



NEW MANIFESTO CAMPAIGN GUIDE

StreetNet International 2013



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StreetNet International - is an international alliance of street/market vendors and hawkers which unites membership-based organizations of street/market vendors & hawkers around the world.

53 Affiliated Organizations which comprise more than **500 000 members, mainly in Africa, America, Asia and Eastern Europe.**

What does New Manifesto Campaign (NMC) mean?

NMC is a Campaign designed to unite the strengths of informal street/market vendors to let them express their needs & concerns while developing an international street vendors' manifesto with the full participation of a wide range of street vendor organizations in different countries. It will represent the collective demands on a global scale. The NMC was launched at the StreetNet International Congress in 2007.

Campaign partners:

StreetNet International is the organization initiating the Manifesto Campaign. The affiliate(s) of StreetNet are leading the campaign, and will identify campaign partners at national level in those countries where the campaign is launched.

Aims:

- *To raise public awareness of the situation of informal street/market vendors and hawkers;*
- *To change the unjustified and misinformed perception about street vendors;*
- *To promote the official recognition of street vendors, informal market vendors & hawkers as workers, entitled to the same basic rights as all workers in accordance with the international standards;*
- *To mobilize informal street/market vendors & hawkers to articulate & capture their needs and concerns as the poorest & most marginalized groups of vendors focusing on women vendors, as a majority group & marginalized minority groups such as disabled vendors;*
- *For street vendors, informal market vendors & hawkers themselves to develop the manifesto as a massive participatory research process;*
- *To recruit others to join the campaign through the means of soliciting their needs & concerns & thereby encourage them to organize themselves, or to join and strengthen already existing organizations;*
- *To develop a manifesto based on the needs and concerns collected from informal street/market vendors & hawkers which can form the basis of collective bargaining demands of informal vendors & hawkers in their struggles to establish statutory representational systems for themselves at local, national and international levels.*

Campaign Activities:

At local level:

1. Form Local Campaign Committees (LCCs) under the leadership of any StreetNet affiliate in the area. If there is no StreetNet affiliate available in your area, then any other organization may be democratically elected by participants to lead the Campaign Committee in that area. All Campaign Committees should comprise of at least 50% women, according to StreetNet's gender policy.
2. The LCCs should conduct brainstorming sessions on how to reach all street vendors including women, disabled vendors, the employees or agents of vendors, itinerant vendors, unrecognized vendors, any children working as vendors.
3. The principal campaign activity will be general meetings, seminars and focus groups for street vendors, informal market vendors and hawkers to collect their needs and concerns and get these on record. Attendance records also need to be kept, with a record of the gender of participants, what kind of vending they do and where.
4. Sending all the collected needs and concerns of vendors to the NCC, any affiliate of StreetNet or to the StreetNet International office in writing by hand, by fax, by e-mail or any other functional means.
5. Contacting local media and community newspapers & radio stations to publicize the Campaign and its aims.
6. Involving other organizations or social partners operating in the area (NGOs, TUs, employers) in specific aspects of the campaign activities in a supportive role (understanding that street vendors maintain the leading role).
7. Contacting local authorities and political parties to inform them about the Campaign and getting undertakings from them to engage in social dialogues.

At national level:

1. Form a National Campaign Committee (NCC) under the leadership of StreetNet affiliate(s) in each country. If a Campaign Committee is formed in a country which has no StreetNet affiliate, any other organization may be democratically elected by participants to lead. All Campaign Committees should comprise of at least 50% women, according to StreetNet's gender policy.
2. The NCC should conduct brainstorming sessions on how to reach street vendors in less organized areas of the country focusing particularly on women, disabled vendors, the employees or agents of vendors, itinerant vendors, unrecognized vendors, any children working as vendors.
3. The NCC's principal campaign activity will also be general meetings, seminars and focus groups for street vendors, informal market vendors and hawkers to collect their needs and concerns and get these on record, at a national level or in areas

- where there is no LCC. Attendance records also need to be kept, with a record of the gender of participants, what kind of vending they do and where.
4. NCCs should assist LCCs where they are requested to do so.
 5. Sympathetic members of the media will be brought together to help devise a media strategy to promote the Campaign and further its objectives.
 6. Collecting and compiling needs and concerns of vendors from LCCs, any affiliate of StreetNet in the country in writing and making transcriptions of tapes of recorded discussions.
 7. Producing a national campaign newsletter, leaflets and e-newsletter if possible.

At international level:

1. The International Council will set up a StreetNet International Campaign Committee (SICC) to co-ordinate both the Manifesto Campaign and the WCCA Campaign. Until the formation of the SICC, the international co-ordination of the campaigns will be done by the StreetNet International office.
2. A record of all active NCCs and LCCs will be kept in the international office.
3. We will need to exchange ideas and information, co-operate at all levels and come together for joint activity. StreetNet International will provide support to the extent it is possible and keep affiliates informed about each other's activities. StreetNet will also help to co-ordinate activity in order to ensure that the voices of street vendors, informal market vendors and hawkers are heard internationally across the globe.
4. StreetNet News will have a regular page dedicated to the New Manifesto Campaign.
5. The StreetNet website will maintain an ongoing New Manifesto Campaign web page.

NMC schedule:

Phase 1:

Raising public awareness about: the situation of street vendors, informal market vendors & hawkers, & their contribution to local & national economies; the campaign and establishing NCCs and LCCs. Finalizing plans for national campaigns in as many countries as possible around the new international street vendors' Manifesto.

Phase 2:

Ascertaining vendors' demands through participatory research methodology to be organized by the LCCs and the NCCs in each country;

Phase 3:

Processing demands

The recorded demands, needs and concerns collected from street vendors around the world should be consolidated into an initial draft document. The StreetNet International Council should convene an international campaign workshop to discuss the findings & how these should be structured into a Manifesto (discussion document).

Phase 4:

Promoting national debates on issues raised by vendors through: challenging political parties & municipal authorities; any forms of actions to draw street vendors' together; working with media to highlight the concerns of informal vendors; conducting cultural activities; arranging educational events with involvement of students & teachers.

Phase 5:

Crystallizing demands

Arranging national and international activities which focus on discussing different ways of structuring the Manifesto.

Phase 6:

Formulating Manifesto and process of adoption

The compilation and production of the final Manifesto will be adopted eventually at a StreetNet International Congress, and launched at a suitable high-profile international event.

Phase 7:

Using the Manifesto to improve the situation of street vendors through: publicizing and making available the Manifesto as widely as possible; using it in worker education about the street vendors' work sector & in the preparation of demands for collective bargaining for informal street/market vendors; using it in advocating for statutory collective bargaining forums for workers in the informal economy & in international forums to represent the general perspective of informal street/market vendors & hawkers.

Who can be your strategic allies?

- trade union movement (international such as ITUC, as well as national trade union centers in each country)
- Global Union Federations and their national affiliates;
- Human rights activists

- Public interest lawyers
- Movements / organizations of child workers and children's rights.

Who can be your tactical allies?

- Urban planners
- Local government administration and enforcement officers
- organized business interests
- Politicians/political parties
- Consumer councils.

Issues to be paid attention to while collecting the responses from informal vendors:

- economic and labour rights;
- organization and representation;
- urban planning, spatial regulation and informal trade;
- infrastructure, transport and other facilities;
- health, safety and the environment;
- finance and credit;
- technical and non-financial support services;
- trade, tariff and other product-related regulations;
- education and training needs and aspirations;
- women vendors;
- disabled vendors;
- foreign vendors and informal cross-border traders;
- children working as vendors or vendors' assistants;
- family labour in informal trade;
- social protection needs.

Expectations from the Affiliates

StreetNet is asking all the Affiliates engaged in New Manifesto Campaign to provide it with outcomes and results of campaign with aim to collect all the demands of Street Vendors around the world and start to support affiliates during the discussions with the local authorities in the countries for establishing national forums and with appropriate bodies at the regional and international levels.

The final expected result of the NMC is a developed alive manifesto document based on the information about street/market vendors' needs around the world