

The Global Fund Replenishment Conference (France, 2019)

A Successful and Graduated Mobilisation from Communities and Civil Society

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Background

In order to generate a financial and political mobilization from donor countries, the community-based organization AIDES and the Paris Regional Centre for AIDS Prevention (CRIPS-IDF) raised civil society awareness before the Global Fund Replenishment Conference (GFRC) that has been held on October 9th-10th 2019, in Lyon.

Description

During fall 2018, an activist working group from AIDES has been set up to build a strategy and produced internal & external mobilization tools.

Taking opportunity of the NGO local events, 2100 activists were trained on GFRC issues on how to inform the general public and their communities about the GF.

In September 2019, the “Red Ribbon Loop” (Boucle du Ruban Rouge – BRR) operation, initiated by the CRIPS-IDF with AIDES’ support, gave visibility to the GFRC across France.

These distinct sequences were supported by a massive media campaign launched by AIDES, in May-August 2019, and in September-October 2019.

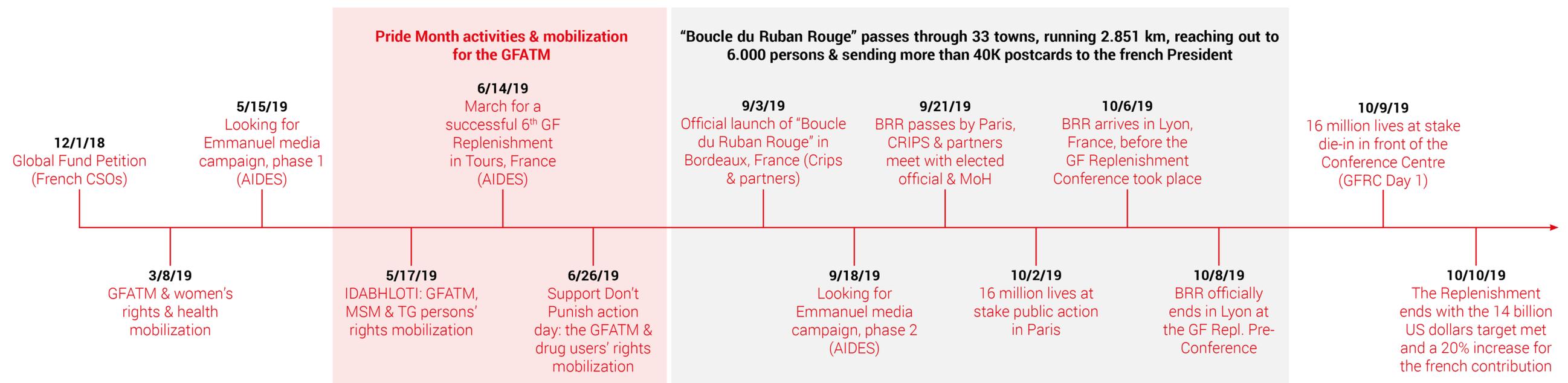
Lessons

This mobilisation, targeting stakeholders and communities, increased the visibility of the issues related to the global fight against HIV, in favour of common goals:

- 1) among CSOs: launch of a petition supported by more than 50 associations for World AIDS Day 2018;
- 2) through communities: speeches from spokespersons from GF recipient organizations during communities’ “key dates” on March 8th (Women), May 17th (LGBTQ) and June 26th (PWUD) and during Pride Walks in France, AIDES’ Congress in June and the GFRC itself;
- 3) among general public: using public space, traditional and social media, giving a strong visibility of the media campaign (258 media clips) and during the 33 steps of the BRR;
- 4) towards elected officials: during the BRR, many elected officials made public commitments and/or shared our demands including the Mayors of Paris and Lille as well the Presidents of the northern region, and Paris region, and several MPs.

Conclusions

With a graduated and progressive action strategy, AIDES, the CRIPS-IDF and their partners have contributed to the success of the GFRC, being the most important fundraising for global health with USD 14 billion raised and especially a 20% increase for the French contribution and involving over 1000 participants.



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