

GDAMS 2017 OVERVIEW:

Date: 18 – 28 April 2017

Theme: Campaign Against Military Spending

Main Hashtags: #demilitarizeday, #movethemoney, #WelfareNotWarfare #IPB, #GDAMS, #GCOMS

Supplementary Hashtags: #ClimateChange, #SDGs, #militaryspending, #MilEx

Main Twitter Handles: @demilitarizeDay, @IPB

Supporting Twitter accounts: @Centredelas, @Retedisarmo, @actionpaix, @IPAusNet, @AFSCWM

Website: <http://www.demilitarize.org>

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ABOUT THE GLOBAL DAY OF ACTION ON MILITARY SPENDING 2017

The Global Campaign on Military Spending (GCOMS) is an international campaign founded in December 2014 and promoted by the [International Peace Bureau](#), after the five Global Days of Action (GDAMS), which has been an annual occurrence since 2011. The main goal is to reduce the global military spending thanks to the cooperative works presented by the civil society organizations.

Nowadays, more than 100 organizations from 35 different countries have joined the campaign. IPB calls these the ‘five directions’ in which military resources could be rechanneled through the following fields of action:

1. Peace, disarmament, conflict prevention and resolution, human security;
2. Sustainable development and anti-poverty programmes;
3. Climate change and biodiversity loss – for mitigation and adaptation;
4. Social programmes, human rights, gender equality and green job-creation;
5. Humanitarian efforts to assist refugees, migrants and other vulnerable populations

The Global Campaign on Military Spending is not limited to advocacy for military budget cuts, it also promotes:

- Conversion to a civilian-oriented economy;
- An end to military research;
- Technological development to actively promote peace;
- Creating opportunities to implement humanistic solutions and sustainability in general;
- Development, cooperation, prevention and resolution of violent conflicts;
- Demilitarisation;
- New ways of thinking for all

This year's Global Day/GDAMS will not in fact be limited to one day, it will last a fortnight! It will be held from **April 18th – 28th**. The 18th is Tax Day in the USA, a traditional moment in the calendar for civil society to challenge the uses of public expenditure. On the 24th, the Stockholm International Peace Research Institute (SIPRI) will publish the global military expenditure figures for 2016, together with its analysis of the annual trends. The 'Global Days' offer our participants more freedom to choose a suitable moment to organize events that fit local or national contexts. As usual, IPB will publish all events that are notified to us, in line with the GDAMS framework.

SUGGESTED MESSAGES BY PLATFORM:



TWITTER

TIMING: Prior to 18 – 28 April

Awareness Raising:

#Peace is a shared responsibility. Everybody can make a change! #all4peace
#movethemoney#GDAMS2017 Get involved: demilitarize.org With only 10% of
#militaryspending, some key #SDGs could easily be filled

Where would you #movethemoney? #GDAMS2017

Calls to Action:

Take a selfie and ask to #movethemoney from #warfare to #welfare

#DemilitarizeDay is coming, #Movethemoney #welfarenotwarfare

Will you #movethemoney to fill up the #SDG?

The youth generation is the key to the future. Listen to them in order to promote a peaceful world.

TIMING: During the 18 - 28 April

It's #DemilitariseDay, the young & old must rally together to protect the future from war

#GDAMS #GCOMS #Movethemoney

#DemilitarizeDay! Small actions can have big impacts! #movethemoney today

It's time for a selfie! "If I had \$1.67 trillion, I would #movethemoney! to..."



Facebook

TIMING: Any time

Invite friend to Like our page and participate in our event.

#armstransfers are increasing but security doesn't. Let's
#movethemoney

Let the world hear your voice against #militaryspending

TIMING: On 18 – 28 April

Publish your Selfie “If I had \$1.67 trillion, I would #movethemoney! to...” on our page and invite your friend to do the same.



Instagram



TIMING: Prior 18 – 28 April

Follow the page and invite your friends to follow it

TIMING: On 18-28 April

To raise public awareness about what the money currently
invested in the military sector could be used for instead.

People should share their opinions using the line ‘If I had \$1.75 trillion, I would #move the money! to...’

These guide questions were also used to facilitate the responses:

- should governments move the money from the military sector to help fight climate change? To provide education for everyone?
- To ensure health insurance to all citizens?
- To provide humanitarian aid?

#DemilitarizeDay #WelfareNotWarfare #movethemoney #climatechange #education #health #employment @Campaignonmilitaryspending