
**AWARENESS STRATEGY
FOR PROMOTING GLOBAL CITIZENSHIP
AND EDUCATION FOR DEVELOPMENT**

Social Promotion Foundation

Introduction

The fight against poverty and sustainable development in the South is increasingly placed in a global and interdependent context. It is no longer limited to the countries of the South but to the countries of the North as well. On both sides, citizens have rights and duties, and their attitudes, behaviors, and actions have consequences in the pursuit of sustainable development. A strong international solidarity network can influence the decision-making processes of development policies and give them greater coherence.

In this context, awareness-raising for global citizenship and development education (EDCG) are essential tools for achieving greater effectiveness in the development cooperation actions to which it complements. The EDCG encourages the formation of critical opinions and promotes the change of values, attitudes, and behaviors that lead to the active exercise of rights and duties both locally and globally. They also encourage the participation of society as a whole in the field of development, thus contributing to the construction of a more just and more solidary world.

The EDCG is on the basis of solidarity and, therefore, it is essential for society to be aware that the fight against poverty, exclusion, and commitment to promoting the development of peoples requires a change in policies and models of the development of the so-called first world. This is only possible if all citizens are involved in the development education processes that must accompany development actions.

Context and challenges

In September 2015, the United Nations Assembly adopted the Sustainable Development Agenda 2030, in which one of the 17 Development Objectives (DO4) in its objective 4.7 states: "By 2030, ensure that all students acquire the theoretical and practical knowledge necessary to promote sustainable development, including education for sustainable development and the adoption of sustainable lifestyles, human rights, gender equality, promoting a culture of peace and non-violence, global citizenship and the valuation of cultural diversity and the contribution of culture to sustainable development.

The European Union has proposed a European Consensus on Development which reflects a paradigm shift in development cooperation under the Agenda 2030 and responds to the increasingly complex and interconnected challenges facing humanity today. From within the institutions, it is argued that in terms of Education for Global Citizenship, European policies at EU and Member State level are in line with Objective 4.7 of the Sustainable Development Goals and reflect the commitment to Education for Global Citizenship, even with funding.

The Spanish Cooperation carried out a Strategy for Education for Development 2007-2014 promoted by the II General Plan of the EC that has recently been evaluated, one of whose conclusions serves to focus this strategy in the current context in which we move: the evaluation reveals "the need to transcend visibility to contribute to change and social transformation."

The EDCG, as defined by the Education for Development of Spanish Cooperation Strategy, is: "An ongoing (formal, non-formal and informal) educational process, guided by knowledge,

attitudes and values, to promote citizenship which generates a Culture of Solidarity committed to the fight against poverty and exclusion, as well as to the promotion of human and sustainable development "(Ortega Carpio, 2006b: 15).

The 2013-2016 Master Plan of Spanish Cooperation adds that the ED for Development is a key process that aims to ensure that citizens are committed to and participate in an effective and quality development policy through the knowledge and development of competencies, values, and attitudes related to solidarity, social justice, and human rights.

Social Promotion Foundation understands that the EDCG goes beyond a simple rights claim, in which the actors and causes of underdevelopment are multiple, and the faults and merits diverse. On the other hand, in today's globalized and interdependent world at all levels, it is important for the development process to be sustained by global co-responsibility and the conscious commitment of all development actors, and especially the organizations of civil society integrated by global citizens, so that altogether combat poverty and inequality.

The EDCG is a transversal axis that links all the areas of work of Social Promotion Foundation: Cooperation to Development and Awareness, Cultural and Educational Cooperation and Volunteering and Social Action.

Social Promotion Foundation works in EDCG because among the corporate objectives that define its institutional mission is the promotion of civic values and the promotion of solidarity and responsible citizenship. Through the EDCG we want to reinforce the solidarity approach of the people who make up the Spanish society to convey a critical attitude towards reality and an awareness of global citizenship that generates fairer relations and is the seed of a transformed society.

In this sense, Social Promotion Foundation as an organization that works in development cooperation has an institutional mission that is concretized in:

- Build a culture of solidarity centered on the person and on the need to achieve better and more dignified conditions of life, work, freedom and social participation for all.
- Work at the service of man, of every man.
- Give leadership to education and the priority and main role to women in development processes.
- Respect the dignity of the person taking into account the legitimate differences.

For this reason, its institutional objectives include: the commitment to contribute to the effort to create in society, and especially in young people and women, a greater citizen awareness, responsible and supportive, committed to the eradication of poverty, sustainable human development and the full exercise of the law in accordance with the dignity of the person, and respectful of the cultural identity of the peoples and social groups.

Dimensions of performance

Social Promotion Foundation focuses mainly on two dimensions of the EDCG: Awareness for Global Citizenship and Training / Education (Non-formal and Informal).

What we propose

In Awareness we promote the knowledge of the situation of human development in the countries of the South and their causes in order to generate attitudes and commitments in the North to fight against poverty. Within this process that provides direct information on the causes of poverty, social exclusion and violation of rights, citizens are identified with these realities and participate, raise actions and changes that eventually transform society.

For these actions, we have the Middle East Studies Center of Social Promotion Foundation (CEMO) which after 10 years of activity has acquired some recognition in the field of Spanish think tanks. The Center organizes annual meetings of experts discussing aspects of development cooperation that Social Promotion Foundation has known through its actions in the area of cooperation in the Middle East region during the last two decades.

THE MIDDLE EAST STUDIES CENTRE. CEMO



In Training/Education, we aim to raise awareness among teachers and students of the role that educational content plays in the fight against poverty through actions in which people are participating in unregulated educational processes such as youth associations, civic centers, universities, etc. The goal is to achieve a change of attitude in the learning of values related to participation and social commitment (Non-formal Education).

In addition, we perform non-conventional learning actions other than non-formal education that have a more playful component and use the media and social networks, etc. such as awareness campaigns and mobilization in networks (Informal Education).

Finally, we support, and therefore, we have created networks of development actors from North and South that facilitate the exchange of good practices among development actors, North-South and South-South.

What values do we spread

The broad commitment that the Foundation has acquired is to collaborate in order to have a just society in which the dignity of the person is fully recognized and respected. With respect for fundamental values: social justice, solidarity, human rights as defined in the Universal Declaration of Human Rights, the common good, shared solidarity, respect for different

cultural identities, dialogue and participation, guided by the principles of the Social Doctrine of the Church.

The principle of respect for the dignity of the person derives values that are transversally in all the actions designed and executed by Social Promotion Foundation in the strategy of Education for development and we refer to the following:

1. The principle of equality between men and women. We will try to promote the personal development of each of the participants in our actions, with respect to themselves and to others, in equal opportunities, rights and responsibilities, in order to achieve the co-responsibility of men and women in all areas, in order to achieve a model of coexistence in an open and plural society.
2. The principle of freedom and responsibility. Freedom is an inherent quality of human dignity. For this reason, the education for development actions designed must tend to enable people to make decisions in a free and responsible manner. For this to be possible it is necessary that people have reached maturity and formed their own criteria. Decisions have to be free, upright and responsible.
3. Principle of social responsibility and collaboration. The beneficiaries of the actions of education for development have to allow acquiring habits of social responsibility, coexistence, solidarity and respect. They have to lead to the conviction that improving personally has a positive projection in the closest environment and a social extension. They should promote social participation that leads them to defend their rights and perform their duties with the common good in mind.

The promotion of human dignity is directly related to the environment. The deterioration of the planet translates into injustice that impact more negatively on vulnerable social groups.

Geographical priorities

Social Promotion Foundation will focus on the Autonomous Communities of the Spanish territory where it is based and will project these activities in the countries in which it develops Cooperation for Development or Humanitarian Aid activity.

Target audiences

Development education activities will be designed for young people, university students and minorities.

Types of actions

In the field of Awareness-raising, events, round tables, expert meetings, etc. are organized and/or participated in. either as Social Promotion Foundation or through the CEMO that have repercussions in the field of expert organizations in the Middle East and the media.

In the area of Training / Education, meetings and workshops are held with youth associations, libraries, civic centers, social mediators and monitors for a transformative education (critical analysis, awareness, participation and mobilization). To this end, teaching materials are developed and disseminated with proposals for quality activities (guides, surveys, panels, videos, photographs, etc.) and also awareness campaigns and mobilization in networks are developed

Networks

Social Promotion Foundation understands that to carry out an effective EDCG it is important to ensure the relevance and legitimacy of the transmitted messages that must have as a starting point a true knowledge of the realities of the south.

For this, a true association - formal or informal - with development actors on both sides is required for the implementation of strategies, planning and joint actions at the international level.

In this context, Social Promotion Foundation has sponsored the creation of different networks that act with autonomy and full legal capacity, reinforcing the institutional and technical capacity of the organizations that integrate them. These networks will be part of the awareness raising process at two levels, South-South and South-North.

THE EURO-ARAB NGO NETWORK FOR DEVELOPMENT AND INTEGRATION. READI



The Euro-Arab NGO Network for Development and Integration was created by Social Promotion Foundation in 2001 to promote the integration of NGOs from Mediterranean countries by promoting new forms of participation between civil society organizations, governments and the business sector. Among its objectives are also the tasks of raising awareness on both sides of the Mediterranean region with actions that promote integral human development and allow a better knowledge of the social reality of those countries.

The READI currently has 44 institutions actively working for development and social integration in the Mediterranean countries.

www.redreadi.org

NGO NETWORK FOR DEVELOPMENT OF LATIN AMERICAN COUNTRIES. RED I



In order to strengthen the strategy of working with local partners, promoting networking and transfer of good practices, Social Promotion Foundation has promoted the creation of the NGDO Network for the development of Ibero-American countries. REDI.

Founded in Madrid in 2005, it currently has 14 member organizations from Bolivia, Colombia, the Dominican Republic, El Salvador, Spain, the United States, Guatemala, Nicaragua, Paraguay and Peru.

www.redredi.org

NGO NETWORK FOR THE DEVELOPMENT OF THE COUNTRIES OF EASTERN EUROPE AND THE BALKANS. ESBAL



In 2011, Social Promotion Foundation promoted the creation of a new Network involving 20 civil society organizations from Eastern European and Balkan countries. With some of these organizations, for example the NGO Network for the Development of Eastern European Countries and the Balkans, Social Promotion Foundation has been working for several years in non-formal education programs such as women and leadership, promotion of volunteering and social participation, among others, and has signed with some of them general collaboration agreements for the development of different programs and activities.

Management Structure in Social Promotion Foundation

Training of teams in headquarters

The awareness rising programs for Global Citizenship and Education for Development will be coordinated by the General Management of Social Promotion Foundation. The different departments of Social Promotion Foundation will take part in the process of identification, monitoring and evaluation of them (Institutional Relations, Projects, Communication and Volunteering, CEMO) as well as those responsible for the networks.

Coordinated information systems, identification and analysis of needs will be established to facilitate decision-making and the development and implementation of actions.

Elaboration of procedures

It is necessary to define procedures that speed up decision-making and define the role that each of the actors involved within Social Promotion Foundation must play in order to carry out Awareness Raising for Global Citizenship and Education for Development in an agile, effective and consistent with this strategy manner.

Among the procedures to be defined are:

- Information systems, coordination of the same, access, etc.
- Mechanisms of identification and analysis of needs.
- Decision-making process: "entry" and "exit strategies" criteria.
- Distribution of functions between different departments in the different phases of the action.
- Criteria for searching and allocating resources.
- Communication strategy.
- Mechanisms for information, monitoring and evaluation.
- System of accountability to donors and actors involved (beneficiaries).
- Quality control system.
- Mechanisms to ensure the active participation of beneficiaries in all phases of the intervention.

Development of regional strategies

The regional strategies that would be carried out annually in Social Promotion Foundation will include specifically the strategic lines to be developed in each region in the area of Awareness for Global Citizenship and Education for Development. These priorities should be reflected in the Annual Action Plan of Social Promotion Foundation, as well as in the subsequent Strategic Plans that will be designed in the future

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