

**[www.newint.org/contracts](http://www.newint.org/contracts)**

**For more information contact our main office,  
or email [contracts@newint.org](mailto:contracts@newint.org)  
New Internationalist Publications Ltd  
55 Rectory Road, Oxford, OX4 1BW, UK  
Tel: +44 (0)1865 811400  
Fax: +44 (0)1865 793152**



**LET'S WORK  
TOGETHER**



**New Internationalist**  
DESIGN, EDITORIAL,  
MARKETING & WEB  
SERVICES



[www.newint.org/contracts](http://www.newint.org/contracts)

# A PARTNERSHIP APPROACH

New Internationalist is an independent, not-for-profit workers' co-operative. These core founding principles define how we work with other organizations. Our approach is collaborative, listening and being flexible to your needs, offering products and services tailored to your mission, and sharing our many years of experience with you.

We have almost 40 years' experience of providing high quality, distinctive and affordable services to NGOs, UN agencies and other organizations, including:

- Amnesty International (UK)
- Oxfam (UK)
- Plan International (UK)
- ICRC and Red Cross Federation (Switzerland)
- UNFPA
- Greenpeace International (Netherlands)
- Ford Foundation (US)
- Traidcraft (UK)

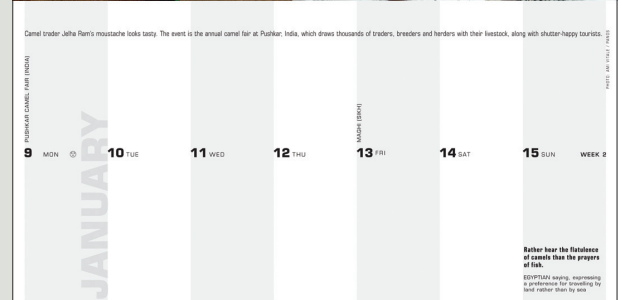
A broad understanding of global issues, combined with an ethical and progressive approach to business, ensures an integrity and transparency that you can rely on.



ONE WORLD ALMANAC 2012 



Camel trader Jaha Ram's moustache looks tasty. The event is the annual camel fair at Pushkar, India, which draws thousands of traders, breeders and herders with their livestock, along with shutter-happy tourists. PHOTO: ANDREW HATFIELD / GETTY IMAGES



# WHAT WE CAN OFFER YOU

## HUMANITY *in* WAR

FRONTLINE PHOTOGRAPHY SINCE 1860



INTRODUCTION BY JAMES NACHTWEY



ICRC helps in all the ways that other people are giving help," notes the introduction to the book. Even in May 1945, "the world was still reeling with shock and horror at a scale of destruction... It is probably that we only thought the war was over for the moment in 1945 that we had... The needs of people displaced across the continent in 1945 were their... They needed clothes, food, and medical care. There were thousands... British and American troops moving through Yugoslavia, other Germans... expelled from central Europe and the many countries of Europe's newly... almost 60 million refugees, all people who had fled in flight to escape... and no arms, ammunition, and no means of transport. The children, the... and the others were still there, people had returned, some pushed back... some, some still there. Many did not want to go home, even if they knew... when they had been there before."

The ICRC emerged from the Second World War whole and fully prepared for the inevitable aftermath, particularly in the field of international... and that, however it did had to be something different one in relation... to help war in combination of life and the brain and even in attitude... towards the situation continued. The program that was established by the... which was made very important in the sense of support that was... the Geneva Convention. At the top of the list was the need to... to include the weak "Ladies Club" of 1914 into a single and binding agreement... and the protection of civilians. The Second World War had seen violence...

acted, interned, dispersed, starved, humiliated and murdered. But there were other issues that also needed addressing. The realities war had been making... as obvious as in the war, and was had the fact that... could have been probably limited or prevented or war in... aftermath.

Four new Conventions, providing protection for civilians, the victims of... of war and for prisoners of war, were drafted and eventually ratified in... in the late summer of 1949. They introduced new rules, new principles, new... rules and new definitions, all designed to meet the challenges of a war... nature. They had signs that showed that the ICRC was still very much... inspired. At the ICRC, a Committee had been set up, and it was... a permanent structure to help with... the Geneva... would in effect agree that their own behavior towards any... whether... humanitarian law.

When the ICRC work had begun on codifying what would become the... known as the International Principles of the Red Cross Movement, together... Italy, Norway, Indonesia, voluntary service, Unity University.

No more than the First World War had the Second been the "war" in... all over. Even as the new Geneva Conventions were being drafted, fresh... conflicts were breaking out. With the British withdrawal from Palestine... fighting continued between Jews and Arabs and the ICRC was called upon...



Germany, 1948. German children being separated from their mother after surviving the Holocaust.



Colombia, 1998. Red Cross boat in Putumayo.



Colombia, 1998. Colombian army instructor about demining to humanitarian workers by an ICRC delegate in South Sumatra.

Our team offers the following services, tailored to your needs:

- Design and production: magazines, journals, reports, guides, marketing materials, brochures
- Editorial: research (including photo research), commissioning, writing, editing and proofing
- Project Management
- Contract and Co-Publishing
- Mail Order, Merchandising & E-commerce
- Consultancy work, for example on design and marketing

[www.newint.org/contracts3](http://www.newint.org/contracts3)



# EDITORIAL & PROJECT MANAGEMENT

Our team of editors has a wide-ranging knowledge of human rights, environmental and global justice issues. We produce the monthly *New Internationalist* magazine and an impressive list of books and other publications each year.

Over the last 30 years we have completed editorial-based contracts and produced press packs for UN agencies including **UNFPA**, **UNICEF** and **UNEP**. We have also carried out a publications audit for the ICRC in Geneva. Current work includes collaboration with Plan International UK on their *Because I am a Girl* annual reports, providing editorial, project management, design and production services.

*“I have worked with New Internationalist on 5 major projects in the last 5 years and some minor ones. They have edited, designed and made print ready our annual State of the World’s Girls Report and I could not recommend them more highly. The finished report looks great and their commitment and attention to detail is wonderful.”*

Sharon Goulds,  
Plan International



## Changing our destiny – learning for life

### 1 Introduction: seeing the world as it is

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

Malik, 16, Egypt

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”



**“I do think my father needs to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”**

“My father had an education crisis. I did not have the right books, so my father was a teacher of my mother. I was a student of my mother. I had a hard time from his school.”

“I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

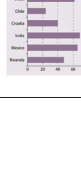


“My greatest ambition is to be a doctor. I am going to study medicine at the University of London. I will then work in a hospital and help people who are sick.”

### Who participates in the daily care of a girl?



### Links between father and mother participation in household decision making



### Track leaves only the child alone (less and unpaid %)



### Who participates in the daily care of a girl?

“In a 2010 study of six countries for the International Centre for Research on Women and Children (ICRW), the percentage of girls who did not perform household tasks was 10%. This was the lowest of all countries. However, the average number of hours spent on household tasks was 1.5 hours per day. This indicates that the girls who did not perform household tasks were not necessarily free from their daily lives.”

### Links between father and mother participation in household decision making

“The study found that in all six countries, the majority of household decisions were made by both parents. However, in India, the majority of decisions were made by the mother. This suggests that the role of the mother in household decision making is more prominent in India than in other countries.”

### Track leaves only the child alone (less and unpaid %)

“The study found that in all six countries, the majority of girls were not left alone and unpaid for household tasks. However, in India, the percentage of girls who were left alone and unpaid was 15%. This suggests that the role of the mother in household decision making is more prominent in India than in other countries.”



# DESIGN & PRODUCTION

We have a highly skilled and well-organized design team who are available for standalone projects or on-going design contracts.

Our creative team designs and produces the flagship *Red Cross Red Crescent*, the magazine of the International Red Cross and Red Crescent Movement, published in six languages.

Print production is managed in-house, only using printers with the highest environmental management standards, and recycled or FSC papers. We aim to find you the best combination of low environmental impact and high quality.

**“Red Cross Red Crescent magazine enjoys a long and rewarding relationship with New Internationalist. Their team of designers – supported by an administrative staff second to none – delivers cutting-edge, industry-standard-setting layouts on time, every time, all at a super competitive price. From magazines to postcard books to photographic volumes to business cards, New Internationalist has done it all for us. New Internationalist is a key member of our production team.”**

Paul Lemerise, Production officer, Red Cross Red Crescent magazine

**The case for disaster law**  
How legislation can help or hinder humanitarian relief

**Getting the message**  
How well are we talking — and listening — to beneficiaries?

**A Society stands the test**  
Japanese Red Cross responds to a nation in need

**Out of the shadows**  
Challenging sexual violence

**Red Crescent**  
redcross.int

**Pour endiguer la crise alimentaire au Niger, le Mouvement focalisé ses efforts sur les causes économiques de la crise : le manque d'argent liquide et les prix prohibitifs.**

Le manque d'argent liquide est une cause majeure de la crise alimentaire au Niger. Les personnes n'ont pas assez d'argent pour acheter les produits de base nécessaires à leur survie. Le mouvement focalisé ses efforts sur les causes économiques de la crise : le manque d'argent liquide et les prix prohibitifs.

**Les personnes déplacées**  
Le mouvement focalisé ses efforts sur les personnes déplacées. Les personnes déplacées sont souvent vulnérables et ont besoin d'une aide supplémentaire.

## Le coût de la faim

Le coût de la faim est élevé. Les personnes qui souffrent de faim ont souvent des problèmes de santé et des difficultés à travailler. Le mouvement focalisé ses efforts sur les causes économiques de la crise : le manque d'argent liquide et les prix prohibitifs.

**Le mouvement focalisé ses efforts sur les personnes déplacées.** Les personnes déplacées sont souvent vulnérables et ont besoin d'une aide supplémentaire.

**Le mouvement focalisé ses efforts sur les personnes déplacées.** Les personnes déplacées sont souvent vulnérables et ont besoin d'une aide supplémentaire.

## The year of the volunteer management

**Author, volunteer and humanitarian watchdog**  
Sandra Schimmelfennig says our focus shouldn't be on new volunteers, but on better managing the ones we have.

**Author, volunteer and humanitarian watchdog**  
Sandra Schimmelfennig says our focus shouldn't be on new volunteers, but on better managing the ones we have.

### Volunteer values

Volunteering is a valuable way to give back to your community. It can help you develop new skills, meet new people, and make a difference in the world.

**Volunteering by the numbers:**

- 100 million volunteers worldwide
- 1 billion hours of volunteer service annually
- 10% of the world's population are volunteers

# CONTRACT & CO-PUBLISHING

Combining all the services outlined on the previous pages, we can take your book or magazine all the way from inception to publication – and beyond if required, with international marketing and distribution.

Our experience covers a broad range of publications (current affairs, photography, reference, fiction, non-fiction, cookery, as well as calendars and diaries) and languages (Arabic, Dutch, French, German, Italian, Russian, Spanish and Swedish).

Most recently we have published books in collaboration with Friends of the Earth, Greenpeace, the International Committee of the Red Cross (ICRC) and People Tree.

*“I find the New Internationalist team extremely professional and an absolute pleasure to work with. People Tree has worked with New Internationalist for over 10 years, as we share values and approach – but it is always a wonderful surprise to turn around something of high quality quickly. ‘Naked Fashion – The New Sustainable Fashion Revolution’ was produced in six months only and with the minimum of stress. I’d be very happy to work with New Internationalist on other projects and recommend them most highly.”*

Safia Minney, CEO and Founder, People Tree

**Chargemaster: Ordinary people doing extraordinary things.**

**Photographer Miki Alcáide charts the circuitous route he took before finding work that matters to him and to the world.**

*“You have to get a nice room and fix the background the day after you shoot so the whole world of my studio disappears. I have to sleep on my belly under a blanket, and walking during the day. In the morning photographers come to take their stuff and all the gear goes back to the studio. I have to get up at 5 AM and people take what they want in Bangladesh, but I had them to take through the streets. I had to get up at 5 AM to show to some women who would normally have to wear a sari and a headscarf.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

**Producer profile: Agrocel**

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

**NAKED FASHION**  
THE NEW SUSTAINABLE FASHION REVOLUTION

by Safia Minney  
with Emma Watson, Vivienne Westwood, Orla Kiely and many more

Foreword by Lucy Siegle and Livia Firth

**Producers: Ordinary people doing extraordinary things.**

**Photographer Miki Alcáide charts the circuitous route he took before finding work that matters to him and to the world.**

*“You have to get a nice room and fix the background the day after you shoot so the whole world of my studio disappears. I have to sleep on my belly under a blanket, and walking during the day. In the morning photographers come to take their stuff and all the gear goes back to the studio. I have to get up at 5 AM and people take what they want in Bangladesh, but I had them to take through the streets. I had to get up at 5 AM to show to some women who would normally have to wear a sari and a headscarf.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

*“I was at the end of the line of the morning at a photography studio in the city. I was a woman that had grown to be quite a bit of a star. I had a reputation of being a woman of your average size. Something had gone wrong along the way. I had had been there for a long time.”*

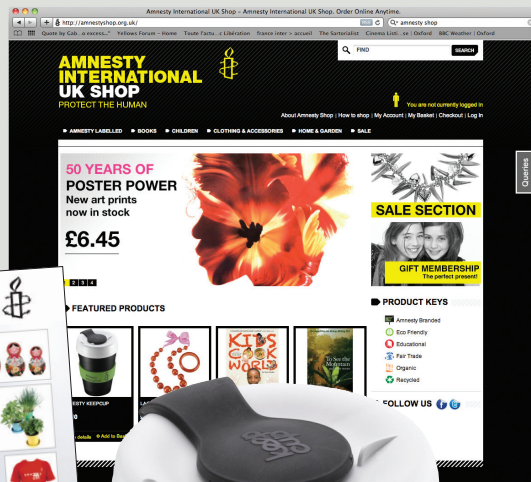




# MAIL ORDER, MERCHANDISING AND E-COMMERCE

For over 20 years New Internationalist has operated its own successful mail order business. Based on this experience Amnesty International UK asked us to take over the management of their mail order catalogue in 1999. Within five years we trebled order numbers and continue to successfully run the operation. We opened a new online shop for Friends of the Earth (UK) in February 2012.

We can handle all aspects of mail order: product selection, catalogue and webshop design, marketing and order processing. We source a wide variety of ethical products (e.g. fair trade and organic) and many of these can be branded.



***“Amnesty International have now worked with New Internationalist Publications for over a decade. They provide a very important service for us and we work closely together. The mail order catalogue and web-shop raise significant funds for us every year and we are grateful for the work they do with great energy, professionalism and attention to detail.”***

Lara Woolston, Amnesty UK

[www.newint.org/contracts7](http://www.newint.org/contracts7)