more just energy systems and how these might be implemented. Ideas for a democratic energy system for Britain ranged from co-operative owned renewable energy supplies to a publicly owned national grid. The workshop was an important step in starting to build our vision of a just energy system.
For years we’ve been campaigning for a just and sustainable food system that doesn’t put profits ahead of people’s right to eat healthy food. In 2014 we made big steps towards this goal.
Clamping down on food speculation

The dangerous practice of banks betting on food prices left millions of people facing hunger and poverty. For over three years we have campaigned for regulation to stop excessive food speculation. Thanks to the continued energy of our activists and supporters, we brought the issue into the public eye so that politicians and EU negotiators could no longer ignore this injustice. It paid off. In early 2014 we won EU regulation to hinder banks and hedge funds driving up food prices, marking an important step towards protecting people’s basic right to food.

Cutting a new campaign cake

In spring 2014 we launched an ambitious new campaign to tackle the corporate takeover of Africa’s food systems and further promote food sovereignty. At the heart of the problem lies the G8’s New Alliance for Food Security and Nutrition programme. In exchange for aid money from G8 countries and corporate investment, African countries signed up to the initiative are forced to change their laws to open up their markets to major companies. The programme will push Africa further from food sovereignty. Small-scale farmers, who feed 70 per cent of the continent, will face corporate takeover of seeds, land grabs and a drive for export cash crops, such as biofuels. The New Alliance will feed the pockets of big business, not communities.

To ‘thank’ the Department for International Development (DfID) for helping to carve up Africa, we paid them a visit, disguised as corporate bigwigs from Monsanto, Unilever and Diageo, to invite them to slice up our Africa shaped cake. We produced a short film of the stunt, ‘Corporations celebrate new scramble for Africa’, which enabled 6,000 people to get a slice of the action online. Our activist groups in Bexhill and Hastings, Brighton and Hove and Shropshire also cut their own Africa-shaped cake to raise awareness in their local area about agribusiness in Africa.

Our Glasgow group took the campaign to the Gibson Street Gala. Despite the rain, people were queuing up to try the lucky dip and have a go at the group’s educational jigsaw. The stall was a great success, with no materials left by the end.

What is food sovereignty?

Food for people The right to healthy and culturally appropriate food.

Values food providers Asserting food producers’ rights to live and work in dignity.

Localises food systems Ensuring food is prioritised for local and regional markets over export markets.

Democratic control Control of land and resources by food producers to be shared and used in socially and environmentally sustainable ways.

Knowledge and skills Developing the knowledge and skills that support local food systems.

For nature Protecting natural resources and ensuring production and distribution are environmentally friendly.

Left: Janet Maro, from Sustainable Agriculture Tanzania, teaches local farmers composting techniques
DfID feels the heat

As part of our fight for food sovereignty in Africa, we have been lobbying DfID to stop financing the corporate takeover of Africa’s food systems.

In the beginning of the year, an incredible 17,000 people sent a message to Justine Greening, secretary of state for international development, demanding that the UK withdraw its funding and support for the G8’s New Alliance for Food Security and Nutrition. But this was just the beginning. In September, nearly 7,000 of our supporters again wrote to Greening to ask her to stop listening to Coca-Cola, one of the biggest companies in the New Alliance. It wasn’t the last she heard from us. Before Greening travelled to New York for an important meeting about Africa and food systems, almost 10,000 supporters asked her to leave GM seeds, pesticides, and land grabbing out of the equation. Thanks to all our supporters’ actions, civil servants at DfID told us they noticed overwhelming public concern about the New Alliance.

Time for action

We work with La Via Campesina, the worldwide food sovereignty movement of more than 200 million people from 70 countries. As part of a global day of action for food sovereignty in October, we teamed up with UK members of La Via Campesina, the Land Workers Alliance, to celebrate World Food Day. Outside parliament we demanded the UK government support its small-scale farmers, rather than multinational agribusinesses.

In partnership with Nourish Scotland, a network of small-scale farmers and food producers, campaigners and consumers, we were able to highlight the concept of ‘food sovereignty’ and push the Scottish government to support local food production. We also brought a global perspective to the network via our agribusiness campaign, with director Nick Dearden and campaigner Liz Murray speaking at Nourish’s national conference.

To coincide with demonstrations in eight international cities, we protested outside the World Bank during...
its AGM with The Rules, an international social justice network. We demanded the World Bank stop pressuring countries to change laws that protect the people, their land and livelihoods, so that corporations can make a profit. Over 7,000 supporters added their voice to the protest by signing our online petition.

A global movement

Ghana

Ghana is one of the ten African countries signed up to the New Alliance. As part of the deal with G8 countries, the Ghanaian government is pushing a seed bill that seriously threatens small-scale farmers’ ability to save and exchange seeds. Ghanaian farmers would be pushed to buy seeds from big companies, like Monsanto, and adopt monocropping and pesticide use. In response, we linked up with the Ghanaian movement against this proposed legislation and lobbied our government on the New Alliance.

Over 7,000 of our supporters wrote to their MPs about the Ghanaian seed law and demanded an end to the UK’s support for the New Alliance. As a result, an early day motion (which is like a parliamentary petition) was tabled by MP Diane Abbott. Our supporters asked MPs to sign the EDM, with 120 doing so. The campaign stimulated widespread parliamentary debate on the New Alliance and the situation in Ghana.

Tanzania

In the spring we hosted activist Janet Maro from Sustainable Agriculture Tanzania, an umbrella organisation for organic and sustainable agriculture in Tanzania. Janet spoke at public events in London, Birmingham and Edinburgh about the positive results of agroecological farming in Tanzania. She also raised awareness about the devastating impacts of the New Alliance on small-scale farmers in Tanzania. We visited Organiclea, a London-based community food project, with Janet. The visit offered a unique opportunity for members of both projects to swap stories, skills and techniques.

Brazil

Land rights are a hot topic in Brazil, where less than three per cent of the population owns two thirds of the land – more than half of which lies unused. It is not surprising that the Brazilian Landless Workers Movement (Movimento dos Trabalhadores Rurais Sem Terra - MST) is the biggest social movement in the country. Despite violent opposition, the movement struggles for re-distribution of land, and a farming system that feeds the population and is free from toxic pesticides and GM crops.

We were honoured to be invited by the MST to attend their congress in the state of Brasilia. Groups officer Sarah Reader joined nearly 16,000 MST members and 200 international activists at the congress camp.
The Transatlantic Trade and Investment Partnership (TTIP) is an EU-US trade agreement being negotiated in secret by bureaucrats and big business.
Exposing TTIP

The dangerous trade deal TTIP would further open up our markets to big business and eradicate the rules and regulations that protect our public services, workers’ rights, food standards, environment, and even our democracy. We are campaigning on TTIP because if it goes ahead, it will be the blueprint for trade deals worldwide, pushing people further away from democracy, justice and equality.

Until recently there was little to no coverage of TTIP in the mainstream news. Through our research, outreach, activism and press releases in 2014, we pulled TTIP out of the shadows and put it onto the public agenda. Our campaign spearheaded the UK movement against TTIP and we linked up with other anti-TTIP campaigns across Europe. We played a key role in organising UK and EU days of action against TTIP, ensuring our politicians know their dangerous trade deal is no longer secret.

Building a movement against TTIP

UK groundswell

In 2014 we played a key role in bringing together a coalition of over 50 anti-TTIP organisations across the UK called #No TTIP. The creation of the group established the UK movement against TTIP and gave it real momentum. The website www.nottip.org.uk has been an excellent resource for the group to share information about TTIP and events. We produced a short film including comedian and activist Mark Thomas to promote the network. The Trade Justice Movement (TJM), composed of development organisations, unions and faith groups is the home of the UK’s campaigns work on trade. We worked closely with TJM to help develop their campaign against TTIP and our head of policy and campaigns, Polly Jones, was elected as chair of its UK board.

Unmasking TTIP in 2014

TTIP can be defeated by a tide of voices speaking out against the dangerous trade deal. Throughout 2014 we worked hard to raise awareness about TTIP in order to build mass opposition to it across the UK and EU.

Hear about it

- 1 video #No TTIP: Join the Movement
- 200 talks UK wide

Read about it

- 2 #No TTIP Times
- TTIP briefing – ‘How the EU-US Trade Deal Threatens People and Planet’
- National and local media coverage
- Web-based coverage

Shout about it

- 2 UK days of action
- 1 EU-wide day of action
- 5 online actions

On 12 July we organised and led Europe’s first national day of action against TTIP, which energised and galvanised the UK movement. Alongside 50 anti-TTIP groups and over 1,000 protesters, we marched past the Houses of Parliament and rallied outside the UK office of the European Commission. The demonstration conveyed the serious threats TTIP poses in a fun and engaging way, with stilt-walking big business men controlling nurse puppets, workshops, speeches and children’s activities.

Left: No TTIP demonstration in London
Our local activism groups held around 20 similar No TTIP events across the UK, from dancing robots brandishing placards demanding ‘stop the corporate robots’ in Edinburgh, to a No TTIP conga in Manchester. Green party MP, Caroline Lucas, joined Global Justice Brighton and Hove’s No TTIP protest, where boxers representing corporate power and civil rights battled it out in the ring.

We produced a short film about the day of action and TTIP, #No TTIP: Join the movement, to showcase the UK’s opposition to the trade deal. Subsequently, we published the first edition of our newspaper #No TTIP Times, which has been such a successful tool for campaigners that we published 50,000 copies of a second edition in October.

Following the day of action, our supporters were instrumental in breaking the media blackout around TTIP. Over 3,000 supporters wrote letters to their local paper asking them to cover TTIP and amazingly almost 100 articles were published.

**An EU-wide movement**

Building on the success of the UK anti-TTIP movement, we linked up with organisations across the EU to forge an international coalition against TTIP. The links have greatly strengthened the movement, enabling information sharing and building international integration on the campaign and lobbying strategy.

Along with our allies in the European No TTIP movement, we tried to start a European Citizen’s Initiative (ECI) to officially call on the EU Commission to implement legislation to stop TTIP. Despite the commission rejecting the ECI, we launched an EU-wide petition against TTIP in October to show the EU just how many people oppose the dangerous trade deal. In just a few months it had already reached the target of 1 million signatures, which would have made it the fastest ECI in history, with over 7,000 of our supporters signing. In December a cluster of our campaigners, dressed as Santa, delivered an oversized Christmas card to the UK Department for Business, Industry and Skills (BIS), on behalf of the millions of people against TTIP.

The success of our UK day of action against TTIP inspired an EU-wide day of action in October, with 400 demonstrations happening across the continent. We co-organised the London event, with around 1,000 people marching to Parliament Square and an eye-catching banner drop on Westminster Bridge. The day was a major success with high profile media coverage and plenty of hype on social media.
Our local groups extended the protest across the UK through over 20 actions. Bristol and Leeds organised No TTIP city tours, visiting sites that represent the threats of TTIP, from NHS buildings to town halls. Global Justice North and East London organised a similar ‘No Ttrip’ tour of the city on bikes. Global Justice Brighton and Hove held a demonstration, with fancy-dress puppets and a banner drop at the pier. Our Glasgow group used street theatre to illustrate TTIP’s threat to society and collected over 200 signatures for the EU-wide petition. Other groups held No TTIP stalls in their local area, distributing hundreds of #No TTIP Times and gathering signatures for the EU-wide petition.

**Taking on ISDS**

One of the appalling aspects of TTIP is the Investor State Dispute Settlement mechanism (ISDS). ISDS is a legal system run by corporate lawyers that would allow corporations to sue EU governments for policies and legislation that threaten their profits. This profit driven mechanism would seriously undermine our democracy.

Thanks to increasing public resistance to TTIP, the EU Commission ran a public consultation on ISDS in July. We asked our supporters to fill in the form and provided them with a drafted statement to include. Of the 149,399 responses, 97% of participants voiced either a general rejection of TTIP or opposition to ISDS in TTIP. As a result, the EU will be holding a debate on ISDS in the summer of 2015 and many politicians are reassessing their stance on TTIP.

**Lobbying UK politicians**

In 2014 we worked hard to educate UK politicians about the threats posed by TTIP. We conducted high level lobbying through one to one meetings with over 20 other MPs and MEPs and all-party parliamentary groups, including Secretary of State for Business, Innovation and Skills (BIS), Vince Cable. We also organised and spoke at fringe meetings on TTIP at the Labour and Liberal Democrat parties’ autumn conferences. The select committee for the UK department for BIS invited us to give evidence at their inquiry into TTIP. Not only did the committee hear about our views on TTIP, but also hundreds of UK activists watched the meeting online. Thanks to our compelling evidence, the select committee carried out a full inquiry into TTIP and, in March 2015, published a report undermining our government’s case for supporting TTIP. 2014 was topped off with an event at Westminster Central Hall with MPs from all the main political parties speaking to around 170 people about TTIP and how supporters can engage with them on the issue.

Throughout the year we asked our supporters to take action to pressure our MPs and MEPs to stand against TTIP and demand transparency of the negotiations. Along with TJM, we hosted an online action where people could ask their MEP candidates to sign a pledge to support the European Alternative Trade Mandate, which puts people and the environment first in trade deals. An amazing 100,000 emails were sent to MEP candidates, and 65 signed the pledge. Vince Cable, the secretary of state at the time, heard over 7,000 of our supporters’ demands to halt TTIP. In November a private members bill was tabled by Labour MP Clive Efford, which aims to protect the NHS from TTIP. The bill could be a big step towards protecting the NHS from privatisation and defeating TTIP altogether. We asked our supporters to contact their MPs and insist they vote for the bill.

Thanks to the energy and commitment of our supporters, we have ensured that TTIP remains on the public agenda and in the media’s eye in 2015.
A unique year

With Scotland voting in a referendum on independence, 2014 was a truly unique year for political advocacy in the country. We have seen heightened political engagement and greater involvement in our campaigns, both by the public and politicians. The referendum also provided us with excellent opportunities to grow and strengthen our links with other organisations. While we remained neutral in the referendum, we were able to positively contribute to the wider context of the debate by bringing key global justice issues to the fore.

2014 matters

Working with a network of other NGOs, we co-organised ‘2014 matters’ - a series of five debates and workshops held across Scotland that each focussed on a different global justice issue in relation to the referendum. From Edinburgh to Aberdeen, expert panels and over 500 people grappled with issues of energy and climate change, economic justice, immigration and more. Prior to each debate, public workshops offered a space for around 100 people to find out more about the issues and formulate their questions. People who couldn’t attend added their questions to the debates via Twitter and were able to catch the debate via the online podcasts we produced.

We headed the event on poverty, power and inequality, with head of policy and campaigns, Polly Jones, challenging politicians to address trade, debt, climate and tax justice in their referendum.

Our Scottish office plays a vital role in building the movement for global justice across the country and adding potency to our campaigns.
#2014Matters
Supporters were able to tweet their questions in to the ‘2014 matters’ debates, for example:

“How could we encourage a more radical form of democracy in an independent Scotland?”

“What impact is Scottish independence likely to have on fuel poor households in Scotland?”

campaigns. The series was topped off with a discussion on the direction of Scotland’s global justice movement. Jim Murphy MP and Humza Yousaf MSP headed the lively debate of 120 attendees and enthusiastic engagement on social media.

‘Scotland’s place in building a just world’
In 2014 we brought issues relevant to our campaign work into the referendum debate and strengthened our network by producing a detailed report with other organisations. The report highlights how different outcomes of the referendum might impact on issues such as food sovereignty. The report demands politicians ensure that international development policy is not undermined by other policies. It offered a springboard from which the network could lobby political parties to respond to the report in light of the referendum.

Left: Local campaigners demonstrating against TTIP in Edinburgh

Right: Global Justice Now campaigners protesting against coal mining at Lloyds AGM

Our briefing draws parallels between land grabs in Africa and the history of the Scottish Highland clearances.
**In the media**

**Food**

2014 had a flying start with our food campaign winning EU regulation on the financial sector gambling on food, which was covered in national papers, including *The Guardian* and *The Independent*. Our supporters alerted local media to the win, with articles published in the *West Sussex County Times* and the *Hastings & St. Leonards Observer*.

Our new campaign on agribusiness and the takeover of Africa’s food system also had excellent coverage. Both *The Guardian* and *Daily Mail* dedicated articles to the campaign and our director, Nick Dearden, gave an extensive radio interview on the BBC World Service.

"Public outrage over food speculation has been huge, and the fact that the EU has listened to that anger is a victory for public pressure," Director Nick Dearden, *The Guardian*.

**Trade**

Our TTIP press strategy broke the media blackout on the trade deal and turned it into a political hot potato by the end of 2014. We spoke about TTIP on Radio 4 and wrote comment pieces for a number of national newspapers. We were quoted in *The Independent*’s front page story on TTIP and our director, Nick Dearden, had a comment piece on it published in *The Guardian*.

After our July day of action we asked our supporters to write to their local papers to ask them to publish an article on TTIP. With
over 3,300 people writing letters, the 150 published articles helped push the issue on a little-known trade deal across the UK.

**Climate and energy**

Our eye-catching demonstrations to get banks out of coal caught the media’s eye throughout 2014. In April we emailed supporters asking them to write to their local newspapers about the financial sector’s links to fossil fuel extraction. From Dundee to south Wales, over 50 of our supporters’ letters were published across the UK.

We raised awareness about the impacts of coal mining on the Indonesian and Colombian communities we work with, and pressured the companies involved, by getting their stories into the press. Our visitors from Indonesia and Colombia were both quoted in an article in *The Guardian*. Campaigner Kirsty Wright, who visited Colombia in 2014, was interviewed by Radio 4 and BBC World Service about the giant, open-cast coal mine, El Cerrejón. *New Internationalist* published campaigner Alex Scrivener’s article about coal mining in Indonesia, and the involvement of UK banks and companies in the destructive projects.

**Other issues**

*The Guardian* covered our criticism of the UK government spending millions of pounds of aid money on luxuries that profit big business, such as high-end property. Director Nick Dearden was quoted in *The Guardian* accusing the government of exporting a "highly financialised, highly unequal, highly ideological form of 'development' which helps big business, not ordinary people".

In a full comment piece in *The Guardian*, Nick Dearden critiqued Band Aid’s portrayal of the Ebola crisis in west Africa, questioning whether the song works towards political solutions, or simply reinforces unhelpful stereotypes. Sky News also took up our critique, with head of policy and campaigns, Polly Jones, being interviewed live about the problems with Band Aid.
Global Justice Now’s online presence plays a vital role in the success of our campaigns and amplifies the voice of the movement.

Our website offers a platform through which people can learn more about our campaigns, get involved and have their say. In 2014 the number of people taking campaign actions dramatically increased, as did the number of donations. With our email list and social media following constantly increasing, online campaigning is an invaluable tool for growing the movement for change.

A new website: globaljustice.org.uk

In December we launched our new website. The entire site has been re-structured so that new visitors and supporters can easily access up to date resources, news and campaign actions. Through our infographics, videos and Flickr photo library, people can engage with our campaigns in interactive ways. Thanks to increased speed and compatibility with smart phones and tablets, downloading our reports, reading our blog and taking action is at the tip of your fingertips.

Taking action

Throughout 2014, over 36,000 of our supporters lobbied the government and big business by taking 127,350 online campaign actions with us. Our biggest petition of over 10,000 signatures told Justine Greening, secretary of state for international development, that we oppose the UK government’s support of the corporate takeover of Africa’s food.

On the pulse

The online movement for global justice rapidly grew in 2014, with around 50,000 online followers on Facebook and Twitter and nearly 50,000 supporters subscribed to our e-list. Our supporters can easily share our work, get involved and voice their opinions through social media. Facebook and Twitter enable us to quickly respond to global justice issues. For example, after the EU TTIP day of action the picture of our #No TTIP banner drop went viral and was seen by over 230,000 people.
Overview and acknowledgements

Global Justice Now has offices in London and Edinburgh. At the end of 2014 we had 12 full-time and 20 part-time staff members. Throughout the year, nine volunteers kindly gave their time and skills to our work. Over 7,000 of our members and network of 50 local groups helped to push our campaigns forward throughout 2014 by taking action and campaigning in their local area.

In 2014 we worked in coalition with the following organisations:


In 2014 we gratefully received thousands of donations from members, individual donors, charitable trusts and foundations, churches and faith groups. We were honoured by a number of supporters choosing to leave a gift to us in their will. We receive our funds through both Global Justice Now Ltd (registered company no. 2098198) and Global Justice Now Trust (registered charity no. 1064066). Our ability to claim Gift Aid on donations to the Trust significantly increases our funding.

Although Global Justice Now is not a faith based organisation, we greatly appreciate the continued support received in 2014 from faith group supporters. We would like to thank United Reformed Church (URC), Commitment for Life programme, Christian Aid and several dioceses, churches, and Religious Society of Friends groups.

We are also grateful for generous support received from charitable trusts and foundations in 2014, including Allan & Nesta Ferguson Charitable Trust, Bates Charitable Trust, Esmee Fairbairn Foundation, Isvara Foundation, Joffe Charitable Trust, JMG Foundation, Jusaca Charitable Trust, R H Southern Trust, ShareGift, Sycamore Trust, The Tinsley Charitable Trust and Twitten Charitable Trust.

We would like to thank our affinity partners Ecotricity, Investing Ethically and Triodos for their continued support.

Finally we are very grateful for the hard work and fantastic commitment of the volunteers who worked at Global Justice Now in 2014.
Get involved

Act
Add your voice to the movement by taking our online actions: globaljustice.org.uk

Take our campaigns forward in your area by joining a local group: globaljustice.org.uk/activism

Join
Have a say in the future of our campaigns and receive our magazine Ninety Nine by becoming a member: globaljustice.org.uk/join

Get the latest on our campaigns by joining our e-list: globaljustice.org.uk

Donate
Support our work with a regular donation or one-off gift: globaljustice.org.uk/donate

Photos: Global Justice Now, unless credited otherwise.
Front cover: top, Ninja Midia/Flickr; bottom, Fanny Malinen.