

Realizing The World Without Poverty

The deadline for achieving MDGs is 2015

STAND UP TAKE ACTION 2014

Last
Campaign

13 September ~ 19 October

Stand up
and take a photo
for international cooperation

Your will in your photo
is conveyed to the Japanese
government, which is a step
to change Japan and the world!

October 17th is the UN established
"International Day for the Eradication of Poverty"



Shiga



Miyagi



Kanagawa



Kyoto



Tokyo



Shizuoka



Fukuoka

**STAND UP
TAKE ACTION**
AGAINST POVERTY AND FOR THE MILLENNIUM DEVELOPMENT GOALS

Let's take action to make a world without poverty!

MDGs (Millennium Development Goals) started in 2000 made differences. For example, compared to 1990, the number of people who lives under extreme poverty has halved, the proportion of undernourished people has decreased from 23.2% to 14.9%, and the mortality rate for children under age 5 dropped from 97 deaths per 1,000 live births to 57. These were achieved by the initiative of wide range of people and organizations like the UN, governments and civil society in attempting to achieve the MDGs.

The STAND UP TAKE ACTION campaign (SUTA) has supported such efforts. SUTA aims to collect people's voices to influence governments' policies so that we can achieve the MDGs. It started in 2006, and more than 170 million people from all over the world have participated in 2009 which set a Guinness World Record. In Japan, 32,600 people have participated in 2013. It's a campaign which everyone can easily participate if you wish to end the poverty and want to make the world better.

MDGs need to be achieved by 2015

On August 19th, there will be only 500 days left to achieve the goals. However, problems still remain, and it looks quite difficult to achieve all the targets. This year is the last chance to raise our voices through SUTA. Let's send our voices to the leaders of Japan so that all the current targets can be steadily advanced and all the countries can agree to establish new goals, i.e. "Post 2015 Development Agenda (Post MDGs)". We ask you to participate in this last SUTA as we are all responsible to bequeath possibilities for better world and future for our children, grand-children and further.

MDGs need to be achieved by 2015



It's an action making your will visible by using a photo.

Showing your will "end poverty" by taking a photo and register it through the SUTA website. It is a very easy form of international cooperation that you can do anytime, anywhere and with anyone.

What is MDGs?



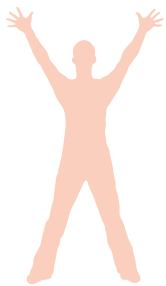
"Millennium Development Goals (MDGs)" is the categorized targets aiming to realize a world without poverty by international cooperation. Through the UN Millennium Summit in 2000, the leaders of 189 countries have agreed to achieve the goals by 2015.

- 1 ERADICATE EXTREME POVERTY & HUNGER
- 2 ACHIEVE UNIVERSAL PRIMARY EDUCATION
- 3 PROMOTE GENDER EQUALITY AND EMPOWER WOMEN
- 4 REDUCE CHILD MORTALITY
- 5 IMPROVE MATERNAL HEALTH
- 6 COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES
- 7 ENSURE ENVIRONMENTAL SUSTAINABILITY
- 8 DEVELOP A GLOBAL PARTNERSHIP FOR DEVELOPMENT

Currently, Post MDGs (a new target from 2016 after MDGs) is being developed and becoming at the final stage of inter-governmental discussions. NGOs in the world including "Ugoku/Ugokasu (Global Call to Action against Poverty Japan: GCAP Japan)" are lobbying the Japanese government, politician and so on in order to make the Post MDGs better by delivering public voices to them.

How to participate

Ask your friends, colleagues, family members etc. to join SUTA. And share the reason and will for the participation with them. (Of course, you can participate by yourself.)



STAND UP

When you stand up, saying "STAND UP!" loudly makes you feel good.

TAKE A PHOTO with your will

Registration Deadline: Monday 27th October **Don't forget!**

Those of who can't understand Japanese, please send your photo with the information: the date and place of taking photo, the number of people participated, the situation or opportunity the photo was taken, the theme or category of your photo (about the category, see the right box), your comments about MDGs or a world without poverty. We will count the total number of people participated to SUTA then deliver the number and your voices to the Japanese government.

TAKE ACTION

After SUTA, take a step to be a part of solutions. Many people are starting from such as volunteering, donating, letting people know about the reality of developing countries via SNS, buying fair trade products, contributing through their own jobs, etc.

Theme of the photo and photo contest

There are 3 categories you can register your photo: "General", "Local" and "Family". Any photo can be register to the "General" category. Photos for the "Local" category are required to include something about a local area or a community which is related to people's life. For the "Family" category, take a photo with your children, parents or grandparents, i.e. 2 or 3 generations, expressing your will to break the chain of poverty one generation to another. We will award unique photo prize.



www.standup2015.jp
www.standup2015.jp/m/

www.facebook.com/UgokuUgokasu
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STAND UP TAKE ACTION 2014

The campaign hosted by Ugoku/Ugokasu (GCAP Japan)

Partner: United Nations Information Centre, Nantokashinakya Project

Support: Ministry of Foreign Affairs of Japan, Girl Scouts of Japan, Japan NGO Network for Education, Global Compact Japan Network, Japan International Cooperation Agency, World Conference of Religions for Peace Japan, Japan Committee for UNICEF, Japanese Trade Union Confederation(Rengo), Palsystem Consumers' Co-operative Union, Scout Association of Japan

Donor: Risho Kosei-kai Sharing Meals for Friends Fund, Nichiren Shu Annon Fund, Rengo Fund



END POVERTY
2015
millennium campaign

