

# THINK GLOBALLY, ACT LOCALLY. the Jane Goodall Institute of Canada

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## SIGNING A PETITION MAKES A BIGGER DIFFERENCE THAN YOU THINK

October 10, 2013 · by Jonathan Silver · in Consumer Choices, Youth Creating Change

Democratic Republic of the Congo (DRC) is abundant in mineral resources that are essential to many products we use in Canada. One example of these minerals is tantalum, which is used to make resistors found inside almost all our electronics. The computer or smartphone you're using right now contains [tantalum](#).

As you may know, there is currently violent conflict in DRC, which has claimed over five million lives and is killing wildlife and harming the environment. Fueling this conflict are the sales of minerals like tantalum. These minerals fuel the conflict, because different armed groups are fighting to control mining operations so they can use the profits from these mines to fund their armies. The computer or smartphone you're using right now [may have funded the conflict in the DRC](#).



By Julien Harneis from Goma, Democratic Republic of Congo ([Wolframite](#)) [CC-BY-SA-2.0] via [Wikimedia Commons](#)

YOU CAN HELP! [Sign the Jane Goodall Institute's \(JGI\) petition](#), which urges the Canadian Government to pass the Conflict Minerals Act (Bill C-486). This bill, if passed, will provide Canadians with the opportunity to choose products that contain conflict-free minerals.

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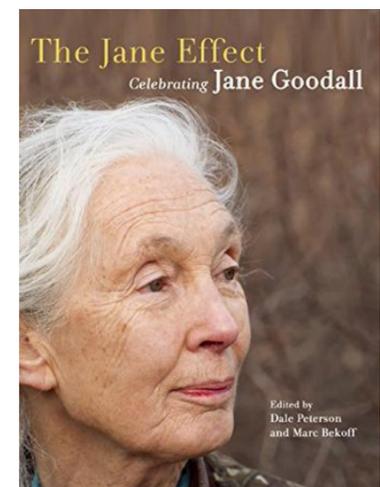
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You may be thinking: "This problem is so widespread and so enormous that my signature isn't going to change anything". Let me explain why signing the petition can make a difference. You've got to realize that you are not alone in the effort to make things better in DRC. By signing the petition you join forces with the mass of Canadians who support the Conflict Minerals Act. Still, you might think, one signature added to the mass of others won't make a difference — it's just another drop in the bucket. But think again. Your signature has a lot more influence than you think.

When I signed the petition, Change.org asked if they could post a message on my Facebook wall. I clicked 'yes', because I wanted my friends to see what I was up to, hoping they might also sign. But I didn't think much of it. The next day, sure enough, no one had liked my post so I figured no one read it and no one signed. But then I looked at the bottom of [this page](#) of the petition's website and I was astonished to see that a few of my friends had signed (obviously because my post had come up on their news feed).

We put things on Facebook all the time, but we don't know exactly how many people see our posts, click on them, read them, or are inspired by them. By posting the link to the petition on my wall, I was inspiring others to sign and I wouldn't have known it if I didn't stumble upon that page of the petition's website.

Facebook and Change.org, used in combination, have incredible potential to rally support for Bill C-486, but without letting others know that we are reading and signing, it's hard for our single signature to influence others. What is the solution?

My strategy was to ask my friends to like my post if they signed the petition and to do the same thing on their wall. Finally, all the reading and signing that was going on quietly and unnoticed was brought into the open.



**Jonathan Silver** shared a link.  
September 25 · Edited

Take a few minutes to read what this petition is about and to decide if you want to sign it:

<http://www.change.org/en-CA/petitions/canadians-reaffirm-our-role-as-global-peacekeepers-by-helping-to-end-conflict-in-eastern-congo>

Like this post if you've signed the petition! By liking it, you let my friends and family see that you've read the link and that you're involved. This prevents my other friends and family from making the mistake in thinking that nobody has read my post, nobody has signed the petition, and so the petition isn't going to have any impact.

Once you've done that, post a similar comment to this one on your wall and watch how your influence spreads across social networks.

Thanks for your help!

**Canadians: Reaffirm our role as global peacekeepers by helping to end conflict in eastern Congo.**  
[www.change.org](http://www.change.org)

Dr. Jane Goodall was named a UN Messenger of Peace for her humanitarian work and global message, "To achieve global peace,

As I was saying a moment ago, your signature is not just a drop in the bucket. Allied with Facebook's sharing power, your signature has the power to influence your friends and family to sign, who can in turn influence their friends and family to sign, and so on. In the end, your signature can influence a chain reaction which tallies up to make a difference. Your signature is a snowball rolling down the mountain, growing ever larger and picking up evermore speed.

Here's what to do:

1. Create positive change and sign the petition!
2. Share the petition on Facebook (click [this link](#)) and Twitter (click [here](#)) asking your friends and family to sign.
3. Ask your friends and family to like/re-tweet your post.

If you've read this article, please like it or post a comment to let others know they're not the only ones reading these words.

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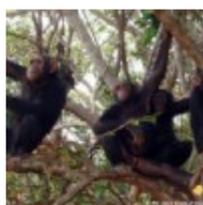
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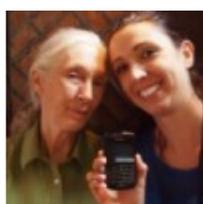
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Tags: action projects, africa, consumer choices, consumption, creating change, jane goodall institute

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