



Co-funded by the
Erasmus+ Programme
of the European Union



ANNEX 2

The UN's Millenium Declaration

This chapter is part of the Baleria Solidarity Manual. The Manual was created within the Erasmus+ Sport project BALERIA – Social Inclusion Programme for Educators, School Kids and Parents.

More useful materials:

W. www.baleria.eu/project/

FB. BaleriaProject

THE EUROPEAN COMMISSION SUPPORT FOR THE PRODUCTION OF THIS PUBLICATION DOES NOT CONSTITUTE AN ENDORSEMENT OF THE CONTENTS WHICH REFLECTS THE VIEWS ONLY OF THE AUTHORS, AND THE COMMISSION CANNOT BE HELD RESPONSIBLE FOR ANY USE WHICH MAY BE MADE OF THE INFORMATION CONTAINED THEREIN.

The UN's MILLENIUM DECLARATION

In 2005, the United Nations (UN) General Assembly announced that International Solidarity Day would take place on Dec 20 each year. This annual event is to raise awareness of the importance of global solidarity in working towards eliminating poverty in all nations.

World leaders identified solidarity as one of the universal values that are critical to international relations.

Leaders emphasised, "Global challenges must be managed in a way that distributes the costs and burdens fairly in accordance with basic principles of equity and social justice. Those who suffer or who benefit least deserve help from those who benefit most."

Corporate social responsibility

Companies can help eradicate poverty by engaging directly with their community. Solidarity initiatives and projects can come from within a corporate organisation – in simple terms, corporate social responsibility (CSR).

At times, a CSR programme is a tool not fully utilized, because of varying levels of commitment and consistency. From the standpoint of fulfilling a minimum requirement, a CSR might look like engaging an underprivileged group for a photo opportunity, and to present them with an oversized cheque.

A CSR delivered with heart and commitment can elevate company staff to become inspiring community leaders, and to create a sustainable effect in reducing poverty in areas of their local community.

Corporates are in the best position to carry out sustainable community development because of their instant access to labour resource to carry out a task; with strategic minds and capabilities to deliver projects efficiently.

Last but not least, corporates have an allocation of CSR funding that is provided on a yearly basis – which does not include the money that can be generated from internal fundraising initiatives.

Given the credibility of most organisations, there is opportunity to influence at an industry and governance level.

A great way to connect with and nourish people in our community. Through conversation it's an opportunity to provide friendship, counselling and mentoring support:

Building homes and infrastructure - This immediately provides shelter and facilities to those who have been affected by natural and man-made disasters.

Training - With a focus on immediate and long-term employment

Scholarships - Providing full and partial scholarships for tertiary education including certification, diplomas and degree programmes

Internships - Providing entry level opportunities into a company, which might include mentoring, and career development opportunities.

On International Human Solidarity Day, take a moment to consider the effect an individual can make to eradicate poverty, and the opportunity for like-minded individuals to come together to create a long lasting impact for their community.

Share your initiatives and connect with like-minded groups and companies – chances are there are people around the world with a common project and purpose to eradicate poverty.