

# Annual Report 2009-2010



**ONLY ONE WORLD**

  
oneworld.net

**OneWorld UK**

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## A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear friends,

And now for something really different...

You're probably used to us pioneering digital media innovations after 16 years of constantly breaking new ground. But this past year we've taken three steps that go beyond anything we've ever done before.

1. 'Six Billion Reasons' is a very different kind of media innovation for us. There's not an article or blog in sight. Instead, you'll see a sparkling, glowing, zoomable mosaic of thousands of pictures and videos. These images have been sent in by people all over the world, expressing what most powerfully inspires them to take action to protect life on earth. We soft-launched this mosaic in Copenhagen at the UN's Climate Conference in December 2009 - and it keeps on growing... Why not add your image and message too?
2. The Copenhagen Summit was also where we initiated the OneClimate Channel, a live, interactive web-TV broadcast service. Despite a shoestring budget, the team produced over 200 hours of broadcasting, catching the drama of this critical conference as it unfolded hour by hour. The channel attracted over 4 million views! So we were no longer preaching to the choir but reaching millions of 'unusual suspects'.
3. But the most exciting step we've taken this year isn't a media innovation: it's an organizational step. We'll soon be joining forces with our sister centre, OneWorld United States. Right now we're planning a beautiful new-look joint website – but who knows what else will flow from this creative collaboration over the coming years?

Of course we have also developed our long-standing mobile phone projects, which have been opening up life opportunities for young people in Africa. And every day we still pick out the best news stories about what's really been going on in the human family, so you can take informed action to help make life fairer and greener for everyone.

We've only one world – and a stunningly beautiful and bounteous world - so we're doing all we can to keep it that way.

Anuradha Vittachi  
Executive Director, OneWorld UK  
Co-founder, OneWorld Network

## A NOTE FROM OUR CHAIR



The great thing about OneWorld is its practical application of groundbreaking ideas, and the ability of its small but dedicated staff to have an impact worldwide.

I'm very proud that we've had an impact in more countries than ever before this year – directly through work with our partners to take the Mobile4Good programme to more countries across Africa – and virtually through the initiatives Anuradha mentions. Especially after coming together with OneWorld US, I'm hoping we'll be able to do even more over the next 12 months.

Michael Yates  
Chair of the Board  
OneWorld UK



### **COPENHAGEN 24/7 LIVE**

OneWorld brought the UN's Copenhagen Climate Change conference to the world – and the world into the conference. The OneClimate Channel was on the air, live and online, 24 hours a day throughout the event, and was watched by more than 2 million people worldwide.

As well as broadcasting news, interviews and special features, the Channel enabled people to interact live in this truly global event – without having to travel anywhere.

### **SIX BILLION REASONS**

Six Billion Reasons is a sparkling, glowing, zoomable mosaic of images created by thousands of people all over the world, presenting what most powerfully inspired each of them to take action to protect life on earth. Why not add your image and message to this ever-growing global work of art and action?

### **TIKI**

Tiki, the world's first Enviro-Penguin, reveals the mess people have made of our planet and shows how kids can make things better for everyone. Though Tiki's site is really for children, adults are allowed in too to enjoy these much-loved pages – like taking the fantastic journey on Tiki's Time Machine, back to the very beginning of time.

### **ONECLIMATE.NET**

OneClimate.net is a 'climate action hub'. Before you act, you need good information from trusted sources. OneClimate helps you find the information you need through its unique Action Maps, Newsroom and global events listings. What distinguishes OneClimate.net is that other climate change websites tend to be filled with voices from the rich world, leaving out the voices of people in the global south who have been hit first and hardest by its dire consequences.

# ONECLIMATE

A photograph of three young women with braided hair, wearing blue uniforms, looking intently at a mobile phone held by the woman on the left. The woman in the middle has her hand on the shoulder of the woman on the left. The background is a plain, light-colored wall.

#### LIFELINES INDIA

This hugely successful free public service has enabled hundreds of thousands of impoverished farmers in India to use phones to get tailored answers to urgent questions about their crops or animals. And the answers come from top experts, whose advice is otherwise unaffordable. LifeLines received international recognition in 2008 when it was named a Laureate at the prestigious 'Tech Awards' in California. The concept has also been extended to provide educational advice to teachers and students in India.

#### LEARNING ABOUT LIVING, NIGERIA

A flagship public service used by tens of thousands of young people in Nigeria to improve their ability to make positive health choices, reducing the frighteningly high incidence of life-threatening risks they face from lack of information about all kinds of sexual and emotional abuse, including HIV/AIDS, incest, early pregnancy and gender violence. The girls and boys reached by the project learn to value themselves and each other in a new spirit of equal dignity. It uses both e-learning via computers to provide sexual health education to young people in and out of school, and a confidential mobile phone based counselling service that provides one-on-one answers to the intensely personal questions that trouble them. 'LaL' was co-founded by OneWorld UK and Butterfly Works, and implemented in partnership with local organisations from civil society and the Nigerian government.

Interest in replicating this project is growing in other parts of Africa - for example in Morocco, and work recently commenced in Senegal.

# MOBILE4GOOD

This block shows the top portion of the OneWorld.net website. On the left, there are several news snippets: 'Ministerial twitter airs frustrations' from Zimbabwe, 'Japan begins annual dolphin slaughter', and 'Arrests at Indian anti-nuclear demo'. The main content area features a 'FEATURED' article titled 'Mental Disability in Kenya (From IRIN [...]') by OneWorldTV. Below it are two 'AT THE NEWS' articles: 'Tokyo's green buzz (Al Jazeera)' and 'CASH FOR GOLD | THE GOLD CLERK | GET FOR [...]'. A navigation menu at the bottom includes 'EVENTS', 'GUIDES', 'PARTNERS', 'JOBS', and 'ABOUT'. On the right side, there is a 'Country Briefings' sidebar with a list of topics like Climate Change, Environmental Activism, and Food Security, and a world map with location markers.

This block shows the 'Global Justice Events in London: November' section of the website. It includes a search bar and navigation tabs for 'EVENTS', 'GUIDES', 'PARTNERS', 'JOBS', and 'ABOUT'. The main heading is 'Global Justice Events in London: November'. Below this, there are several sub-sections: 'Talks and Meetings', 'Exhibitions', 'Film', 'Performance', and 'Radio and TV'. A sidebar on the left lists 'Global Justice Events' and 'Events in London'. The main content area features a large article titled 'Global Justice Events in London: November' with a sub-heading 'Please send details of forthcoming events to events@oneworld.net'. There are also social media sharing icons and a 'Tell a friend' button.

This block shows the 'CAMPAGNS OFFICER' section of the website. It features a large heading 'CAMPAGNS OFFICER' and a sub-heading 'Jubilee Debt Campaign'. Below this, there is a detailed description of the campaign's goals and objectives. The text mentions 'the Jubilee Debt Campaign is seeking a global... and...'. There are also social media icons and a 'Tell a friend' button. The layout is clean and professional, with a clear focus on the campaign's message.

This block shows the 'Refugees' section of the website. It features a large heading 'Refugees' and a sub-heading 'Accueil' (Home). Below this, there is a list of articles related to refugees, including 'Accueil', 'Accueil', 'Accueil', and 'Accueil'. Each article has a small thumbnail image and a brief description. The layout is organized and easy to navigate, with clear headings and sub-headings.

This block shows the 'ONEWORLD GUIDES' section of the website. It features a large heading 'ONEWORLD GUIDES' and a sub-heading 'You need a short, sharp overview of a country in the global south...'. Below this, there is a detailed description of the guides, including their purpose and how they can be used. The text mentions 'Find what you need in just 10 minutes through 40 Country Guides or 20 Topic Guides (from Water to Terrorism)'. There are also social media icons and a 'Tell a friend' button.

This block shows the 'ONEWORLD TV' section of the website. It features a large heading 'ONEWORLD TV' and a sub-heading 'Everyone loves video - and more and more of us are making our own now...'. Below this, there is a detailed description of the video content, including how it can be used and how to find it. The text mentions 'At OWTV you'll find authoritative recommendations (including yours?) on the latest and best online videos for people who care about hot global issues - like war & peace, child rights or climate change.' There are also social media icons and a 'Tell a friend' button.

This block shows the 'GLOBAL DAILY NEWS' section of the website. It features a large heading 'GLOBAL DAILY NEWS' and a sub-heading 'One of our aims at OneWorld is to bring everyone, everywhere, the kinds of news, features and analysis that can motivate us to act in solidarity for a fairer world...'. Below this, there is a detailed description of the news content, including how it can be used and how to find it. The text mentions 'Our news and information bypass the celebs and spin-doctors to go straight to the realities of life for the majority of the world's people. Now that we are linking up with OneWorld US, we'll be able to do this even better...'. There are also social media icons and a 'Tell a friend' button.

# GLOBAL JUSTICE

## OUR TEAM AND BOARD

### **OneWorld Team**

Adam Groves ,OneClimate

Anna Cohen, Partnership Coordinator

Bill Gunyon, Guides

Bry Lynas, Tiki

Caron Scott, Bookkeeper

Catherine Okereke, Learning about Living Project Assistant

Daniel Nelson, News and Events

Gopal Gobiratnam, Senior Software Architect

Greg Lovett, Accountant

Jamie Walker, OneWorld TV

Jeffrey Allen, Mobile4Good Programme Coordinator (from Sept 2009)

Ken Kitson, Innovations Coordinador

Kevin Ado, Learning about Living, Senegal (from Jan 2010)

Uju Ofomata, Mobile4Good Programme Manager

### **Board of Directors**

Anuradha Vittachi, Executive Director

Judy Ugonna

Michael Yates, Chair

Nick Durrant

Peter Armstrong, Innovations Director