# uniting to drive global change — Bond Co

Build a SUSTAINABLE world

Abhina Aher — Trans activist & India HIV/AIDS Alliance Director

Hewette Hailesessie — BBC Africa

Baroness Tanni Grey-Thompson — Paralympian, Peer

I was told I would never contribute...

SPORT HAS THE POWER TO CHANGE THE WORLD ... UNITE PEOPLE ... AWAKEN HOPE

— Nelson Mandela

many times in life we have to unlearn what we have already learned...

A 'stigma' action... you peel away one layer and find another...

using sports to bring People together

People who live on the fringes of society have often not chosen to be there.

Hate crimes against the disabled have doubled...

TRANSITION can take TIME

WHEN I WAS BORN YOU DON'T SEE DISABLED PEOPLE OUT... ANYWHERE

NEED TO STAY POSITIVE ABOUT THE CHANGES WE HAVE SEEN

Even BUDDHA struggled to give up SWEETS

'I just want HUMANITY ACCEPTANCE + INCLUSION

WE ARE LOOKING FOR A COMMUNITY SPIRIT

"We are often so PREOCCUPIED with our own problems we can't see OTHERS"

"We are trying to increase VISIBILITY"

There are lots of things NON-DISABLED PEOPLE can't do too

Have we changed enough to face the challenges we have today?

We are being affected by increasingly complicated realities of war.

## ALTERNATIVE FUTURES

where fate can DIVIDE us humanity can UNITE us!

The conversation about aid today in Africa is about neutrality

Religion is the elephant in the room we need to challenge ...

...what is it's role in our sector?...

EVERYTHING IS ABOUT POWER

What is the institutional & social context of what we do?

CHECKING POWER CHECKING PRIVILEGE

WHO FRAMES THE AGENDA?

AMPLIFY THE INSIGHT of unheard communities

lived experience

What are the barriers of communication?

Recognise & respect technical knowledge & experience

PROTECT WATER

Agency

Authenticity

Agility

Are we dealing with the issues of power that really matter?

let people tell their stories

Learn from failure
- will it do good?
- is it brave?
- is it possible?

BEYOND DIVERSITY

Engage Muslim communities

Recruit Muslims from diverse backgrounds

Muslims are some of the biggest givers to charity

If we don't change...

...there is no future for us...

YOUTH STRIKE

SIGNS OF HOPE

WE NEED TO JOIN the ACTIVISTS...!

REBEL FOR LIFE

EMERGENCY COALITION

SINCE 1970 WE HAVE LOST 60% OF THE WORLD'S SPECIES

THIS IS NOT A BOUTIQUE PROBLEM IT'S A CURRENT PROBLEM

FOOD SYSTEMS

FOOD 20% Fruit

How will we feed 10 bn?

WE HAVE FAILED AS A SECTOR TO EDUCATE OURSELVES

WE HAVE POWER, NOW LET'S USE IT!

NEED TO SPEAK TRUTH TO POWER

NEED TO CALL OUT BIG BUSINESS

THE COMPANY CHAIN ISN'T ALIGNED

RENEWABLE ENERGY WOULD BE CHEAPER IF FOSSIL FUELS WEREN'T SUBSIDISED

THE FOSSIL FUEL ECONOMY

NO MORE REPORTS! WE HAVE ENOUGH REPORTS!

CAN WE SHOULD WE WILL WE

POLITICAL WILL

WE HAVE DESTROYED OUR SOIL

NEED RESTORATION AGENDA. forests soil LAND!

WE CAN BRING SOIL TO LIFE!

NEED A COMPELLING NARRATIVE!

INTERGENERATIONAL JUSTICE

WE RACED FOR THE MOON, NOW LET'S RACE FOR EARTH!

## WHERE ENVIRONMENT MEETS DEVELOPMENT

LOCALISATION

LOCAL PEOPLE HAVE THE KNOWLEDGE, THEY NEED THE AUTHORITY & FINANCES TO ACT.

USING THEIR language (NOT POLICY MAKERS & SCIENTISTS)

DIVERSITY IN THE NEWS ROOM IS IMPORTANT

... and more accurate, fact based conversations...

1 + 1 = 5

## REWRITING THE MEDIA'S TALE OF AID

Are journalists neglecting the complexities of crisis?

Who tells the story?

How do we put local voices first?

We need to get more GOOD NEWS STORIES IN THE NEWS!

Should stop calling charities they do ...

CLICK BAIT

People reach for faster, simpler stories that reinforce stereotypes and ...

Accuracy was it fake? misleading? How can we tell?

TRUST

TRANSPARENCY

We some RISK TO GET

New tech can spot fake images

STORIES MOVED PEOPLE

"HUMAN RIGHTS" is too ABSTRACT

PEOPLE

## A CLEAR MESSAGE

ABORTION RIGHTS

CREATE UNITY with CROSS-SECTOR ALLIES

Starting conversations was more useful than making declarations

## CAMPAIGN WINS

MILESTONES

A referendum on ABORTION & 66% landslide victory

- 2012 - gay sex no longer penalized in India
- A complete Transgender temple - including Transgender priests
- 2015 - Transgender officially acknowledged as 3rd gender
- 2018 - an APOLOGY from the Supreme Court for 80 years of failure to recognize the issue

WHEN SHOULD WE GET IN YOUR FACE and when should we be more SUBTLE?

Radical Campaigning is better when you're MOBILIZING your own people

Subtlety or access & ability is better suited to CONVERSATION

LBGTQIA+ ISSUES

Long-term strategy
Volunteer-led
Grass-roots
Brand Recognition
Clarity & Message
Target the Middle Grounds

Queer Rights is not just about queer people. We need support from heterosexuals too

a lot of work happens in the background

You can just START a CAMPAIGN and then WAIT for a RESULT

OPEN HONEST

the problem of KRILL FISHING...

BUT KRILL ARE NOT VERY CUTE or SEXY

OCEAN PRESERVATION

2017 Protect the Antarctic

A Citizen Investigation

- Major high street shops withdrawing products

BRAND ATTACKS

the POWER of PEOPLE coming together

## CONNECT

LATERAL APPLICATION what else could we do?

BLUE?

INNOVATIVE PARTNERSHIPS

What is INNOVATION?

CREATIVITY THAT SHIPS

3 LEVELS:

NEW IDEAS THAT WORK

UNUSUAL RELATIONSHIPS

INVESTMENT

LONG RELATIONSHIPS

CORE

SERVE EXISTING

ADJACENT

ENTER NEW.

TRANSFORMATION

CREATE NEW.

TRUST

COLLABORATION WAS AN ITERATIVE PROCESS

PATIENCE

# Bond Conference 2019

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Should NGOs stop calling themselves charities when what they do is much more complex?

The structures NGOs work under can be restricting

Issues with coercion, exploitation & consent issues

PEOPLE DON'T NEED CHARITY SOLUTIONS THEY NEED POLITICAL SOLUTIONS...

CLICK BAIT

People reach for faster, simpler stories that reinforce stereotypes of aid.

What are the implications of funding?

How can we better partner with NGOs?

Building better relationships & Trust

Accuracy: was it fake? Misleading? How can we tell?

New tech can spot fake images

TRUST TRANSPARENCY

We're always open to feedback...

We sometimes need to take RISKS, TOGETHER TO GET THE BIG STORIES OUT.

## CONNECT

INNOVATIVE PARTNERSHIPS

LATERAL APPLICATION what else could we do?

BLUEPRINT FOR A SUSTAINABLE FUTURE

CO-DESIGN SOLUTIONS

3 LEVELS:

What is innovation?

CREATIVITY THAT SHIPS

NEW IDEAS THAT WORK

UNUSUAL RELATIONSHIPS

INVESTMENT in LONGTERM RELATIONSHIPS

CORE ... SERVE EXISTING

ADJACENT ... ENTER NEW

COMING TOGETHER with COMMON PURPOSE

We are SOCIAL ANIMALS

We need to UNDERSTAND EACH OTHER.

TRANSFORMATIONAL ... CREATE NEW

COLLABORATION WAS AN ITERATIVE PROCESS

TRUST!

INPATIENCE WITH

Rt. Hon Penny Mordaunt

We have forgotten some of the values that make us who we are...

We have had huge challenges amidst a backdrop of criticism

Technology is a key element

Greater transparency

Predatory individuals are being brought to justice

New safeguarding standards & practices

Charitable giving has fallen...

We need to work more closely with the philanthropic sector

The bulk of the UK charity sector does not rely on public funding

We have 11 years left to deliver our goal...

When we put our minds to it we can do great things.

We need to work with the US re- women's rights

We need to go to the White House, to the Vatican and make those connections

## THE STATE OF THE SECTOR

MORE NEEDS TO BE DONE...

The humanitarian system needs reform

MORE FUNDING

Working out how to connect our people & knowledge around the world.

DFID will make it easier for smaller orgs to deliver aid to disasters and crises.

There's no plan to merge DFID!

Muting the best organisations to help

Enabling our values to be upheld.

Increasing funds

Strengthening civil society

## DESIGNING TRULY INCLUSIVE PROGRAMMES

must be adopted & endorsed at the organisational level

TOO MUCH, TOO FAST? Are we trying to do too much?

It's not just the right thing to do, but the smart thing too

FUNDING is key to ACCESS

ADVICE "not from experts" but people with disabilities

EMBEDDED in COMMUNITIES

Learning from failure, and trying to be better

Communities doing the research themselves

Using Social Media

Mobilising resources at the community level

THINKING IN SOLIDARITY NOT SILOS

Barbara Nose Zambian governance Foundation for Civil Society

Let's TACKLE MISCONCEPTIONS!

Solomon Mugera pac-Africa

Putting values at the heart of everything we do

We have become the elite ... the status quo

What do we do as governments shrink?

Maina Kiai Human Rights Watch

We have to question the ROLE of BUSINESS

We have to go back to our roots

Our work is with PEOPLE

WE NEED TO ROCK THE BOAT!

We can't leave challenging DFID to the Daily Mail

IMPORTANCE of SOLIDARITY

In Human Rights work we talk about giving voice to the voiceless, but we need to GIVE THE VOICELESS A VOICE!

## NURTURING A CULTURE of EQUALITY

The language of "DIFFERENCE" is problematic

OTHERING

STIGMATISING

OUR SECTOR HAS A RESPONSIBILITY TO GIVE AN AUTHENTIC VOICE TO THE PEOPLE WE WORK WITH & FOR

WORK VISAS

DIVERSITY & INCLUSION ARE DIFFERENT

YES! BUT EVERYONE MUST FEEL LIKE THEY BELONG

IMPORTANT FOR A DIVERSITY OF PEOPLE TO IDENTIFY WITH YOUR ORGANISATION

WHO IS REPRESENTED ON YOUR WEBSITE?

WHO IS APPLYING FOR YOUR JOBS

DIVERSITY of THOUGHT

Not just race & gender but background

SOCIAL IDENTITY THEORY

Seeing ourselves in others builds our self esteem, our sense of BELONGING & IDENTITY.

How to LEVEL THE PLAYING FIELD?

Breaking through the Glass ceiling

70% of the sector are women but only 30% are CEOs

NEED ROLE MODELS

ACCESS TO EDUCATION & TRAINING

Supporting women through MOTHERHOOD

Give up our EGOS to pool resources... be curious about others

I suppress my need for RECOGNITION to let the ECOSYSTEM flourish

YOUR LEADERSHIP STYLE is a decision you have keep making

Publicly owning up to my MISTAKES

Being vulnerable

FAIL, REFLECT, LEARN!

Make it Better so that everyone can RISE UP

## GLOBAL LEADERSHIP for Difficult Times

Integrity
Humility
Accountability
Openness

Think differently about PURPOSE by broadening your HORIZONS

Business As Usual doesn't apply any more

It's a challenging observation especially NGOs...

We all work in different ECOSYSTEMS

REMEMBER we're incredibly lucky to be leaders in this work that we can BELIEVE IN

FIND TIME FOR JOY

PERFORMANCE POTENTIAL INTERFERENCE

Being a woman as a leader... it shouldn't matter (in a way) but it does in fact

Some people see vulnerability / the admission of error as WEAKNESS

DON'T MAKE INCLUSION A DIFFICULT ISSUE

BREAKING STEREOTYPES TO TELL AUTHENTIC STORIES

DIGNITY IS IN THE PROCESS.

There are less people living in extreme poverty than before

What stories should be told?

POV is IMPORTANT

Sometimes you need to get out of the way

The People in the pictures

Tell stories across a range of channels

What is our purpose?

Provide context

A desire to raise awareness

Have a voice and be heard

Contributors are largely satisfied with results but worried about consequences

It's important people understand what their stories are being used for

Report from female & insecure places

STORIES ARE ...

It's important we don't debate the identity of people

Consider ethno-social differences - not all audiences are the same

Larger NGOs are getting the biggest share of the cake

They have the marketing machinery

They write the best proposals

WE ARE WORKING IN AN UNNECESSARILY COMPETITIVE ENVIRONMENT

We spend too much time monitoring & evaluating - not enough time DOING the WORK.

DONORS have a big RESPONSIBILITY

We should not be competing with local NGOs for funding

LOCAL NGOs are at the bottom of the funding supply chain

WE NEED TO START VALUING THE RESOURCES LOCAL NGOs DO HAVE.

# bond

## STATE OF THE SECTOR

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We have 11 years left to deliver our goal...

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Sometimes you need to be out of the comfort zone

Provide context

What is our purpose?

Expanded & diversified channel content

Focus on issues

Repeat from Google & increase views

STORIES ARE AN ECOSYSTEM

It's important we don't delete the identity of people

Negative, stereotypical portrayals discourage diaspora communities from engaging

Move away from evoking pity.

Consider ethno-cultural differences - not all Audiences are the same

Take time to do things properly

Create connections...

Invest in creative & collaborative processes

Everyone needs to be on the same page with

GET CONVENT! Provide feedback & follow-ups

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## VOICES of the GLOBAL SOUTH

Stop thinking we are essential

We need to hand over power

DONOR LED PARADIGM

pressure to formalise bureaucrat

Need to shift to a PEOPLE LED development paradigm

Tend to suppose with TRUST

Sometimes it's necessary to refuse outside goals

More than 6,000 local donors

GIVES GRANTS to WOMAN's GROUP

SOLIDARITY NETWORK Across Nepal

Travelling to different cities just to be there.

Tenuk map

KENYA COMMUNITY DEVELOPMENT FUND

We needed a model to enable Kenyans to mobilise local resources

Building structures for LOCAL INVESTMENT enable long term devolution of power

INVEST IN: COMMUNITY PHILANTHROPY

LOCAL FUNDRAISING

PARTICIPATORY GRANT MAKING

# SHIFT the POWER

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Do not just the flashy thing do but the smart thing too

## DIVERSITY & INCLUSION ARE DIFFERENT

EMBEDDED in COMMUNITIES

Communities during the respective disabilities

Using social media

Identifying resources at the community level

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## WHERE ARE OUR FEMALE LEADERS?

68-70% women in the SECTOR

32-40% CEOs / CHAIRS

FTSE 350 target 35% by 2020

WHAT MIGHT BE BLOCKING US?

Male a female GOOD LEADERSHIP = GOOD LEADERSHIP?

Network. Trust. Nurture.

acceptance training opportunities support

How much do you have to adapt?

Leadership = masculine

VISION

Stand up and lead from the front

THREATS - INTIMIDATION the added pressure of being THE WOMAN LEADER

"MESSAGE: SAVING" "RESCUING" macho ideals can create a macho culture

...or... "SHARING EQUALITY"

MISSION DRIVES LEADERSHIP

## CHALLENGING THE VILLIFICATION OF CIVIL SOCIETY...

Push attitude change!

## WHY DO NARRATIVES MATTER?

Understanding why a new negative narratives thrive

What are the tools of these stories?

Right wing agendas attack civil society to erode it

Mobilise a new story!

Make compelling organisations, human rights as a way to build better communities

Facts dont work - statistics need stories

Repetition People need to hear positive narratives repeatedly

Move away from portraying people as victims.

Offer alternative possibilities

Promote your own narrative!

Solutions Heroes

Opportunities "FOR"

Not the oppositions narrative

Problems Victims

Threat "against"

PEOPLE NEED TO KNOW CHANGE IS POSSIBLE and how to be a part of it.

## INSPIRATIONAL NARRATIVE

Susanne Mashang author

FREE the STORY

How stories are made... who are they for?

Invest in new story tellers

Don't be afraid to tell difficult, complex stories

Are you perpetuating or shattering the conceptions of the global South?

We cannot let fear paralyse us

Are you producing 'stories to order'? Exploiting the source conforming to the clichés

Don't feed the beast!

Stories are not commodities

Story factories

Need let white & western-educated people be the only ones who can frame experiences

AMPLIFY DIFFERENTLY!

## SDGs ADVOCATING for REAL CHANGE

In Europe we have made a cross sector coalition

Working with unusual suspects

HAVE WE BEEN CRITICAL ENOUGH?

Voluntary National Reviews have right to accountability

Opportunity to involve Civil Society

SDGs have become a political tool

In Brazil we are fighting for our values

To fight for our rights

Our domains

CLIMATE of POLITICAL CRISIS

## WE WON'T GET ANYTHING IF WE DON'T WORK TOGETHER

Customers want brands with a purpose

Like Body Shop & anti-Amber Organisation

We are mobilising our Staff and Customers

Give a voice to those that are not heard & LISTEN!

What is an SDG?

## ENGAGEMENT & ACCOUNTABILITY

## CIVIL SOCIETY is facing a LIFE or DEATH THREAT

## WE ALL HAVE A RESPONSIBILITY

The best stories are not "inspiring".

Take care of the storyteller, the stories will take care of themselves.

## EMPOWERING those we work with

CHANGE who are think can deliver development

Put community members in the centre!

Young people are breaking down barriers & challenging stereotypes INVOLVE THEM!

## BUILDING TRUST in Communities

INVEST in long term community capacity

Put power back in people's hands!

Recruit & train local people

Feedback to community regularly! & change practice accordingly

Listen to the words the community uses!

Create accountability platforms

Language is crucial in building trust

Provide language support & budget for translation & interpretation

Language speakers are often requested to do unpaid & unappreciated work

## the FUTURE of LARGE NGOs

An Existential Dilemma

The world is changing fast. We have to EARN the RIGHT to EXIST

In ORGANIZATIONAL CRISIS:

LUMBERING BUREAUCRACIES vs AGILE INNOVATORS

· reach · scale

· open · quick

INCOME OBSESSION

COMPLIANCE OBSESSION

FRAGMENTATION vs CONSOLIDATION

AGILE / INTERNATIONAL

MULTI-MANDATE

ONLY 2 at a TIME

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