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# HOW TO CREATE WORLD'S BEST NEWS

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The Danish development organisations  
in collaboration with **DANIDA** and the UN



**World's Best News**

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**Established by**



MINISTRY OF FOREIGN AFFAIRS OF DENMARK  
**DANIDA** | INTERNATIONAL  
DEVELOPMENT COOPERATION

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[www.worldsbestnews.dk](http://www.worldsbestnews.dk)

**“UN Millennium Campaign is inspired by the strong partner platform behind World’s Best News in Denmark.**

**We recognize the strength of close cooperation across UN, state, private sector and the civil society, and hope the idea of communicating progress and good results of international development cooperation will spread to many other countries.”**

Corinne Woods,  
Director Millennium Campaign  
United Nations

**”For the first time, Danish civil society, private companies and the majority of Parliament stand together in the celebration of progress and focus on remaining challenges. We, as NGOs, both have a role as critical stake holders, but also a role in communicating the good results. It gives strength and commitment to our common development goals”.**

Vagn Bertelsen,  
Chairman of NGO FORUM



Meet people with good and unexpected development news. That is the core objective of the World's Best News Campaign in Denmark which has existed since 2010. And the Danes are slowly changing attitudes. Photo: Louise Dyring/Save the Children

## THE WORLD NEEDS A NEW STORY

A free meal a day and separate male/female toilets! That was one of the effective solutions after many years' of struggle to get as many girls as boys enrolled in school. Today there are as many girls as boys in school in the world. For the first time in history!

A simple solution to a complex problem by somebody who dared to think differently. World's Best News was born that way. The Danish population did not believe anymore that the situation in the developing countries would ever improve, and doubted if development cooperation actually helped. The usual news and pictures from the developing countries all show war, disasters, hunger and hopelessness. Very few knew that progress is taking place in the developing countries every day.

From psychology we know that when there is no hope and people are not able to act and become passive, depression sets in. According



to the latest research it seems that depression affects everybody in contact with the hopeless story. The journalist, the reader, the editor and first of all the main actors in the story.

World's Best News wants to create balanced information both in pictures and news from developing countries. News with focus on progress, or focus on solutions to remaining challenges. Today World's Best News is part of 94 Danish companies' internal and external communication, and is the supplier of news and analyses to a number of countrywide media.

This pamphlet describes how World's Best News is constructed, and how it can be implemented in other countries in need of a new story.

A handwritten signature in black ink that reads "Thomas Ravn-Pedersen".

**Thomas Ravn-Pedersen**  
Head of World's Best News

## CONTENTS

### **A New View of the World**

We have to communicate better, if we want to secure the support of our work in developing countries.

**Read all about the World's Best News Campaign, p. 8**

### **The NGOs are the Back Bone**

1000 volunteers are committed to the World's Best News, and the campaign is engaging them.

**Get the NGOs on your team, p. 21**

### **Invite Business Partners on Board**

More than 90 businesses are bringing World's Best News to their employees and businesspartners.

**Read about the benefits of Global Compact, p. 24**

### **Guide: How to Make World's Best News**

Constructive journalism is gathering companies, NGOs and politicians. Make your own campaign!

**How to make it happen, p. 28**



# A NEW VIEW OF THE WORLD

**Decades of negative communication about hunger and hopelessness in developing countries has resulted in a general attitude among people that the fight against poverty does not work. We need a new narrative about the developing countries.**

The population in several western countries are sceptical about progress taking place in the developing countries. But there is progress – every single day. We just do not hear about it very often. Mostly we hear about the challenges, the wars and the disasters.

That is why World's Best News wants to communicate progress in developing countries to people who are ignorant about these issues in the hope that they also take interest in developing countries. And it is about telling that people in Africa, Asia and Latin America are something quite different than poor wrecks in need of help. Actually, they are ordinary people who sometimes are living under unusual circumstances. This is the story that World's Best News wants to promote.

#### Think – then write

We interpret and tell about the world based on certain values, which means that we establish a

frame for interpretation. To frame is to select parts of the reality and highlight them in a story or a picture in order to present a problem and a solution. For much too long the frames in our development communication have been about hopelessness, hunger and misery. When we have heard a story in the same context a certain number of times, we remember it and it becomes our image of the truth. Framing is important in the communication about developing countries. Partly because we talk and write into an existing image about the developing countries in our population, partly because with the new frames it is possible to create alternatives to the prevailing discourse about hopelessness. Do we portrait passive individuals in insoluble problems? Or do we ask open questions to active people about their potential?

It is true that there are lots of poor people in the developing countries, but there are also plenty of developing countries with a fast

growing middle class, which besides being poor, is creative, innovative, hardworking, better educated etc. It is also true that in ten years Africa will have the world's largest work force. But is that a problem, or rather a potential?

We can create a balance in the communication about developing countries through a constructive narrative focusing on both progress and challenges. Read more on page 28 about how you can make your own World's Best News.

## A NEW NARRATIVE

**“The population in England believe that the share of poor people globally has not changed since the 1980es”.**

Finding Frames  
Report, Bond, 2011.



**19%**

of the Danes think that one day most of the poverty, hunger and misery will be eradicated.

**31%**

of the Danes think that the development aid should be reduced when the situation in the developing countries has improved, as support to the basic needs will no longer be relevant.

**77%**

of the Danes think that during the past 20 years the development in the developing countries has progressed a little or a lot.

Opinion for  
World's Best News, 2013.

### Check your vocabulary about developing countries!

- Do I write constructively and varied about people and developing countries?
- Do I focus on what we have in common – or most often on our differences?
- Do I give space to the interviewee?
- Do I ask about possibilities and strengths – or do I ask about problems and weaknesses?
- Are we on the same level?
- When the message is short, do I give the reader more references?

### Expose Africa's potential

Africa's biggest problem is hunger. That was the answer given by 47 per cent of 2,000 Britons when asked about the three main problems in Africa. Almost 3 out of 4 (74 per cent) meant that it is impossible to eradicate hunger on the continent, and only 1 out of 5 thought that they themselves could play an active role in solving problems in countries in Africa and other developing regions. The research points out that an exponential growth of negative media- and campaign pictures from Africa and developing countries in other parts of the world contributes to a general image of hopelessness. The respondents described the communication about developing countries as 'depressing, manipulative and hopeless', and 43 per cent of them felt that the lives of the poor in the developing countries will never improve.

Read all about the British research on  
[www.oxfam.org.uk/food](http://www.oxfam.org.uk/food).



**“I really like the way World's Best News turns the issues around, and instead of showing us pictures of hungry children in Africa we see pictures of the children who have benefited from the development aid.”**

Johanne Schmidt-Nielsen, MP,  
Enhedslisten – The Red-Green Alliance



## A NEW NARRATIVE IN PICTURES

- A photo is a strong frame. Reflect on your choice and position of photos.
- Inspire, do not create bad conscience or fear. Negative feelings create apathy.
- Be constructive. Focus on the solution instead of the problem.
- Be on the same level as the object! Do not take pictures from above and down, including children. It creates imbalance.
- Show a different picture! Too many photos from development countries are of clay cottages, chicken and a dump site in the background. Be conscious of your choice of scene.
- Live pictures: Let the objects tell their own story.

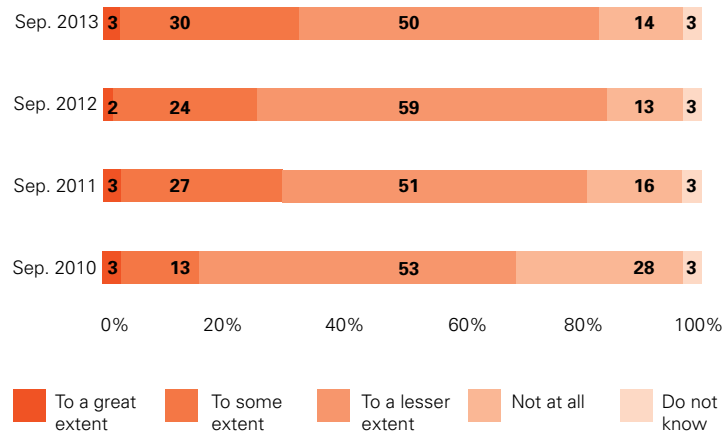
Photo: Maiken Lyster Thonke/Danida

# FOR ALL THOSE WHO BELIEVE IN PROGRESS!

World's Best News began as an initiative under the UN, Danida and a group of big and small development organisations which communicate concrete progress in the developing countries. In addition, now 90 companies assist World's Best News in delivering the messages to Denmark. The broad, popular co-operation makes the campaign very unique, and it is actually Denmark's biggest information campaign.

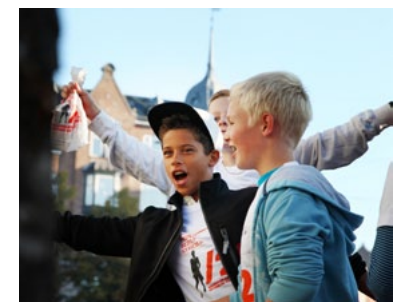
One morning every year we celebrate the world's progress. Early morning the second Friday in September more than 1,000 volunteers distribute the World's Best News newspaper and bags with a small present to the Danes as a thank you for the development aid. The event communicates good news from the developing countries and underlines that the fight against poverty bears fruit. We can eradicate poverty. The rest of the year, our website and the social media will update the Danes about the latest progress and challenges and we provide analyses on topical, related issues in the Danish media.

## TO WHICH EXTENT DO YOU THINK THERE ARE PROGRESS WITH REGARD TO LIFTING PEOPLE OUT OF POVERTY?



In just four years, the number of Danes who believe that it is possible to lift people out of poverty has doubled.

Opposite page:  
Volunteers and politicians hand World's Best News out one morning in September.  
Photo: Louise Dyring/Save the Children and Emil Jakobsen/Das Büro



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## WORLD'S BEST NEWS MORNING EVENT IN NUMBERS

In **114** places all over the country you could meet World's Best News on 13 September 2013. **126,000** juice packs were distributed by **1,000** volunteers. More than **90** NGOs form a strong backing, and more than **90** companies support the message of progress in the developing countries. **50,000** World's Best News newspapers and **350,000** Metro-Xpress newspapers were studied. **2.5 million** These milk cartons were on the shelves in **3,700** general stores.



The positive and surprising stories from World's Best News are welcomed by busy Danes in the morning traffic.  
Photo: Louise Dyring/Save the Children



# GOOD NEWS ON THE AGENDA

**Progress in developing countries is also new for many news media. Therefore, World's Best News can be found in national media all year round**

Attitudes to developing countries are created every day in schools and work places, in public and especially in the media. 'Constructive' or 'progress' are still not among the criteria used by the media to identify news; therefore it is important currently to inform journalists and editors that big progress is taking place every day in the developing countries. World's Best News covers both the current, topical agenda on [www.verdensbedstenyheder.dk](http://www.verdensbedstenyheder.dk) as well as writes analyses and perspectives in other media about principal issues in developing countries.



**Every week 754,000 Danish train passengers all over Denmark are exposed to World's Best News. In every city train in Copenhagen and some in Jutland, World's Best News is broadcasted on little TV screens every 20 minutes.**

**77,000 persons per week in the capital area can remember World's Best News, and the respondents say that it 'tells them something new', and that it is 'informative and interesting'.**

**A survey amongst passengers tells:**  
**"The TV-spot is relevant, because it is an issue I find important and positive".**  
**"The news is very positive, so I feel our help to other countries has been useful".**  
**"It is different from the endless streams of news that view everything in a negative way".**  
**"I would like to make a difference, but these days I feel that it does not work. However, with this spot I find it relevant to support a good cause again".**



The campaign has run four years so far, and every year, during the six weeks of the campaign, Bonniers has donated free advertisements for World's Best News progresses at the back cover of Science Illustrated, History Illustrated and National Geographic.



The magazine AFFAIR is published in cooperation with DANIDA and the Bureau Aller Client Publishing. AFFAIR is socio-political science journalism in a classical women's magazine format, which in a new and untraditional way tells about women's lives in developing countries and about development aid. Positive and daily life stories instead of conflict oriented disaster journalism for those women, who traditionally are not interested in developing countries.



The international, free newspaper MetroXpress brings World's Best News during the two weeks leading up to World's Best News annual morning event in September.



World's Best News delivers current international analyses on progress in developing countries to Denmark's biggest countrywide dailies, Politiken and Jyllands-Posten, as well as features, opinions and letters to the editor to other countrywide dailies.

# SPREAD PROGRESS IN SOCIAL MEDIA

## Twitter, Facebook and Instagram send World's Best News to a new and younger target group who shows much more commitment

Social media engage the readers of World's Best News with short, informative, constructive news, often with a surprising clue. The hashtag #vbn2013 did not only collect comments to World's Best News, but also created a common ground for especially the younger target groups around the event day in September.

### Create commitment

Attitudes should not only be challenged, they must lead to action. The action can be distributing World's Best News newspaper as a volunteer once a year, but it can also be small daily actions such as 'liking' a Facebook update or retweeting good progress. There is a tendency that stories in the social media have the best rating, if they are about technological inventions that create development; or a

headline with an emotional angle on a specific day, such as reduced maternal mortality on Mother's Day.

The social media generate activity to the website, www.verdensbedstnyheder.dk, which is primarily a news site. During the peak of the campaign in September the website gets a new campaign front page integrating all social platforms. In addition the site also functions as partner site for both companies and NGOs, whose participation is shown on individual profiles explaining who they are, why they are a part of World's Best News, and what they gain from joining the campaign.



A popular headline. Progress in the fight against maternal mortality, updated on Mother's Day:

“Happy Mother's Day! A good day to celebrate, that today 47 per cent more women in labor in developing countries experience a good delivery than in 1990. But the risk of dying during delivery of her baby is still far too high, especially in Africa south of Sahara and in Afghanistan. In 2010 287,000 women died when giving birth, primarily because of lack of midwives. Today, 65 per cent of all women in developing countries are assisted by a midwife during delivery. Spread this important message.”



Most tweets are in English, as Twitter primarily brings World's Best News to target groups outside Denmark. At the same time, a lot of good news is found at first on Twitter, and World's Best News then retweets to followers.



Instagram brought World's Best News into people's private homes and further to their family and friends. #vbn2013 was printed on milk cartons and juice packs, and on the morning event in September the Instagram activity peaked with a huge number of pictures from breakfast tables and classrooms.



The NGOs also benefit from the World's Best News. Save the Children used the Campaign to focus on the UN Convention on the Rights of the Child at the Children's Rights day in November.  
Photo: Jakob Øllgård Hansen/Save the Children

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# THE NGOS ARE A STRONG BACKING

**The commitment of 1,000 volunteers is the driving force of World's Best News – and they are the central ambassadors of the campaign. The NGOs carry the new narrative on**

More than 90 NGOs and World's Best News are mutually benefiting from each other. A large number of the organisations are using World's Best News as their constructive news channel, which focuses on progress – and many are using the September morning event as an opportunity to engage their volunteers.

Besides being the organiser of the September morning event, World's Best News is capable of supporting the organisations' own events. For instance, on 20 November 2013 Danish Save the Children used World's Best News'

for articles and activities for the children when they celebrated the UN Convention on the Rights of the Child together with their ambassador schools countrywide. One of the activities were an Instagram activity, in which the children should visualise what a 'World's Best News' would be for them and capture the message in a photograph that is uploaded on Instagram with the hash tag #vbn2013. Part of the objectives of World's Best News is also to spar with the NGOs about a more constructive and balanced communication about developing countries. Therefore, World's Best

News makes presentations and arranges workshops for interested NGOs who want a new view on their communication.

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**"In ADRA Denmark we are proud to join World's Best News. It gives us an opportunity to present some of the good results from the African countries we work in."**

**Lehnart Falk, General Secretary**

**"The World's Best News campaign is a good opportunity for GV's volunteers to tell about the positive results obtained in cooperation with our partners in northern Ghana."**

**Ghana Friendship Groups**

**"With little money thousands of Danes do a huge voluntary effort for the poorest in the world.**

**World's Best News provides an important proof that the Danish efforts are successful."**

**Axis**

# HOW TO ENGAGE 1,000 VOLUNTEERS

World's Best News would just be a newspaper with good news and a cool website if we did not have the NGOs. Therefore, it is important to create commitment among the backers if we want to create a broad popular campaign

HERE ARE SOME GUIDELINES AND USEFUL TIPS

## WHY INCLUDE THEM?

### A Unique Cooperation

The NGOs become part of a unique cooperation between other national and international organisations, company partners etc. The daily competition for money is put aside for the common cause.

### Talk about Progress

They get a strong platform where they can focus on and tell about positive progress in the developing countries. They have a lot of experience and knowledge – we offer to be their channel to the broad population which can be difficult to reach.

### In Good Company

They get their logo on the central website and on the campaign material. It gives a strong signal to be one among other prominent participants.

### Get in the Media!

The NGOs get the opportunity to reach the larger media which often turn NGO stories down.

### Join the Movement!

They can participate in a fantastic and positive morning event which spreads joy and engages volunteers in a new way.

## HOW CAN WE ENGAGE THEM?

### Create Action

There must be action opportunities at several levels with offers for both large and small organisations. For instance, 1. Join the event; 2. Write articles to newspaper and web; 3. Show support online. "Use all three options, a single option or how it best will fit into your organisation!"

### Easy to Join

Make it easy to sign up and avoid long and many procedures for the registration

### Share the Knowledge

Offer to be sparring partner on campaigns and to form custom-made cooperation

## KEEP IT SIMPLE

### The Website

Make a central online site with guides, background information, inspiration and guidelines.

### Toolkit Online

Make the campaign materials attractive and easy to find

### Meet up!

Sell the idea to the individual NGO at a short meeting – nurture the fellowship in a bigger workshop.

## WHY USE RESOURCES?

The NGOs have tight budgets and busy staff and volunteers. So why spend resources to join World's Best News? Because it creates added value!

### Think Progress!

World's Best News tells, qualifies and documents that the work of the NGOs is effective.

### For the Greater Good

The cooperation and the common sender show the population that the centre of action is to serve a higher cause – instead of fundraising and individual branding

### Celebrate Victories!

It is an opportunity to communicate results and celebrate victories.

### Say Thanks

It is an opportunity to thank the donors and give something back.

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# COMPANIES AS CORE PARTNERS

**”THE CAMPAIGN MAKES  
THE CORPORATE SOCIAL  
RESPONSIBILITY VISIBLE”**

**Marie Gad, Chief consultant,  
Confederation of Danish Industry (DI)**

The companies are central actors in World’s Best News, because they help spread the good news through their employees, partners and customers. At the same time the partnership help fulfilling the companies’ UN Global Compact obligations in their annual CSR reporting. In 2013 the number of participating companies reached 94, broadly representing all kinds of businesses, all of which contributed through their own internal and external channels of communication. Of new, bigger partners we can mention Novo Nordisk, PricewaterhouseCoopers,

GlaxoSmithKline and the insurance company Topdanmark. Some companies place the campaign logo and messages on their websites with link to [www.verdensbedstenyheder.dk](http://www.verdensbedstenyheder.dk), while others put up posters in their shops or use their products to promote the campaign.

**It is easy to join!**

As a company, you can choose just to use your company name in the World’s Best News campaign, support and recommend it. Or you can choose to support World’s Best News by using the partner logo in your internal or external

communication during the campaign period. There are many other ways to support World’s Best News. We have collected some of the many creative, unique and inspiring activities taking place all over Denmark on [www.verdensbedstenyheder.dk/virksomheder](http://www.verdensbedstenyheder.dk/virksomheder). The companies have used World’s Best News materials as point of departure in the on-going work with the messages of the campaign and in finding ways in which the company’s own interests can unite and create synergy with the campaign.



In 2011 Danish Railways DSB decorated an IC3-train and in 2012 an S-train with World’s Best News messages.  
Photo: Martin Stampe/DSB

# A COOPERATION WITH MANY ADVANTAGES

**Companies are spreading World's Best News through business partners and employees, and at the same time, they're fulfilling their UN Global Compact commitments. This is how we work together for a good cause!**

Progress happens when civil society, government and corporations do what they do best without limiting each other. It is, therefore, an important precondition for the corporate partners of World's Best News that we spend time to understand both the corporation's and World's Best News' communication needs.

A partnership with World's Best News must be a synergy. When the corporations' CSR policy and real progress in the world are communicated in a credible, professional and thought provoking way, the partnership becomes a credible channel of communication for the benefit of all. World's Best News cooperates with more than 90 companies, many of which are member of the UN Global Compact. An effort of great importance for the world's poor. There are more advantages from being part of the UN Global Compact.

Global Compact is a well-established and globally recognized political framework for development, implementation and publishing of environmental, social and governance policies and practices. It is a platform for opportunities to share and exchange best practices and new methods for promotion of practical solutions and strategies to common challenges.

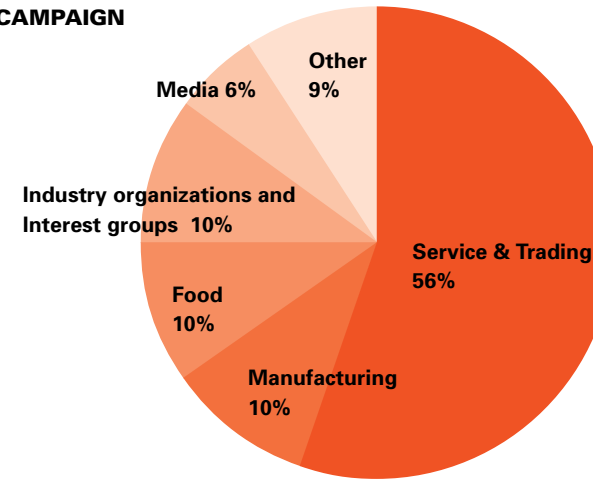
Corporations under Global Compact have the possibility of developing sustainable solutions in partnership with a number of stakeholders, including UN bodies, governments, civil society, workers and other non-business interests.

By being a partner in World's Best News the corporations can live up to some of their Global Compact obligations. Read more on [www.unglobalcompact.org](http://www.unglobalcompact.org)

**“Global Compact encourages corporations to embrace universal principles and become a UN partner. It has become a critical platform for the UN when it comes to engaging effectively with global corporations.”**

**UN General Secretary, Ban Ki-moon**

THESE SECTORS HAVE JOINED THE CAMPAIGN



On 13 September, on WBN day, the juice producer Rynkeby delivered small juice cartons with the World's Best News message, 'Half of the world's poor have disappeared' to approx. 120,000 Danes and in August 2013 to 17,000 runners in the DHL relay race in Odense as well.



**“It is a good initiative and it fits well into our engagement in Global Compact”**

Tina Obel Lope,  
CRS Manager in Danske Bank



**THAT'S WHAT TOMS DID!**

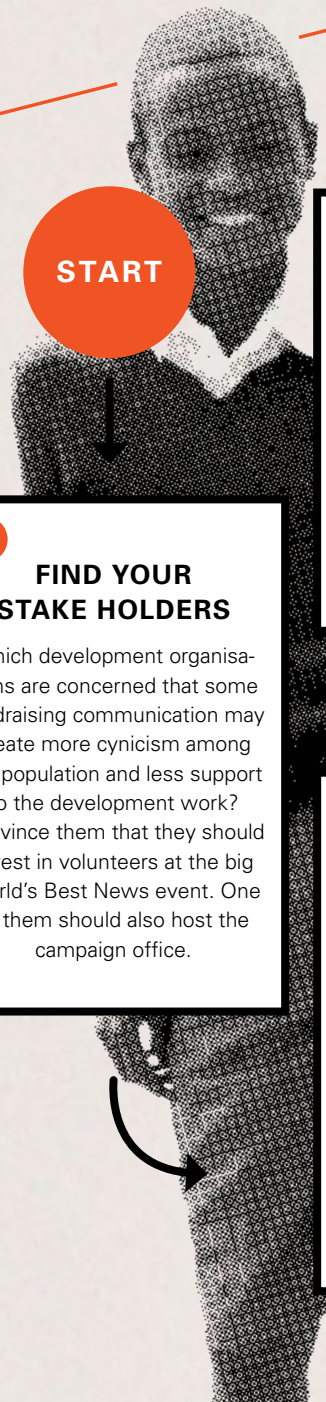
Early risers among Toms' employees distributed 5,000 chocolate gold bars in the "Chocolate junction" in Ballerup with a special co-branded flyer.



The dairy plant Thise used one of the panels on approx. 2.5 million milk cartons to show the World's Best News message '700 million people have been alleviated from poverty'.

# HOW TO CREATE WORLD'S BEST NEWS – A GUIDE TO BEST PRACTICE

How to make a news campaign with 1,000 volunteers, 96 development organisations and 94 companies



START

## 1 FIND YOUR STAKE HOLDERS

Which development organisations are concerned that some fundraising communication may create more cynicism among the population and less support to the development work? Convince them that they should invest in volunteers at the big World's Best News event. One of them should also host the campaign office.

## 3 DESCRIBE THE BIGGEST PROGRESS OF THE YEAR

Use already existing channels. Find reports from the UN; they are full of progress that the media seldom use. Describe the good progress and the challenges still prevailing in the world.

## 2 SEND APPLICATIONS TO FOUNDATIONS OR PUBLIC FUNDS

Governments want backing to the development aid, and it is necessary that the population can see, that the aid is effective. Information about progress is, therefore, in the interests of the government, so it should be obvious that it contributes to development and administration of the campaign.

## 4 FIND 25 COMPANIES WITH A CSR POLICY

and write them a polite invitation to World's Best News. The company should not donate money, but instead be obliged to communicate the year's messages internally to employees and externally to customers and partners in minimum six weeks around the big event. That way the company fulfils some of its Global Compact obligations.

## 5 FIND WORLD'S BEST NEWS LOGO, POSTERS, GRAPHICS AND SHORT FILMS ON WWW.VERDENSBEDSTENYHEDER.DK

Translate them into the relevant language. Everything is open source and can be used according to the Memorandum of Understanding which you also find on the website. Take care that companies and NGOs know where to find the materials.

## 7 COORDINATE THE EVENT

Nominate coordinators among the volunteers in the development organisations and give the NGOs distribution places in the areas you would like to include. Take care to inform through monthly coordinator letters; local idea development and ownership at after-work meetings. Nurture a forum for the NGOs on your website.

## 6 ORGANISE AN INITIAL MEETING SIX MONTHS BEFORE THE EVENT

Invite all stakeholders, such as development organisations, public donors, companies and preferably researchers in development communication. Present the messages of the year and arrange workshops enhancing the campaign. Now the campaign can take off.

## 8 FIND 10 COMPANIES

that would like to engage themselves more in the campaign in exchange for the PR value. One of them should contribute a product to be distributed to the public at the morning event together with the World's Best News newspaper.

## 9 MAKE A NEWSPAPER

Ask the NGOs to submit news about their most important progress.

## 10 MAKE MEDIA AGREEMENT WITH OTHER JOURNALISTIC MEDIA

Change of attitude of the population begins in the media. Participate in the debate. Find a media partner who has the courage to publish progress from developing countries and send news to this partner before the event.

## 13 MOVE TO POINT 1

## 12 HOLD THE ANNUAL MORNING EVENT

One morning in September 1,000 volunteers walk the street to distribute World's Best News newspaper and a small present, e.g. a juice pack, an apple or a roll, and the media will bubble with World's Best News.

## 11 FORMULATE A MEDIA STRATEGY

The first year the campaign will sell itself. The following years the small media must be informed about the campaign and the bigger media must be informed about the most important progress in the world.

# MAKE YOUR OWN EVENT!

A happening must attract attention and show the campaign in one picture. What would it look like?

## INSTAGRAM ACTION

The participants must tell what a World's Best News would be for them – write it and take a picture of it. Finish the following sentence, "The World's Best News would be that ...." The copy may be written e.g. on a blackboard, on a piece of paper held by several hands, with chalk on the flagstones, on the belly, on the arm, on a steam covered mirror – the more examples, the funnier. In practice you must:

1. Take a picture via Instagram
2. Create a catchy hashtag #
3. Make sure, that your Instagram profile is open, so we can see the pictures

When doing these three things, the pictures will be dragged into a picture stream on your website and create a mosaic full of hope and proposals for a better world.

## FLASH MOB

A flash mob is a happening, where a group of people are suddenly gathering in a public place, doing a short, unusual and surprising action or performance together – and then dispersing. The happening may be repeated in several places in the town

1. Preparation: approx. 1 hour
2. Execution: approx. 10 minutes
3. Participants: Minimum 15

In 2012 a group of volunteers in Aarhus made a flash mob, where they 'froze' on an agreed signal with an apple in their hand. Eight from the group shouted good messages from World's Best News, and in the end all of them shouted together, "The fight against poverty bears fruit". The participants gave their apples to passers-by and then continued their walk. A regional TV channel covered the event.

## BICYCLE RACE

A bicycle race as an event can be adjusted to place and target group. It can be a closed activity for school students, but it can also take place in the public space, e.g. on bicycle lanes, where every 100 meters the bicyclists are met with a 2015 banner and information about each of the eight development goals. At the finishing line each participant can be 'rewarded' with a sample of what is distributed that year.

1. Preparation: 5 days before the activity and 1 hour before
2. Execution: 2 hours
3. Participants: People passing by

Start and finish are drawn with chalk, and the printed/painted banners are placed along the curb. Remember to ask for permission from the municipal authorities to use the bicycle lanes.

## NEWS IN THE SHOP

World's Best News newspaper and posters with the campaign messages of the year can be ordered for second-hand shops and Fair Trade shops that wish to share the good news with their customers. You can find all the World's Best News materials on [www.verdensbedstestyheder.dk/materialer](http://www.verdensbedstestyheder.dk/materialer).

1. Write a mail to [verdensbedstestyheder@ngoforum.dk](mailto:verdensbedstestyheder@ngoforum.dk)
2. Place the newspaper on the counter
3. Have a good talk with the customers

Do you have a shop – or do you know a good shop that would like World's Best News? Then use the morning event in September as an opportunity to celebrate the progress in the developing countries.



# WORLD'S BEST NEWS IN THE WORLD

**A rather obvious and simple idea has turned out to be attractive far beyond the borders of Denmark. Even simple principles have great effect**



In Ireland the Irish NGO Forum, Dóchas, has chosen to copy the Danish campaign. All the bigger Irish development organisations have joined forces in Ireland's, "World's Best News", which had its premiere in October 2013 in Dublin and Cork. Volunteers distributed newspapers, and, like in Denmark, cooperated with the local Irish news media and companies. Facebook and the internet were

also an important platform.

In Sweden and Finland the local UN organisations also copied the idea of publishing a newspaper. But in those countries it takes place without a big coalition between NGOs and companies.

In Norway, Holland and the Czech Republic a number of organisations joined to prepare local editions of World's Best News. At the UN, the UN Millennium

Campaign and UNDP are interested in learning from the Danish experiences and sharing methods and ways of cooperation with the rest of the world.

**Several European countries are contemplating if they can take over the campaign and introduce it in their own context.**

The common wish is to communicate, in a simple manner, the results of the development cooperation to their own citizens. But not only the EU, the Western countries and the rich countries want the World's Best News concept. At the meeting in 2012 in Addis Ababa of the African parliamentarians about the Millennium Development Goals, and in 2013 at a Pan-African youth ambassador workshop in Gambia, World's Best News was invited to share their experiences in communicating constructive news about the development work in strong partnerships with civil society, corporations, states and the UN.

## VÄRLDENS BÄSTA NYHETER



www.millenniemalen.nu

2013



Säkra födselar i flyktingläger



Sidan 2 Från utblottad till framgångsrik företagare



Sidan 3 Laga för jämställdhet

Sidan 3



Konsultationer kring de nya utvecklingsmålen med ungdomar i Tanzania.

### Det är din värld – hur vill DU att den ska se ut?

**Som en del i arbetet med att ta fram nästa globala utvecklingsagenda som ska ta vid efter millenniemålen 2015 har FN dragit igång en global konsultationsprocess. Syftet är att ta reda på vad människor värdesätter och hur de vill leva. Hittills har över 1,3 miljoner människor i 193 länder delat med sig av sina tankar om framtiden.**

– Jag är en ensamstående mamma med två barn som varje dag bär min korg med frukt för att sälja på marknaden tre kilometer bort. Det händer ganska ofta att jag blir arresterad för olaglig gatuförsäljning. Jag har blivit kvarhållen i veckor, grannarna får ta hand om barnen och för att bli fri måste jag betala dyra böter. Min önskan är att ha ett eget marknadsstånd, men jag har inte råd att betala för tillstånd.

Så svarade en gatuförsäljare nära Nyabugogo-marknaden i Rwanda. Hon är en av 1,3 miljoner människor som deltog i den FN-ledda globala konversationen om nästa utvecklingsagenda *The World We Want*. Syftet är att samla så många röster som möjligt så att världens ledare har ett brett underlag när de ska komma överens om de nya utvecklingsmålen.

– Det här är den största konsultation som någonsin gjorts! Det är viktigt för uppslutningen kring de nya målen att människor känner att de fått komma till tals. Precis som millenniemålen kommer de nya målen göra stor skillnad i miljoner människors liv, säger Olav Kjørven från UNDP, en av dem som lett FN:s arbetsgrupp om den nya utvecklingsagendan.

Samtidigt som människor runt om i världen markerat att de områden som finns med i dagens millenniemål – utbildning, jämställdhet, hälsa, vatten och sanitet – fortfarande är viktiga är det också nya frågor som tas upp. Ansvarstagande regeringar samt möjligheten att försörja sig är några av de viktigaste områdena enligt konsultationerna.

Människor är också upprörda över orättvisor och växande klyftor och många har kommenterat att den ekonomiska tillväxten måste fördelas mer jämlikt. Som en deltagare uttryckte det: "det räcker inte att bara hjälpa dem som är lätta att nå och lämna de fattigaste och mest utsatta till sist."

**FAKTA**  
Du kan påverka via nätet. Vad är dina prioriteringar för en bättre värld? Gå in och rösta på: [www.worldwewant2015.org/](http://www.worldwewant2015.org/)

**Millenniemålen är åtta utvecklingsmål som alla världens ledare har ställt sig bakom – de ska vara uppfyllda 2015**

- 1. Halvera jordens fattigdom och hunger
- 2. Se till att alla barn får gå i grundskola
- 3. Öka jämställdheten mellan kvinnor och män
- 4. Minska barnadödligheten
- 5. Förbättra mödrhälsan
- 6. Stoppa spridningen av hiv/aids, malaria och andra sjukdomar
- 7. Säkra en miljömässigt hållbar utveckling
- 8. Öka samarbetet kring handel, bistånd och skuldavskrivningar

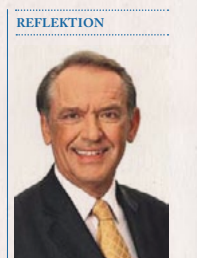
REFLEKTION

Deltagarna i undersökningen vill vidare att deras regeringar ska göra ett bättre jobb – de vill ha bättre samhällsservice och en politik som uppmuntrar tillväxt samtidigt som marknaderna regleras. De vill också få chans att delta i och påverka beslut som berör dem. "Inget för oss utan oss", som en ung funktionshindrad kvinna uttryckte det.

Att kunna leva utan rädsla för våld och konflikt står också högt på människors agenda. "2015 vill jag ha en värld där kvinnor inte dödas, där mord på kvinnor inte är normaliserat och där kvinnor har mer att säga till om både i det dagliga livet och i politiken", sade en universitetsstudent i Ankara, Turkiet.

Enligt de som deltagit i undersökningen är det många viktiga frågor som måste rymmas i de nya utvecklingsmålen. Som en peruansk kvinna uttryckte det: "Vi vill ha en värld fri från fattigdom och orättvisa, en jämställd värld där mänskliga rättigheter respekteras".

Många har också visat oro för planetens framtid och uttryckt att vi inte får äventyra kommande generationers välmående. Så här sa exempelvis en urinvårde från Ecuador: "Vi måste ta hand om Pachamama (moder jord) hur ska vi annars kunna leva?"



### Utveckling kräver helhetssyn

Ingen fred utan utveckling, ingen utveckling utan fred och varken fred eller utveckling utan respekt för de mänskliga rättigheterna.

Det är kontentan av den deklaration som antogs av FN:s generalförsamling under toppmötet 2005, då jag satt ordförande. Det är också det som bäst sammanfattar mina lärdomar från ett helt yrkesliv i den internationella diplomatins tjänst.

När vi planerar för nästa globala dagordning för utveckling – som ska ta vid efter millenniemålen 2015 – är det därför viktigt med en helhetssyn. De nya "hållbarhetsmålen" måste ta hänsyn till miljömässiga, sociala och ekonomiska aspekter. Vi får dock inte använda miljöhotet som en ursäkt för att inte göra allt vi kan för att utrota den extrema fattigdomen. God samhällsstyrning och starka institutioner behövs också för att uppnå hållbar utveckling.

Det bästa sättet att visa att vi menar allvar med de nya målen är att se till att hålla de löften som redan gjorts. Med två år kvar till 2015 måste vi öka takten, speciellt för de millenniemål som går allra sämst – tillgång till sanitet och förbättrad mödrhälsa.

Som FN:s generalsekreterare Ban Ki-moon nyligen uttryckte det: "Leave no one behind and bring everyone forward". Alla ska med!

Jan Eliasson  
FN:s vice generalsekreterare

In Sweden, UNDP is publishing their own World's Best News paper once a year.

## IN THE AFTER- MATH OF PROGRESS...

... more progress often follows. The World's Best News campaign is a good example, and as the chairman of the steering group and in my work in one of Denmark's biggest NGOs, I see clearly and at close range the effects of the campaign.

The Danes' view on the developing countries has changed. Over the past three years the percentage of Danes believing in progress in the fight against poverty has doubled from 16 to 33 per cent. One third of the Danes actually believe that we can eradicate poverty!

They also believe that the development organisations are the ones to improve the livelihood for the world's poorest.

The backing of the population stresses another important aspect of World's Best News. The strength of unity.

As something very unique, today more than 90 development organisations are cooperating to carry out an information campaign together with the Danida, the UN system



and more than 90 companies. And then we see results.

2.5 million milk cartons, 126,000 juice packs and more than 1,000 volunteers are just a few examples of the many ways in which World's Best News every year is brought to the Danes. And it is contagious. One by one the development organisations in Denmark are beginning to take a closer look at their own fundraising communication. Will they also be able to benefit from a new narrative?

Finally, World's Best News has implemented its own research project, 'Finding Danish Frames' in cooperation with Roskilde University, which will find out, whether the development organisations are communicating the problems of the developing countries in a proper way, if they want to strengthen and maintain the population's interests, knowledge and backing of the global fight for justice.

The research has resulted in guidelines and tools for reflection in Danish NGOs to evaluate and adjust their communication in a way that will strengthen the overall fight for global justice.

There were many reasons to create a campaign like World's Best News, and there is equal reason to export the success.

Yours sincerely,

**Mads Klæstrup Kristensen,**  
Chairman of World's Best News

**“It has become quite clear to us all that welfare among other things is connected to employment. This is particularly pronounced in the world's poorest regions. No job - no income and no security. Therefore, it is of vital importance that companies get established in the poorest parts of the world. During the past 13 years, more than 700 million people have worked themselves out of poverty. This is very good news for the whole world.”**

**Stine Bosse,**  
UN Advocate for the MDGs  
(Millennium development goals)

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# WORLD'S BEST NEWS

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The Danish development organisations  
in collaboration with **DANIDA** and the UN



This leaflet is a description of the concept behind the World's Best News Campaign. World's Best News is a unique collaboration between the UN, Danida and the Danish development organizations to communicate progress and successes of developing countries and development cooperation. You can read more about the campaign at **[www.worldsbestnews.dk](http://www.worldsbestnews.dk)**

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