

Priority Needs for the Network as a Group of Activist Oriented Organizations

“Rather than drafting a piece of paper, we need to draft a strategy, to motivate the public. We’re dealing with a lot of abstracts here, and in the long run, they might ignore our papers, like they ignored other papers.”

Working Together to Develop Strategies with Core Messages

1. **Develop and state what we are for**, not solely what we are not for, with respect to multilateral economic agreements such as those for which APEC exists, and WTO, such as the MAI.
2. **Start with statements of values** – what’s good for the community, the environment, the earth; and keep that always in the frame of reference.
3. **Expand “What’s the Alternative?”** – principles of fair/equitable social development linked to economic policy; a set of “just principles to guide trade between countries”;
4. **Develop a CORE MESSAGE PACKAGE** educating and motivating the public regarding APEC and MAI, WTO – all this level of globalization and what it means. “The message has to be **very simple, and the strategy has to be based on core messages**. The conservation community is not very good at this.”
5. **Take advantage of opportunities that present themselves**, such as this window of opportunity to take the media’s attention while it is on APEC, to make straight/direct/simple statements, **at the same time as we develop a long-term strategy**. “Because this is the moment”.
6. **Know the audience you’re aiming for**. In relation to doing something “in the moment” relating to taking a joint stand on APEC and forest products or fast-tracking, we have to do something, as best we can. THEN, “We want to go back to our communities and say, ‘We did this – and the real audience is these at home.’”
7. **Accept that in the end “it will depend on each of us, as individuals, to take it forward**. The *People’s Summit* won’t even be depended on to take it forward.” In relation to being there for the long-term on forest advocacy and protection, this is the core that constitutes “local” struggling to develop
8. **Consider subsidies as potential positive measures** through which local development or forests protection measures can be implemented – rather than rejecting them out of hand. What needs to be rejected are subsidies to trans-national corporations by governments who need to represent the public interest and responsibility.

Core Messages as Part of Strategies - Examples of the kinds of core messages that such a network could develop, over time:

1. We do have problems with APEC.
2. We don’t want to be legitimizing APEC by making recommendations to it.
3. We know some things about what we want to see happen.
4. We need to develop those into core messages, as part of a long-term strategy.
5. Some of the core messages about what APEC and similar agreements must do include the needs to: