

Age With Rights Global Rally 2024 – Concept Note



Background

The Global Alliance for the Rights of Older People (GAROP) launched the '[Age With Rights](#)' [campaign](#) in February 2021 to present a unified, visible presence and amplify the voices of older people and civil society organisations in the 11th session of the UN Open Ended Working Group on Ageing (OEWG 11) session held virtually in April 2021.

In 2022, we held the [first Global Rally](#) as part of the campaign and in 2023 we held the [second Global Rally](#). The Rally presents a key moment to mobilise ahead of the annual OEWG sessions in New York to encourage governments to attend the session and support drafting a new UN convention on the rights of older people. Government participation improved at OEWG12 and again at OEWG13 where governments adopted a decision to move forward with intersessional work to identify gaps and consider the best options to address these gaps. Below are some of the highlights from the Global Rally 2023.

Global Rally 2023 highlights



At least 30 campaign events were organised across 28 countries from all regions of the world and were featured on our [website](#).



Many diverse themes were covered, from dementia, ageism, the right to work and participation, widowhood, and intersecting discrimination such as older LGBTI+ people and older women.



Rally campaign organisers included GAROP members and other NGOs plus other stakeholders, including National Human Rights Institutions. The Rally presents an important opportunity to build new partnership and allies.



Thousands of people actively participated in and joined in person and virtual events and activities around the world. These included meetings with decision-makers, marches and demonstrations, petitions, musical activities, exercise classes, a photo contest and a website launch to name a few.



The Rally reached an estimated 2.8 million people on social media (compared to 1.2 million last year). This year's impact was boosted by an increase in mentions across other platforms including Facebook, Instagram, Tiktok, news and web coverage.



10,627 people interacted with the campaign and #AgeWithRights hashtag on social media (compared to 2,367 last year) and the 'non-social media reach' increased significantly from 90,000 in 2022 to 1 million in 2023.

The time is now

Over the last year the evidence supporting a new UN convention was further strengthened through the evidence presented as part of the OEWG intersessional work, the ongoing work of the Human Rights Council and the UN Independent Expert on the enjoyment of all human rights by older persons. Governments are now entering an intergovernmental negotiation phase to develop recommendations about the gaps in the international human rights system and the best ways of addressing those gaps to present at OEWG14.

Greater public and media mobilisation ahead of OEWG14 will show governments that there is a growing global movement calling on them to act on this evidence and commit to including an option in the recommendations to draft a new UN convention on the rights of older people.

In its role as convener, supporter, and capacity-builder, GAROP will grow the global advocacy movement in 2024 through new elements of the Age With Rights campaign. The Global Rally is a key part of the Age With Rights campaign and our third Global Rally in 2024 will take place over the course of a week from **Monday 8th April to Sunday 14th April 2024** ahead of OEWG14 due to take place from 20th-24th May 2024.

Goals of the Global Rally

- **Activate** more advocates globally to join the movement by raising awareness of older people's rights and the need for a new UN convention
- **Mobilise** new and existing advocates to advance local, regional, and thematic advocacy activities in support of older people's rights and a new UN convention
- **Push forward** in rallying governments to support further work on older people's rights in the Human Rights Council and agreement in the OEWG to draft a new UN convention

Timing

Date: Monday 8th April to Sunday 14th April 2024

This is the optimum time for the Rally to reinforce the call for governments in the capitals to send instructions to their UN missions in New York ahead of OEWG14.

The week of **Monday 8th April to Sunday 14th April 2024** will act as the centre point of the

Global Rally but any campaign activities that take place in advance of, or following, the Global Rally week can also be promoted and included in any coverage of the event.

Audience

The primary audience will be existing and new advocates and activists, including older people; members of the public; organisations working for older persons; activists and allies from other human rights causes with intersecting interests; journalists; national human rights institutions, UN Special Rapporteurs and Independent Experts, UN bodies and officials to engage in the campaign.

The secondary audience will be government decision-makers as possible participants in Global Rally events and also as the key target for our call to action.

Format and approach

The Global Rally will be made up of a series of local, national, regional, and global online events organised by our member organisations and other supporters. This will include a high-level one hour 'Summit' organised by GAROP as a centre point of the Rally. Members and campaigners will take full ownership of the planning and organisation of their events and activities following the guidance in the [campaign action guide](#) from GAROP. GAROP recognises that there is no 'one-size-fits-all' approach. Members and activists are encouraged to plan events or activities in ways that play to their strengths and support their local advocacy work while aligning to the goals of the Global Rally and incorporating the 'Age With Rights' rally cry.

Our global [Change.org petition](#) that was launched on Human Rights Day on 10 December 2023 and urges governments to start drafting a United Nations (UN) convention on the rights of older people without delay will act as a central 'call to action' for campaigners and participants across the different events organised.

Global Rally Virtual Events

Globally, we are at different stages of activation, mobilization, and pushing forward in our advocacy work on older people's rights and a convention. As such, we foresee a variety of individual Global Rally events with focus and content varying depending on context and needs. **Please consider**

how to engage local and national media in your event to help maximise coverage and impact of the Rally.

Ideas for the virtual Global Rally events might include:

- **Activate:** Organise an online dialogue with your government representatives, national human rights institution and civil society organisations on the human rights of older people and the role a UN convention would play, perhaps with a focus on a particular theme.
- **Mobilise:** Identify new partners and allies for a virtual discussion on common interests and collective advocacy activities on older people's rights and a UN convention, for example teaming up with women's groups, or disability or LGBTI+ activists who are supporting older people.
- **Push forward:** Organise a discussion with various stakeholders about how to influence and support governments to implement the recommendations of the [Human Rights Council Resolution 48/3](#) and the [summary report of the OHCHR Multi-stakeholder Meeting in August 2022](#) and voice support for a UN convention in the OEWG.

Creative activities and other events around the Global Rally

If you wish to organise an activity in support of the Global Rally then this can be showcased and can be as creative as you like. Ideally the activity would take place during the week of the Rally but this is not essential. We encourage you to engage members of the public, particularly older people, and local or national media in your activities as much as possible. NGOs and activists could organise more local in-person events or campaign actions and share photos and video clips of these in advance of the Rally. Ideas that have emerged so far include public marches, street theatre or flashmobs at key locations, writing poetry and songs, wall murals, design competitions, petitions, social media account or website 'takeovers' that display the campaign colour, slogan and calls to action. If you wish to organise online events linked to the Global Rally outside of the dedicated dates, then you are encouraged to promote the Global Rally at these events.

Geographical focus

Events at all levels from local, national and regional can be included in the Global Rally. We encourage you to coordinate with other campaigners and partners in the same time zones as much as possible, including at the regional level, to avoid timetable clashes on the day of the Global Rally.

Themes

The overarching message is the **important role that a new UN convention would play in strengthening the protection of older people's rights and urging governments to support this**. Linked to this, you can focus on themes that your organisation or network specialises in or has an interest in. You could choose to focus on the themes for the 14th OEWG session, which include **'The Right to Health and Access to Health Services'** and **'Social Inclusion'** and the new themes of **'Accessibility, infrastructure and habitat (transport, housing and access)'** and **'Participation in the public life and in decision-making processes'**.

Exploring intersecting discrimination with campaigners from other areas of human rights is strongly encouraged as a way of building allies, diversifying, and reaching new audiences (example, older women, older people with disabilities, older LGBTI+ people, Age-Friendly Cities networks, etc). You could also reach out and seek support from human rights organisations such as Human Rights Watch, Amnesty International, International Federation of Red Cross and Red Crescent Societies, etc.

Sharing information with us

For the Global Rally to have maximum impact, those participating with events and activities from all across the world **must share information about them with the GAROP Secretariat** so they can be showcased online and included in material shared with the media for example. A [campaign action guide](#) is now available to provide support with ideas, messaging, and logistics.

Complementarity with other campaigns

The Global Rally should offer an opportunity for members with their own tailored regional, national or thematic campaigns to boost the visibility of these campaigns in solidarity with the overarching global 'Age With Rights' call.

Visibility and branding

Members and campaigners are encouraged to engage in their own individual and organisational capacities in the Age With Rights campaign and use any campaign assets and tools made available.

The GAROP logo and name should not be used by campaigners on their own event

material without GAROP's specific endorsement. More information about this can be found in the [campaign action guide](#).

The GAROP logo and name (along with those of any potential sponsors) will be used by the GAROP Secretariat on some campaign materials where necessary for transparency, however, as the campaign is inclusive of all and not limited to GAROP's membership, GAROP branding will not be at the forefront of all campaign materials. The campaign materials will have their own branding that can be used by all GAROP members and campaigners taking part in the Rally.

Capacity and coordination

GAROP continues to prioritise the Age With Rights campaign in its fundraising work. In 2024, we hope to be able to fund small grants for members to deliver Global Rally-related campaign activities and are increasing our communications capacity with new improved campaign materials and a larger and more targeted social media presence.

The role of the GAROP Secretariat will be to prepare guidance and campaign collateral for campaigners; collate information about Rally events and activities and maintain a strong web presence; ensure overall coherence and coordination; and organise the high-level 'Summit' of the Rally. The GAROP Steering Group members will guide and support this work and help to mobilise members and other networks to engage as well as assisting fundraising efforts.

Contact

Ellen Graham, Coordinator, ellen.graham@rightsofolderpeople.org