





Seppo Kalliokoski and Viveca Hedengren received awards for their lifelong work in the development movement. Kaarlo Koskimies (not pictured) was also similarly awarded at KEPA's 25th anniversary celebrations.

KEPA celebrates 25 years of contributing to development cooperation

In spring 2010, KEPA celebrated its 25th anniversary at the Old Student House in Helsinki. A quarter of a century previously, representatives from dozens of organisations gathered in the same venue to establish an umbrella organisation for Finnish development NGOs.

Viveca Hedengren, Seppo Kalliokoski and Kaarlo Koskimies were awarded by KEPA for their significant contributions to the Finnish development movement.

Hedengren, a radio journalist and NGO activist, is currently chairing the Finnish-Mozambique Friendship Society. Kalliokoski worked in Namibia for many years, before working in Finland for the Finnish Evangelical Lutheran Mission. He has been a member of KEPA's board since 1996. Koskimies is a former KEPA employee, whose contributions have included helping to set up the first Markets of Possibilities.

The Markets of Possibilities, initiated by KEPA in the mid-1980s, have grown into an essential forum for member organisations to showcase their work. The World Village

Festival, which grew out of Helsinki's Market of Possibilities, annually draws tens of thousands of people to enjoy a wide range of cultural events and learn more about global issues.

KEPA's original mission was to support the Finnish Volunteer Service, which used to send volunteer professionals from various fields to postings in developing countries. The Finnish Volunteer Service was disbanded in the 1990s, and KEPA has since developed into what it is today – a multifaceted organisation that provides expert advice to its members and brings the voices of people in developing countries to public debates on global issues in Finland.

When Finland made steep cuts in development spending in response to the economic recession of the early 1990s, KEPA began to campaign for increases in aid funding. This work is still ongoing. At the same time, KEPA has focused increasingly on supporting the development cooperation work of its member organisations. Supporting NGOs with a wide range of training and project advice services is one of KEPA's central missions today.

KEPA – AN EXPERT UMBRELLA ORGANISATION

KEPA is the umbrella organisation for Finnish development NGOs. KEPA provides training and advice for its members in Finland, and for their partners in developing countries through its country offices. KEPA's member organisations carry out development cooperation projects in developing countries, and keep up to date with development policy.

KEPA conducts advocacy work in Finland and strives to have an impact on Finland's

official development policy. At the same time, KEPA informs the public about development policy and development cooperation through the Kefa.fi website, various reports, and the Maaileman Kuvaletti magazine (The Global Pictorial Magazine). The World Village Festival, organised annually by KEPA in Helsinki, is the flagship event of the Finnish development movement.

KEPA's work aims to address various socioeconomic structures causing

impoverishment, such as unjust trade policies. Increasing Finland's development spending to 0.7 per cent of gross national income is one of KEPA's central goals.

KEPA has almost 300 member NGOs ranging from small associations set up by a handful of active citizens to very large organisations.



TIMO LAPPALAINEN
Executive Director

Critical debate on development cooperation

KEPA celebrated its 25-year milestone in May, but the organisation's real work – both at home and abroad – involves providing services for member organisations and improving the effectiveness of development cooperation.

Last September the achievements of the UN Millennium Programme were evaluated. Child mortality has declined and HIV incidence in Sub-Saharan Africa has been reduced. However, maternal mortality has actually increased in some parts of the world. Several of the Millennium Development Goals will remain unrealised by the 2015 deadline.

Finns have been confused when confronted with this news. Why is it so difficult to accomplish perceptible results? Have we been banging our heads against the wall for the past forty-plus years? Björn Wahlroos, chairman of Sampo Bank's board of directors, added fuel to the fire in the spring when he claimed that spending money on development cooperation has been as useful as throwing money down the drain.

To be sure, mistakes have been made in the history of aid. Tractors rusting in the fields are an age-old example of aid provided with no real understanding of local circumstances or the efforts of the recipients themselves. Nowadays, aid generally meets local needs much better.

The effectiveness of development cooperation can, of course, still be improved. KEPA participated in two international civil society processes (Better Aid and Open Forum), whose goal is to challenge governments and NGOs themselves to improve their operations. Finnish development spending exceeded the 0.51 per cent target to which Finland has committed itself at the EU level. NGOs, however, again had to campaign actively for funding.

But regardless of its effectiveness, development cooperation cannot alone be sufficient to eliminate poverty. Consistency and structural changes in the global economy are also necessary. Initiatives towards imposing a tax on financial markets and curbing the operation of tax havens have gained increased publicity. Work towards these goals is continuing. Tax havens, for instance, eat away at the achievements of development cooperation, and the drain down which so much development aid is leaking away can at least partly be found in Jersey, the Cayman Islands and Switzerland.

More than three hundred NGO representatives and friends took part in KEPA's 25th anniversary celebrations at the Old Student House in Helsinki, reminiscing on events throughout the history of the Finnish development movement and KEPA itself. Member of Parliament Pekka Haavisto addressed the event's participants. Viveca Hedengren, Seppo Kalliokoski and Kaarlo Koskimies received awards for their significant lifelong work benefiting the whole development movement.

Members participate in advocacy alongside KEPA

Member organisations are increasingly actively participating in advocacy together with KEPA. KEPA is opening up opportunities for NGOs to start working in advocacy by providing suitable training.

In autumn 2010, KEPA organised a meeting on the UN's Millennium Development Goals for NGOs and Finnish parliamentarians. Ten NGOs participated, and their representatives had the opportunity to hold discussions with around forty members of parliament.

KEPA received positive feedback from the participating NGOs, for whom individual conversations with parliamentarians were an interesting tool for influencing decision-makers. The NGOs were also encouraged to maintain contact with members of parliament.

Climate was selected as a new theme for KEPA's advocacy work. In the spring KEPA published a new position paper on climate change, which was drawn up in consultation with member NGOs.

KEPA worked in close cooperation with environmental NGOs to prepare for the Cancún climate summit. Together with various member NGOs, KEPA drew up a common position paper on the goals of the summit, and worked with the media. The development policy officer from KEPA's Nicaragua office attended the Cancún summit together with a local partner NGO.



KEPA collected greetings sent by citizens to politicians through the Hyvät kortit (Good Cards) campaign. These greetings encouraged members of parliament to counteract climate change, poverty and financial crises.

KEPA COUNTERS AID CRITIQUE



KEPA took an active role in the debate on the need for development cooperation which flared up in Finland. The most ardent critics claimed that development cooperation funding goes straight down the drain. KEPA responded to this critique by publishing the *Development Cooperation Today* report in cooperation with the KEPA country offices.

This publication presents a wide-ranging picture of everyday development cooperation today, and emphasises the need for poor communities and women to have

opportunities to make an impact and help shape sustainable outcomes. It is essential that citizens of developing countries should be able to oversee their governments' plans and spending. Eventually, development cooperation can thus render itself irrelevant.

The publication also reminds the public of the diversity of development cooperation today. The overall goal is poverty reduction, but this is put into practice in many different ways, including building peace, tackling climate change and increasing educational opportunities.

Member NGOs participated actively in KEPA's preparations for its 2011 parliamentary election campaign. The Fair Candidate campaign, which encouraged parliamentary candidates to demand ethical criteria for public procurements, was launched in cooperation with fair trade organisations. The online Foreign Policy Candidate Finder questionnaire was developed in cooperation with around twenty member organisations and the Finnish Institute of International Affairs.

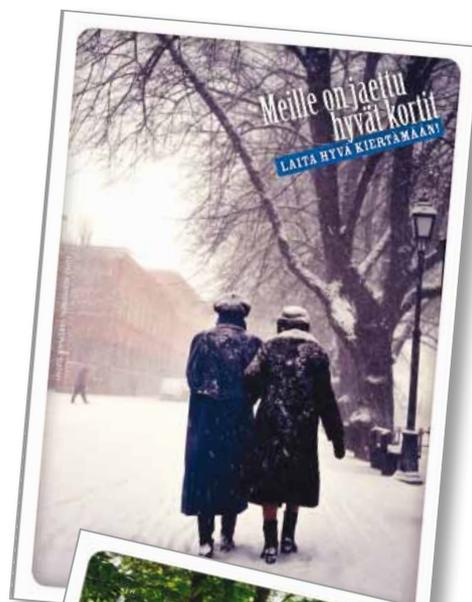
ACTIVE ADVOCACY IN MANY AREAS

KEPA has long been among the most central actors in global advocacy in Finland. KEPA aims to have an impact on the direction of Finnish policies in the areas of development cooperation, international economic policy and climate issues.

KEPA is in constant contact with decision-makers including political parties, members of parliament and civil servants working in different ministries. As part of its parliamentary election campaign KEPA had – for the first time – a presence in two party conferences.

At the same time, KEPA's member NGOs have become increasingly active in advocacy work both in cooperation with KEPA and independently. In addition to the projects they carry out in developing countries, more and more NGOs are investing resources in communications and attempting to influence decision-makers in Finland and the European Union.

"The challenge is to get new NGOs to participate. KEPA's goal is to encourage and motivate member organisations to be increasingly active in advocating global justice," says Advocacy and Policy Officer **Tytti Nahi**.



VIEWPOINT: GOOD CARDS FOR MEMBERS OF PARLIAMENT

KEPA collected greetings from citizens to candidates in the parliamentary elections of spring 2011 in the Hyvät kortit (Good Cards) campaign. Through their greetings, people encouraged decision makers to focus on global justice. The campaign went on until May 2011, when the cards were presented to members of parliament in the Painavaa asiaa (Serious Business) event. In total around 4,000 cards were collected.

When we started planning this campaign, the global economy was in crisis and the atmosphere

was very bleak in Finland, as well. We wished to highlight the notion that in spite of these problems, Finland was doing alright compared to developing countries. The photographs for the cards were collected in the Kuvia Suomesta (Images from Finland) photography competition. Participants were asked to submit photographs that represent what is good about Finland.

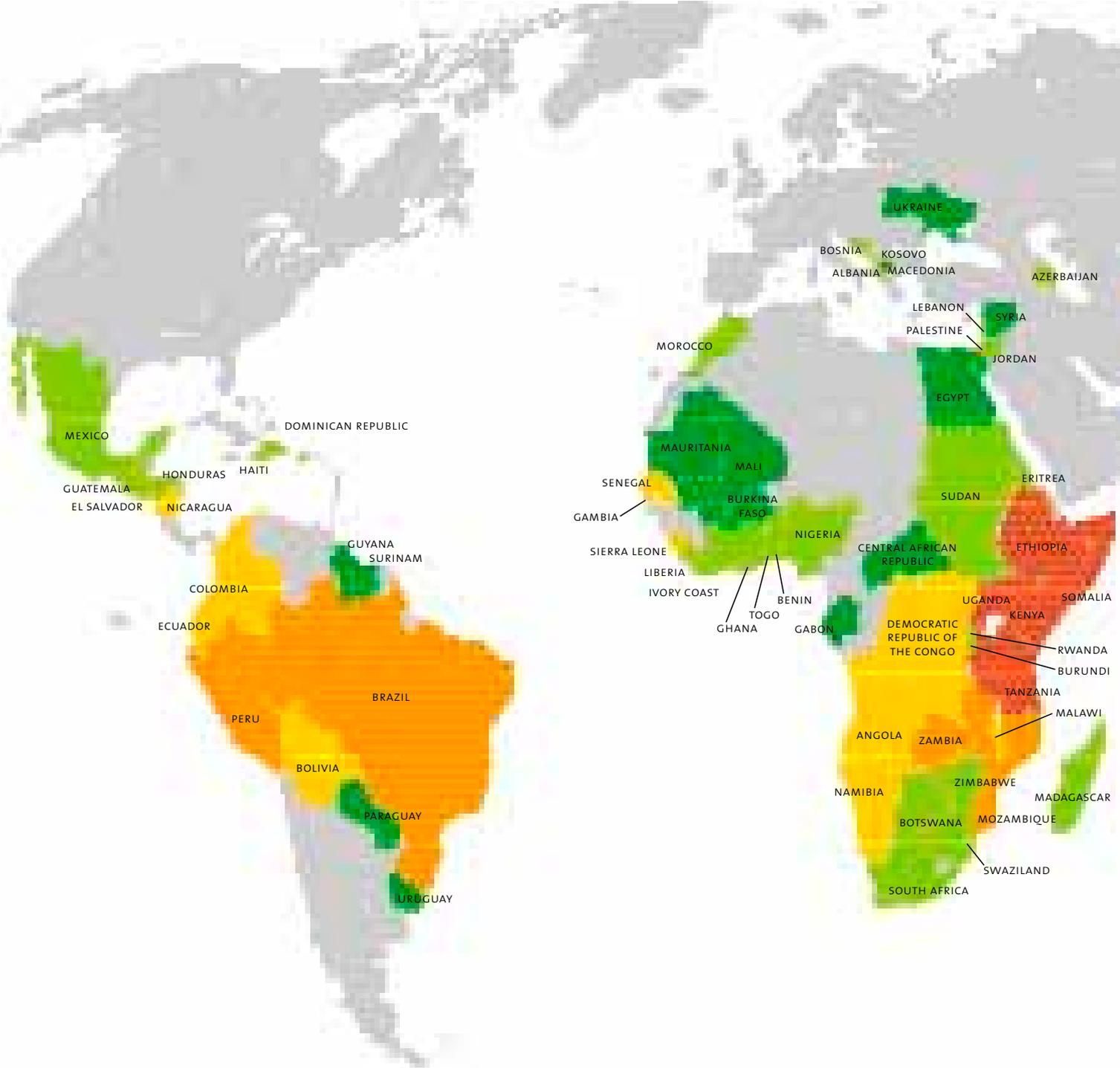
KEPA's Globbarit advocacy network and several member NGOs collected cards at various public events during the summer and autumn.

Despite the challenging atmosphere, the campaign managed to make people stop to think and discuss such issues. In their greetings many people emphasised Finland's global responsibilities.

The campaign is part of KEPA's long-term advocacy work, which aims to keep global issues in the public spotlight and ensure that they are also prioritised in Parliament and by the government.

*Outi Hannula
Campaign Coordinator*

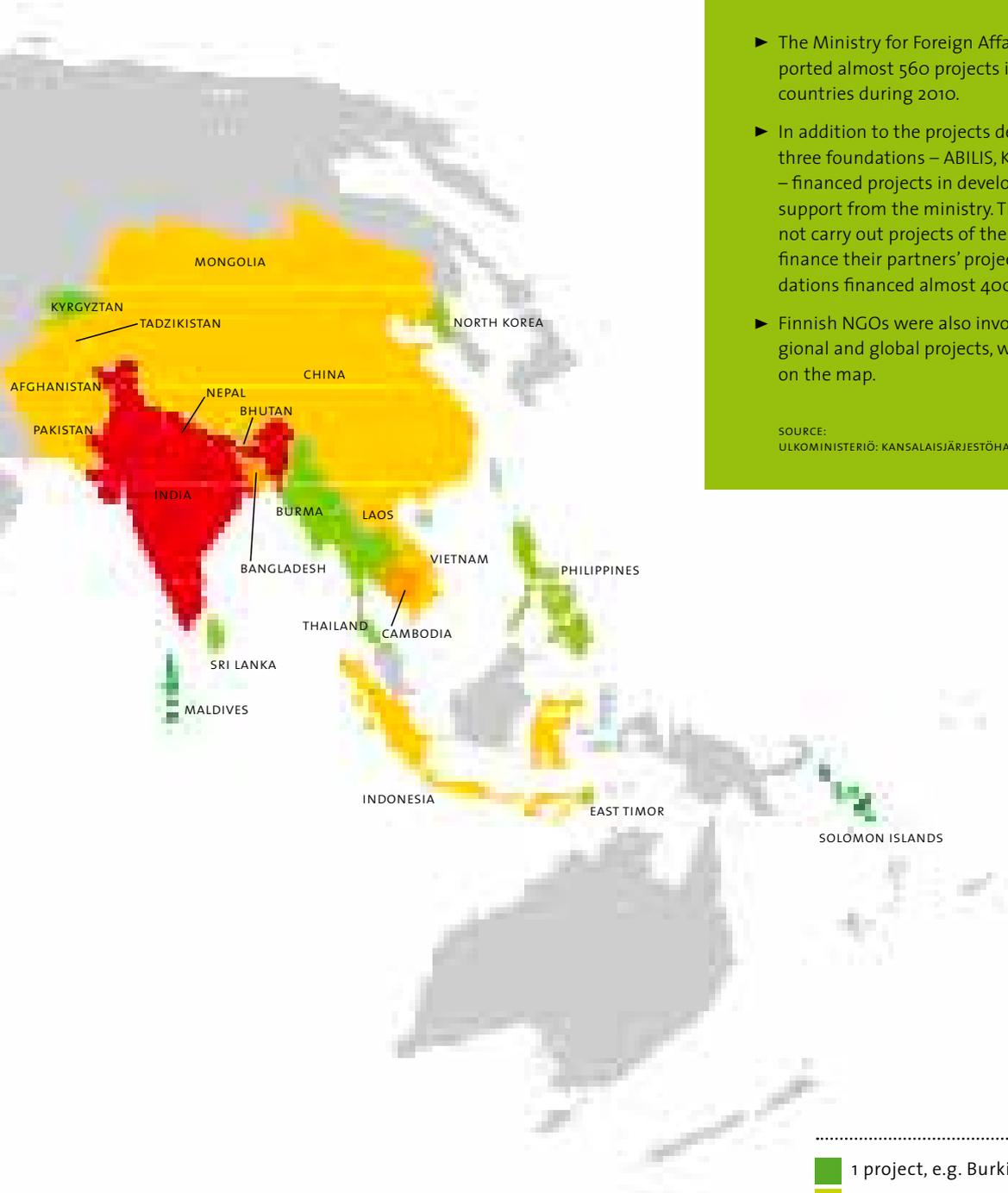
NGOs' development cooperation projects in 2010



PROJECTS IN ALMOST 90 COUNTRIES

- ▶ The Ministry for Foreign Affairs of Finland supported almost 560 projects in total in 87 different countries during 2010.
- ▶ In addition to the projects depicted on the map, three foundations – ABILIS, KIOS, and Siemenpuu – financed projects in developing countries with support from the ministry. These foundations do not carry out projects of their own, but instead finance their partners' projects directly. The foundations financed almost 400 projects in all.
- ▶ Finnish NGOs were also involved in around 70 regional and global projects, which are not depicted on the map.

SOURCE:
ULKOMINISTERIÖ: KANSALAI SJÄRJESTÖHANKKEET 2010



- 1 project, e.g. Burkina Faso and Surinam
- 2–5 projects, e.g. Haiti and Zimbabwe
- 6–10 projects, e.g. Afghanistan and Vietnam
- 11–15 projects, e.g. Bangladesh and Peru
- 16–35 projects, e.g. Somalia and Ethiopia
- Over 35 projects: India and Nepal

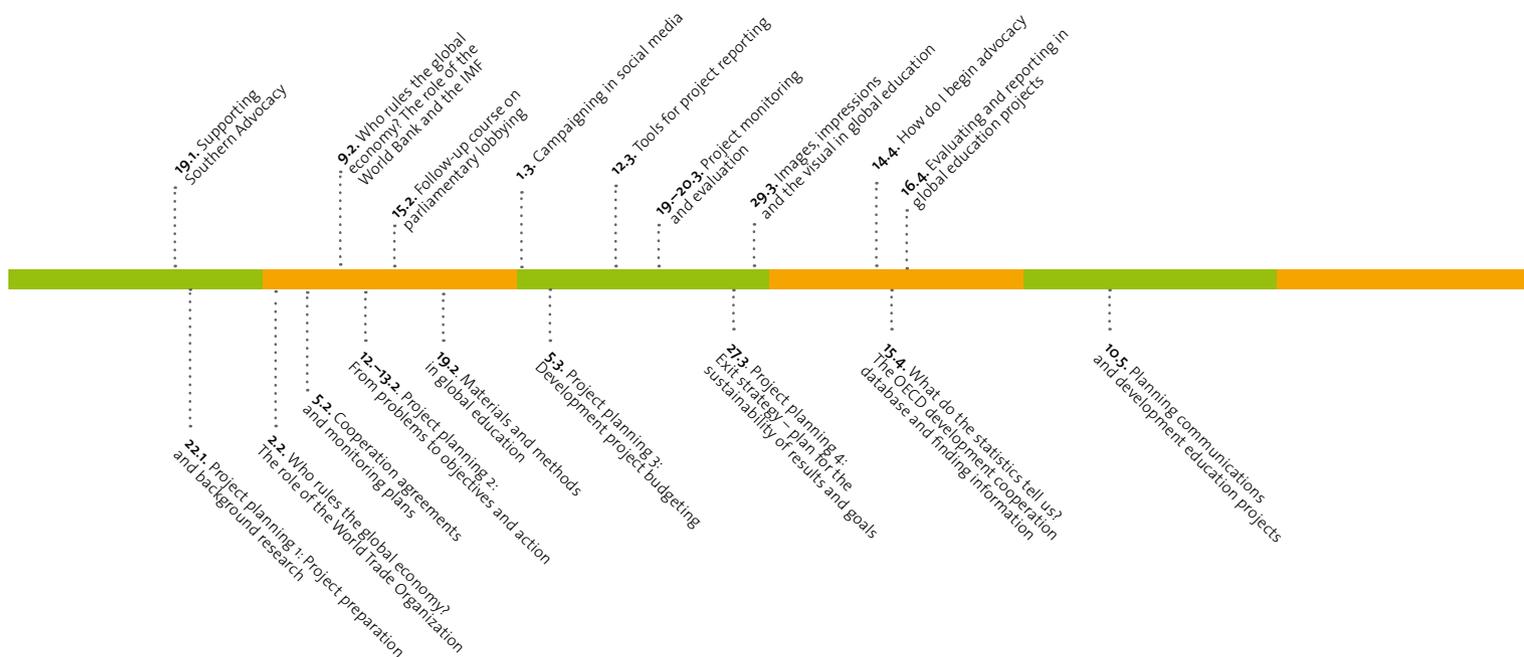
Project advice provides versatile support for NGOs

KEPA provides versatile project advice services for all of its member organisations both through its Helsinki office and in country offices. The active utilisation of KEPA's training and project advice services has in recent years proven to be an effective way for NGOs to improve their chances of gaining funding for development cooperation projects from the Ministry for Foreign Affairs of Finland.

KEPA's project advice services provide support for new NGOs beginning development cooperation, and help them to develop new project types. One particular focus in 2010 was on close cooperation with the Finland-Somalia Network, which is an umbrella organisation for NGOs doing development cooperation in Somalia. Most of the network's member NGOs have been set up by Somali immigrants living in Finland.

KEPA has also helped this network to develop its own project advice services. In 2010, KEPA organised several tailored training sessions during which project monitoring tools were discussed. Around sixty members of the network attended these sessions.

The Ministry for Foreign Affairs has subsequently commended the Finland-Somalia Network's member NGOs for improving the quality of their funding applications. The network has in turn praised KEPA's project advice services for their expertise and flexibility – sometimes a translator has been present enabling the details of project applications to be discussed in Somali.



VIEWPOINT: PROJECT ADVISORS – LOCAL GUIDANCE AND CONNECTIONS

In my work, I advise Finnish NGOs and their Tanzanian partners on how to conduct their projects and develop their organisations. I also provide information about working in Tanzania, and assist in creating ties between NGOs and the government and other development actors.

NGOs seek advice on project plans, reporting, and project moni-

toring and evaluation. They also often ask about practical matters such as registering an NGO in Tanzania, and they may also seek information on potential partner NGOs here, for instance.

In addition, we help NGOs to strengthen their capacity, by training them to develop their organisations and to manage the project cycle. We also support

NGOs in their advocacy work and organise meetings for local partner organisations where they can forge contacts and share experiences.

I have worked for KEPA since 2009. The best thing about my work is the supportive atmosphere!

*Asna Mshana
Project Advisor, KEPA Tanzania*

KEPA's training courses foster new ideas

Making new points of view, ways of thinking, and methods available to member organisations through training is one of KEPA's key missions. KEPA provides training for organisations working in advocacy, global education, and development cooperation.

The new Exit Strategy training sessions have provided tools to help NGOs consider the sustainability of their development projects. Training sessions examined the role of Finnish NGOs, their partners in developing countries and other interested parties in ensuring sustainable results when funding from Finland runs out. The two Exit training sessions held in 2010 gained an enthusiastic response from NGOs. The sustainability of development cooperation projects is also emphasised in other KEPA training courses.

Training sessions held by international instructors on financial administration, advocacy, and planning and monitoring methods also provided fresh angles and know-how. Financial administration courses run by the British NGO Mango utilising participatory teaching methods were particularly well-received.

KEPA organised almost forty training sessions during the year, including twice as many of the popular Keys to Development Cooperation courses as in the previous year. Climate and development issues were covered in both project and advocacy contexts. In global education and advocacy training sessions, participants learned about utilising social media in NGO work. Advocacy know-how and tools were taught in a new online advocacy course.

KEPA'S COURSES IN FINLAND

- ▶ KEPA organised a total of 33 training sessions open to all.
- ▶ Five training sessions tailored for specific NGOs were also held.
- ▶ During 2010 KEPA's training courses attracted a total of approximately 650 participants.

20.8. Visual images of the South in NGO communications and development education
24.8. Climate change in NGO development cooperation
3-4.9. Cross-cutting themes in development cooperation – gender and climate change as examples
11.9. Open media production
15-16.9. Financial Management for NGO Officers Survival Course
7.10. Good governance in NGO Development Cooperation
5.10. Who's responsible for the global economy? A thematic afternoon workshop on corporate social responsibility
4-5.11. Basics of campaign planning and lobbying
23.11. Who rules climate policy?



VIEWPOINT: MONITORING NOW AN EVERYDAY ROUTINE AT TAKSVÄRKKI

We took part in KEPA's Arvioinnista arkea (Making Monitoring Everyday) project to evaluate our own work more critically and develop it further. Initially, we had thought that we would only evaluate individual projects. But ultimately it became clear that we should start from the basics and practise continuous self-evaluation and self-criticism.

The project included approximately five training sessions held at our office, with our whole staff taking

part. An external instructor helped us to see things in our everyday work that we had not noticed ourselves.

The most concrete outcome of the project for Taksvärkki has been our operating plan, which we have now updated to correspond to our operating strategy. Monitoring becomes easier when work is planned more systematically.

The training sessions were inspiring and motivating. On the whole

it is great that KEPA provides these kinds of learning opportunities for small and middle-sized NGOs.

We also actively utilise KEPA's other training and project advice services. We request comments on our project plans, and participate in several courses annually. Even if a course is not tailored to our specific needs, participants always learn something useful.

Lauri Peltonen
Director, Taksvärkki



Partnerships in developing countries central to KEPA's work

In 2010, KEPA had 21 partner organisations in Mozambique, Tanzania, Nicaragua, Thailand, Vietnam and Laos. KEPA cooperates with its partners by exchanging information, by organising training courses, through networking, and also by providing financial support.

These partnerships are based on shared goals and a shared vision of the need to strengthen civil society and encourage people to demand their rights.

This cooperation provides KEPA with first-hand expertise on how international trade rules, investments, development cooperation, and climate financing impact people's everyday lives and welfare in developing countries. This information can then be utilised in advocacy and campaigning in Finland.

Through these partnerships KEPA also gains experience of how NGOs can support advocacy in developing countries. This information is passed on to Finnish NGOs through KEPA's training courses and communications.

GIVING NICARAGUANS A VOICE IN INTERNATIONAL TRADE NEGOTIATIONS

In Nicaragua, KEPA supports its partners' advocacy work, especially in relation to ongoing trade negotiations and budget monitoring.

The Nicaraguan environmental NGO Centro Humboldt is one of KEPA's longest-term partners. Centro Humboldt's advocacy has also covered trade issues since negotiations between the United States and Central America which led to the signing of a trade agreement in 2006.

KEPA currently has a three-year agreement for 2010-2012 with Centro Humboldt linked to the current EU-Central America trade negotiations, with the main goal of ensuring that the views of civil society are taken into account in the final agreement.

With KEPA's support, Centro Humboldt is studying the impacts the agreement will have on the lives of ordinary

► During 2010 KEPA had 21 partner organisations in Mozambique, Tanzania, Nicaragua, Thailand, Vietnam and Laos.

► Local partner organisations from each of KEPA's field office countries are featured here.

► For more information about KEPA's partnerships (in Finnish) see our website:
www.kepa.fi/toiminta/kepa-maailmalla/kumppanuudet

Nicaraguans, while also lobbying negotiators, informing citizens, and publishing civil society's proposals on what should be included in the agreement. Centro Humboldt has also lobbied Nicaragua's representatives urging them to defend the interests of smallholder farmers in the negotiations with the EU.

KEPA also supports Centro Humboldt's advocacy work financially, providing 35,000 euros of funding annually. The agreement with Centro Humboldt is currently KEPA's most significant partnership in financial terms.

COOPERATION ON ORGANISATIONAL DEVELOPMENT

KEPA's cooperation with Centro Humboldt on organisational development has broken new ground. KEPA participates in the Open Forum process, which aims to improve the effectiveness of NGO development cooperation, and has supported Centro Humboldt on issues including aid harmonisation.

The Nicaraguan NGO has almost twenty different donors, and must report on its activities and budget to each of them separately. KEPA has assembled all of Centro Humboldt's partners from developed countries to find ways to simplify this process. This development is warmly welcomed by Centro Humboldt.

Examples of KEPA's partners in South



KEPA NICARAGUA

Partner organisation: Coordinadora Civil, an organisation that coordinates collaboration between Nicaraguan CSOs.

“KEPA is one of the few organisations that have supported the Coordinadora Civil network in our priority areas of research and the planning and drafting of proposals. Other organisations mainly support projects. KEPA’s support is characterised by a sense of solidarity and its unconditional nature. Proper accounting is necessary in relation to funding, but unlike many other international CSOs, KEPA greatly respects the autonomy of our Nicaraguan organisations. Our decisions and prioritisations have always been reflected.”

*Adolfo Acevedo,
Coordinator of Economic Commission,
Coordinadora Civil*



KEPA MEKONG

Partner organisation: The Sustainable Development Foundation (SDF), which works in Thailand to promote sustainable development in various ways.

“KEPA has supported our organisation’s work with coastal fishing communities. We have also been able to spotlight the links between the need to protect coastal mangrove forests and the impacts of the 2004 tsunami, climate change and the overexploitation of coastal resources. Hopefully KEPA will also continue to support this integrated approach in the future, since the impacts of climate change, such as flooding, are increasingly affecting Southern Thailand.”

*Ravadee Prasertcharoensuk,
Director, SDF*



KEPA TANZANIA

Partner organisation: Tanzania Women of Impact Foundation (TAWIF)

“Our mission is to promote initiatives that demand equal rights and access to resources for disadvantaged women and children, particularly girls, through active citizens’ involvement in governance. KEPA supports our advocacy

work, enabling us to get the voices of people in rural areas heard. We greatly appreciate this, and we hope to continue working with KEPA to give marginalised people a voice.”

*Fransisca Matay,
Executive Director, TAWIF*



KEPA MOZAMBIQUE

Partner organisation: União Provincial de Camponeses de Cabo Delgado (UPC), a union of small-scale farmers in Cabo Delgado Province.

“We have been able to discuss our difficulties and challenges openly with KEPA and seek solutions together. I feel that UPC is consequently able to play a stronger role in Cabo Delgado than previously. KEPA has particularly directly supported the establishment of local small-scale farmers’ associations. The training provided for people working

at grassroots level has been extremely important in this context. Together with KEPA we have been envisaging different ways to campaign and lobby at both municipal and provincial level. It is now time to use this knowledge – time for action! We hope KEPA will continue to support our work through direct subsidies as well as exchanges of information and ideas.”

*Fernando Santos Sonte,
Chairman, UPC*



Awareness-raising on global issues

In 2010, KEPA launched an appeal opposing cuts in the funding of communications and development education planned by Finland's Ministry of Foreign Affairs. The projected spending cuts, totalling hundreds of thousands of euros, represented a serious threat to the global education work of many of KEPA's member NGOs. A total of 117 NGOs signed the appeal, which was presented to the Minister for Foreign Trade and Development **Paavo Väyrynen** in September.

Thanks to the appeal, almost as much funding was allocated for 2011 as for the previous year. This appeal is a good example of KEPA's work in defending its members' interests in the field of global education.

KEPA's member NGOs do global education work by publicising their development cooperation projects or other activities for global justice. Global education encompasses all activities which increase awareness of global issues – from communications, training and campaigns to activating people to improve the world in other ways.

In 2010, KEPA replaced the earlier term 'international education' with 'global education', in order to highlight connections with global interconnectedness and global structures that lead to impoverishment.

KEPA aims to boost NGOs as global education actors by training and advising them and by supporting cooperation between different NGOs. KEPA also informs interested parties about NGOs' global education work. In an example of this, KEPA presented NGOs' views in the Global Education 2010 project assessment conducted by the Ministry of Education and Culture. NGOs are recognised as significant actors in this assessment.

KEPA also encourages newer and smaller NGOs to take part in global education. In late 2010, KEPA published *Maailmaa muuttamaan* (To Change the World), a manual specifically designed to help NGOs develop their global education activities.

ETVO VOLUNTEERS FOSTER PARTNERSHIPS

The Finnish Volunteer Programme (ETVO) attracted almost forty applications in 2010, and twenty applicants were selected for volunteer postings in developing countries. This process was organised for the second time using placement-specific applications, meaning that applicants specified the country and NGO they most wished to be placed in. Finnish NGOs and their partners participated actively in the process, specifying the kinds of volunteers they would want, evaluating applications and interviewing applicants.

The ETVO volunteers took part in two training sessions before their departure.

Training included an analysis of how volunteers can support equal North-South partnerships, an examination of the global structures that lead to impoverishment, and the consideration of volunteers' roles at different stages of development cooperation projects.

As in previous years, one volunteer from a developing country was posted in Finland through ETVO. Tej Maya Dangol, from Nepal, came to Finland in late summer to strengthen cooperation between the Finnish NGO Interpedia and its Nepali partner Loo Niva Child Concern Group.

Dangol also brought welcome Nepalese perspectives to the process of updating Interpedia's development cooperation programme.

ETVO gives volunteers an opportunity to personally acquaint themselves with everyday life in developing countries and the practical realities of development cooperation for periods ranging from six months to a year. At the same time, volunteers act as intermediaries between Finnish NGOs and their partners in developing countries.



Revamped KEPA website encourages participation

The new and improved Kepa.fi website, launched in autumn 2010, opens up opportunities for visitors to act for global justice. The new Osallistumiskone (Participation Machine) enables users to find suitable ways to affect issues related to KEPA's themes – whether by seeking more information, donating money to member NGOs, or taking part in voluntary work.

The Participation Machine also increases the visibility of smaller NGOs. Currently 20 member NGOs are included, and this number is being increased. According to NGOs, the Participation Machine is bringing more visitors to their own websites.

The Participation Machine is part of the overhaul of the KEPA website. The new site is designed to better serve the focus group of KEPA's communications strategy, known as "carers", who are people already interested in global development issues. The renewed KEPA.fi also

serves member NGOs better than ever. The old Extranet has been replaced by member pages and member news.

In addition to its new, more straightforward appearance, the renewed KEPA.fi is also more interactive than ever. It is now possible to comment on blogs and on news items, which have particularly sparked interesting discussions. It is now easier to find information on the website.

KEPA has simultaneously invested in social media, and now publishes messages on its own new Facebook page and a new Twitter account.

The renewed website has proved a success, with the average time spent by visitors on the site increasing by a third. The main website Kepa.fi has around 30,000 unique visitors a month. KEPA also runs five other websites: Etvo.fi, Globbarit.fi, Globaalikasvatus.fi, Mahdollisuuskientori.fi, and Maailmakylässä.fi. Altogether KEPA's websites attract on average more than 40,000 visitors a month.



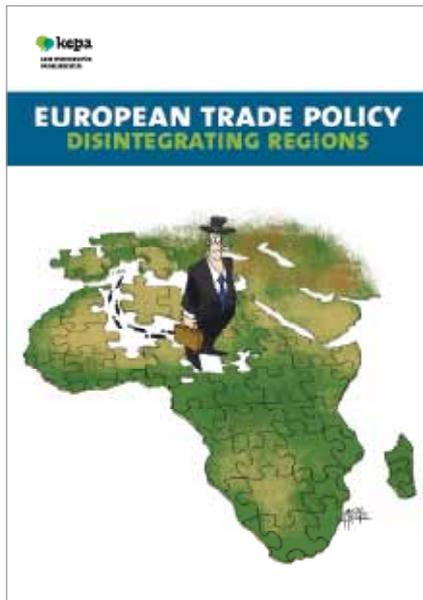
SUCCESS FOR KEPA'S MAGAZINE

The visual look of KEPA's magazine *Maailman Kuvalehti* (Global Pictorial Magazine) has been revamped, while at the same time the magazine has been more widely marketed. Readers have welcomed the new look developed by the Red advertising agency.

The magazine also continued to raise its journalistic profile, and was selected among the top ten quality magazines in a competition run by The Association for Cultural, Scientific and Advocacy Magazines Kultti. In granting this recognition, Kultti praised the magazine for its ability to report

on complex subjects without resorting to preaching. The magazine's marketing campaign was also a success – and the Finnish Periodical Publishers' Association spotlighted an advertisement for the magazine in its magazine advertisement of the month competition.

The magazine covers numerous facets of day-to-day life in developing countries. At the same time, it raises awareness of KEPA's central themes such as trade policy and the processes that lead to impoverishment. The magazine is published 11 times a year.



Experts from all of KEPA's offices and three partner organisations in developing countries helped to produce a significant new report delving into the rules governing trade between the EU and developing countries.

Highlighting unjust trade policies

Dozens of journalists gathered for a press conference in the Nicaraguan capital Managua when KEPA published a new report, *European Trade Policy: Disintegrating Regions*, in cooperation with three NGOs from developing countries, and with the involvement of all of KEPA's country offices.

The report examines the rules governing trade between the EU and developing countries. The EU is currently negotiating trade agreements with over a hundred different countries, aiming to liberalise trade.

The report highlights problems such as the way the agreements ignore regional integration processes, and the adverse effects of reinforcing patents on the availability of drugs. Civil society concerns about the trade agreements are very similar in different parts of the world.

KEPA demands that trade negotiations and agreements must be democratic. The most important decisions in the World Trade Organization are made only amongst the most influential countries, with developing countries often marginalized.

The position of developing countries is even weaker in regional trade negotiations – since when only a handful of developing countries participate, they cannot utilise strength in numbers to negotiate fairer agreements with the EU, for instance. The trade agreements themselves are inherently unjust, since producers coming from completely different starting points are made to compete under the same rules.



VIEWPOINT: NEIGHBOUR PROVIDES MODEL FOR MONITORING PUBLIC SPENDING IN MOZAMBIQUE

KEPA supports the advocacy work of local actors in developing countries. In Northern Mozambique, civil society is still weak and fragmented. Many NGOs lack both technical know-how and confidence in having realistic opportunities to make a difference.

Over half of Mozambique's budget comes from develop-

ment cooperation funding, so there is strong pressure to democratise the system of aid allocation. In the absence of genuine political will, it is hard for citizens to take part in decision-making. Initiatives are often hampered by a lack of faith. Mozambicans most commonly react to proposed efforts to enhance good governance by

sighing "*complicado*" ('difficult') and shaking their heads.

In Tanzania, Mozambique's northern neighbour, civil society has been monitoring the use of public funds for some time. KEPA took a representative of the Tanzanian NGO Hakikazi to Mozambique to explain some simple techniques used in Tanzania to



TONI SANDELL

The launch of the EU trade report was widely publicised in the Nicaraguan media. Trade expert Tania Vanegas (left) from KEPA's partner organisation Centro Humboldt was interviewed by a local TV channel.



PASTI NOKELAINEN

Hululuka Jume (right) monitors public spending in her home village Fulwe in Tanzania. She has recently challenged the authorities on delays to the planned construction of a school.

monitor the use of public funds. The Mozambican audience was surprised to hear that ordinary farmers with virtually no education could monitor public spending.

In Tanzania, this work has already yielded results: some corrupt officials have been fired, delayed projects have been completed, and the quality of aid has been improved. Corruption has been tackled from the grassroots level all the way up to the highest decision-makers.

The Mozambican participants contemplated future activities, and some initiatives have already sprung up. These are small steps, but Mozambican NGOs are beginning to realise that getting information on the use of public funds is the right of every Mozambican, not a favour to be asked for apologetically. If our neighbours can do it, then we can, too!

At its best, KEPA's support for advocacy in developing countries can inspire and mo-

tivate people, promote mutual learning and networking, and transform talk into action – *acção!*

Pauliina Sarvilahti-Jimenez
Development Policy Officer
KEPA Mozambique, Pemba office



The world visited in May

The World Village Festival, held in Kaisaniemi, Helsinki attracted around 70,000 visitors to enjoy the festival's many and varied cultural and factual offerings. This annual event also gives the public a good opportunity to learn about the work of hundreds of KEPA's member NGOs.

The 2010 World Village Festival was the eleventh version of this flagship event for Finnish NGOs working with global issues. The festival increases awareness of global issues and provides an opportunity for the general public to learn about cultures from all over the world.

The Festival's theme in 2010, "200 paths to a better world", highlighted the important work NGOs are doing towards a fairer world.

Finland's solutions to global poverty were among the topics discussed during the festival. In addition to learning about such complex issues, visitors enjoyed a varied musical programme, headlined by Anna Puu and the Finnish-American Mad Juana.

Anna Puu topped the bill on the Saturday of the 2010 World Village Festival.



VIEWPOINT: MARKETS OF POSSIBILITIES HIGHLIGHT LOCAL NGO WORK

Markets of Possibilities were organised in 17 different localities around Finland in 2010, involving more than 500 NGOs. The total number of visitors to these events annually has levelled off at around 30,000.

Improved networking amongst the event organisers in different localities was fruitful during 2010. We held four meetings at KEPA where organisers could share their ideas. We have received highly positive feedback about these meetings – with NGOs welcoming the chance to share new ideas. Plugging away in your hometown may some times be lonely.

2010 was a year of stabilisation. Activities have grown in several localities to such an extent that an increasing number of local NGOs are sharing responsibility for events. In many localities Markets of Possibilities are eagerly-awaited signs of spring, with an established place in local people's calendars.

KEPA provides the framework for Markets of Possibilities, but each market is unique. It is important that local NGOs feel they have ownership of the event, and that the markets highlight the distinctiveness of the local NGO field. Many markets also showcase local multiculturalism.

KEPA trains and supports the NGOs who organise these events. It is important for member NGOs that KEPA supports their work locally.

*Katja Hintikainen
Market of Possibilities coordinator*



Markets of possibilities offer fun and activities for the whole family.

KEPA's finances and administration

KEPA's environmental programme yielded concrete results in 2010, just a year after its launch. The programme's goals have been met. There was a clear decline in electricity consumption, and the total distance flown by staff members decreased even more than planned. Paper consumption in the Helsinki office has also fallen. KEPA's country offices also strive to reduce energy consumption and take environmental factors into account when making procurements.

External audits of KEPA's Nicaragua and Mozambique offices were conducted in 2010. According to the audits, the financial administration of these country offices is in good shape. Financial advice was provided for the local partners of KEPA's member organizations during the audit in Nicaragua.

KEPA's office in the Mekong region was granted an official licence to operate, which means that KEPA can now officially act as an employer in Thailand and Vietnam. The regional office moved into its own premises in Bangkok.

For the most part, KEPA's 2010 budget was utilised as planned. The total costs incurred in running KEPA's main functions amounted to 5.2 million Euros. Funding from the Ministry for Foreign Affairs of Finland covered 93% of these expenses. The World Village Festival and subscriptions to KEPA's magazine MaaIlman KuvaLehti yielded the most significant profits.

KEPA'S STAFF

KEPA's personnel increased by fourteen during 2010. Five new permanent positions were established, and the additional increase was due to temporary hirings.

At the end of the year KEPA had a total of 98 employees: 65 based in Helsinki and the rest located in country offices. The number of employees posted in country offices increased by four. At the end of the year the country offices were staffed by 24 locally recruited employees and nine posted from Finland.

KEPA has invested in occupational well-being by, for instance, sponsoring employees' hobbies with exercise and culture vouchers. All offices also organised leisure activities for their whole staff.

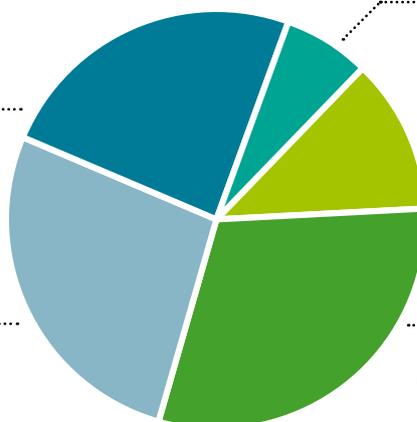
EXPENDITURE ON KEPA'S MAIN FUNCTIONS BY PROGRAMME AREA IN 2010 (€3,162,082)

STRENGTHENING THE COMPETENCIES OF NGOS IN FINLAND €761,794 (24%)

Training, project advice, Markets of Possibilities, global education network, Finnish Volunteer Programme (ETVO)

STRENGTHENING CIVIL SOCIETIES IN DEVELOPING COUNTRIES €847,166 (27%)

Training and advice in country offices, partnerships in developing countries



SAFEGUARDING MEMBER ORGANISATIONS' OPERATIONAL CAPACITY IN FINLAND € 218 469 (7%)

Membership services, promoting interests of members

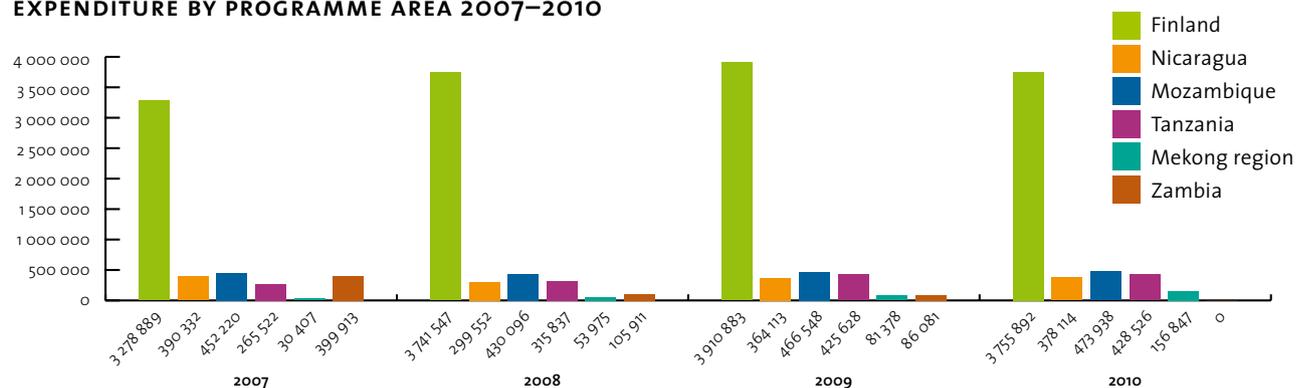
ADVOCACY WORK IN FINLAND €372,319 (12%)

Development policy advocacy

AWARENESS-RAISING IN FINLAND €962,343 (30%)

World Village Festival, MaaIlman KuvaLehti (Global Pictorial Magazine), KEPA's web publications and other communications

EXPENDITURE BY PROGRAMME AREA 2007-2010



Balance sheet 31/12/2010

31/12/2010

31/12/2009

ASSETS

FIXED ASSETS

FIXED ASSETS AND SECURITIES

Telephone shares	632.30	770.30
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CURRENT ASSETS

RECEIVABLES

Accounts receivable	20,533.80	8,812.37
Other receivables	253,466.98	294,499.28
Accrued income	42,799.29	46,977.16
Total	316,800.07	350,288.81

CASH IN HAND AND IN BANKS

1,063,579.72	921,610.55
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CURRENT ASSETS

1,380,379.79	1,271,899.36
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TOTAL ASSETS

1,381,012.09	1,272,669.66
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LIABILITIES

OWNERS' EQUITY

Profit / loss for previous years	218,982.73	169,135.81
Profit / loss for the year	45,693.08	49,846.92

TOTAL

264,675.81	218,982.73
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EXTERNAL LIABILITIES

LONG-TERM

Other long-term debts	19,291.58	7,363.13
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SHORT-TERM

Advance payments received	580,924.18	472,242.15
Accounts payable	99,089.11	138,460.27
Other short-term debts	70,767.56	77,266.82
Accruals	346,263.85	358,354.56

TOTAL

1,097,044.70	1,046,323.80
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TOTAL LIABILITIES

1,381,012.09	1,272,669.66
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Income Statement

1.1. – 31.12. 2010 1.1. – 31.12. 2009

ORDINARY ACTIVITIES

INCOME

Sales proceeds	127,777.45	144,376.20
Participation fees	131,383.00	196,065.10
Public financing	41,500.00	36,128.14
Other income	165,397.85	75,712.88
TOTAL INCOME	466,058.30	452,282.32

EXPENSES

Partnership and cooperation agreements	-250,208.80	-164,642.56
Salaries	-2,525,639.53	-2,469,873.52
Compulsory social security insurance	-450,973.73	-443,982.31
Voluntary social security expenditure	-94,500.07	-130,379.20
Recruiting	-11,272.76	-17,529.07
Personnel development	-14,825.89	-32,250.79
Compensation of costs	-40,297.71	-44,294.64
Travelling	-221,480.25	-285,012.01
Vehicles	-38,304.78	-28,734.48
Rents	-635,735.16	-638,372.01
Maintenance of premises	-168,248.25	-195,935.43
Machinery, equipment and furniture	-99,542.38	-166,722.68
Information and publication	-367,508.31	-399,771.64
Outside services	-389,365.30	-417,554.59
Meetings and seminars	-103,914.26	-107,753.45
Office expenses	-129,616.31	-136,925.88
Other operating expenses	-117,841.59	-107,177.82
TOTAL EXPENSES	-5,659,275.08	-5,786,912.08

ORDINARY ACTIVITIES	-5,193,216.78	-5,334,629.76
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SURPLUS/DEFICIT ON ORDINARY ACTIVITIES	-5,193,216.78	-5,334,629.76
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MEMBERSHIP FEES

Membership fees	40,690.00	39,520.00
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SURPLUS/DEFICIT	-5,152,526.78	-5,295,109.76
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FINANCIAL INCOME AND EXPENSES

Interest income	7,003.08	10,326.92
Interest expenses	-101.19	-16.24

GENERAL SUBSIDIES

Operating subsidy	5,191,317.97	5,334,646.00
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SURPLUS / DEFICIT FOR THE ACCOUNTING PERIOD	45,693.08	49,846.92
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