# The Global Agenda for Social Work and Social Development: Extending the Influence of Social Work

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#### Abstract

*The Global Agenda for Social Work and Social Development (The Agenda)* is being developed by three global, professional organizations – International Association of Schools of Social Work, International Council on Social Welfare and International Federation of Social Workers. Launched in 2010 to strengthen the international profile of social work and social development and it enables social workers to make a stronger contribution to policy development. The Agenda identifies four fields for action by global institutions, local communities and the three organizations: promoting social and economic equalities, promoting dignity and worth of peoples, working towards environmental sustainability, and strengthening human relationships. This entry links *The Agenda* process with parallel developments within the worldwide social work professional community, and describes the process for creating a global observatory comprising of national and regional structures.

# Title: The Global Agenda for Social Work and Social Development: Extending the Influence of Social Work.

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Agenda<sup>1</sup>

The Global Agenda for Social Work and Social Development (The Agenda) is being developed and promoted jointly by the International Association of Schools of Social Work (IASSW), the International Council on Social Welfare (ICSW) and the International Federation of Social Workers (IFSW) (Jones and Truell, 2012). It is designed explicitly to strengthen the profile and visibility of social work and social development, to help these organizations to acquire new partnerships, to boost the confidence of social workers and to enable social workers to make a stronger contribution to policy development. The Agenda, as a document and a process, is responding to the increased social complexity. It is designed to re-position the global social work professional community, together with social development professionals, as a core source of information about social problems and of creative responses to these. The aim is to ensure that the experience and skills of social professionals are recognized and applied to achieve sustainable, collaborative outcomes drawing on the acknowledged skills of social workers in creating multi-faceted, pragmatic solutions to highly complex problems, both individual and social (for examples see Sucharipa, 2001; Sweifach et al., 2010; Dominelli, 2012).

The mission of the social work profession and the development of social policy are rooted in a set of core values (International Federation of Social Workers and International Association of Schools of Social Work, 2004). These core values, embraced by social workers, social work educators and social development practitioners are the foundation of social work's unique purpose and perspective (Hugman, 1995; Chan, 2000; Banks and Nøhr, 2011). That perspective has its foundations in the frontline work of social workers, whose task is to respond to some of the most complex individual, family and community challenges. There are many causes behind human problems, but they always involve an interweaving of personal and social factors. The development of the Global Agenda gives the opportunity to build upon past experiences and to articulate a new and crucial vision for engagement that can mobilize social workers, their representative organizations and their partners in the new global context.

## **Global context**

<sup>&</sup>lt;sup>1</sup> The authors acknowledge the contributions of the Joint Coordinators of The Global Agenda process - Abye Tassé with Lena Dominelli (IASSW) and Charles Abbey with Sergei Zelenev (ICSW) and, the Presidents and other colleagues from the three global organizations.

The worldwide recession, globalization of economic systems, heightened inequality within and between nations, extensive migratory movements, increased pandemics, climate change, natural catastrophes and new forms of conflict, compel social work practitioners, educators and social development professionals to find new ways of responding to new realities (International Federation of Social Workers, 2004; Jones et al,. 2004).

The impact of global crisis has been generally acknowledged, for example, in the United Nations report 'The Global Social Crisis' (United Nations Department for Economic and Social Affairs, 2011) reflecting concerns identified in the report of the World Commission on the Social Dimension of Globalization (2004). This context was addressed in the foreword to the 2011 report by Sha Zukang<sup>2</sup> (former Under Secretary General, Department of Economic and Social Affairs, United Nations and keynote speaker at the Hong Kong world social work conference 2010). He stated that it is essential for governments to 'take into account the likely social implications of their economic policies. It has been shown time and again that economic policies considered in isolation from their social outcomes can have dire consequences for poverty, employment, nutrition, health and education, which, in turn, adversely affect long-term sustainable development' (United Nations Department for Economic and Social Affairs, 2011 p iv). The Report also found that many governments did not pay enough attention to the social implications of the recent global financial crisis and urged that social investments be given priority in recovery programs.

Given this global context, the challenge for the social work and social development is how best to build effective linkages between the global realities, and the local community response (Pettifor, 2004; Lyons et al., 2006; Payne and Askeland, 2008; Healy and Link, 2011).

Geopolitical social and economic shifts also have their impact on social work and social policy. The predominance of western theories and practices is being challenged by articulate practitioners and educators in the global south, creating lively philosophical and practical exchanges (See for example Yip, 2004; Cox and Pawar, 2006; Netto, 2006; Brazilian Centre for Cooperation and Exchange of Social Services (CBCISS), 2008; Laird, 2008; Law and Gu, 2008; Hatta, 2009; Mwansa, 2010; Nikku, 2010; Ofreneoa, 2010; Rankopo and Osei-Hwedie, 2011; Truell, 2011; Abdullah, 2013).

## Organizational context

This Agenda is the product of a collaborative initiative undertaken by three international organizations representing social work practice, social work education and social development. These international bodies grew out of the world social service conference in Paris in 1928 and have formal consultative status with the United Nations Economic and Social Council and other UN and related agencies.

The International Association of Schools of Social Work is an international community of schools and educators in social work, promoting quality education,

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training and research in the theory and practice of social work, administration of social services and formulation of social policies. IASSW speaks on behalf of 2,000 schools of social work including 500,000 students.

The International Council on Social Welfare is a global, non-governmental organization which represents tens of thousands of organizations around the world that are actively involved in programs to promote social welfare, social development and social justice.

The International Federation of Social Workers is the global federation of national social work organizations representing 100 countries with over 1 million social workers.

The three organizations have cooperated more or less closely over the 80 or more years of their existence. They jointly own the journal International Social Work and have organized several joint conferences regionally and globally. IASSW and IFSW have jointly published the Global Definition of Social Work (currently under review) (International Federation of Social Workers and International Association of Schools of Social Work, 2001), the statement of ethical principles (International Federation of Social Workers and International Association of Schools of Social Work, 2004) and the Global Standards for the Education and Training of the Social Work Profession (International Association of Schools of Social Work and International Federation of Social Workers, 2004). In the current context, they recognize the professional and organizational value of sharing strategy and common purpose. They recognize the need to link social work education and practice and sustainable social development into a single collaboration. They are also committed to promoting wider partnerships, such as the links with the Social Work Health Inequalities Network (Bywaters et al., 2009; Fish and Karban, 2013) and the Commonwealth Organization for Social Work as well as with service user organizations.

#### **History of The Agenda**

*The Agenda* process started in 2004, arising from a series of parallel developments in the three global bodies. The IFSW Executive agreed that the Federation needed to develop strategies to provide clearer professional leadership in response to the changing social context and evidence of world-wide low morale and loss of confidence felt by social worker practitioners (Stevens and Higgins, 2002; Jones, 2005; DePanfilis and Zlotnik, 2008; Vyas and Luk, 2011). At the same time, IASSW was exploring strategies for increasing global influence and ICSW was changing the relationship between global conferences and its advocacy strategy. To pursue each of these goals, the three organizations had decided to hold joint world conferences and started planning a major conference in Hong Kong in 2010. Building global partnerships and planning global conferences takes time, involving internal democratic processes and relationship building.

Having made the agreement, the three organizations sustained the commitment and gradually developed plans and a shared analysis. The 2010 conference program was shaped to support the development of a world social agenda and the three organizations began examining how the process could be supported and sustained.

Background papers were commissioned and published on the website (see IFSW website) and existing partnerships with UN and other bodies were used to explore the evolving ideas. Members and organizations were invited to examine the papers and to come prepared to participate in the strategic developments. The organizations consulted with social workers, social work educators and social development practitioners.

When *The Agenda for Social Work and Social Development* process started in 2004, it had not been envisaged that the initiative would be launched in a time of major financial and social crisis. When around 3,000 social work practitioners, educators, social development professionals and policy makers came together in the Hong Kong 2010 world conference (see conference website) the new global economic and social reality was becoming clear and the need for shared action seemed even more necessary and urgent. Rapporteurs collated ideas emerging from the conference workshops and presented the outcomes in the closing session. The 3 Global Rapporteurs drew the elements together and, working with the 3 Global Presidents, presented themes and strategies to the closing session.

The following four pillars of *The Agenda* emerged and were endorsed:

- promoting social and economic equalities,
- ensuring the dignity and worth of the person,
- promoting sustainable communities and environmentally sensitive development
- promoting wellbeing through sustainable human relationships.

A commitment to ensuring an appropriate environment for practice and education was added later<sup>3</sup>. The *Global Agenda* received overwhelming support from delegates, who supported the launch of a global movement led by, IASSW, ICSW and IFSW.

The preamble to *The Agenda* which emerged from this process stated its aims as 'developing multiple platforms to foster the emergence of a Global Agenda for the profession through the shared, collective voice of its members'. The shared intention was to engage conference participants and those not able to attend in a new form of dialogue which would identify agreed priorities and shape the action plans of each organization. This was recognized as an ambitious and daring process, with significant risks, but the conference evaluation showed that it had succeeded.

The three founding organizations represent only the beginning of the collaboration. It is intended that further alliances will be built with likeminded movements to maximize the impact of creating positive social change. It is recognized that such change will be most likely to occur when common strategies link *The Global Agenda* with regional and national priorities.

<sup>3</sup> This formulation was a minor refinement of the four pillars which emerged in Hong Kong and was agreed at the Accra meeting in 2011.

Following the conference, the text of *The Agenda* and the supporting documents and action plans were posted on the website and widely distributed throughout the organizations. The core themes identified by the 3,000 participants in Hong Kong were subject to extensive, global debate and feedback, in particular widespread debates in schools of social work and social work agencies on World Social Work Day 2011. The responses broadly endorsed the four priority areas.

The final round of post-conference consultation culminated in a tripartite meeting in Ghana in November 2011 which focused on actions needed by each organization and the partnership to ensure a strategic focus on the 4 priority areas, resulting in a renewed determination to promote social work and social justice. The representatives agreed that:

- the full range of human rights are available to only a minority of the world's population;
- unjust and poorly regulated economic systems, driven by unaccountable market forces, together with non-compliance with international standards for labor conditions and a lack of corporate social responsibility, have damaged the health and wellbeing of peoples and communities, causing poverty and growing inequality;
- cultural diversity and the right to self-expression facilitate a more satisfactory intellectual, emotional, moral and spiritual existence, but these rights are in danger due to aspects of globalization which standardize and marginalize peoples, with especially damaging consequences for indigenous and first nation peoples;
- people live in communities and thrive in the context of supportive relationships, which are being eroded by dominant economic, political and social forces;
- people's health and wellbeing suffer as a result of inequalities and unsustainable environments related to climate change, pollutants, war, natural disasters and violence to which there are inadequate international responses.

Recognizing these realities, the representatives formulated key objectives related to each of the four key themes of *The Agenda* which had been agreed in Hong Kong (see above). Each theme targets commitments to three areas. The first set of commitments focuses our joint activities on presenting a social work and social development perspective in our work at the United Nations and other international agencies. The second set of commitments recognizes the importance of strong and resilient communities to achieve stable well-being and the importance of the role of social work and social development practitioners in facilitating healthy and strong communities. The third set of commitments relate to the internal activities of our own organizations, directed towards ensuring that policies and standards are consistent with addressing the root causes of poverty and oppression and promoting sustainable social environments which make a reality of respect for human rights

and dignity. Finally, the platform recognized the significance of education and training and of the working environment for effective and ethical social work practice and includes commitments to coordinate research and activity to improve these elements.

*The Global Agenda for Social Work and Social Development: Commitment to Action* was formally released in the week of World Social Work Day and UN Social Work Day in March 2012 (International Federation of Social Workers et al., 2012) at simultaneous events in Geneva and New York.

*The Agenda* was received on behalf of the United Nations by Helen Clark (Head of the United Nations Development Program). She commented:

'It is an honour for me to accept the Global Agenda for Social Work and Social Development on behalf of the UN, and to congratulate the International Federation of Social Workers, the International Association of Schools of Social Work, and the International Council on Social Welfare on developing The Agenda.

'I understand that the Global Agenda was adopted with the overwhelming support of delegates to the joint conference of your three organisations in Hong Kong. That suggests that there is a widely shared and clear vision across the international social worker community, which gives the Global Agenda great credibility. ....

"We too are pledged to address the root causes of poverty, oppression, and inequality. We support the call in the Global Agenda "to create a more socially-just and fair world which we will be proud to leave to future generations" ....

'For more than a century, the social work profession has been at the forefront of promoting human rights and supporting people to realize their full potential. Various arms of the United Nations have worked with your organisations in global fora, and alongside social workers in-country to advance progress on the Millennium Development Goals, engage citizens in development, and strengthen social protection systems. .....

'the formal presentation of your Global Agenda also reminds us of the shared vision and values we have, and of the importance of working together for a better world' (Clark 2012).

*The Agenda* was also received in the Geneva office of the United Nations by Assane Diop, International Labour Organisation (ILO) Executive Director. He referred specifically to the Social Protection Floor Initiative and said that the large number of social workers and social development workers were needed to help:

'Create the political will to build the Social Protection Floor' 'Create public awareness about the need for the social protection floor', and 'Design, implement and monitor the Social Protection Floor.' (Diop, 2012)

Mr Diop said there was 'formidable support for the mandate of the Global Agenda' in the United Nations. He further said that social protection in all aspects of social and economic life was a necessity for all people to live in dignity and that the Social Protection Floor (SPF) should be visible in all countries of the world.

*The Agenda* has also been received by the UN in Nairobi, Santiago de Chile and Bangkok and by a number of international bodies including the African Union, Commonwealth Foundation, Council of Europe and Social Platform of NGOs in Europe.

The Stockholm Joint World conference in July 2012, commissioned by IFSW, IASSW and ICSW, enabled participants to focus on implementation of *The Agenda* and strategies for action (see conference website). The three Presidents, in separate speeches on behalf of the 3 organizations, restated the commitment to joint work on *The Agenda* and to monitor its implementation.

The next stage of the implementation strategy includes a commitment to launch and promote a Global Observatory, drawing from a global network of regional centers, to support implementation of *The Agenda*, research its impact and study the work environments which promote positive outcomes in social work and social development. The plans for the Observatory were agreed at a tripartite meeting in Paris in November 2012. The Observatory will present its first report to the 2014 world conference in Melbourne, drawing on regional and national reports, focusing on the first Agenda theme - promoting social and economic equality. This theme is also the focus of World Social Work Days in March 2013 and 2014. The report will be published, to coincide with the conference, as a supplement to a special issue of International Social Work which will include papers on social and economic development,

#### The Impact of The Agenda on the Social Work Profession

The objectives set out in *The Agenda* are having and will continue to have far reaching implications for the social work profession. Each of the five objective areas of *The Agenda* specifies that each organization will adjust its policies, and other official documents, to ensure they are consistent with *The Agenda*.

IFSW, for example, is undergoing strategic change as *The Agenda* evolves the professional focus and culture of international social work. This is in part due to the outward looking nature of *The Agenda*, with a strategic commitment to use new media, to consult and involve social workers, to plan and coordinate global activity more effectively and to engage systematically with United Nations agencies and other partners. Whilst the Federation has had many past successes working with others to influence global policy statements, such as the UN Declaration on Indigenous Peoples and work on extreme poverty and human rights, there has not been an over-arching policy framework and strategy. In practice, the international profession has tended to be more focused on developing the identity and professional status of social work at global level. This was demonstrated in the

official Aims of the Federation, which stressed the establishment of national organizations of social workers and bringing the organizations together for exchange of ideas and the formulation of polices.

*The Agenda* objectives clearly indicate a new set of political intentions for the 3 global organizations. The strategy more explicitly focuses on changing the dynamics that affect the people who use social work services, as demonstrated in *The Agenda* commitments document:

We commit ourselves to supporting, influencing and enabling structures and systems that allow people to have power over their own lives.

We commit ourselves to supporting, influencing and enabling structures and systems that positively address the root causes of oppression and inequality.

We commit ourselves wholeheartedly and urgently to work together, with people who use services and with others who share our objectives and aspirations, to create a more socially-just and fair world that we will be proud to leave to future generations.

#### The influence of The Agenda on global policies

The Agenda compels social work professional organizations and social workers to advocate a social work perspective in the political systems that affect the wellbeing of their clients. For example, writing in *International Social Work,* Truell (2012) called for changes to the trade system to regulate economic activity, in the context of reflections on the Occupy demonstrations:

'Through The Agenda Commitments (2011), The International Federation of Social Workers (IFSW), The International Association of Schools of Social Work (IASSW) and The International Council on Social Welfare (ICSW) supports the International Labour Organization's call for international standards to regulate the global workforce conditions and trade arrangements to create a socially just and sustainable global economy. ...Socially-just global economic frameworks would be based on: human rights, fair pricing, international standards of labor conditions, corporate social responsibility, capacity building, agreed forms of dialogue underpinning supply and demand agreements - enabling all parties to participate, and enhancing communal rights and benefit sharing' (Truell, 2012 p593).

Another example of the impact of *The Agenda* is seen in the IFSW announcement of a conference in South Africa that will 'give voice to peoples who are targeted by social development policies and for their voices to influence the policy development frameworks' (see conference website). The conference scheduled for 2013 was planned to influence the policies and structures that will replace the United Nations Millennium Development Goals when they expire in 2015.

*The Agenda* partners have also been actively influencing the United Nations by issuing joint statements through their formally consultative status. One such example

is a statement on '*social and human rights questions: social development*' (International Association of Schools of Social Work and International Federation of Social Workers, 2012):

As Social Workers, Educators and Social Development practitioners we witness the daily realities of people living in poverty and the multiple systems that alleviate hunger, ill health and exploitation. We therefore make the following statement to UN member-states that are responding to their people living in poverty and to member-states that benefit from the exploitation of impoverished countries. 1, People cannot be developed and managed by others: Our frontline experience has taught us that to escape from poverty people need to be actively involved in their own futures. They need to be able to contribute to best practice ideas, and as leaders, they need to be able to form collaborative engagements with funding bodies, managers of resources and other systems for support. 2, Basic minimum levels of social protection: As global bodies representing international social work and social development we know that poverty is worst where there are no social protection systems covering the lifespan. We support the UN's call for a minimum social protection floor to be built in every country. 3, Poverty eradication through systemic responsibility: As social workers and social development practitioners we understand that in many instances poverty is sustained through exploitive systems. We advocate for trade systems to be based on human rights, fair pricing, international standards of labor conditions, corporate social responsibility, capacity building, agreed forms of dialogue underpinning supply and demand agreements - enabling all parties to participate, and benefit sharing.

We, as frontline workers, social work educators and members of affected communities commit ourselves to assist in bridging the links between people living in poverty, national governments, regional authorities and international frameworks. We welcome working with UN member-states and the UN agencies to fulfill the vision of eradicating poverty and fulfilling the MDGs.

Another regional example of translating the objectives of *The Agenda* into political advocacy was the Statement on Austerity submitted by IFSW to the European Union in 2013 jointly with the IFSW member organizations living through the negative effects of austerity (International Federation of Social Workers, 2013). This statement highlighted the need to ensure people's wellbeing was not subject to the whims of the economic market:

This is not a crisis of the Euro; it is a crisis for people. The EU's market driven strategy of pursuing 'austerity' and 'competition' is not producing the anticipated 'growth'. Instead it is producing entrenched poverty, placing the peoples of the affected countries at risk of civil violence, and critically undermining the possibilities for rebuilding the affected societies.

The EU directions are driving massive job losses, price increases, economic/social and personal depression, loss of the skilled workforce,

business failure and increased inequality. Further, as people have lost access to adequate housing, health and education services critical problems are multiplying and will have lasting implications for the future generations. Such environments, as expected, have seen the significant growth of extreme right wing political parties/organizations that attack the vulnerable, disabled and immigrants, and hold the potential to destabilize democratic processes.

As international professionals who see the results of both strong and weak communities and societal structures, we witness that resourced and confident communities are the cornerstone of a stable and thriving economy. Businesses want to operate in environments where the workforce is skilled, secure and reliable and there is sustainable demand from consumers. We therefore call upon the EU to abandon austerity and free market approaches and urgently introduce new processes that bring the affected parties together to establish long-term and planned solutions, which emphasize: People living in a coherent, stable and equitable environments, and sustainable economies.

#### Concluding remarks: building capacity and impact

The 2014 Global Observatory report will be a significant landmark for the 3 organizations and global social work and social development. This first global report will consolidate The Agenda strategy and provide new avenues for interacting with the United Nations and other global policy bodies. It is envisaged that the biannual reports will increase in significance, not only within the social work community but also in wider social policy arenas. To achieve this ambitious objective, a more robust infrastructure needs to be developed. The three organisations will be inviting bids from regional partnerships including partners form education, practice and social policy sectors. The global observatory structure which will be directed by the 3 organizations with the potential to involve new partners.

The process of developing *The Global Agenda* has re-established the connection between the practice of social work, wherever that might be in the world, the education of social workers and the development of social policy at national, regional and global levels. Making statements on social policy is not new for international social work organizations, but *The Agenda* platform, which was developed by social workers throughout the world, gives new energy and commitment for taking such political positions, with and alongside, the people who use social work services. *The Agenda* represents the beginning of a long term commitment to advocate for new social systems that address the root causes of poverty and oppression and to challenge the social forces which erode personal wellbeing. It is recognized that many more policies and action platforms, underpinned by the values of social work, will be needed to ensure that *The Agenda* has impact in daily practice and on the education and training of tomorrow's social workers.

# Glossary

Agenda - a program of action

Social work – a professional activity undertaken by qualified social workers

Service user – a person who receives social services, a consumer of social services, a client of a social worker, a person who works alongside social workers to organize and deliver social services for those who have a similar social issue to themselves

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#### List of Relevant Web Pages

Global Social AgendawHong Kong 2010 conferencewIASSWwICSWwIFSWwHong Kong 2010 paperswInternational Labour Org.wMillennium Development GoalswSouth Africa 2013 conferencewStockholm 2012 conferencew

UN Development Program World Health Organization www.globalsocialagenda.org www.swsd2010.org www.iassw-aiets.org www.icsw.org www.ifsw.org www.ifsw.org/get-involved/agenda-for-social-work www.ilo.org www.un.org/millenniumgoals www.ifsw.org/get-involved/voices-for-development-

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