



one
world

2010-2012 in review

Seeing Straight



2010–2012 in review

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A letter from our Executive Director

The radio presenter shuddered, as the man from an Australian town confirmed that a swimmer had been bitten in half by a shark. He worried that their tourist numbers would now fall, and the presenter made it clear she certainly wouldn't be holidaying there →



Anuradha Vittachi

Executive Director, OneWorld UK
Co-founder, OneWorld Network

It's a pity he didn't simply tell her the facts: that she'd be safer swimming there than collecting a pint of milk from her corner shop — because sharks don't usually kill more than 12 people a year, worldwide.

Conversely, people kill a staggering 100 million sharks. It's a number so huge I couldn't bring myself to believe it till I saw an extraordinary photograph of a single shark's fin depot — with over 70 million fins laid out neatly, row upon tidy row.

It often takes an image like this from the frontline to straighten out our pictures of the world. Most of us, like the radio presenter, carry around some very wonky images, a mishmash of fuzzy 'facts' concocted out of fear and ignorance.

OneWorld has for years been pioneering ways to help people see global realities with clearer eyes, reaching hundreds of millions of people worldwide. Just between 2010 and 2012, our live and interactive video solutions were deployed on five continents, covering global justice events ranging from United Nations conferences to international film premieres.

In the same two years, the mobile phone and e-learning innovations we developed with our partners reduced life-threatening risks for more than a quarter of a million young people in Africa by straightening out their misinformation about sexual health.

And now the team has pioneered four fresh, game-changing ways for us to see reality straight and act fast for global justice. Here's one: dynamic maps displaying instantly where polling stations are at risk of vote-rigging or violence, so that election monitors can act swiftly to help guard their citizens' right to vote.

There's more, including a beautiful, stirring, user-generated mosaic of people protecting life on Earth, a voice-based system supporting impoverished farmers in India, Tiki the Penguin's environmental guides for children...

How can we create so much? Only by working with great partners and committed donors, so the whole can become greater than the sum of the parts.

Anuradha Vittachi July 2012

OneWorld in action: highlights

OneWorld pioneers new technologies to help some of the world's poorest people improve their lives — and to help people everywhere understand global problems, and do something about them. Here are just a few highlights from our recent work →

1.6 million
views of our interactive
global justice webcasts

285,000
young people reached
with vital sexual health
information

74,000
observations, mapped in
real-time during Senegal's
national elections

Between 2010 and 2012, *our live and interactive video solutions* were deployed on five continents. OneWorld's coverage has given people worldwide free entry to global justice events ranging from United Nations conferences to international film premieres.

In October 2011, Senegalese civil society organisations told us that they found it impossible to respond rapidly to problems like vote-rigging and violence on election days. Their election monitors were already observing polling stations around the country, but how

could they gather, analyse and react to their observations immediately, before they spiralled out of control? Within four months — in time for the February national elections — OneWorld's team had built *SMS-to-Web mapping software* allowing real-time monitoring of more than 1,500 polling stations distributed across every region of the country.

Young people across Senegal, Nigeria and Morocco are extremely vulnerable to life-threatening sexual and reproductive health risks, like HIV-AIDS and gender violence. Over the past two years, more than 285,000 adolescents benefited directly from the 'Learning about Living' programme, which offers information and dialogue with trained counsellors delivered via *SMS, phone-in hotlines, e-learning, radio and email*.

South African police guard the UN Climate Talks. OneWorld's live coverage of the summit and associated #Occupy protests received over 800,000 views

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 Snapshot: managed event coverage



Our latest innovations

ecoCasting: managed event coverage → in order to tackle the biggest global justice issues of our time, we need people everywhere to understand the challenges, and to understand how they can help. That's why we believe that the world's best and most important global justice events deserve international attention.

OneWorld's 'Managed Event Coverage' enables live and interactive participation at critical meetings, talks and summits. Over the past two years, our experienced team has covered events in Bolivia, South Africa, India, Mexico, China, Bangladesh, the USA, and across Europe. Led by the UK's foremost digital media innovator, Peter Armstrong, winner of the BAFTA Interactive platinum award, OneWorld's team is now the leading provider of live video solutions in the non-profit sector. From UN Climate Conferences in Cancun and Durban to TEDx Talks in New York, our coverage received over a million views from 2010-2012.



Desmond Tutu speaks at the UN Climate Talks in Durban, South Africa. The Summit was covered live by OneWorld.

.....
 Find out more → jamie.walker@oneworld.net

SMS-web election monitoring → on 26 February 2012, polls opened for the Senegalese national elections. OneWorld's SMS-to-Google Map platform empowered trained election monitors to send data directly from polling stations across the country to appear nearly instantaneously on an interactive, online map — available to anyone.

From just after 8am until well after midnight, tens of thousands of pieces of data were sent, collated, and mapped by the OneWorld system, giving civil society leaders in the Situation Room in Dakar a clear, instant picture of what was happening around the country. This data enabled civil society to contact authorities and rectify situations before they could spiral out of control — and to make rapid public pronouncements about the conduct of elections.



Senevote2012:
'absolutely decisive' in helping to ensure free and fair national elections.

Lobby map software → in late 2010, hundreds of British politicians were visited by unprecedented numbers of people. They came from all walks of life, but had a single message: we're deeply worried about climate change, and we want you to take action now.

These were members of the Stop Climate Chaos Coalition (SCCC) — the UK's largest group of people acting on climate change, with a combined supporter base of more than 11 million.

Uniting and coordinating a supporter base that spans hundreds of organisations is no mean feat. SCCC's members, including Oxfam, WWF and Friends of the Earth, turned to OneWorld's 'Lobby Map' software to achieve the task. The 'Big Climate Connection Map' was embedded on their websites, and empowered their users to join together in diverse grassroots lobbying groups. The software allowed the respective NGOs to track their users' involvement, and to retain their sign up data.



Members of the Big Climate Connection lobby Jenny Willott, MP for Cardiff Central.

‘The Senevote2012 team have done an amazing job... transmitting information that enabled us to know all the information in real time, which allowed us to intervene in the electoral process... Your work was absolutely decisive.’

Professor Babacar Guèye – President, Coalition of Civil Society Organisations for the Elections

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Snapshot: SMS–web election monitoring



re:act → the place you live is buzzing with exciting opportunities to contribute to your community. From inspiring local initiatives, to world changing campaigns on the issues you care about, it's all happening right now, right on your doorstep. But you probably haven't heard about most of them.

You're missing out. Why? Because our favourite websites tend to focus on bad news — the stories that make big headlines, but depressing reading.

That's where OneWorld's latest innovation — re:act — comes in. Download it for free and then just browse the web as normal. When re:act notices you're reading about an issue where you could be part of the solution, it will tell you immediately, whatever website you're on.



re:act

OneWorld's latest innovation is funded by NESTA and the UK Cabinet Office.

Find out more → adam.groves@oneworld.net

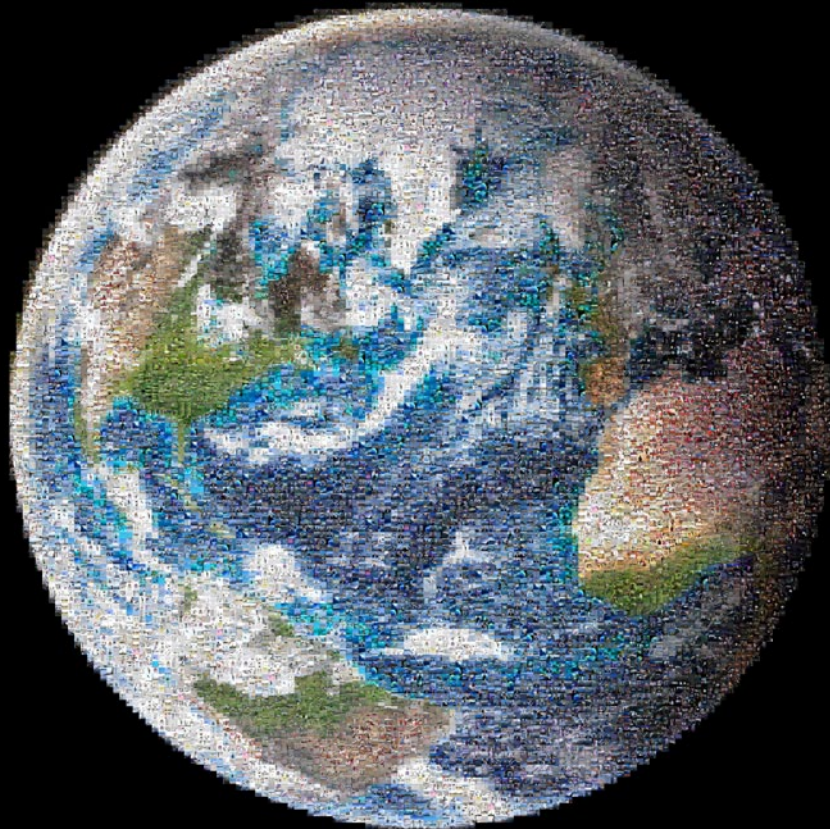
'...an extremely capable team able to pull off miracles without tons of expensive equipment or months of planning...'

**Lizzie Gillett, Producer
The Age of Stupid**

.....

A single dramatic image is created from tens of thousands of photos, videos and messages submitted by people around the world

Snapshot: mosaic



Deep-zoom mosaic → the Earth from space looks beautiful — but look a little closer and you will find this is not quite the picture you are used to seeing. This is a digital image of the world, and each 'pixel' is an image from an individual depicting whatever has most deeply stirred them into wanting to protect life on Earth.

Perhaps it is their grandchild, or the beauty of mountains, or a species under threat.

OneWorld has enhanced deep-zoom mosaic technology with technical support from the world-renowned team at Alcatel-Lucent's Bell Labs enabling thousands of individuals from around the world to co-create huge composite images containing tens of thousands of videos, photos and messages.

These contributors also include supporters from organizations like TckTckTck, 350.org and Harmony the Movie, since this unique technology provides a high-impact way to gather, unite and visualise supporter stories.

Left → zoom in to OneWorld's mosaic and you'll discover thousands of high-impact visual messages.



OneWorld Mobile

Learning about Living, Nigeria

In January 2012, OneWorld and our partner Butterfly Works, completed our pioneering sexual and reproductive health work in Nigeria. In its final year, this successful Learning about Living project responded to as many as 145,000 mobile phone queries. Now we're handing over the project to our Nigerian partners, who will ensure they keep offering this vital support to Nigeria's vulnerable young people.

InfoAdo, Senegal

Building on the experience of Learning about Living in Nigeria, Senegal's Learning about Living team offered a new French-based service for mobile phone queries. By March 2012 82,000 questions had already been answered. They also used rural radio services to reach adolescents in remote villages and, working with UNICEF, trained young people to make youtube videos raising awareness about violence in schools.

Learning about Living, Morocco

In Morocco, our Learning about Living team added a new dimension to its outreach with the launch of a weekly live radio programme in French and Arabic on Morocco's most popular station for young people, Hit Radio. It has allowed a big audience to engage with difficult sexual and reproductive health questions that young people feel pressingly but are too anxious or embarrassed to discuss with their parents or teachers.

LifeLines, India

Thousands of desperate farming families take their own lives in India when there seems to be no-one to turn to for help when disasters strike their crops or animals. But OneWorld's LifeLines India project, currently funded by Cisco Systems, brings new hope to hundreds of thousands of impoverished, illiterate farmers, who receive speedy, individually tailored answers — from India's top experts — to the urgent questions they ask by phone. With over 450 questions being answered each day, this hugely successful public service has received international recognition in both the US and the UK.

Find out more → uju.ofomata@oneworld.net

OneWorld's MyEssay Facebook app enables young Nigerians to engage with Sexual and Reproductive Health issues

Snapshot: Learning about Living, Nigeria

The screenshot shows a Facebook post for a competition titled "MYESSAY COMPETITION WINNERS". The main text of the post reads: "WIN FREE RECHARGE CARDS FOR YOUR PHONE!!*". Below this is a question titled "Myths about wet dreams" with a detailed text block. To the right of the question is a form with fields for "What's your name?", "Your email?", and "Your phone number?". Below the form is a "Submit" button. At the bottom of the post, there is a "GOT QUESTIONS YOU NEED ANSWERING?" section with contact information for free, confidential advice. A yellow sticky note in the bottom right corner of the screenshot says "QUESTION? SMS: 38120 OR CALL: 0802 7912 780-2".

MYESSAY COMPETITION WINNERS

WIN FREE RECHARGE CARDS FOR YOUR PHONE!!*

Myths about wet dreams

I am 14 years and have a very serious "ailment", the only solution a friend has suggested is for me to have sexual intercourse. This is my story: - I woke up one morning to discover my shorts were wet. The first explanation that came to mind was that I had bed-wetted and felt ashamed of myself. However, the bed sheet and mattress were not soaked and my shorts didn't smell of urine. When I got to school, I discussed my embarrassing situation with a friend Elm. He explained that I was experiencing such because I wasn't sexually active and therefore my body had to release excess semen. He expressed sympathy and promised to help and my problem by introducing me to an older friend who knew the solution. Three weeks later I met his friend, Okun, who explained that I must have sex with a girl because that was the only solution to my "ailment". He offered to introduce me to a female colleague, who I would be friendly with and then persuade her to have sex with me. I am confused

What's your name?
Samuel Okereke

Your email?
samok@yahoo.com

Your phone number?
Enter your phone number here...

Okay, what's your answer?
Enter your answer here...

READ THE FULL QUESTION

Submit

*Winners will be chosen at random from all the correct answers received.

GOT QUESTIONS YOU NEED ANSWERING?

If you've got a question about sexual or reproductive health, we can give you **free, confidential and quick advice via phone, SMS or email.**

QUESTION?
SMS: 38120
OR CALL:
0802 7912 780-2

‘My pulse crop was infected with a disease for which I was really worried. I immediately called this number... I got advice [and] within 15 days the disease was controlled and my crop recovered.’

**Guru Singh Harihar, Terichar, Niwari,
Bundelkhand — Indian farmer**

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Snapshot: LifeLines, India



Editorial products

OneWorld News

One of our aims at OneWorld is to bring citizens everywhere the kinds of news, features and analysis that will motivate us all to act in solidarity for a fairer world. For how can most citizens in richer societies even begin to know what the real lives of most people in the global south are like, when mainstream media provide them such a limited and distorted view? We help redress the balance — with daily news and information that bypass the celebs and spin-doctors to go straight to the realities of life for the majority of the world's people.

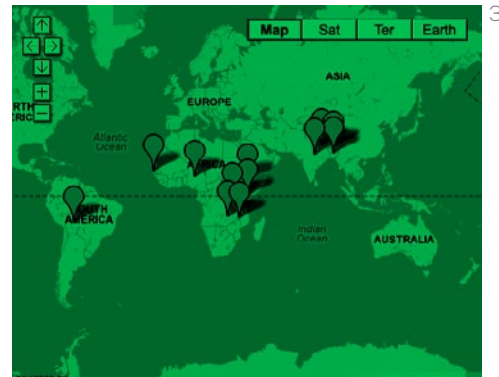
OneWorld Guides

You need a short, sharp overview of an issue in the global south, as a busy student, parent or teacher? Find what you need in just 10 minutes through our Country Guides or Topic Guides (from Water to Terrorism). Much read in high schools and universities the world over, the Guides provide a high-quality background resource for OneWorld's daily news — and now include book and film reviews.

**OneWorld Jobs
brings the latest jobs
from organisations
working to create a
better world**



1



3

1 OneWorld site / 2 OneWorld Jobs statement
3 OneWorld Guides country briefing

OneWorld Jobs

The latest ethical jobs and volunteer positions for people who want to work in development, climate change, human rights and social justice around the world.

OneWorld TV

Everyone loves video — and more and more of us are making our own now, with digital cameras and mobile phones. OneWorld TV is the place where all this comes together for people who care about hot global issues. Given the proliferation of new upload sites, how are you to find the very best clips on the topics you care about? At OneWorld TV you'll find authoritative recommendations on the latest and best online videos on your topics.



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4 OneWorld Kids, Tiki the Penguin
5 OneWorld TV ecoCasting team

OneWorld Kids

Tiki is the world's first Enviro-Penguin. He reveals the mess people have made of our planet and suggests how kids can make things better for everyone. His pages are really for children (especially those aged 7-12) but adults are allowed in too. In fact, these are among the best-loved of all of OneWorld's pages, and have won more awards than anything else we've ever done! If you have a look, you'll discover a world of accessible information in Tiki's guides — e.g. on global warming, sustainability, pollution. You can even take a fantastic journey with Tiki back to the beginning of time on his Time Machine.



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Our board

Larry Kirkman Chair and Founder, OneWorld US

Mike Yates Chair, OneWorld UK

Anuradha Vittachi Executive Director and Co-founder

Peter Armstrong Innovations Director and Co-founder

Jennifer Pryce Treasurer, OneWorld US

Jeffrey Allen Board Member, OneWorld US

Judy Ugonna, OBE Board Member, OneWorld UK

Roshani Kothari Board Member, OneWorld US

Rosemary O'Mahoney Board Member, OneWorld UK

Linda Leonard Board Member, OneWorld US

Nick Durrant Board Member, OneWorld UK

Opposite: image courtesy of James Greenfield

Thank you to our supporters

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Artists Project Earth

British Embassy, Senegal

Butterfly Works

CDKN

Cisco Systems

Commonwealth Foundation

DARA

David and Lucile Packard Foundation

FIELD

Ford Foundation

IIED

Indigo Trust

John D. and Catherine T. MacArthur Foundation

NESTA

OSI West Africa

Oxfam Novib

School of Movement Medicine

Stop Climate Chaos Coalition

TckTckTck

UNICEF

USAID



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