

Values

A social movement that can operate globally, and where everyone can feel involvement and ownership.

It shall be a non-violent and drug-free movement.

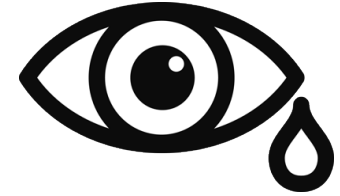
It shall be an independent movement, with its own statutes and values.

The legal form shall be of democratic nature such as an association or similar.

The movement shall act through word, image and dissemination of knowledge.

The design of the movement shall be youthful, so that it appeals to the target audience.

We will not fight against individuals, corporations, political parties, or the like, but against a phenomenon, corruption.



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No Corruption Generation

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Background

At the Children's Mission general assembly in 2010 there was a discussion involving all the participants on what are the major causes of poverty. All delegates from both South and North agreed that the main reason is corruption. We had a discussion about what the Children's Mission does to combat this major cause of poverty? We were in agreement that Children's Mission worked mostly with the symptoms of the problem instead of the root of the problem.

Corruption is a dangerous opponent

As director of the Children's Mission, I have reflected much on how we could approach the corruption problem in a way that does not jeopardize our work and staff. To work against the corrupt is as risky as putting ones head into a beehive, stir around and scream. The bees will attack you, and you are completely unprotected. It is next to impossible to fight the corrupt for a small organization as the Children's Mission. Our struggle against the corrupt would be like a fly hitting a light bulb. It would have ended with us falling to the ground by fatigue, burned and dying. The resources of the corrupt are greater than the power of the Children's Mission. Therefore, we must not challenge such a supreme opponent. But like the light bulb is lit up by electricity, corruption is fed by ordinary people. Therefore, the struggle will not be carried out against the corrupt! The fight must instead focus stop feeding the corrupt. This can be done through building awareness through education and advocacy.

A new generation shall rise up

My idea for the "No Corruption Generation" is that we should focus on children and youth and to train them in seeing the effects of corruption. I get the inspiration from the Swedish movement "A Non-Smoking Generation" which was active when I was young. When I was in elementary school, it was cool to smoke. You were part of the cool gang if you spent the school breaks in the smoke box at the school. People looked up to you! Suddenly "A Non Smoking Generation" came to our school and told me about the impact of smoking on our lungs and body. We heard about the bad sides of smoking, how much it cost my health and the society. They showed facts and strong images that I never will forget. Suddenly, it was clear to us that it wasn't just awesome and cool to smoke; it was downright dangerous and stupid! "A Non-Smoking generation" led us to take a stand

against smoking and wear t-shirts, hats, etc. with the text and symbol "Non-Smoking Generation". Taking such a strong position as a young man influences you the rest of your life. Now my generation has grown up and resides the corridors of power. What happened when we came to power? We have introduced a smoking ban in restaurants, jobs, public places, etc.

My dream

My dream is that the Children's Mission shall be part in seeding a movement like "A Non-Smoking Generation". By educating and creating public opinion among children and young people on the effects of corruption, we can foster a new generation that takes a strong stand against corruption that travels with them for the rest of their lives.

Combined forces

Corruption is the cancer of a society! Corruption exists in all countries and just as cancer it spreads and gets a hold in different ways and to different extents. There are more or less aggressive varieties, but all leads to destruction and injustice. Because corruption is all over the world, collective effort and ownership of Non Corruption Generation is required regardless of gender or ethnic, religious and political affiliation. Therefore we need a symbol that everyone can access and understand. A crying eye is something that all people can understand, it produces feelings within us and we want to wipe the tears and comfort the crying.

How do we move on?

Today we have a unique opportunity to use social media to spread a global message. I think we should use this opportunity to bring the message across and make it accessible to all. The symbol and the message must be so strong that everyone wants to wear the symbol and be a part of the message. We shall operate both globally via social media while we also act in our own social context.

What is needed now?

We need a "think tank" where we gather knowledge and ideas. Then we need to put together an effective material that can be used in education and in advocacy. We also need to find financial supporters for the project. There may be governmental funds, enterprises, other NGOs etc. who may want to lay the foundation.