

## The 2005-2010 World AIDS Campaign (WAC) At A Glance

The AIDS epidemic is a global emergency that in one way or another has touched people in every region on earth. Approximately 40 million people are now living with HIV, and AIDS has now killed more than 20 million people. In 2004, 3 million people worldwide died of AIDS and an estimated 5 million people acquired HIV, the greatest number in any one year since the beginning of the epidemic. Equally daunting is the fact that despite all efforts, the pace of the AIDS epidemic is outstripping efforts to respond to it. This is why taking action to tackle AIDS is now more important than ever.

### THE WORLD AIDS CAMPAIGN

This is where the World AIDS Campaign comes in. UNAIDS started the World AIDS Campaign in 1997 and originally organized it as a loose partnership of UN agencies, governments and all sectors of civil society to campaign around specific themes related to HIV and AIDS. While civil society has always played a key role in the WAC's delivery, a series of consultations with civil society concluded that these groups must play a far greater role in the WAC's direction and strategy if its potential as a mass movement on AIDS were ever to be fully achieved. Through significant efforts by civil society partners around the world, the WAC is now an independent NGO based in Amsterdam, the Netherlands. It seeks to consolidate civil society leadership of the AIDS response in order to foster a new level of national, regional and global action and accountability. It is a Campaign that aims to be nationally-driven and is civil society-led.

The WAC works with partners to develop a global HIV and AIDS plan of action that builds on and supports national campaigns, including an operational framework that provides information on structures and emerging partnerships. The 2005-2010 World AIDS Campaign's chief goal is to ensure that governments and all other groups that can make a difference in responding to the AIDS epidemic *do* keep their promises, particularly those that relate to the June 2001 UN Declaration of Commitment on HIV/AIDS.

The WAC's strategy is based on six key pillars:

*Communication:* the WAC's role is to encourage mutual information exchange and issues discussion between the different national campaigns, promote the WAC as a social movement, and help raise national and international public awareness about the Campaign and its goals.

*Connection:* the WAC facilitates sharing and learning of experiences and lessons between the national campaigns. This helps them to link with international level activities, action or debates, which in turn strengthen and empower the national level.

*Facilitation:* the WAC provides both a voice and unified messages for civil society groups in international debates. It also ensures that the civil society's AIDS-related demands are reflected and promoted, and raises issues that are specifically relevant to vulnerable and/or marginalised groups.

*Catalyst:* the WAC acts as a catalyst in initiating or developing national campaigns in the areas most affected by HIV and AIDS.

*Adaptation:* the WAC uses existing tools, networks and platforms to support the development of national campaigns and country-specific campaign materials. However, to avoid duplication the WAC will only help to develop tools that do not already exist.

*Country-driven:* the WAC provides analysis and commentary on advocacy and campaigning at country level.

### THE WAC VISION

The WAC's vision is of a world campaign built on the experience and passion of people who are most affected by HIV and AIDS; people who join with a broad range of partners in the North and South. This vision is of a global movement bringing renewed impetus and resolve to the response to the AIDS epidemic.

The WAC believes that the “business as usual” approach to campaigning on AIDS is not effective and should be discarded.

The WAC aims to energize and support an effective and sustained response to the HIV epidemic. By helping partners work together at national and international levels, the WAC will broaden the partnership among those shaping the response to AIDS. A mark of success will be if the WAC can increase public awareness of past AIDS-related policy commitments and promises by governments and others, including the Declaration of Commitment on HIV/AIDS. The WAC will hold governments accountable on these promises.