



THE GLOBAL **POVERTY** PROJECT

Catalysing the movement to end extreme poverty



The world has fallen significantly behind our goal of halving extreme poverty by 2015, yet the world's attention and cameras have moved away from the issue, swept up in debates and coverage of the economic crisis, climate change and international security. With seven years to achieve the Millennium Development Goals, we are in urgent need of a reminder of the challenges of extreme poverty, and the opportunities and necessity of more concerted and effective action to support improved livelihoods for the poorest billion people on our planet.

The Global Poverty Project will catalyse the international movement to end extreme poverty by creating a 90 minute feature slideshow that clearly but deeply communicates the challenges and opportunities of extreme poverty, and what can be done about it.

It will be simple yet sophisticated, accessible for every person and grounded in best practice and scientific knowledge. It will tell the story of poverty, as well as the personal stories of those living in poverty. It will speak to the cynic, inspiring them at the same time. It will be shocking, compelling and demand action, while upholding the dignity and respect of those we are seeking to assist.

The specific content of the presentation will be shaped by a team of professional researchers, supported by an advisory panel of international experts, with the key 'take-home' messages for audience being focused around the following;

- Extreme poverty and related issues are important, urgent and related to me
- Our generation can end extreme poverty, and I can be a part of the movement to make this happen
- This needs to be a global movement, bringing together people from around the world to solve these challenges together
- It's not going to be quick or easy, but I am committed to playing my part to enable the global community to achieve our goals

In support of the slideshow, the Global Poverty Project will **partner with leading local organisations and existing campaigns** to equip individuals with the tools, knowledge and inspiration to influence governments and take action through media and grassroots movements.

The project's objectives in Australia are to;

- **Reach 5,000,000+** through media and publicity, raising awareness of extreme poverty
- **Educate 20,000+** through 150 presentations, deepening and reframing their view of extreme poverty
- **Engage 5,000+** citizens globally to take direct action on extreme poverty

Together with the United Nations Millennium Campaign, we aspire to take the project to **10 global regions**, supporting the global grassroots movement to catalyse action against extreme poverty. Inspired by the model of the Climate Project and *An Inconvenient Truth*, we also aspire to create a Feature Film to take the fight against extreme poverty to a wider audience.

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