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:

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<tr>
<th>Date</th>
<th>Activities</th>
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<tr>
<td>September 2009 – April 2010</td>
<td>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</td>
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<td>ii. Participate in UN International Day of Peace, 21 Sept., focused this year on nuclear disarmament.</td>
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<td>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</td>
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<td>iv. Promote the grassroots petition drive in support of CANT, the Hiroshima-Nagasaki Protocol, and related nuclear disarmament demands.</td>
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<td>v. Recruit new member cities as evidence of support for the Protocol.</td>
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<td>vi. Begin inviting member cities to join a mayoral delegation to the 2010 NPT Review Conference.</td>
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<td>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.</td>
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<td>viii. Lobby government representatives for submission of a resolution related to the Hiroshima - Nagasaki Protocol or similar document at the UN General Assembly.</td>
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<td>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.</td>
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<td>x. Work with nations to submit the Hiroshima-Nagasaki Protocol or a comparable, related document at the 2010 NPT Review Conference.</td>
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<td>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.</td>
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| May 2010    | 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 | 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.
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<td>September 2009 –</td>
<td>i. Create an advisory group consisting of representatives from member cities that have experienced the scourge of war.</td>
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<td>May 2010</td>
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<td>ii. Utilizing the above advisory group, recruit new members and conduct petition drives in cities with similar wartime experiences.</td>
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<td>iii. Strengthen collaboration with Abolition 2000 and organizational members of Abolition 2000 to mutually support all our campaign activities whenever and wherever possible.</td>
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<td>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).</td>
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<td>Fall 2010</td>
<td>UCLG 3rd World Congress in Mexico City: gain involvement of UCLG in CANT</td>
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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
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

- 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.