

Action Plan for the 7th General Conference of Mayors for Peace

1. Current priority activities of Mayors for Peace

Vigorously promote 2020 Vision Campaign to abolish nuclear weapons by 2020.

Focus on activities promoting the adoption of the Hiroshima-Nagasaki Protocol at the NPT Review Conference in May 2010. Promote Protocol as the only document currently in discussion whose adoption could forestall rapid proliferation and lead to a nuclear-weapon-free world by 2020.

1) Working towards the adoption of the Hiroshima-Nagasaki Protocol at the 2010 NPT Review Conference

In 2007, Mayors for Peace began conducting a grassroots petition drive supporting the Hiroshima-Nagasaki Protocol. In 2008 we delivered nearly 370,000 signatures to the United Nations, and this petition drive will continue until May 2010. To promote this effort, we will publish a booklet to explain the Protocol to the general public, appeal to the media, and make every effort to make “Hiroshima-Nagasaki Protocol” a household word. In addition, we will redouble our effort to recruit Mayors for Peace members. Every city that joins our organization strengthens our appeal for adoption of the Protocol.

2) Promote the International Decade for Disarmament, 2010 to 2020.

Mayors for Peace will encourage all civil society organizations with a stake in disarmament to ensure that the UNDC issues a formal declaration, as requested by the General Assembly. Thereafter, we will work to ensure that nuclear disarmament is given a high-profile in global activities related to the International Decade for Disarmament.

3) Promote role of cities and municipal associations in participatory diplomacy related to peace, disarmament and international affairs

The schedule of activities related to the above will include the following:

Date	Activities
September 2009 – April 2010	<ul style="list-style-type: none"> <li data-bbox="517 434 1359 600">i. Participate in the 62nd Annual Conference of NGOs associated with the UN Dept. of Public Information (DPI), titled “For Peace and Development: Disarm Now!”, to be held in Mexico City, 9 to 11 Sept. 2009 <li data-bbox="517 600 1359 680">ii. Participate in UN International Day of Peace, 21 Sept., focused this year on nuclear disarmament. <li data-bbox="517 680 1359 896">iii. At the fourth meeting of the International Commission on Nuclear Non-proliferation and Disarmament (ICNND), press for adoption of the Hiroshima-Nagasaki Protocol at the 2010 NPT Review Conference, October 2009 <li data-bbox="517 896 1359 1025">iv. Promote the grassroots petition drive in support of CANT, the Hiroshima-Nagasaki Protocol, and related nuclear disarmament demands. <li data-bbox="517 1025 1359 1106">v. Recruit new member cities as evidence of support for the Protocol. <li data-bbox="517 1106 1359 1187">vi. Begin inviting member cities to join a mayoral delegation to the 2010 NPT Review Conference. <li data-bbox="517 1187 1359 1330">vii. Work with cities and municipal associations, such as the United States Conference of Mayors (USCM), to lobby national governments at home and at the UN. <li data-bbox="517 1330 1359 1460">viii. Lobby government representatives for submission of a resolution related to the Hiroshima - Nagasaki Protocol or similar document at the UN General Assembly. <li data-bbox="517 1460 1359 1630">ix. Report the results of membership and grassroots petition drives in support of the Hiroshima – Nagasaki Protocol to the First Committee of UN General Assembly, emphasizing that abolition is the will of the majority. <li data-bbox="517 1630 1359 1760">x. Work with nations to submit the Hiroshima-Nagasaki Protocol or a comparable, related document at the 2010 NPT Review Conference. <li data-bbox="517 1760 1359 1930">xi. Monitor the talks now beginning in the Conference on Disarmament and advocate for an immediate start to formal negotiations on achieving a nuclear-weapon-free world by 2020.

May 2010	<ul style="list-style-type: none"> i. Demand adoption of the Hiroshima – Nagasaki Protocol or related document at the NPT Review Conference. ii. Participate in the 2 May, 2010 rally, march and peace and justice festival in New York City, being organized by Abolition 2000 and United for Peace and Justice. iii. Utilizing the NGO session, report the results of the membership and grassroots drives supporting the Hiroshima – Nagasaki Protocol, stressing that nuclear weapon abolition is the majority will. iv. Organize a Mayors for Peace event during the Review Conference.
By August 6, 2010	<ul style="list-style-type: none"> i. After the NPT Review Conference, Mayors for Peace will cooperate with the International Association of Peace Messenger Cities to strongly support holding a fourth Special Session devoted to Disarmament. ii. In addition, we will convene a major international conference in Hiroshima of like-minded nations and NGOs to celebrate the start of negotiations and address next steps in the campaign to eliminate nuclear weapons by 2020. If necessary, this Hiroshima Conference will consider alternative means of pressing for nuclear weapons abolition, including an NPT amendment, a track 2 process, or World Court Project II. Mayors for Peace will work urgently with all partners to ensure that the international campaign remains broad-based, high-profile and high-priority.

4) Strengthen collaboration with campaign partners and promote grassroots petition drive

Mayors for Peace will continue to promote our grassroots petition drive in support of the CANT (Cities Are Not Targets) project and the HNP. We will also cooperate with member cities, NGOs, labor unions and other like-minded groups to gather at least 10 million signatures on related, though not identical petitions.

Date	Activities
September 2009 – May 2010	<ul style="list-style-type: none"> i. Create an advisory group consisting of representatives from member cities that have experienced the scourge of war. ii. Utilizing the above advisory group, recruit new members and conduct petition drives in cities with similar wartime experiences. iii. Strengthen collaboration with Abolition 2000 and organizational members of Abolition 2000 to mutually support all our campaign activities whenever and wherever possible. iv. Partner with other activist groups such as the International Physicians for the Prevention of Nuclear War (IPPNW), the International Campaign to Ban Landmines (ICBL) and Cluster Munitions Coalition (CMC) as well as groups dealing with international humanitarian law, such as the International Association of Lawyers Against Nuclear Arms (IALANA).
Fall 2010	UCLG 3 rd World Congress in Mexico City: gain involvement of UCLG in CANT

5) Greatly increase Mayors for Peace membership

Increase member cities to 5,000 by May 2010.

- i. Request that member cities recruit nearby municipalities that are not yet members.
- ii. Utilize sister-city and friendship city relationships
- iii. Utilize international meetings and cooperate with local government and municipal associations.
- iv. Establish a presence in Latin America and Africa; activate allied NGOs on those continents.

6) Expansion of the Executive Committee

Given the rapid growth of Mayors for Peace, it is deemed advisable to expand the Executive Committee to build capacity and improve communication as we move toward a nuclear-weapon-free world in 2020. In expanding the Executive Committee we will be guided by the following principles:

- i. Seek geographical balance among continents and countries.
- ii. Give priority to countries with high numbers of members. However, even in countries with low numbers, cities that demonstrate high effectiveness or are of special strategic importance will also be considered.
- iii. The Executive Committee shall not be expanded beyond 1% of total

membership.

7) Establish contact centers within as many cities/countries as possible to improve communication, fundraising, recruitment efforts and management of national or regional activities.

- i. In 2007 Mayors for Peace created the 2020 Vision Campaign Association, a registered NPO incorporated in Ieper, Belgium. This new international secretariat has contributed enormously to designing and implementing the 2020 Vision Campaign.
- ii. The international secretariat in Belgium will take the lead in creating and managing a network of centers through which to obtain effective campaign assistance.

8) Development of the “Obamajority” Campaign

Based on the speech made by President Obama in which he announced America’s commitment to seek peace and security in a world without nuclear weapons, Mayors for Peace will promote the term “Obamajority” to refer to the global majority of nations and people seeking the abolition of nuclear weapons. This campaign will begin in Japan. It will be expanded wherever it is deemed likely to broaden the base of grassroots public support. Concrete efforts will include the following:

- i. Publications and website postings
- ii. Establishment of an “Obamajority” website
- iii. Strategic public relations activities utilizing mass media
- iv. Production and sales of T-shirts and other souvenir items with the Obamajority logo
- v. Produce an Obamajority campaign song
- vi. Promotions through conferences
- vii. Obtain cooperation from peace NGOs.

2. Midterm plans prior to the 8th General Conference

The 2010 NPT Review Conference and its immediate consequences will profoundly influence the campaign from May 2010 until the 8th General Conference in 2013. Thus, mid-term plans will be deliberated and determined during the Hiroshima Conference to be held after the Review Conference. In general, those plans will include the following:

Projects
<ul style="list-style-type: none"> ● New measures to facilitate implementation of the Hiroshima-Nagasaki Protocol or similar document as determined by the Hiroshima Conference to be held between May and August 2010. ● Strong promotion of the UN Decade for Disarmament ● Press for a Special Session on Disarmament ● Expand recruiting activities; build membership and capacity ● Hold 8th Executive Conference; approve plans for the 8th General Conference in 2013 and the NPT Review Conference in 2015 ● Hold 8th General Conference of Mayors for Peace in Hiroshima; finalize plans for the NPT Review Conference of 2015

3. 2020 Olympics in Hiroshima and Nagasaki

Mayors for Peace will rejoice and deem it more than appropriate for Hiroshima and Nagasaki to celebrate the total elimination of nuclear weapons by hosting the Olympic Games in 2020.

4. Building organizational capacity

As Mayors for Peace grows and the 2020 Vision Campaign gathers momentum, the active involvement of all member cities will be vital to success.

- i. Improve database operation and communication through local lead cities to activate executive and other member cities.
- ii. With 7th General Conference participants at the core, utilize the network to hold regional and national meetings

5. Building firm fiscal foundation

Costs incurred in the course of administering the Mayors for Peace Secretariat, the Executive and General Conferences, overseas activities, and the salaries of executive advisors are still borne largely by Hiroshima and Nagasaki. Thankfully, approximately 140 member cities have agreed, at the request of the 2020 Vision Campaign Association headquartered in Belgium, to contribute a sum of 0.025 Euros per city resident for various time periods, some as long as until 2020. However, to conduct a successful campaign, Mayors for Peace must find ways to get similar contributions from far more cities.

Because the campaign is intensifying, activities are increasing. Because membership is increasing, communication and organizational costs are rising. In fact, the campaign is already being hindered by a lack of funds.

On the other hand, it is clear that no single fundraising strategy will succeed in all countries. Thus, the two secretariats need to work flexibly with local partners in other countries to develop strategies tailored to widely varying political, cultural and economic

circumstances.

- Financial support from member cities, corporations, NGOs and individuals
 1. All member cities will be sent periodic request letters from the International Campaign Secretariat soliciting voluntary donations.
 2. A formal invoicing system will be instituted to let each city know the amount of the voluntary donation we are requesting based on the formula we have developed. (See sample invoice and cover letter.)
 3. The secretariats will also seek funds from foundations, corporations, NGOs and individuals.
 4. Executive cities and other members will be approached for advice and support regarding communications and fundraising methods in their countries or regions.