

Age With Rights - Global Rally 2024

Guide for campaign action organisers

What is the Global Rally?

The Global Rally on **8th – 14th April 2024** is a key part of the [Age With Rights](#) campaign. It is an opportunity for people around the world who support the stronger protection and promotion of older people's human rights to unite and call on governments to take action.

The Global Rally will take place several weeks ahead of the next annual Working Group meeting of governments and other stakeholders on older people's human rights¹ at the United Nations (UN) in New York from 20th to 24th May 2024. The Co-facilitators, Portugal and Brazil, will present the intergovernmentally negotiated recommendations prepared as part of the intersessional work since the last session in April 2023.

Our goal: To urge governments to participate actively in the UN Working Group meeting in May² and support the drafting of a new UN convention on the rights of older people.

Read more on our [website](#).

How will the Global Rally be organised?

The Global Rally will consist of a series of unique campaign actions in different time zones over a week-long period between 8th – 14th April 2024 in support of the above goal. The campaign actions will be organised by GAROP member organisations and other campaigners, activists and advocates for older people's rights. Organisers of the campaign actions will have full ownership and control of their own event or activity. There is flexibility in the format and style of campaign actions, but all

¹ This is the 14th session of the UN General Assembly's [Open-Ended Working Group on Ageing](#) (OEWG)

² Ibid

should meet the basic criteria set out below. GAROP is fundraising with the aim of providing grants for a number of campaign actions by member organisations in different countries.

How will GAROP promote the Global Rally and your campaign actions?

The GAROP Secretariat will collate information about Rally events and activities into one overarching webpage containing details about the campaign actions, including registration links. GAROP will promote the Global Rally campaign actions in the run-up to the Rally and through to the UN meeting in May. We will do this on our website, Twitter/X, Facebook, Instagram, and across our network of partners. We will provide a communications toolkit with materials for event organisers and all Global Rally participants to use. This will include social media graphics, sample tweets and messaging, a template press release, other customisable campaign assets. To highlight the Global Rally and the power of our network, the GAROP Secretariat and Steering Group will also organise an over-arching global virtual dialogue with older people and high-level stakeholders called the 'Global Rally Summit' during the week of the Rally.

What are the criteria for Global Rally campaign actions?

The minimum criteria that all Global Rally actions should meet are:

1. **Taking place during the week of 8th – 14th April 2024 (or a date near to this)**
2. **Having a clear focus on older people's human rights and including the meaningful participation of older people alongside appealing to a public audience in all its diversity**
3. **Including a call for a new UN convention to strengthen the protection and promotion of older people's rights globally**
4. **Including a call to action for participants and supporters to sign and share the global [Change.org](#) petition launched by GAROP in December 2023**
5. **Clearly profiling the Age With Rights slogan and our Global Rally 2024 [campaign materials](#)**

Campaign action organisers are also asked where possible to:

- Engage journalists in order to **secure media coverage** of the campaign

- Engage **national government officials and politicians** responsible for older people, human rights or foreign affairs around the specific calls to action below

Guidance for campaign action organisers

This guidance responds to feedback from the previous Global Rallies and questions raised in ongoing conversations with campaign action organisers. We welcome further input and feedback at any time and will build this into our planning.

Decide on type of campaign action	<p>Providing the event or activity you wish to organise meets the four main criteria above, there is flexibility in the type and format of event you can organise for the Rally. You can plan virtual events or in-person activities that play to your strengths and that support your organisation’s existing advocacy work and campaigning on this issue.</p> <p>Your event can be more general in nature or focus on a specific theme(s) that your organisation or network specialises in or has an interest in. You could choose to focus on the themes selected for discussion at the UN Working Group meeting in April (read more here).</p>
Timing	<p>It will be helpful if virtual events could be held between 8th and 14th April 2024 as this will be centre-piece of the Global Rally. If you cannot organise your event between 8th and 14th April for any reason, then please aim for a date as close as possible to this week and we will still include and promote your event as part of the overall Rally.</p> <p>Remember that the best time to contact your government to influence their participation in the UN Working Group meeting³ in May is about 4-6 weeks before, i.e. early-mid April. Events in late April might be too late for the government to prepare and register to speak.</p>

³ This is the 14th session of the UN General Assembly’s [Open-Ended Working Group on Ageing](#) (OEWG)

	<p>We suggest that any in-person events or creative activities be organised in advance of the week of the Rally so that photos and video clips from the event or activity can be featured as part of the Rally.</p>
<p>Explore collaborations</p>	<p>You are encouraged to work in coalition with other organisations focusing on older people’s rights if possible as this demonstrates to governments that we are organised. This could include other GAROP members in your country. Check the GAROP list of members or contact the GAROP Secretariat for more information about this (info@rightsofolderpeople.org).</p> <p>It could also be helpful to connect with larger organisations working on human rights more broadly and encouraging them to support the focus on older people’s rights around the Rally.</p> <p>Identify new partners and allies for a joint event or activity 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, LBGT+, or anti-racism activists who are supporting older people in their own work. World Health Day on 7th April during the week of the Global Rally might provide a useful link or opportunity for an event or activity focused on health.</p> <p>Consider whether you might have more impact with a national or regional event. National actions can be impactful in directly targeting and influencing a government. An action at the regional level can be powerful in showing civil society coordination and unity particularly where it has a specific purpose.</p>
<p>Managing virtual campaign actions</p>	<p>Virtual event organisers will use their own virtual meeting platform (i.e. Zoom, Webex, Google Meets, etc) for their event. This allows you more control over preparing for your event, including managing your registrations, communication with participants, setting up any interpretation, and your event recording.</p> <p>We recommend that you record your virtual event so that we can continue to share and promote it in the run-up to the UN Working Group meeting⁴ in</p>

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	<p>May. You could also livestream your own event if you wish. Please ensure that participants are aware that the event will be recorded in advance and footage will be shared with other organisations, so that they can give consent.</p> <p>We recommend that you set up a registration system for your event as this reduced the risk of ‘Zoom-bombing’ and disrupters in the event. It also allows you to see who is interested, get participants’ consent for the recording of the event, and to give them feedback about the outcome of your event. You are responsible for managing your own event’s registration data, please do not send this to us.</p>
<p>Branding, visibility and consent</p>	<p>For Rally campaign actions, you can use your own organisation’s logo and those of any consenting co-organisers. You are also free to use the Age With Rights campaign assets available on our website. Organisations that are currently members of GAROP are also free to use this new GAROP Member logo alongside your own organisation logo if you choose.</p> <p>The main GAROP logo cannot be used without permission. Use of the logo can be approved by GAROP if this additional request form is submitted to the Secretariat at least 2 weeks in advance, i.e. by 25th March for an event or activity starting on 8th April. Please note that due to limited capacity, last minute urgent requests to use the logo will not be granted and requests from GAROP member organisations will be prioritised.</p> <p>As photos, videos and recordings of online meetings will be shared and promoted as part of the Global Rally, organisers of campaign actions will be asked to confirm that you have the consent of participants in your campaign action for this. We recommend that you secure this consent in advance in your registration form or invitations. Here is some suggested language to assist with this: <i>‘By participating in this event/campaign action, I consent to images, videos or recordings featuring me being used by the organisers and GAROP in a responsible and reasonable manner for campaigning and advocacy purposes for up to 5 years. This may include sharing content with other organisations for broadcast and media</i></p>

	<p><i>distribution globally. Please see our Privacy Policy for further information (add link if you have one).'</i></p>
<p>Key messages to support your campaign action</p>	<ol style="list-style-type: none"> 1. Older people around the world face particular challenges in enjoying their human rights. Governments have recognised that this includes, among others, protection against violence, abuse and neglect, the right to food, housing, work, education, and health and care⁵. Older persons clearly face discrimination and negative treatment on the basis of their age⁶ and this can be made worse by other forms of discrimination based on gender or disability for example. 2. There are very few explicit references to older people’s rights in existing international human rights treaties. These treaties do not cover all aspects of older people’s rights and are unclear about how human rights apply in older age⁷. International agreements and policy frameworks dedicated to older people and ageing, such as the Madrid International Plan of Action on Ageing, have also proven to be inadequate and incapable of protecting older people’s rights⁸. 3. The solution we are calling for is to create an international legally-binding ‘UN convention’ on older people’s rights. A new UN convention would provide governments, service providers, businesses, civil society and older people everywhere, with the clarity and guidance we need to build a more equal society for people of all ages and ensure respect for our human rights as we age. It would result in greater accountability for and monitoring of older persons’ rights.
<p>Calls to action</p>	<p>Depending on the type of campaign action or what fits best with your organisation’s approach, you can select some or all of the following ‘calls to action’.</p> <p>Call on campaigners, advocates and partners to:</p>

⁵ [A/HRC/RES/48/3 - E - A/HRC/RES/48/3 -Desktop \(undocs.org\)](https://undocs.org/A/HRC/RES/48/3)

⁶ <https://rightsofolderpeople.org/wp-content/uploads/2015/03/In-Our-Own-Words-2015-English.pdf>

⁷ <https://social.un.org/ageing-working-group/documents/eleventh/OHCHR%20HROP%20working%20paper%2022%20Mar%202021.pdf>

⁸ <https://www.ohchr.org/FR/NewsEvents/Pages/DisplayNews.aspx?NewsID=20848&LangID=F>

	<ul style="list-style-type: none"> - Use the #AgeWithRights slogan and campaign materials and encourage as many others as possible to do so in the run-up to the next UN Working Group meeting from 20th to 24th May 2024. - Reach out to your Government and urge them to participate actively in the UN Working Group meeting in April and to support a UN convention on the rights of older people. <p>Call on governments to:</p> <ul style="list-style-type: none"> - Attend in person and make statements throughout the next UN Working Group meeting including on the different focus areas of rights being discussed - Involve and consult older people and civil society to ensure that their inputs to the next UN Working Group meeting from 20th to 24th May 2024 are based on the everyday experiences of older people themselves - Include a representative from civil society, ideally an older person, in their delegation to attend the UN Working Group meeting to strengthen civil society and older peoples' voice and capacity to engage in this process - Voice their support in the next UN Working Group meeting in May 2024 for the drafting of a new UN convention on the rights of older people without delay and involve older people and civil society in this work (or at least agree not to block a drafting process)
<p>Submitting details of your campaign action</p>	<p>Please complete the form in Appendix A and send it to info@rightsofolderpeople.org along with any flyers or promotional materials by 28th March 2024 in order for your event to be featured and promoted ahead of the Rally. We welcome information and updates about related events at anytime and will do our best to continue promoting them up to the next UN Working Group meeting.</p>

	We will email you a short feedback survey following the Rally to gather data on number of participants and media coverage, so please keep a record of this information.
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APPENDIX A

[Click here to complete your campaign organiser form online](#) or submit the form below by email.

Campaign action information – form for completion by organisers	
By submitting this form to GAROP:	
<input type="checkbox"/> We consent to this information being used on the GAROP website and social media <input type="checkbox"/> We confirm that we will secure the consent of all participants in our campaign action for images, videos or recordings featuring them to be shared with GAROP and other organisations for campaigning and advocacy purposes. This may include sharing content with other organisations for broadcast and media distribution globally	
Name of organiser(s)	
Contact email for organiser(s)	
Title of event	
Date	
Time (include time zone)	
Link to further information (e.g.	

registration link for online event)	
Geographical scope	
Language(s) that will be used	
Type of campaign action (virtual or in-person)	
Brief description (including themes or event programme if applicable)	
<i>Please attach a flyer, photo or graphic for use on the GAROP website and social media in relation to your campaign action!</i>	

Contacts

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