By-Laws for the Global Alliance for Social and Behaviour Change: Building Informed and Engaged Societies

VISION & MISSION

Our Vision is for fully informed and engaged societies to achieve equity and realize their rights. To this end, our Mission is to collaborate to advance the scale, quality, impact, and sustainability of communication for development, media for development, social change, and behavioural change strategies.

INTRODUCTION & CORE PRINCIPLES

1. The Global Alliance for Social and Behaviour Change (The Alliance) is a multi-stakeholder partnership established in 2018. The Alliance's ultimate goal is to align our efforts to achieve, in part, the Sustainable Development Goals (SDG) by 2030, in a cross-sectoral, collaborative manner.

2. The Alliance's role and purpose is to lead, galvanize, and facilitate international efforts, aligning with and promoting national and regional processes aimed at advancing the scale, quality, impact, and sustainability of communication for development, media for development, and social and behavioural change strategies.

3. The Alliance engages in political dialogue, coordinated action, advocacy, and follow-up and review on progress made towards social and behavioural change and related targets of the SDGs.

4. This governing document has been developed to ensure that The Alliance operates under a structure of good governance – notably internal mechanisms for transparency, accountability, and balanced representation of interests – as well as effective structures for management and oversight of The Alliance's activities.

    It is designed to enable The Alliance to be flexible and responsive to changing circumstances, through efficient and inclusive decision-making structures.

5. The Alliance is a collective of partners, categorized by different constituencies, with common interests, perspectives, and roles in the social and behaviour change sectors.

POSITIONING

1. The Alliance is designed to bring together a group of associations, networks, and organisations that share the Global Alliance Core Principles and goals that they wish to work together to address some commonly agreed priority issues.

2. The Alliance will not compete with other associations, networks, and/or organisations; it is designed to enhance and add value to the work of others and not to compete with them by, for example, developing a separate knowledge base and network, submitting rival funding proposals, and engaging in direct programming work.

3. The Alliance will use a set of fields and strategies to guide our work using social and behaviour change as the umbrella term, including (but not limited to):

    a. social and behaviour change communication

    b. behavioural sciences

    c. communication for development

    d. entertainment education

    e. media development

    f. community engagement and participation

    g. programme communication

    h. freedom of and access to information

    i. facilitation of two-way dialogue, debate, and public deliberation

    j. supporting amplification of the voices of those most affected by development issues

    Each of these has more in common than separates them. It is this commonality that provides the foundation for our collaboration.

ARTICLE I: LOCATION

The Alliance consists of organisational members located globally and does not have an organisational office location.

ARTICLE II: MEMBERSHIP

2.1   Members

The initial organisations, networks, and associations comprising The Alliance were identified, agreed, and invited by the interim group established at the New York consultation in June 2017. This occurred after a comprehensive, global consultation process on the formation of The Alliance.

The minimum number of organisations to be part of The Alliance should be at least three; while there is no maximum number or members; working modalities and processes, as well as relationship building opportunities will be tailored to the size of the organization. (See list of current members.)

If organisations wish to become members of The Alliance, they will submit a letter expressing interest. All members of The Alliance will sign an Agreement to Cooperate, committing to the overall mission, goals, and active engagement, for a minimum of two years, with annual renewal.

The Alliance will aim to maintain the following balance in the organisations that constitute The Alliance:

a. At least 50% of developed and managed organisations representing the Southern Hemisphere to provide balance (voice and numbers) across the global regions.

b. A significant number of the networks and partnerships that exist for some of the sub-sectors in this field to provide balance (voice and numbers) across the different strategic approaches in this field of work as well as across development issues.

Any additional or replacement organisations can be suggested by active Alliance members and can be agreed upon through a majority vote, as described in Section 2.4.

2.2   Terms and commitment of membership

The core commitment document for The Alliance is the Agreement to Cooperate, which all invited and participating organisations are required to sign. This includes:

a. Endorsement of the Vision of The Alliance – "Fully informed and engaged societies working to achieve equity and realize their rights"

b. Agreement with the Mission of The Alliance – "Advance the scale, quality, impact and sustainability of communication for development, media for development, social change and behavioural change strategies".

c. Commitment to work actively with the other organisations that are part of The Alliance to build its scale and influence on behalf of this field of work.

d. Commitment to participate for a minimum of two years.

e. Commitment across all organisations involved to equity principles and issues.

f. Active participation in the 12 general membership calls/meetings of The Alliance that will take place once per month over the course of a year.

g. Attend and actively participate in the annual meeting of The Alliance that will be held in each calendar year (either in-person, online or a combination thereof).

h. Significant participation in at least one of the working clusters within The Alliance. This participation may include, but is not limited to, regular participation in Cluster calls, drafting documents, co-chairing a cluster, research, leveraging networks to complete the workplan deliverables, supporting operational needs of the Alliance, or other activities.

i. Participation in the Alliance for Social and Behaviour Change is voluntary. Members do not receive any remuneration for participation. If any member chooses to withdraw their membership, it is expected that this will happen in writing to the Officers (Section 2.5).

2.2.1 Removal of Members:

The Alliance may remove any Member for three or more consecutive absences in general membership calls of The Alliance that will take place once per month over the course of a year.

The Alliance may remove any Member for three or more consecutive absences in cluster calls that will take place once per month over the course of a year.

2.3   Annual meetings/Special meetings

One annual meeting will occur per year and the Officers will notify members of meeting modalities as being in-person, online or a combination of both, including online platform in use and potential meeting location. The Alliance members must contribute their own funds for online access, travel, lodging, and other expenses related to the annual meeting as needed. If funds become available for organisations in need for travel or online access, the Officers will inform all members.

2.3.1 Records

Minutes shall be kept of each Alliance meeting, including of each Cluster. Copies of the minutes of each meeting shall be filed with The Alliance Officers and distributed to all members for comments and approval. Approval of the minutes shall occur prior to the following meeting of The Alliance.

2.4   Voting by Majority

All decisions by The Alliance require a majority vote from members of those voting. For a vote to pass, more than 50 per cent of the votes must be in favour of the motion. If there is a tie, then this requirement is not met, and the vote cannot pass.

2.5   Presiding Officers

The Alliance will be led by Officers: Two Co-Chairs, a Secretary, and a Treasurer. The Alliance membership will nominate and appoint each position from within its membership. To create continuity in the management of The Alliance, the members will nominate/appoint the Officers in alternating years (i.e., one Co-Chair and Secretary in one year; the other Co-Chair and Treasurer in the other year).

2.5.1 Co-Chair Roles and Functions

1. Provide overall leadership and stewardship to The Alliance.
2. Determine, in consultation with the Cluster Chairs, the strategic direction of The Alliance.
3. Develop The Alliance workplan in collaboration with the Officers and membership. The Co-Chairs are responsible for endorsing and facilitating, with assistance from the Officers, the implementation of The Alliance workplan.
4. Convene general Alliance meetings or calls.
5. Endorse Alliance meeting and call agendas, minutes, and reports.
6. Foster coordination, dynamic interaction, and exchange among all Alliance members.
7. Represent, as necessary, The Alliance to promote and advocate for the organisation based on our Mission and Vision.

2.5.1 Secretary Roles and Functions

1. Lead communications and knowledge management for The Alliance.
2. Support the strategic direction of The Alliance.
3. Support development and implementation of The Alliance workplan.
4. Keep record of general Alliance meetings or calls.
5. Lead the development of Alliance reports.
6. Foster coordination, dynamic interaction, and exchange among all Alliance members.
7. Represent, as necessary, The Alliance to promote and advocate for the organisation based on our Mission and Vision.

2.5.1 Treasurer

1. Oversee the overall The Alliance's finances.

2. Support the strategic direction of The Alliance.

3. Support development and implementation of The Alliance workplan.

4. Report on The Alliance's finances during general meetings or calls.

5. Foster coordination, dynamic interaction, and exchange among all Alliance members.

6. Represent, as necessary, The Alliance to promote and advocate for the organisation based on our Mission and Vision.

2.5.3 Terms

The Co-Chairs, Secretary, and Treasurer will serve a two-year term and are limited to two consecutive terms. There is no limit on the number of non-consecutive terms an officer may serve.

ARTICLE III: GLOBAL ALLIANCE CLUSTERS

3.1   Cluster Leadership

The Alliance will create and collapse clusters to push forward key work identified by its members. Organisational members of The Alliance self-elected which clusters they work on. Cluster Co-Leads are nominated and appointed from within each Alliance Cluster. Cluster Co-Leads will rotate after two years. New clusters can be identified, as the needs arise. (See the list of current Clusters.)

3.1.1 Cluster Co-Lead Roles & Functions

1. Provide overall leadership and stewardship to the Cluster.

2. Determine, in consultation with the Alliance Co-Chairs, the strategic direction of The Alliance.

3. Support development and implementation of The Alliance work plan in collaboration with the Alliance Co-Chairs, other Cluster Leads, and membership.

4. Convene general Cluster meetings or calls.

5. Endorse Cluster meeting and call agendas, minutes, and reports.

6. Foster coordination, dynamic interaction, and exchange among all Cluster members.

ARTICLE IV: GOVERNING PRINCIPLES

4.1   Code of Ethics

The Alliance's Code of Ethics provides a set of ethical standards and processes, beginning with a "do no harm" principle, for social change, behaviour change, and informed and engaged societies. The Code of Ethics will be updated periodically.

4.2   Communications

The primary language of communication is English. Should we have a significant representation of other languages, The Alliance will aim to accommodate translated communication. The primary method of communication is via email and virtual meetings.

The website and social media accounts will also be platforms for communication. The Officers will supervise and approve the contents' publications. If The Alliance members wish to use The Alliance's communication channels to highlight their activities in line with the Global Alliance Core Principles, they will inform The Alliance Officers and provide a copy of the messaging for approval.

4.3   Profile and branding

The Alliance will have its own brand with logo, tag line, colour palette, and other design features. The website will feature the names and logos of The Alliance organisations, with links to their websites and the emails of their focal points for The Alliance.

Each of the organisations comprising The Alliance will highlight the work of The Alliance as appropriate in their own major communication processes.

All logos and branding of The Alliance will be used solely for the activities and use by The Alliance and not individual members for separate activities. If The Alliance members wish to use The Alliance's logo and branding, they will inform the Secretary, and provide a copy of the messaging for approval by the Officers.

4.4   Resourcing

Resourcing will be conducted only for activities approved by The Alliance in a non-compete process with The Alliance members. All resource activities will be vetted through The Alliance and approved through the Officers. All resource activities on behalf of The Alliance should be shared widely for a transparent process.

Keeping to the no-compete principle outlined above, the organisations in The Alliance will work individually and collectively to identify opportunities to fund the work of The Alliance from sources that do not compete with the funding of the existing partnerships, networks, and programmes in this field of work.

This may include financial contributions from the participating organisations to The Alliance revenue requirements - they should not replace such contributions to existing partnerships or networks in this field of work. Each participating organisation will consider contributing relevant non-financial capacities of their organisations that can be allocated as a contribution to the work of The Alliance.

4.5   Annual Work Plan

The Alliance will develop an annual strategic and operational work plan that will highlight the Cluster activities, infrastructure objectives, resource objectives, and deliverables. The work plan will be agreed on by majority vote by all members by November of each year.

4.6   Disputes

A sub-group of The Alliance will be elected to handle any disputes that arise. They will recommend to The Alliance the actions to take in relation any disputes they have considered. The Alliance will make the final decision on all disputes.

4.7   Amendments and Bylaws

Bylaws of The Alliance may, from time to time and at any time, be amended or repealed, and new or additional bylaws adopted by approval of the members, through a majority vote of The Alliance members of those voting.

4.8   Books and Records to be Kept

The Alliance shall keep adequate and correct books and records of account and shall keep minutes of the proceedings of its members, and shall keep with the Secretary, a record of its members, giving the name and addresses of all members. The minutes must be kept in written form. The other books and records shall be kept either in written form or in any other form capable of being converted into written form. Any member shall have the right on written request to inspect and copy the record of members, the accounting books and records, and the minutes.

4.9   Fiscal Year

The Alliance shall follow the calendar year as its fiscal year.

4.10   Confidential or Proprietary Data Protection.

Once an organisation has become a member of The Alliance, its name will be added to the list of the members served by The Alliance. However, The Alliance's use of the list or names of members does not necessarily represent views and policies of the individual member organisations in connection with the particular activities and will be so stated where needed and/or appropriate.

4.11   Compensation and Loans to Members.

No compensation or loans shall be made by The Alliance to its members, directors or officers for services rendered. All participation in The Alliance is voluntary.

4.12   Conflicts of Interest

In the event of a conflict of interest of any individual member on a given activity or discussion, the member will recuse themselves from the discussion or vote. If The Alliance Officers intend to contract services through any member of The Alliance, the Officers must undergo a transparent process of notifying all members of The Alliance.