



**ABOLISH THE DEATH PENALTY.
IT'S A BETTER WORLD WITHOUT IT.
10TH World Day against the Death Penalty**

MOBILISATION KIT



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For more information:

www.worldcoalition.org

[1] PRESENTATION

• The 10th World Day: 10 October 2012

Every year, the World Coalition Against the Death Penalty (WCADP) calls for local initiatives worldwide. The events involve citizens and organisations supporting the abolition of capital punishment and comprise debates, concerts, press releases or any other action which would give the global abolition claim an international boost.

This Day is aimed at both political leaders and public opinion in countries where the death penalty has or has not yet been abolished: people have to remember the meaning of abolition and pass it down through the generations.

10 reasons to end the death penalty

- 1 No state should have the power to take a citizen's life.**
- 2 It is irrevocable:** no justice system is safe from judicial error and innocent people are likely to be sentenced to death.
- 3 It does not keep society safe:** it has never been shown that the death penalty deters crimes more effectively than other punishments.
- 4 It is unfair:** the death penalty is discriminatory and is often used disproportionately against the poor, the mentally ill, those from racial and ethnic minorities, and in some places in the world because of discrimination because of sexual orientation or religion.
- 5 Not all murder victims' families want the death penalty.** A large and growing number of victims' families worldwide reject the death penalty and are speaking out against it, saying it does not bring back or honor their murdered family member, does not heal the pain of the murder, and violates their ethical and religious beliefs.
- 6 It creates more pain:** the death penalty inflicts pain on the families of those on death row and causes great pain to the family members of those who have been executed.
- 7 It is inhuman, cruel and degrading:** the dreadful conditions on death row inflict extreme psychological suffering and execution is a physical and mental assault.
- 8 It is applied overwhelmingly in violation of international standards:** it breaches the principles of the 1948 Universal Declaration of Human Rights, which states that everyone has the right to life and that no one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment. It is also in contradiction with the international trend towards abolition reflected by three votes at the United Nations General Assembly calling for the establishment of a moratorium on the use of the death penalty (resolutions 62/149, 63/168 and 65/206 adopted in December 2007, 2008 and 2010).
- 9 It is inefficient:** time and money are diverted from other more efficient law enforcement measures.
- 10 It denies any possibility of rehabilitation to the criminal.**

- **The aims**

Encourage and consolidate the political and general awareness of the movement against the death penalty internationally;

Put pressure on countries to stop executions and abolish the death penalty where it is still practiced;

Publicize the existence of the WCADP and its work;

Ensure international recognition of 10 October as the World Day against the Death Penalty.

- **The Impact of the World Day**

In 10 years 10 October has become an event which unifies the abolitionist movement and the impact of the events connected to it has been exponential.

In 2007 the World Day demonstrated that the resolution for a moratorium on application of the death penalty was supported by civil society and contributed to its success. The 2008 World Day focused on Asia and most of the demands of the abolitionist community have been heard: Vietnam and China have reduced the number of crimes punishable by death, Japan is progressively lifting the State secret on executions and Pakistan has not executed prisoners for two years. The 2009 World Day saw the creation of the Teaching Guide which was widely circulated and continues to be used by members of the Coalition in their awareness-raising activities.

More recently, abolition of the death penalty in Illinois will remain a symbol of the success of the 8th World Day against the Death Penalty which focused on the United States. Finally, the mobilization of international organization and abolitionist countries was particularly striking during the 9th World Day.

[2] HISTORY

• The World Coalition Against the Death Penalty

The WCADP, an alliance of more than 130 NGOs, bar associations, local bodies and unions, was created in Rome on 13 May 2002. It was founded as a result of the commitment made by the signatories of the Final Declaration of the 1st World Congress against the Death Penalty, which was organised by the French NGO Together Against the Death Penalty (ECPM) in Strasbourg in June 2001. The aim of the WCADP is to strengthen the international dimension of the fight against the death penalty. Its ultimate objective is to obtain the end of death sentences and executions in those countries where the death penalty is in force.

The WCADP is striving to achieve these by lobbying international organisations and States, organising international events, and facilitating the creation and development of national and regional coalitions against the death penalty.

Since 2003, the WCADP has made 10 October the World Day against the Death Penalty.

• The World Day against the Death Penalty

In previous years local initiatives were launched across the world: the 2003 World Day was celebrated in 63 countries with 188 initiatives reaching more than 400 initiatives in 2006 and 2007. Since 2005 a theme has been chosen to celebrate this event in order to attract attention and motivate initiatives across the world.



The first theme chosen was abolition of the death penalty in Africa. In 2005 only 12 African nations had abolished the death penalty, 21 maintained it and 20 had not executed prisoners sentenced to death for more than ten years.

2006 was devoted to failures of justice: discrimination, execution of vulnerable groups, the execution of the innocents and unfair trials. All these examples of failures of the justice system were illustrated by individual cases, seeking to raise awareness among the population and therefore encourage signature of petitions and mobilisation.

The following year the World Coalition decided to encourage an international mobilisation in favour of the resolution calling for the establishment of a global moratorium on the death penalty at the 62nd session of the United Nations General Assembly.

Then, in 2008, it was Asia's turn, the continent which has the greatest number of executions in the world.

The 2009 World Day was marked by the launch of an education campaign: "Teaching Abolition". The World Coalition also called for an end to juvenile executions in the countries that still execute.

The 2010 World Day aimed at strengthening the trend towards abolition in the United States of America. Finally, the 2011 World

Day focused on the inhumanity of the death penalty.

This year, the 10th World Day is the perfect opportunity to come back on the progress of the past 10 years and the challenges ahead.

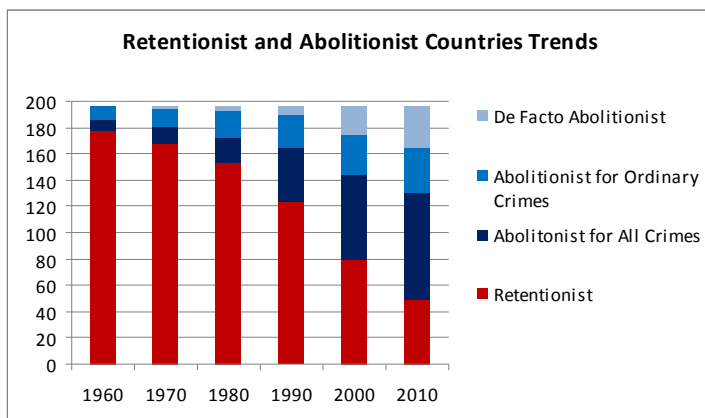
[3] 10th WORLD DAY: PROGRESS OF THE PAST 10 YEARS AND CHALLENGES AHEAD.

Significant progress to end the death penalty has been made over the past 10 years. Global momentum continues to build toward complete abolition, but work remains to be done to end capital punishment.

- **The worldwide trend towards abolition: progress of the past 10 years**

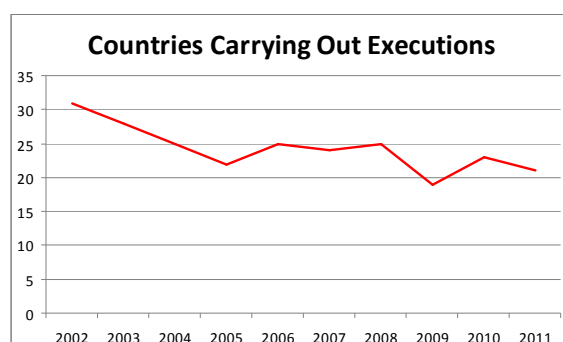
The last decade has seen a large increase in the number of countries that have officially abolished the death penalty or eliminated the use of the death penalty in practice:

- 141 countries are abolitionist in law or in practice;
- 97 countries have abolished the death penalty for all crimes;
- 36 countries have abolished the death penalty in practice;
- 8 countries have abolished the death penalty for ordinary crimes.



In 10 years, 21 countries have abolished the death penalty for all crimes (Albania, Argentina, Armenia, Bhutan, Burundi, Cook Islands, Cyprus, Gabon, Greece, Kyrgyzstan, Latvia, Mexico, Montenegro, the Philippines, Rwanda, Samoa, Senegal, Serbia, Togo, Turkey and Uzbekistan). Several countries that have not legally abolished the death penalty have at least ended it in practice, either by declaring an official moratorium or by not carrying out executions. For example, Sierra Leone and Nigeria have declared a moratorium on executions, and Tajikistan has had a moratorium on both death sentences and executions since 2004.

Many countries that have not yet abolished or imposed a moratorium have taken steps to narrow the scope of the death penalty. China recently eliminated the death penalty for certain economic crimes, and it has reintroduced mandatory review of all death penalty cases by the Supreme People's Court. India's Bombay High Court struck down the mandatory death penalty for drug offenses in July 2011. Finally, 21 countries recorded executions in 2011, compared to 31 countries 10 years ago.



- **Focus forward: challenges ahead in the next 10 years**

Despite worldwide progress, work remains to be done to increase countries that abolish the death penalty, to halt efforts to reinstate the death penalty or expand its scope, to ensure procedural safeguards are followed in all death penalty cases and to make information on its use publicly available.

While progressive restriction of the death penalty has increased over the last decade, some countries have expanded, or attempted to expand, its scope to include:

- **Drugs:** 32 countries or territories still have laws imposing the death penalty for drug offences. Drug offenders make up the majority of those condemned to die in many retentionist countries.
- **Homosexuality:** some countries, including Liberia and Uganda, have launched efforts to impose the death penalty for acts of homosexuality.
- **Terrorism:** some countries are adopting or amending laws for terrorist crimes or against those supporting terrorist acts - not necessarily lethal ones. Syria imposed the death penalty for those arming terrorists in December 2011. Bangladesh, India and Nigeria have also adopted laws expanding the scope of the death penalty by including terrorist acts among the offenses punishable by death.

Certain countries have resumed their use of the death penalty. Afghanistan, Taiwan, Equatorial Guinea, the United Arab Emirates and Japan have resumed executions after a hiatus, in stark contrast with the global trend of abolition.

Finally, countries such as China and Iran continue to carry out their executions in secrecy, contrary to fundamental notions that such information should be made available to the public. Moreover, transparency is critical to prevent errors or abuses and safeguard fairness.

- **Further work to eradicate the death penalty**

On a global scale, further work needs to be done to build on the foundation of abolition thus far by focusing on the following goals:

- **Promote national legislation abolishing the death penalty.**
- **Increase ratifications of the *Second Optional Protocol to the International Covenant on Civil and Political Rights (ICCPR), aiming at the abolition of the death penalty*:** The USA, most of Africa and Asia, and many Caribbean countries still have not ratified the Protocol. Their adoption and commitment to the Protocol would also create a strong foundation for abolition at national level.
- **Support international standards calling for the abolition or restricted use of the death penalty:** Further efforts must encourage the adoption and ratification of regional treaties against the death penalty in Africa, the Americas and Europe, and the respect of international safeguards for the rights of those facing the death penalty.
- **Support adoption of the 2012 UN General Assembly resolution on a moratorium on the use of the death penalty:** In December 2012, the UN General Assembly will vote on a fourth resolution on a moratorium on the use of the death penalty. Increased support from UN Member States will be further proof of the global trend towards abolition.

[4] WORLD DAY: TAKE ACTIONS!

Le concept même de la Journée mondiale, et donc son premier objectif, est de **susciter et encourager l'organisation d'initiatives locales** dans le plus grand nombre de pays possible, et notamment dans les États qui appliquent la peine de mort.

• Call for initiatives!

Wherever you are: in Africa, America, Asia, Oceania or Europe

Whoever you are: NGO, teacher, lawyer, local representative, member of parliament, artist, reporter, religious leader, citizen

Whatever your plans are: Debates, concerts, press conferences, demonstrations, petitions, educational and cultural activities...

• 10 things you can do to end the death penalty

1. **Sign the appeals** calling on 4 retentionist states to establish a moratorium on the use of the death penalty with a view to abolish it and to vote in favor of the UN resolution for a moratorium. These appeals will be sent to relevant governments prior to the next moratorium resolution in late 2012.
2. **Organise a public debate** with exonerees, murder victim's families, experts...
[See Practical Worksheet n°2](#)
3. **Organise an art exhibition** (photos, drawings, posters) or a theatre play from Dead Man Walking to Victor Hugo [See Practical Worksheet n°6](#)
4. **Organise a movie show**, you will find a list in this [mobilisation kit](#)
5. **Organise a theatre play**, from Dead Man Walking to Victor Hugo
6. **Organise a demonstration**, a sit-in, a 'die-in', a flash mob... [See Practical Worksheet n°5](#)
7. **Organise a Week of Activities in Schools to Raise Awareness** [See Practical Worksheet n°1](#)
8. **Join the events** prepared for the abolition of the death penalty worldwide.
To know what has been organized, visit: www.worldcoalition.org/worldday
9. **Write to a prisoner on death row**,
You will find here a list of prisoners on death row: <http://bit.ly/dwv6ze>
10. **Mobilise the media** to raise awareness on the issue of the death penalty [See Practical Worksheet n°9](#)
Here is a guide to help you write to the editor! <http://bit.ly/cYDWol>

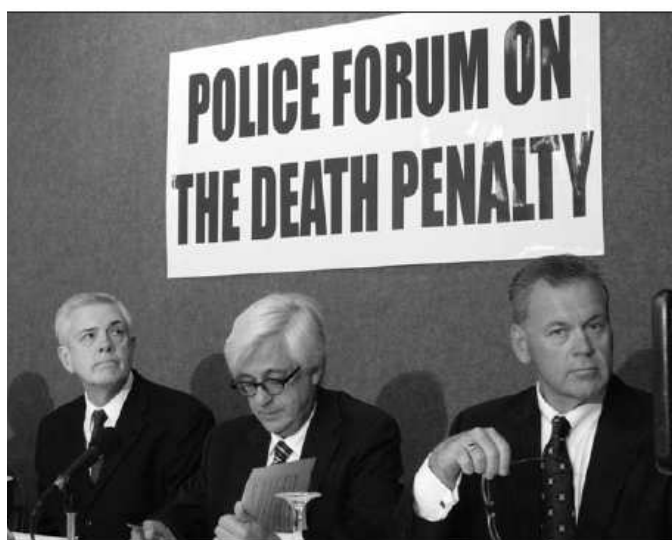
- **10 Practical Worksheets to help you:**

1. How to Organise a Week of Activities in Schools to Raise Awareness

- ▶ Get in touch with a network of teachers (teaching unions, etc.) if there is one or other organisations from civil society working in human rights in your town; ask your personal network working in the teaching world.
- ▶ Contact the schools in your town as soon as term starts and suggest contributing to their classes on the World Day.
- ▶ Use the Teaching Guide published by the World Coalition to prepare your activity (pay attention to the age of the pupils, the number and their level of knowledge).
- ▶ Make sure you have sufficient material (posters, leaflets, information sheets, etc.) by ordering them from the World Coalition's Executive Secretariat.
- ▶ Ask for help from people who could talk about their experiences (exonerees, victims' families against the death penalty, families of prisoners sentenced to death, etc.)

2. How to Organise a Conference with Police Officers, Victims' Families and Exonerees

- ▶ Plan your event in advance (at least two or three months) so that you have time to contact these people and ensure that they are available.
- ▶ Define your target audience (general public, media, lawyers, students, etc.) and the scope of the event (a select group of twenty people, fifty, or one hundred people or more).
- ▶ Define the theme of your debate/conference/discussion.
- ▶ Make sure the project is clear and realistic - you will have more chance of interesting participants and will increase your chances of success.
- ▶ Contact the World Coalition to find out who to contact to invite the speakers you want.
- ▶ Once you have their agreement, fix the place and date of the conference.
- ▶ One month in advance, send out invitations and begin to publicise the event on your website, by talking to your networks, etc.



- ▶ One week in advance, send out a press release with the exact place, date and time, the theme of the conference and the name of the participants. If you are aiming for the general public, think about printing posters and displaying them around the conference location.
- ▶ The day before the event send the press release to the media again and ensure that all your contacts will indeed be present. Often, telephone reminders guarantee the availability of those who are interested but have busy diaries.

Photo: Police Forum on the Death Penalty: "Fighting crime in the United States and around the world: is the death penalty necessary?" Washington DC, October 2010

3. Working with Victims: a Guide for Activists

It is important to incorporate an awareness of victims' family members' experience, perspective, and testimony into anti-death penalty materials and activities because:

- ▶ Every death penalty story is also the story of a crime that occurred. A death penalty story does not begin with an execution or a death sentence or even with an arrest. It begins with a murder victim's loss of life and the devastating impact that that loss has on the surviving family members. Including victims' stories when talking about the death penalty is the right thing to do.
- ▶ The common assumption is that all victims' family members support the death penalty. We cannot expect to abolish the death penalty without presenting an alternative view. Victims' voices have a powerful effect - lawmakers have voted against the death penalty as a result of hearing victims' testify for abolition. Including victims' stories when working for abolition is strategically wise and is essential to bringing new people into the abolition movement.

Here are a few suggestions. We encourage activists to consult with MVFHR for further guidance.

- ▶ In educational or political materials about the death penalty or about a particular prisoner's case, acknowledge the original murder. Give the victim's name. For example, instead of saying "Eric Jones, who is facing a death sentence," say "Eric Jones, who was convicted of the murder of John Smith, is now facing a death sentence ..."
- ▶ Realize that victims' family members who oppose the death penalty will have many different reasons for holding that view. Don't assume that their reasons are all the same. In particular, don't assume that opposing the death penalty is the same as forgiving the offender.
- ▶ Let victims' family members speak for themselves. Work with them to develop their statements for specific situations, but don't put words in their mouths or pressure them to say something they are not comfortable saying.
- ▶ Invite victims' family members to be an integral part of your anti-death penalty efforts and activities.
- ▶ Know that the best person to reach out to a victim's family member is another victim's family member. MVFHR can help with this.
- ▶ Support legislation, programs, and services that help to meet the needs of victims' family members in the aftermath of a murder. Build relationships with victims' groups and demonstrate that your work against the death penalty is rooted in a desire to prevent murder in all cases.

From MVFHR's Website: <http://www.mvfhr.org/working-victims-guide-activists>

4. How to Encourage the Participation of the Public During your Conference

- ▶ Plan your event in advance (by at least one month).
- ▶ Define your target audience (general public, media, lawyers, students, etc.) and the scope of the event (a select group of twenty people, fifty or one hundred people or more).
- ▶ Define the theme of your debate/conference/film screening/...
- ▶ Prepare the following materials according to your target audience:
 - > A folder with the programme, handouts (you may ask the World Coalition for additional World Day leaflets and factsheets) and any materials relevant to your target audience, for instance, colourful badges or stickers with simple slogans such as: "I am for life! And you?", "Death penalty NO !!!" for students.
 - > Red and green badges in a basket.
 - ▶ When people enter the conference room, give them the folder and ask them to choose a red OR a green badge: red badge means "I'm for the death penalty" and green means "I am against the death penalty". Thus, every participant in the event has the opportunity to express their original views openly. Make sure that there is no pressure to wear a green/red badge at the beginning and that people choose freely.
 - ▶ When the conference/film is over, give some time for people to debate and at the very end, ask your audience to vote.

- ▶ On the way out of the room, put two boxes, one red (for the death penalty) and one green (against the death penalty) and ask the participants to vote with the badges they chose at the beginning (so someone who took a red badge at the beginning can vote in the green box at the end, showing that they have changed their mind during the debate).
- ▶ Count all the votes and use the statistics in your communications

(Lessons learnt from the PRI Conference in Kazakhstan)

5. How to Organise a Flash Mob

A Flash Mob is a group of people who assemble suddenly in a public place, perform an unusual and sometimes seemingly pointless act for a brief time, then disperse.

(Source: Wikipedia)

Watch the video of the Flash Mob :

<http://www.youtube.com/user/AssociationECPM>.

Photo: Flash Mob in Paris, October 10, 2010.



- ▶ A month in advance find a rousing piece of music and choreography which is easy to follow while still retaining meaning. If needed, ask for help from a choreographer.
- ▶ Work on the choreography with a small group to see if it works. It should last between 2 to 5 minutes.
- ▶ Find a busy place where the Flash Mob will take place. If need be, make an official request to use it.
- ▶ When the choreography is working well, ideally two weeks in advance, film yourselves and put a tutorial online for people to start practising at home.
- ▶ Start to publicise the event, using social media such as Facebook and Twitter but also through the usual channels (emails, newsletters, etc.)
- ▶ Before the official Flash Mob, plan two meetings with a sufficiently large group to be able to initiate the movement on the day.
- ▶ Choose the date, if possible depending on the weather (it always works better if the sun is shining).
- ▶ Announce the exact time and place only a few days beforehand to maintain suspense (particularly if you do not have official authorisation).
- ▶ You can also choose a dress code.
- ▶ Plan access to electricity or a generator and speakers so that the music is loud enough.
- ▶ Scrupulously respect the time and place of the meeting.
- ▶ Film the Flash Mob and put the video online quickly (if possible the same day) to create buzz on the internet.
- ▶ At the end, if you want, explain why you have organised the event and be ready to answer questions from journalists.

6. How to Organise an Exhibition of “Poster for Tomorrow”

- ▶ Find a place for the exhibition, for example a well-known art gallery, museum, garden or square, a public place, a university, a library, an underground station, a shop window, etc.
- ▶ More than six months are often required to reserve prestigious places such as temporary exhibition spaces in museums but two or three months would suffice for a public place. Unusual places are often very interesting but the procedure can be more complicated.
- ▶ To guarantee your chances of success, be organised in advance and get to know the managers of the exhibition area, suggesting they sponsor the project.
- ▶ Contact the World Coalition for electronic copies of the posters.
- ▶ Print the posters depending on where they will be exhibited (if outside cover them in protective plastic, if in a museum think about hanging, etc.).



- ▶ Prepare the official opening of the exhibition, if possible with an distinguished speaker who can talk about the death penalty (contact the World Coalition if necessary).
- ▶ Invite the media, your network of activists, engaged artists, academics, students, and those in the artistic scene, etc.
- ▶ Prepare the exhibition and don't forget to prepare drinks and a buffet.
- ▶ If you have informed the press, prepare a press kit with information about the exhibition, the Poster for Tomorrow competition and the World Day Against the Death Penalty.

Photo : « Adieu ! », Poster 4 Tomorrow, Jochen Schievink, Germany

7. Pedagogical Activity on the Different Methods of Executions

- ▶ Choose a public place where there are always many people
- ▶ Print or draw on the floor a giant world map with clear boundaries for each country (an electronic file for printing can be ordered from the World Coalition)
- ▶ Prepare different objects in large quantities :
 - > To symbolize abolitionist countries (such as a heart or a green object)
 - > To symbolize the countries that still maintain the death penalty (e.g. a skull or a red object)
 - > To symbolize the different methods of execution. The most commonly used methods of execution are hanging, execution by firearm(s), lethal injection, and beheading. Electrocutation by electric chair is used only in exceptional cases in some states in the USA. Stoning is used only for certain crimes (mainly for adultery) in a few Islamic countries.
- ▶ Invite passers-by to place those different objects on the corresponding countries (abolitionist and retentionist countries, the most commonly used method of execution in each country)
- ▶ You can also ask them to walk on the map and stand on the country that they think executes the most people every year (China) or on the first abolitionist country in the world (Venezuela).



Photo: This game was designed by Hervé Matine for the 9th World Day

8. An Efficient and Cheap Initiative: Viral Marketing by Word of Mouth

“Viral marketing (...) refers to marketing techniques that use pre-existing social networks to produce increases in awareness through self-replicating viral processes, analogous to the spread of viruses.” (Wikipedia definition)

This technique has three main advantages. On the one hand, the cost is very low; on the other hand, intensity and speed of the message can be very high. Finally, the message has a positive connotation as it is sent by friends or relatives. It can be delivered by word-of-mouth or enhanced by the network effects of the internet.

- ▶ Choose two people who you know but with whom you have never addressed the death penalty issue
- ▶ Invite them one by one to have a drink and ask them what their position on the death penalty is. If they are against the death penalty, encourage them to talk to two other people and give them the necessary tools. If they are for the death penalty, introduce the different arguments against the death penalty.

- ▶ It is often difficult to answer arguments for the death penalty. To develop your arguments, you may use the tools distributed during the World Day campaign, like the top 10 reasons to abolish the death penalty. You can bring them with you to these meetings.
- ▶ If the discussion is stalemated, do not insist but, give the person some time to think for him/herself and talk to him/her later. Meanwhile, try to strengthen your arguments to meet his/hers. You can also suggest to him/her to see a movie or a documentary about the miscarriage of justice.
- ▶ Alternative: you may do the same thing on the internet through social networks like Facebook or by email.

9. How to Guarantee Good Media Coverage of your Events

- ▶ Forge links with local journalists interested in the subject: throughout the year follow local media coverage and find the media outlets and journalists who often raise the theme of the death penalty. Also, find out how they discuss it: what news section, what angle, etc.
- ▶ Contact them in the summer or September to tell them about the World Day Against the Death Penalty (so that they put it in their diaries) and your event as a way of making yourself known.
- ▶ Try to become their yardstick for the subject by always responding quickly to journalists and providing them with reliable information, particularly that provided by the World Coalition.
- ▶ To maximise your chances of success, organise an event with one or two witness accounts. Journalists like to use personal stories and, if you provide them with the opportunity, they will talk about your event.
- ▶ Send out a press release a week before your event with the exact place, date and time, the title of the event, the names of the participants, a brief description of your event and a paragraph on the World Day (you can use the press release provided by the Coalition).
- ▶ Specify that participants will be available for interview at the event.
- ▶ Send it again the day before the event if you have not had confirmation from journalists who might be interested.
- ▶ Only hold a press conference if you have something specific to announce (a position taken following an execution in your country, abolition of the death penalty for some crimes, etc.).

10. How to Write a Press Release

- ▶ Use letterhead paper if you have it.
- ▶ Start with a short but explicit title.
- ▶ Put the notice "FOR IMMEDIATE RELEASE:" with the date of the public release.
- ▶ Include the name of your organisation.
- ▶ The 1st paragraph is the introduction. It is the most important paragraph as journalists may not read beyond it. It answers the following questions: Who, What, Where, When and should attract the attention of journalists.
- ▶ The 2nd and 3rd paragraphs are an explanation of this 1st paragraph. They answer the questions why and how and provide the context, stakes, and a brief historical background.
- ▶ The 4th paragraph gives quotes, facts and figures. It is important to give some materials to the journalists. They will need a quote for their article, so if you give it to them, they are more likely to use your press release. It is also important to give them accurate figures and reliable sources. By doing so, you make their work easier and increase your chances of receiving coverage.
- ▶ Put your contact information at the end of the press release with your first and last name, title, email and phone number.
- ▶ Finish with a brief description of your organisation.
- ▶ The statement should not exceed one page. A long press release could discourage journalists and not be read at all.

- **10 Tips for a successful event:**

- 1- **Plan** it at least a month in advance, more if you need to rent a room, invite speakers or contact us for an art exhibition
- 2- Try to **associate** several local NGOs or well known people to make it a bigger event with no additional costs or efforts
 - To know what is organised in your city, www.worldcoalition.org/worldday
 - To contact members of the World Coalition in your country: [see Part 7 of this kit](#)
- 3- **Contact local media** a week in advance and again two days before the event
 - [See Practical Worksheet n°9](#)
 - Here is a guide to help you write to the editor! <http://bit.ly/cYDWoI>
- 4- Use the **Internet** and social networking tools to spread the words
- 5- **Contact us** to promote your event on our website and on Facebook page
- 6- A few days before, **advertise it in the streets** (posters, leaflets with title, time and place of your event)
- 7- **Tell everybody**, your friends, your family, even your grandma!
- 8- Be ready to **counter pro death penalty arguments** (use our “10 reasons to end the death penalty” in the first part of this kit)
- 9- **Be nice** to people, even if they disagree!
- 10- **Take pictures** and write a short report (and send it to us)

[4] WORLD DAY: TAKE ACTIONS!

• Material for the 10th World Day

For the 2012 World Day, the World Coalition has produced some materials; they are all available on its website: <http://www.worldcoalition.org/worldday>

Poster of the World Day

For organisers of events, copies of the poster are available at no cost from the Secretariat of the World Coalition (contact: aplacais@worldcoalition.org).

Information Leaflet

The leaflet on the 2012 World Day provides information on the evolution of the abolition of the death penalty in the past ten years and presents the challenges ahead. It also gives arguments against the death penalty.

For organisers of events, copies are available at no cost from the Secretariat of the World Coalition (contact: aplacais@worldcoalition.org).

4 Appeals

Calling on 4 retentionist states to establish a moratorium on the use of the death penalty with a view to abolish it and to vote in favor of the UN resolution for a moratorium. These appeals will be sent to relevant governments prior to the next moratorium resolution in late 2012.

Facts and figures on the death penalty

Up-to-date information on the application of death penalty around the world in 2011

Detailed Factsheet about the evolution of the death penalty in 10 years

Detailed information about the growing worldwide trend toward abolition (decrease in death sentences and executions, growing use of a moratorium, growing restrictions on the scope of the death penalty, growing support for the UN General Assembly resolutions calling for a moratorium, increasing ratifications of the protocols to abolish the death penalty, growing international statements and growing abolitionist movement)

Pedagogical Guide

This manual offers several activities in anticipation of the celebrations on 10 October. It is aimed particularly at teachers of students aged 14 to 18, wherever they are in the world, but can also be used by anyone willing to organise an event for the World Day.

- Organisers of events, download it on www.worldcoalition.org/worldday
- Use it to organise event, make your own documents and inform the public about the reality of the death penalty in a recreational way.

[5] ADDITIONAL MATERIAL

• Websites on the death penalty

- Death Penalty Worldwide Database: www.deathpenaltyworldwide.org
- World Coalition Against the Death Penalty www.worldcoalition.org
- Amnesty International, death penalty page <http://www.amnesty.org/en/death-penalty>
- Death penalty website of the FIDH <http://www.fidh.org/spip.php?rubrique650>
- Hands Off Cain information website <http://www.handsoffcain.info/>

Please refer to the Coalition members' website and get in touch with them using the contact details you will find at the end of this document.

• Filmography

Documentary films

- **Into the Abyss** <http://www.wernerherzog.com/index.php?id=67>

Film by Werner Herzog (2011)

We do not know when and how we will die. Death Row inmates do. Werner Herzog embarks on a dialogue with Death Row inmates, asks questions about life and death and looks deep into these individuals, their stories, their crime.

- **Honk! ... to stop executions** <http://www.honk-lefilm.com/>

Film by Florent Vassaux and Arnaud Gaillard (2011)

At the heart of the United States, Curtis, and Golda Veldean are faced with the absurdity and violence of the death penalty. Meanwhile in Huntsville, a small Texas town, executions impose their rhythm on daily life.

- **Incendiary: the Willingham case** <http://www.incendiarymovie.com/INCENDIARY/INCENDIARY.html>

Film by Steve Mims and Joe Bailey Jr. (2010)

In 1991, Cameron Todd Willingham's three daughters died in a Corsicana, Texas house fire. Tried and convicted for their arson murders, Willingham was executed in February 2004 despite overwhelming expert criticism of the prosecution's arson evidence. Today, Willingham's name has become a call for reform in the field of forensics and a rallying cry for the anti-death penalty movement.

- **In Prison My Whole Life** (2007)

British film directed by Marc Evans (film 93 minutes)

This documentary immerses us in the heart of the American prison system by addressing the case of Mumia Abu-Jamal, a black journalist convicted of killing a police officer, who is still on death row. The story is told by a young British man (William Francom) who was born on the day of Mumia's arrest.

- **999 060** (2006 - 30 minutes) : *OV (English) with French subtitles*

Interview of Farley Matchett.

Movies

- **Night Train** (2007) <http://www.worldcoalition.org/Filming-in-the-darkness-of-Chinas-death-row.html>

Chinese movie by Diao Yi Nan

Night train tells the story of Wu Hongyan, a woman in charge of the execution of death row prisoners in Western China.

- **Redemption: The Stan Tookie Williams story** (2004)

American movie by Jamie Foxx

Redemption tells the story of Stan "Tookie" Williams, founder of the Crips (an L.A. street gang). Story follows his fall into gang-banging, his prison term, and his work writing children's novels encouraging peace and anti-violence resolutions which earned him multiple Nobel Peace Prize nominations.

Tookie was executed by lethal injection at San Quentin State Prison, California.

- **The life of David Gale** (2003)

American movie by Alan Parker

Dr. David Gale, an advocate for eliminating the death penalty, is falsely accused of rape and murder. Once convicted, he ends up on death row in Texas himself, telling his story to a reporter.

- **The Green Mile** (2000)

American movie by Frank Darabont

Death Row guards at a penitentiary, in the 1930's, have a moral dilemma with their job when they discover one of their prisoners, a convicted murderer, has a special gift.

- **Dead Man Walking** (1995)

American movie by Tim Robbins

A caring nun receives a desperate letter from a death row inmate trying to find help to avoid execution for murder.

Videos

- Videos of the 4th World Congress Against the Death Penalty (2010) by ECPM

<http://www.abolition.fr/fr/articles/videos-congres-geneve-2010>

- Death to the Death Penalty (2010) by Amnesty International

<http://www.youtube.com/watch?v=XIXthucUGuQ>

- Innocence (2009) by The Innocence Project

http://www.youtube.com/watch?v=Nfo6eeo817A&feature=player_embedded#at=3144

For more videos, see: <http://www.worldcoalition.org/search/index?q=video&type=Documents>

- **Exhibitions and Art work**

- « **Poster for Tomorrow** »

Poster for Tomorrow is an independent, non-profit international project whose goal is to encourage people, both in and outside the design community, to make posters to stimulate debate on issues that affect us all.

2010 was dedicated to « Death in not justice » for the abolition of the death penalty worldwide.

<http://www.posterfortomorrow.org/gallery/browse/0/all>

- **'There is No Human Way to Kill': An exhibition on several methods of executions**

'No Human Way to Kill' comprises an exhibition of twelve etchings produced by the Goldmark Atelier in 2007 and a 102-page book published by Seabrook Press in association with the Human Rights Centre at the University of Essex in 2009.

<http://www.artfractures.com/exhibitions/robert-priseman-2/no-human-way-to-kill/>

- **Premeditated: meditations on capital punishment** by Malaquias Montoya

Meditations on Capital Punishment, Recent Works by Malaquias Montoya features recently created silkscreen images and paintings, and related research dealing with the death penalty and penal institutions

<http://www.malaquiasmontoya.com/book.php>

- **The Dark Room**

"The Dark Room" was a photography exhibition planned as part of a project launched by Amnesty International Italy under the title "I am against the death penalty because...".

<http://www.ied.edu/rome/blog/the-dark-room/2625>

- **The Last Meals Project**

This series visually documents the face and last meal of a convicted killer and is without question honest and true. This will be an ongoing project as executions continue to take place in the United States.

<http://www.lastmealsproject.com/pages.html>

[6] JOIN THE WORLD COALITION

Only organisations can join the World Coalition

In accordance with article 5 of the World Coalition's bylaws, the Coalition welcomes organisations who are sharing the aim of the universal abolition of the death penalty.

To join us, you may fill in the application form and send it to the Secretariat of the World Coalition:
<http://www.worldcoalition.org/become-a-member.html>

Every member of the Coalition must pay an annual subscription fee of 150 to 50 euros according to the resources of the organisation.

[7] CONTACT DETAILS

- **Secretariat**

World Coalition Against the Death Penalty

69 rue Michelet
93100 Montreuil, France
contact@worldcoalition.fr

- **List and contact details of the members of the World Coalition:**

<http://www.worldcoalition.org/Member-organizations.html>

For more information:

www.worldcoalition.org