

NAME:

Make Poverty History Campaign

Read through the following webpages which discuss the Make Poverty History Campaign and then fill out the 5 Ws diagram below in as much detail as possible. You may need to do some extra research to find all the key details.

<https://www.oxfam.org.uk/media-centre/press-releases/2013/05/make-poverty-history-and-g8-promises-was-it-all-really-worth-it>

<https://www.smh.com.au/national/nsw/what-happened-to-the-make-poverty-history-movement-20140905-10ciar.html>

WHO WAS INVOLVED?

WHAT DID THEY DO?

WHEN DID IT
HAPPEN?

WHERE DID IT
TAKE PLACE?

WHY DID IT HAPPEN?



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Read through the information on the following webpages then answer the questions that follow.

<https://www.one.org/us/2015/07/06/10-years-after-make-poverty-history-did-world-leaders-keep-these-8-promises/>

<http://resource-alliance.org/make-poverty-history-lesson-what-can-it-teach-us-10-years-on/>

What were the key goals of the Make Poverty History Campaign?

How successful was the Make Poverty History Campaign in achieving its goals? Justify your response with evidence.

Do you think more campaigns like this would help to reduce global poverty? Why/why not? Is there anything that could be done differently in a campaign like this to make it more effective?

Teacher Guide – Make Poverty History Campaign

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WHO WAS INVOLVED?

The Make Poverty History campaign consisted of a coalition of charities, religious groups, celebrities and regular civilians. The British campaign had over 540 member organisations.

WHAT DID THEY DO?

Awareness bracelets were sold around the world with the words 'Make Poverty History'. Television advertisements were run to urge people to speak to their local representatives. Live 8 concerts were also held around the world.

WHEN DID IT HAPPEN?

The campaign began in 2005. It was centred around the G8 Summit which was to be held in Scotland on July 6, 2005.

WHERE DID IT TAKE PLACE?

The campaign began in Britain but soon spread around the world with large campaigns being developed in Canada, USA, Australia and Norway.

WHY DID IT HAPPEN?

The Make Poverty History campaign was based on the principle that 1.2 billion people should not have to live on less than \$2 a day

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What were the key goals of the Make Poverty History Campaign?

The main goal of the campaign was to end extreme poverty worldwide. The three main demands of the campaign were trade justice, 'drop the debt' and more and better aid for developing countries. Specifically, the campaign wanted the aid budget for developing countries doubled. The aim was to achieve these goals by campaigning to the leaders of the G8 countries.

How successful was the Make Poverty History Campaign in achieving its goals?

Justify your response with evidence.

The three main goals of the campaign were trade justice, 'drop the debt' and more and better aid. Since 2005, aid to sub-Saharan Africa has increased by \$12.7 billion, which is a 68% increase. In addition, 36 countries have completed the debt relief process. A total of \$97 billion in total debt relief has been provided. Aid provided to developing countries since 2005 has been focused on providing treatment for HIV/AIDS, prevention and treatment for malaria, eradicating polio and achieving universal primary education. There has been progress in these areas but the work is still ongoing. Students will then need to justify whether or not they think the MPH campaign was successful/how successful it was.

Do you think more campaigns like this would help to reduce global poverty?

Why/why not? Is there anything that could be done differently in a campaign like this to make it more effective?

Student responses to this question will vary.