



UNITED NATIONS
**MILLENNIUM
CAMPAIGN**
ANNUAL REPORT
2011



ENDPOVERTY
2015
millennium campaign

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PHOTO CREDITS

The United Nations Development Programme (UNDP), in partnership with Olympus Corporation and the Agence France-Presse (AFP) Foundation and the UN Department of Public Information, launched the second annual *Picture This* photocontest in May 2010. The contest, titled *Picture This: We Can End Poverty*, sought images to show the inspirational work that is being done in many countries to achieve the Millennium Development Goals (MDGs), eight goals agreed on by world leaders to halve extreme poverty by 2015. Amateur and professional photographers from 106 countries submitted over 2,500 photographs. Some of these pictures have been used on this Annual Report.

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FOREWORD BY CORINNE WOODS

DIRECTOR, UN MILLENNIUM CAMPAIGN



COUNTDOWN TO 2015

The year 2011 saw the frustrations of citizens all over the world with rising inequalities, lack of democratic governance and a worsening financial crisis which culminated in a series of public uprisings marked by the Arab spring and the Occupy Movement. With this sense of urgency, the UN Millennium Campaign, together with our key civil society partners worked diligently to build on the momentum of the 2010 Millennium Development Goals Summit to advocate for redoubled efforts in achieving the Millennium Development Goals (MDGs) by 2015 and a renewed focus on the principles of the Millennium Declaration which has laid the roadmap for a more peaceful, prosperous and just world.

Innovative projects have been initiated this year to empower citizens to hold their governments accountable for MDG attainment and work with newly engaged constituencies, such as parliamentarians in the South, have yielded some strong early successes. Various efforts were also made this year to strengthen the UN's own voice on the MDGs and an 'integrated MDG advocacy' strategy has been developed in concert with key system-wide actors.

Despite resource constraints, work with civil society continued to strengthen. In particular, the UN Millennium Campaign's partnership with the Berlin Civil Society Centre has been crucial in galvanising the synergies

between global civil society organisations and the UN system. This year's conference brought together high level UN officials and leaders from 70 of the world's most eminent international civil society organisations. In addition to MDG advocacy, work with civil society also began to explore the nascent thinking around the post-2015 agenda.

Partnerships continue to be critical to our work and in particular a strategic partnership with the MDG Achievement Fund (MDG-F) led by our team in Spain has yielded some fantastic successes with a joint launch of the *Spanish Cooperation Week* and the development of innovative communications campaigns such as *Photos for MDGs*, which have given citizens an opportunity to engage with the Goals in a creative way.

Looking to the future, much of the discourse is moving towards sustainable development and the post-2015 framework. We welcome these many conversations, there is space for everyone to play their part in the post-2015 discussion and believe that by igniting the flame we will also shed light on the job at hand with three years to the MDG deadline. The post-2015 process is crucial, but it is equally important to keep in sight the goals already set - we must all continue to work together to accelerate progress towards achieving the MDGs by 2015.

2011 UNITED NATIONS MILLENNIUM CAMPAIGN ANNUAL REPORT HIGHLIGHTS



GLOBAL

- Developed a re-invigorated **strategic partnership with civil society** networks globally and regionally across Africa, Asia and Europe, cutting across issue-based groups (education, health care, water, nutrition and food security); human rights groups (including women, child rights, reproductive rights and disability rights groups); groups that work on tax justice, natural resource governance and other economic governance activities such as anti-corruption, environment and development groups, faith-based groups, and economic and social policy research and advocacy groups. These relationships have taken the form of joint activities, shared communications campaigning and to some extent, funding and financial support.
- Established a strong **network of parliamentarians on the MDGs**, including regional parliaments and assemblies, as well as various parliamentary lobby groups related to accountable governance. Additionally, cooperation and collaboration with global Parliamentary networks were established.
- Worked with **local government bodies** in both developed and developing countries, creating unique opportunities to mobilize the poor to engage in shaping public policy at the local level and from the bottom up, as well as enhancing local authorities in developed countries to influence development policies.
- Developed a deliberate strategy, over the past couple of years, to work across major **UN agencies**, whilst leveraging UN Millennium Campaign's location in the United Nations Development Programme (UNDP) and working together to support civil society and other stakeholder engagement in MDG Acceleration.
- Invested in innovative accountability systems in the form of **citizen feedback** on the provision of basic public services using mobile telephone and new media as core tools. This initiative is spreading across Africa and Asia, with pilots in several countries. The initiative has also enabled UN Millennium Campaign to strengthen its access to young people.

AFRICA

- Human Development 2010 (HD2010) Project established to strengthen **civic engagements** for the achievement of the MDGs.
- In **Mozambique**: design and approval of the Project Work Plan 2011-2012; strengthening of the UN Civil Society Advisory Committee (CSAC) for effective support to CSOs involvement under this project. The Project supported local CSO involvement in discussions and shaping up of the United Nations Development Assistance Framework 2012-2015 narrative. There was also establishment of the project monitoring and evaluation (M&E) and set up of the project financial system.
- **Ethiopia**: Co-organized a consultation workshop between development actors on MDGs and the National Development

Programme; Civil Society Organisations (CSOs) review of the 2010 Ethiopia MDGs status report; Contributed to the strengthening of CSO partnerships with Local Governments; supported parliamentary engagement with MDGs and carried out a study on establishing citizens feedback mechanism using the ICT system.

- **ICT Based Citizen Feedback Mechanism (Huduma)**: a baseline survey was conducted within the pilot areas in Kenya -Langata, Murang'a and Kisumu - to establish service delivery feedback in health, education, water, infrastructure, governance and justice, personal experiences and improvements. The results of the survey will help track the changes and advancements made in public service delivery following the implementation of the Huduma platform. The initiative was also started in Nigeria in collaboration with a local NGO called NNNGO. Key activities included meetings with the management of major telecoms operators in Nigeria and the Nigerian Communications Commission as well as engagement meetings with the chairmen of local governments in Lagos State (Amuwo Odofin, Lagos Island, Surulere) to seek their support in the MDGs monitoring project.
- Partnerships/New Partnerships within UN System; Government; others: **collaborated with UNCTs** leading to **creation of MDG focused, UN system wide advocacy strategies** co-funded by several agencies. Secured advocacy partnerships and explored collaborative initiatives with the Pan-African Climate Justice Alliance, West African CSO Initiative (WACSI) as well as the Fellowship of Christian Councils & Churches in West Africa (Fecciwa).

ASIA

- **Launched the Citizen Feedback Initiative on MDGs** in India and the Philippines as one of the main **focal areas** of the Asia Campaign to promote governance accountability for MDG related service delivery. Tingog 2015, the Philippines' citizens' feedback initiative was launched on October 17, 2011 in Tabaco City of the Albay Province, whereas in India, the government expressed interest in replicating and scaling up 'Samadhan' the Citizens Feedback Initiative. The Chief Minister of Orissa formally launched the initiative in his state and made a public commitment to strengthen public service delivery.
- In **Nepal and the Philippines, the Campaign in Asia co-coordinated the successful completion of Platform HD2010**, a special joint initiative with UNDP to increase civil society participation in MDG related processes. In the Philippines, key achievements were; a) the inclusion of civil society inputs in the 2011-2016 Philippine Development Plan through the Citizens' Roadmap, b) increased budgets for the MDGs through the Citizens' MDG Report, c) promotion of MDG localization

through the development of citizens' monitoring tools and d) increase in youth participation and monitoring of MDGs through the MyStreet project. In Nepal, as part of the HD2010 project completion workshop on lessons learned, initial discussions on issues to be highlighted for the post-2015 development agenda was held in December 2011.

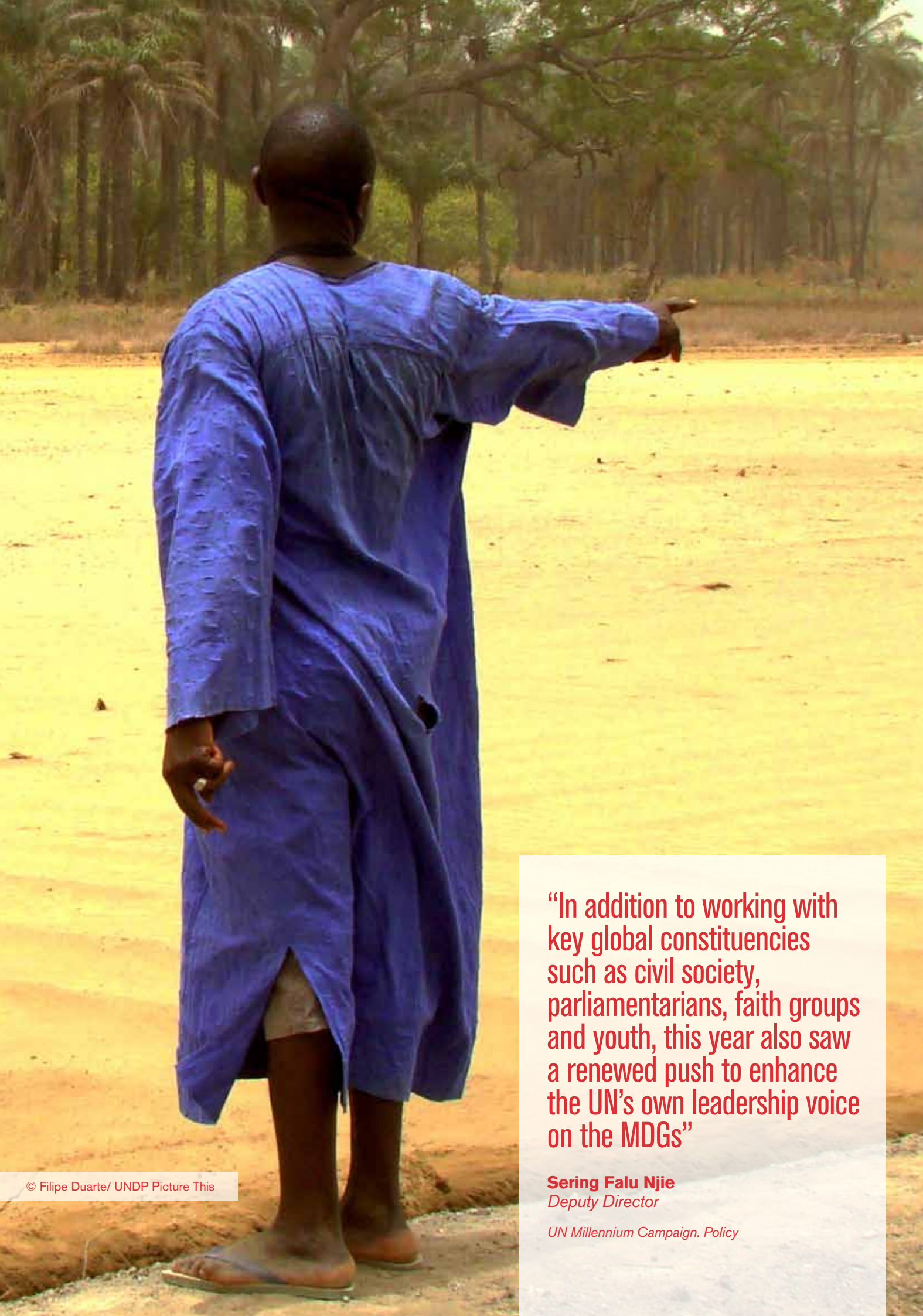
- Focused MDG policy advocacy in India on the new development planning exercise. The Campaign's key civil society partner in India "Wada Na Todo Abhiyaan (WNTA)" was invited by the Planning Commission to submit civil society inputs to the 12th Five-Year Plan. WNTA, with support from UN Millennium Campaign and UNDP, held a series of national discussions with varied constituencies especially marginalized groups including Dalits (Scheduled Castes), Adivasis (Scheduled Tribes), women, children, people living with HIV/AIDs, people with disabilities, etc. The result was the most consultative planning exercise in Indian history culminating in the formulation of a five-year plan.
- In India, the Campaign partnered with Livemint, the online news platform of The Mint (Wall Street Journal's news partner in India), to produce a nine-part op-ed series written by eminent economists, environmentalists and civil society experts critiquing the Government's draft approach to the 12th Five-Year Plan from an MDG lens.
- Coordinated an anti-corruption campaign in India and the Philippines around the International Anti-Corruption Day in December. Jointly with United Nations Office on Drugs and Crime (UNODC) and UNDP, the India Campaign organized the Act Campaign by partnering with www.ipaidabribe.com, to reach out to over 6 million people through an online campaign page. In the Philippines, in partnership with Transparency and Accountability Network (TAN) and the ABS-CBN News Channel, a live talk show on the Freedom of Information (FOI) Bill was conducted in celebration of the International Anti-Corruption Day.
- In the Philippines, the Senate version of the People's Participation Bill was drafted as a result of policy advocacy build-up from the Stand Up 2010 Campaign.
- In India, in partnership with the United Nations Resident Coordinator's Office (UNRCO) and the UN Cluster on Hunger and Malnutrition, the Campaign helped organize a 40-part feature series entitled, "Food, Nutrition and Productive Lives" to be produced by Women's Feature Service.

LATIN AMERICA

- Participated in **the UNDP III Regional Community of Practice on Poverty Reduction and MDGs in Latin America** held in Panama City.
- Scaled up efforts in Latin America and the Caribbean by supporting the **Guyana and Belize** UNDP Country Offices in the design and launch of the MDGs Report and of a national MDGs Campaign.
- Provided support to the design and implementation of the **HD2010 project in El Salvador**, strengthening civil society's advocacy for human development and its involvement in the design and promotion of public policies on the MDGs.

EUROPE

- Partnered with the Berlin Civil Society Centre for the organisation of a one-day conference entitled **Joint Action towards 2015 and Beyond** held in Berlin (Germany).
- Actively participated at the MDGs Civil Society Sessions organized in the framework of the International Forum on MDG 6 in Moscow and in the roundtable, **"Millennium Development Goals and the role of the UK African Diaspora"** held in the House of Parliament and hosted by Africa-UK initiative managed by the Royal Africa Society in London.
- Supported the global launch of the **MDG Gap Task Force Report on MDG 8** through meetings with key parliamentarians in Spain as well as the organization of a post-mortem launching event with key civil society leaders.
- Supported broader UN efforts by partnering with the prestigious think tank FRIDE to co-organize the UNDP-led "Kapuscinski Lectures" in Madrid, a high-level conference featuring Mr. Jan Vandemoortele, one of the founding fathers of the MDGs.
- Participated in a number of civil society advocacy events and **debates on the MDGs** in Spain such as *Encuentro de Proyectos Solidarios* in the framework of the Microcredits Summit and *La Responsabilidad Social Empresarial y el Desarrollo en América Latina*, among others.
- Supported the strategic partnership with the **MDG Achievement Fund (MDG-F) and AECID (Spanish Development Agency)**, and organized a joint launch of the Spanish Cooperation Week 2011 through the participatory initiative *Photos for the MDGs* which gave citizens the opportunity to express their support for the Goals.
- Consolidated collaboration with the Spanish **Cyclist Tour, "La Vuelta"**, to feature the MDGs in this mass event with over 2 million spectators.
- Past work of the Campaign was also recognized in 2011 with an award at the **International Festival of Social Advertising** for the advertising campaign *"A promise is nothing"* developed jointly with the Grey advertising agency.
- Participated in the **MDG Advocates High-Level Meeting** organized by the President of Spain, Mr. Rodriguez Zapatero, and co-chaired by UN Secretary General, Ban Ki-moon.
- Partnered with the **Spanish Federation of Municipalities and Provinces** to jointly distribute an MDG awareness raising policy brochure to over 5,000 municipalities in Spain, and worked with the University of Castellon to produce an AECID-supported publication on aid effectiveness and local authorities entitled, *Towards an effective decentralized Cooperation*.



“In addition to working with key global constituencies such as civil society, parliamentarians, faith groups and youth, this year also saw a renewed push to enhance the UN’s own leadership voice on the MDGs”

Sering Falu Njie
Deputy Director

UN Millennium Campaign. Policy

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GLOBAL CONSTITUENCIES

Towards the definition of an integrated MDG advocacy strategy

STRENGTHENING THE UN'S LEADERSHIP VOICE

Significant strides were made this year to strengthen the UN's own leadership voice on the MDGs and working through the mechanism of the MDG Task Force, an integrated MDG advocacy strategy was developed through a process of system wide consultations. As a result, three key outputs were identified: Output 1: Strengthening the UN's Leadership Voice on the MDGs, Output 2: Building strong partnerships with civil society for MDG advocacy, and Output 3: Strengthen National Level MDG Advocacy.

In order to operationalize this strategy, an interagency task team on advocacy was set up to (a) develop and articulate advocacy priorities, (b) develop an implementation work plan, and (c) develop mechanisms for integration into existing communication and advocacy activities.

Subsequently, a detailed work plan was developed, reviewed by the Task Team, and reflected in the MDG Task Force 2012 work plan. The Task Team developed and articulated its advocacy priorities and these outputs were subsequently reviewed and

approved by the MDG Task Force and the United Nations Development Group's (UNDG) advisory body. It should be noted that these priorities have taken into account the post-2015 discourse.

Additionally, the Millennium Campaign spearheaded an effort to track the consistency and clarity of the UN's leadership voice on the MDGs. The resulting data indicated surprisingly low levels of mentions of the MDG agenda. As the United Nations Development Programme (UNDP) is the lead agency for MDGs, the Office of the Secretary General and the MDG Task Force have agreed to review the findings and set internal policies to effectively address the results of this analysis.

Finally, a mapping of the UN system wide campaigns and resources was completed during the year. As a result of this initiative, it is anticipated that there will be a clear leadership drive to ensure stronger voice and greater coherence with respect to the advocacy priorities within MDG related campaigns across civil society and the UN system.

ESTABLISHMENT OF AN ADVOCACY PARTNERSHIP WITH CIVIL SOCIETY

In partnership with the Berlin Civil Society, a one day workshop on advocacy partnerships (Millennium Development Goals and post-2015) was held. As a follow up to this consultation, a process of monthly calls on MDG Advocacy and post-2015 has been hosted by the UN Millennium Campaign.

The Campaign together with the UNDP Assistant to the Secretary General and the Office of the Secretary General was invited to participate in a Berlin Civil Society hosted meeting on the strategic alignment of the UN with civil society where the issue of MDG and post-2015 advocacy will be discussed with chief executive officers (CEOs). The impetus for this meeting was a direct result of the November workshop in which the CEO group proposed a more focused consultation on their role in the attainment of the MDGs and the post-2015 agenda.

The Integrated Implementation Framework was created to serve as a key driving force in the advocacy of and accountability for MDGs. Given the pace of development, there have been a number of bilateral briefings at country and global levels, but no firm partnership has been created.

The post-2015 focus is extremely dominant in the civil society/ UN Office of conversation and the challenge is to keep momentum on the MDGs within that framework. The UN Millennium Campaign has been asked to lead the development and strategy for the UNDG post-2015 multi-stakeholder outreach. In the design of that strategy, we anticipate a renewed focus on MDG achievement alongside post-2015 design.

EQUITY AND THE MDGs

Initial consultations with the United Nations Children's Fund (UNICEF), UN - UN Office of Women and the Office of the High Commissioner for Human Rights (OHCHR) indicated interest in common advocacy and campaigning on equity and the MDGs. It was envisaged that this effort would be designed and managed jointly with MDG-F and build upon the

process arising from the 2010 Equity Report. Given the outcomes of a series of bilateral consultations with civil society and the findings of the Bill and Melinda Gates Foundation-funded report by Brendan Cox, potential for cross partner engagement is high. UNMC will build upon the consultations held by the MDG Achievement Fund (MDG-F), the UN, and civil society partners pertaining to equity advocacy rather than set up a parallel process.

The post-2015 thematic consultations offer a space to increase advocacy on equity and the Millennium Campaign is actively exploring means to achieve this with co-conveners, UNICEF and UN Women.

POST-2015 AND RIO+20 PROCESS

Following the Secretary General's report to the 2011 General Assembly in which he stated that the post-2015 development framework is likely to have the best development impact if it emerges from an inclusive, open and transparent process with multi-stakeholder participation, the UN Millennium Campaign embarked on a strategy of reaching out to civil society to solicit their participation and involvement in the process. The Campaign partnered with the Beyond2015 campaign to convene a stakeholder forum on the post-2015 agenda during the Civicus World Assembly in Montreal, 2011. This engagement led to the formation of a broader based coalition of civil society organisations involved with the UN Millennium Campaign, particularly southern based CSOs and fostered the development of a hand book to guide civil society consultations on post-2015.

The Millennium Campaign also worked with UNDP/ UNDG on the formulation of a project to reach out to various stakeholders, including the organization of national consultations among stakeholders to solicit inputs into the post-2015 process. The Campaign also actively participated in the preparatory processes for the UN Conference on Sustainable Development in Rio, including participation in the UNDP Rio task force activities and inter-agency focal points group to share information and coordinate activities, particularly as related to civil society outreach.



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“Huduma uses sms technologies to strengthen the relationship between state and citizen. It aims to improve the actual delivery of basic services and, over time, to improve and change the value system.”

Charles Abugre Akelyira
Deputy Director

Un Millennium Campaign. Africa Regional Office

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AFRICA

Empowering people
for more effective
engagement

INTRODUCTION

Despite programmatic funding reduction in the year 2011, the Africa team rallied and engaged in an ongoing effort to reshape the Campaign in Africa by focusing on strategies that have greater potential to empower people for more effective engagement, which is crucial to the achievement of the MDGs. Implementation of the HD2010 programme strengthened civil society engagement in achieving the MDGs by 2015 and encouraging early pilots of the citizen feedback initiative (Huduma) gave renewed impetus to the replication of this project across the region.

HD2010

The HD2010 Project was established to strengthen civic engagement for the achievement of the MDGs.

In Mozambique, the main activities undertaken were 1) design and approval of the Project Work

Plan 2011-2012; 2) operationalisation of the HD2010 project; 3) strengthening of the UN CSO Advisory Committee (CSAC), 4) establishment of the project monitoring and evaluation process; and 5) implementation of the project's financial system.

In Ethiopia, the main activities undertaken included 1) sensitization seminar with partners about the MDGs campaign; 2) consultation workshop between development actors on MDGs and the national development programme; 3) CSO based review of the 2010 Ethiopia MDGs status report; 4) strengthening of CSO partnerships with local governments; 5) focus of Parliamentary engagement with MDGs; and 6) implementation of a study to establish a reliable citizen feedback mechanism through the ICT system.

ICT BASED CITIZEN FEEDBACK MECHANISM (HUDUMA)

The *ICT Based Citizen Feedback Mechanism* is an initiative that seeks to provide citizens with the tools necessary to effectively monitor service delivery by their respective local authority figures. The system allows citizens to channel their concerns with an amplified voice while simultaneously providing an effective means of measuring performance delivery from the perspective of the citizenry. To enhance the Feedback tool's efficacy, a baseline survey was conducted within targeted pilot areas in Kenya: Langata, Murang'a, Kakamega and Kisumu.

The goal of the survey was to establish citizens' views on the current state of service delivery in health, education, water, infrastructure, governance and justice. Additionally, the survey was used to capture the personal experiences of the participating citizens and their suggestions to improve the efficiency of the current state of local service delivery. The results of the survey will help track the changes and advancements made in public service delivery following the implementation of the Huduma platform. The survey, which was conducted between September and October 2011, employed both qualitative and quantitative research methods.

KENYA

In Kenya, the Campaign embarked on a pilot program and partnership that included a multitude of players. SODNET and Ushahidi led on the technological and strategic fronts. The backbone of the *Huduma* platform has been built and is currently being populated with geo-pointed data: www.huduma.info. The Organization of Independent African Churches, Micah Challenge, Amkeni wa Kenya (UNDP) and GCAP-Kenya are serving to provide a network of grassroots organizations involved in religious and community support work. The National Taxpayers Association provided crucial support in the western county of Bungoma where it has long experience running a call centre for citizen feedback on service provision and resource utilization.

Pamoja Youth Foundation and the Transformative Empowerment and Action Movement gave the Campaign a very local and powerful presence in two of the pilot areas; Lang'ata and Kisumu. The Kenya Access to Treatment Network and Uwezo supplied a network of local citizen initiatives working in the Health and Education sectors respectively. The Africa Institute of Health and Development led



▲ Corinne Woods, UN Millennium Campaign Director, after a meeting with several Huduma monitors in Kenya.



▲ © Ahmed Rady/ UNDP Picture This

the broad Research function with a consortium that included players from the University of Nairobi's Department of Economics, the Kenya Institute of Public Policy Research and Analysis as well as the Kenyan Ministry of Planning, National Development and Vision 2030.

Relationships were developed with the Ministry of Information, Communication and Broadcasting in addition to the already existing and strong partnership with the Ministry of Planning. Moreover, the Campaign is facilitating grassroots involvement with the District Commissioner's Office and the Mayor's Parlour in the western city of Kisumu, as well as with the same functions in Murang'a County.

NIGERIA

The Campaign had a series of successful forays into Nigeria, particularly due to existing relationships with the Nigerian government and its MDGs' office with the Nigerian National NGOs organization and with the Pan-African Development Education and Advocacy Programme (PADEAP).

This has resulted in a readiness to pilot there, with the mission being to start in Lagos (particularly in Surulere, Amuwo Odofin and Lagos Island) and in northern Nigeria's Katsina State, to work with local government authorities in collaboration with UNDP and the Office of the Senior Special Assistant to the President of Nigeria on the MDGs. The Nigerian progress is significant because it is an example of a state recognizing both the need to involve citizens in this important work, but also demonstrating a readiness to fund the initiative.

ETHIOPIA

The Campaign's efforts at kicking off the Citizen Monitoring effort in Ethiopia have also shown signs of great potential with the possibility of partnerships with the government of Ethiopia, the UN Country team, the United Nations Correspondents Association, the UN Economic Commission for Africa and important civil society groups like the Poverty Action Network in Ethiopia (PANE).

PANE and its national network of grassroots civil society groups will be vital partners in scaling up grassroots efforts aimed at holding devolved governments accountable, and also in diversifying the uses of the service away from mostly reporting on law-breaking into direct citizen involvement in deliberating on service provision and resource allocation.

The Campaign in Ethiopia will be set around the HD2010 platform for an enhancement of civic engagement in pressing for the attainment of the MDGs and in general development work.

UGANDA

The Campaign has entered into engagements focused on launching the citizen monitoring initiative here too. After the successful deployment of a crowd-sourced citizen election monitoring tool at the last elections by SODNET, Uganda seems to have the necessary requirements for a successful attempt at citizen monitoring.

Among Ugandan nationals, there is a broad adoption of technology and in particular of mobile phones. Uganda has embraced a bold experiment in state reform with decentralized local mechanisms of government that include citizen participation. The Campaign also has a history of partnerships in Uganda with civil society, and will continue to leverage this for its work.

The United Nations Country Team in Uganda and UNICEF, in particular, have shown a great keenness in using Huduma in their programmes.

MOZAMBIQUE

The Campaign has initiated discussions with the United Nations Country Team in Mozambique around the employment of the HD2010 platform as an entry point for the broad citizen participation work.

CONSTITUENCIES REVIEW:

The Campaign in Africa continued to encourage the practice of cross-issue development and cooperation for its key constituencies including: youth, disability people organisations, faith based organisations, women, local government and parliamentarians. Citizens' groups engaged in broader MDG complementary social justice issues and linked the concerns of their respective constituents with the acceleration and implementation of the MDGs.

In January, the World Social Forum in Dakar set the tone for issues like tax and climate justice while also highlighting the interest of CSO activists in initiating discussions around an inclusive consultative process which would lead to more comprehensive, accountable and sustainable development goals based on future objectives beyond 2015. This dialogue has been particularly useful in establishing the Africa Campaign's engagement around important events including the African Union Summit and Commemoration of International Days.

The year in review also produced a number of key collaborative achievements including: the development of the policy document and dialogue on "Accelerating Youth Empowerment to Catalyze Sustainable Development and Productivity in Africa." In support of the 17th Ordinary Summit of the African Union Heads of State and the African Youth Network on Population and Development (AfrYAN), a regional capacity building workshop on "Supporting Young People Awareness Rising on Linkages between HIV and SGBV" was organized by AfrYAN, the United Nations Population Fund (UNFPA) and the UN Millennium Campaign.



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PARTNERSHIPS: WITHIN UN SYSTEM, GOVERNMENT AND OTHERS

One means by which the Campaign has continuously sought to strengthen its UN partnerships is through its relationships with UN Country Offices. In countries where the Millennium Campaign has or had Campaign funded staff working in the Regional Country Offices, the Millennium Campaign has been able to scale up its collaboration with the UNCTs leading to MDG focused UN system-wide advocacy strategies co-funded by several agencies. The Campaign in Africa has secured a number of advocacy partnerships and is currently exploring collaborative initiatives with the Pan-African Climate Justice Alliance, West African CSO Initiative (WACSI) as well as the Fellowship of Christian Councils & Churches in West Africa (Fecciwa).

ADDITIONAL RELEVANT ACTIVITIES

Unlike in previous years, there was no Stand Up campaign to coincide with the International Day on Eradication of Poverty (IDEP) on October 17th. Therefore, the push this year was to strategize and seek to have a continued resonance with the day itself. The theme for this year's IDEP was "From Poverty to Sustainability: People at the Centre of Inclusive Development." This theme spoke to several issues and across Africa, the celebration of IDEP was a reminder that wherever one is, one can raise his/her voice against poverty; do something about it – pray for strength; play to inform and to solidarise; sing to inform and to mobilize; drum about it; organize around it together to act; change policies to eradicate it; give time and resources etc. This year, great things happened across Africa.



“In Asia & the Pacific region, the fight against poverty is of extreme urgency and should be put at the forefront of sustainable and inclusive national development policies. It must go hand in hand with efforts to accelerate the achievement of the MDGs while laying the foundation for the Post-2015 Development agenda.”

Minar Pimple
Deputy Director

Un Millennium Campaign. Asia and the Pacific Regional Office

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ASIA

Building constructive
engagement to accelerate
the achievement of the MDGs

INTRODUCTION

The Asia Campaign in 2011 focused its energies on making swift progress on the Citizen Feedback initiative, one of the three major outputs of the Campaign's new strategy. In the two pilot locations of the Sehore district (Madhya Pradesh) and the Koraput district (Orissa) in India, the Campaign successfully forged key partnerships with central and local governments, civil society, the UN and media. Additionally, the technology platform was designed and launched online. In the Philippines, the first pilot in one province was launched, with full support from the Mayor and relevant local government offices. The leading civil society partner, Social Watch Philippines, has undertaken sensitization and training at the local level as well as monitoring and evaluation processes, while the

technology component is currently in progress. The Campaign's Regional Office also actively engaged in knowledge and information sharing concerning the Citizen Feedback initiative, which resulted in UNDP Papua New Guinea asking for technical support from the Campaign to replicate the work in this country.

In both Nepal and the Philippines, the Platform HD2010 project was completed successfully. Both projects produced a number of detailed policy documents as well as informational material as part of the project outputs. Furthermore, during the final stage of its implementation, each country initiative undertook a concluding consultation and produced a "lessons learned" document which was shared widely.

MILLENNIUM DEVELOPMENT GOALS-LINKED PUBLIC POLICY CHANGE

The UN Millennium Campaign Regional Office in Asia engaged with different sectors and built strong relationships with key partners to facilitate the creation of public policy proposals. India and the Philippines were the focus of most of this work, strengthening civil society's advocacy for human development and promotion of public policies to advance the MDGs.

In the Philippines, the Millennium Campaign, through Platform HD2010, supported civil society in providing their inputs for the Philippines Development Plan 2011-2016, the development blueprint of President Benigno S. Aquino III's government. A civil society group formed by the Caucus of Development NGO Networks and the Freedom from Debt Coalition successfully lobbied for the inclusion of several issues in the Philippines Development Plan, the most ground-breaking of which was the prioritization of asset reform measures on delineating municipal waters.

The final Philippines Development Plan contained MDG Breakthrough Plans that were ordered by the President to be prepared by national government agencies (Departments of Health, Education, Social Welfare and Development). These Breakthrough Plans were a result of the 2010 MDG Summit advocacy efforts.

In partnership with Transparency and Accountability Network (TAN) and the ABS-CBN News Channel and through the support of UNDP, a live talk show on the Freedom of Information (FOI) Bill was conducted in celebration of the International Anti-Corruption Day on the 7th of December. Both houses of the legislature reaffirmed their commitment to the passage of the Bill in 2012. Early in 2012, the President issued a directive to prioritize the Bill's passage. The Executive Department introduced its own version of the Bill, which will now be the subject of lobbying efforts in 2012.

Additionally, the Philippines Senate version of the People's Participation Bill was drafted in early 2011,

as a result of policy advocacy build-up from the Stand Up 2010 Campaign. During the campaign, Deputy Speaker Tanada, author of the People's Participation Bill in the Lower House, raised awareness and support for the policy in a privilege speech. This momentum enabled civil society groups to lobby for the creation of a similar bill in the Upper House. Tanada believes that with added push from civil society, there's a likelihood that the Bill will be passed in 2012.

In India, key figures in the government have expressed interest in replicating and scaling up the Citizen Feedback Initiative. The Chief Minister of Orissa formally launched Samadhan for the remote, poor and tribal-populated Koraput District and in his keynote speech, made a public commitment to strengthen public service delivery. The State Information Commissioner also emphasized the need for such mechanisms for greater accountability and transparency in government. The Secretary of the Performance Management Department in the Cabinet Secretariat expressed openness to taking ownership and replicating Samadhan in other Indian States.

Likewise, the Campaign's key civil society partner for MDG achievement in India – Wada Na Todo Abhiyaan (WNTA) – was invited by the Planning Commission to submit civil society inputs to the 12th Five-Year Plan. WNTA with support from UNDP and the Millennium Campaign held a series of national discussions with varied democratic constituencies and a special focus on marginalized groups and voices including Dalits (Scheduled Castes), Adivasis (Scheduled Tribes), women, children, people living with HIV/AIDs, people with disabilities, etc. The result was the most consultative planning exercise in Indian history for the formulation of a five-year plan summarized in a report entitled, "Approaching Equity: Civil Society Inputs to Draft Approach for 12th Five-Year Plan."

CITIZEN FEEDBACK INITIATIVE

The Asia Campaign focused most of its work in 2011 on the Citizen Feedback initiative. The initiative, was successfully launched in two pilot locations in India and one province in the Philippines while another pilot province is undertaking preparatory work.

INDIA

In India, the Citizens Feedback Initiative, Samadhan was formally launched for Koraput District on the 26th of August 2011 by the Orissa Chief Minister. The launch was attended by over 100 people with participation by the Campaign's regional and global directors, UN agencies, state level policy makers, local elected representatives, state and national level media, and members of civil society. Earlier in June 2011, a soft launch of Samadhan took place in the other pilot location in the Sehare District of Madhya Pradesh. The launch was widely covered by local media. The technology platform is fully functional, and by the end of 2011 it received about 800 complaints registered in the system for both locations combined.

THE PHILIPPINES

Tingog 2015, the Philippines' citizens' feedback initiative was launched on the 17th of October 2011 in celebration of the International Day for Poverty Eradication in Tabaco City of the Albay Province, in the presence of the City Mayor, Secretary of Interior and Local Government, World Health Organization Philippines Country Representative, Tingog's celebrity spokesperson, and a Social Watch Philippines co-convenor, representing the multi-stakeholder partnership forged for the initiative. The celebration started with a parade of over 300 people – local government officials, ordinary citizens and media, symbolizing the solidarity and keen interest in the initiative among various stakeholders. Prior to this, a kick-off ceremony was held in August to celebrate Tingog's partnership with the three telecommunications companies in the country – Smart, Globe and Sun Cellular. These three major players agreed to provide a common short code for this project "2015" at the reduced tariff of P1.00 per SMS, a first in the telecommunications industry.

At the national level, key figures have expressed interest in replicating and scaling up Tingog 2015, the Philippines' Citizen's Feedback Initiative, as soon as proof of concept is established. A Deputy Speaker of the House of Representatives committed to sponsor a bill in support of the tool while the Secretary of the Department of Interior and Local Government expressed openness to replicating Tingog throughout the country.



▲ © Partha Pretim Saha / UNDP Picture This

PLATFORM HD2010

The Philippines completed the Platform HD2010, a special joint initiative of UNDP and the UN Millennium Campaign to increase civil society participation in the MDG related processes. Among Platform HD2010's achievements were the inclusion of civil society inputs in the 2011-2016 Philippine Development Plan through the Citizens' Roadmap, increased budgets for the MDGs through the Citizens' MDG Report, promotion of MDG localization through the development of citizens' monitoring tools and increased youth participation and monitoring of MDGs through the MyStreet Concert which involved a number of musicians coming together in support of the Goals.

In Nepal, the HD2010 project was successfully concluded in November 2011. A completion workshop to share lessons learned with key stakeholders was held in December 2011, which also offered a timely opportunity to initiate a multi-stakeholder discussion on what the new Post-2015 development framework should look like from the Nepal perspective. The participants identified priority issues such as accountability and transparency as well as equity that would need to be addressed in the new framework. The importance of setting up more participatory engagement mechanisms was also stressed. Additionally, the involved parties agreed to engage in follow-up consultations to move the discussion further ahead with the support of the Millennium Campaign's Regional Office.



▲ Launching parade of Tingog 2015, Citizens Feed Back Initiative in the Philippines.

ANTI-CORRUPTION CAMPAIGN – ANTI-CORRUPTION DAY IN DECEMBER

In the Philippines, a live talk show on the Freedom of Information Bill was aired on the ABS-CBN News Channel, the news arm of the largest network in the country with 3.76 million worldwide subscribers. The show aired three times, complemented by simultaneous discussions on Twitter and Facebook. To promote the discussion, a series of teasers and promos were aired on TV and released through the web. The channel has 360,000 Twitter followers and 94,000 likes on Facebook.

Jointly with United Nations Office on Drugs and Crimes (UNODC) and UNDP, the India Campaign organized the Act Campaign by partnering with www.ipaidabribe.com, which reached out to over 6 million people through an online campaign page featuring activities such as an essay contest, blogging, content related to anti-corruption, and a video to be used as an advocacy tool. The online campaign culminated in the activities on the Anti-Corruption Day which started with a street play followed by a multi-stakeholder panel discussion with participation from the Central Vigilance Commission, the apex Indian governmental body created to address corruption.



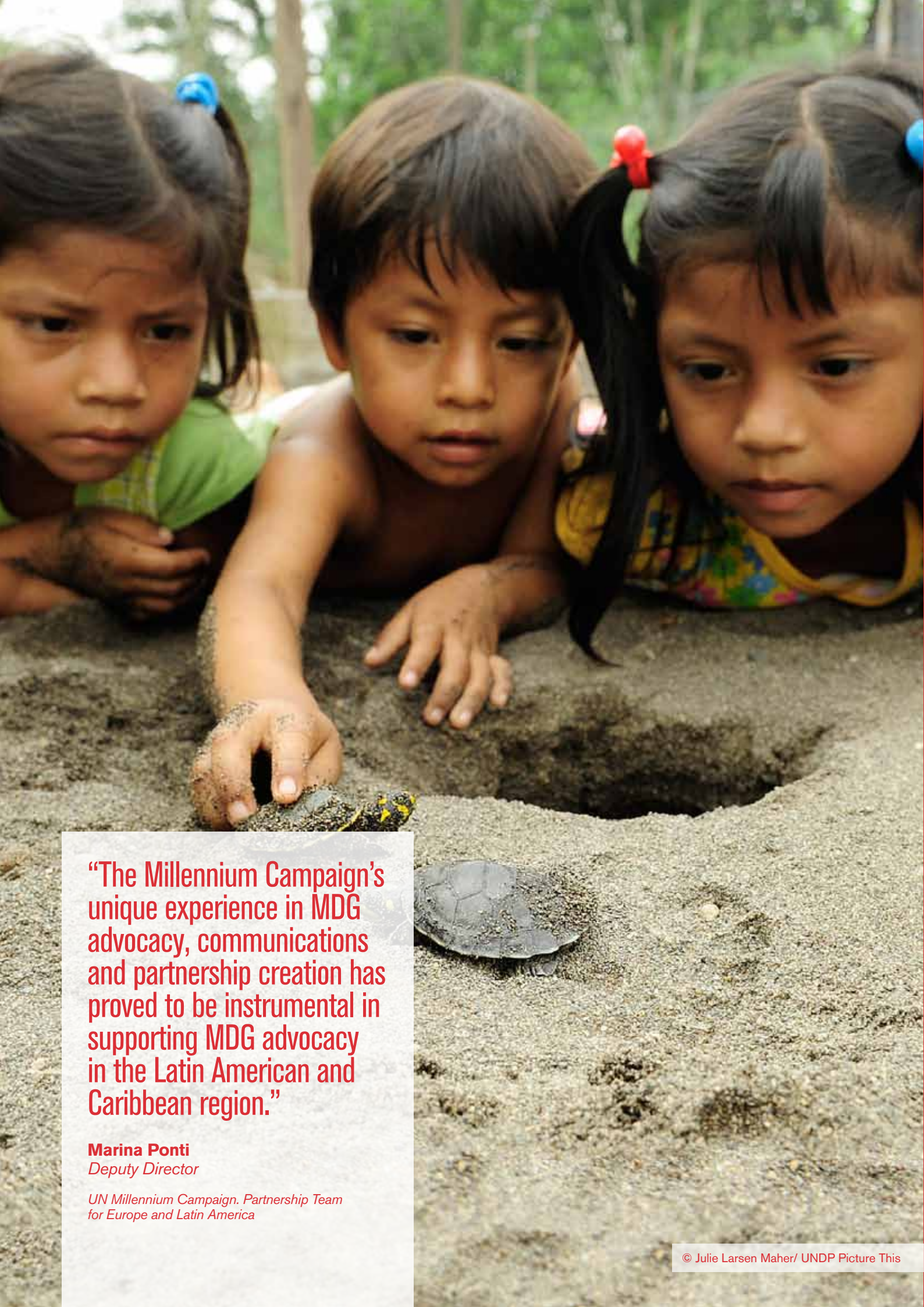
▲ Launching event of Tingog 2015, Citizens Feed Back Initiative in the Philippines.



▲ Concluding HD2010 workshop in Nepal to share lessons learned and initiate a multi-stakeholder discussion on the post-2015 agenda.

UN and civil society representatives holding a press conference on the Samadhan launch – Citizen's Action for Governance - on the 26th of August 2011. From left: Ms. Caitlin Weisen, RR a.i.; UNDP, India; Ms. Corinne Woods, Director, UN Millennium Campaign; Ms. Rakhi Sarkar, Country Director, VSO; Mr. Sanjit Patnayak, Secretary, SOVA Koraput; Mr. Minar Pimple, Regional Director, Asia and Pacific, UN Millennium Campaign





“The Millennium Campaign’s unique experience in MDG advocacy, communications and partnership creation has proved to be instrumental in supporting MDG advocacy in the Latin American and Caribbean region.”

Marina Ponti
Deputy Director

UN Millennium Campaign. Partnership Team
for Europe and Latin America

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LATIN AMERICA

Scaling up the UN Millennium Campaign’s presence in the region

HD2010 IN EL SALVADOR

The UN Millennium Campaign has provided support to the design and implementation of the HD2010 project in El Salvador. The major focus of HD2010 has been on strengthening civil society’s advocacy for human development, and its involvement in the design and promotion of public policies to advance MDGs and human development in El Salvador.

Through the HD2010 platform, the UN Millennium Campaign has contributed to improve the transfer of knowledge on development issues in El Salvador, facilitate the engagement of civil society in a broad based dialogue on development and the MDGs, and foster citizens’ participation. The broad multi-stakeholder platform developed through the HD2010 project will be harnessed by the UN Millennium Campaign in 2012 to develop a broad based dialogue in El Salvador on the future we want and particularly around the post-2015 process.

BELIZE AND GUYANA: ADVOCACY AND COMMUNICATIONS SUPPORT

The UNDP Country Offices of Guyana and Belize have requested the support of the Millennium Campaign in the development and implementation of their respective MDG’s Report outreach strategies. The Millennium Campaign has provided advocacy, policy and communications support that has proved instrumental in the successful launch of the MDG progress reports in both countries.

The solid expertise of the UN Millennium Campaign in communications and advocacy contributed to ensuring that the information and data gathered from both the Guyana and Belize country progress reports were accessible to and attractive for key development stakeholders. This facilitated a broad based dialogue on development and the MDGs around the launch of these reports in both countries. The Campaign also played a key role in coordinating and ensuring the participation of the Heads of State at both events and contributed to strengthen the media outreach capacity in both countries.

INTRODUCTION

The Millennium Campaign scaled up its efforts in Latin America and the Caribbean in 2011, and laid the ground for a fully fledged regional strategy which will be developed in the course of the year 2012. The activities of the Campaign in 2011 focused primarily on: establishing closer ties with UNCTs particularly around MDG communication initiatives; supporting the communications and advocacy efforts of UNDP Country Teams in Guyana and Belize and supporting the rolling out of the HD2010 initiative in El Salvador. These activities have allowed the Campaign to strengthen its profile in the continent and secure key partnerships which will be brought to bear in 2012 as the Campaign scales up its efforts around the post-2015 dialogue and support on communications and advocacy on the MDGs.

STRENGTHENING LINKS WITH THE REGION

The UN Millennium Campaign participated in the *UNDP III Regional Community of Practice on Poverty Reduction and MDGs in Latin America* held in Panama City in July 2011. The Campaign had participated in the two previous editions of this community of practice, but this was a key year as the strategy for a new Partnerships Team for Europe and Latin America envisioned scaling up the Campaign’s presence in the region. The Campaign focused on its solid expertise in communications and advocacy on the MDGs to build stronger links with the Regional and Country teams.



“I believe that delivering strong advocacy and communication on MDG results will lead to more informed and engaged citizens - and therefore to renewed public and political commitments for the Goals up to 2015 and beyond.”

Marina Ponti
Deputy Director

UN Millennium Campaign. Partnership Team
for Europe and Latin America



EUROPE

Framing the discourse on the
Millennium Development Goals

INTRODUCTION

In light of the new focus of the UN Millennium Campaign, the European Office underwent strategic restructuring. A new Partnerships Team for Europe and Latin America was formed aimed at : (i) supporting civil society organizations and networks campaigning on the MDG's, (ii) driving communication, awareness raising and advocacy initiatives for the MDGs and the post-2015 development agenda, (iii) forging partnerships with diverse stakeholders to keep the MDGs agenda high. The team is based in Madrid, Barcelona and Rome.

The UN Millennium Campaign in Europe worked in 2011 to establish a 360° communications strategy to drive the understanding of MDG progress and the challenges in achieving the Goals by 2015. Additionally, the second quarter of 2011 was also marked by the introduction of the UN's post-2015 process. As such, the Campaign in Europe played a key role in reaching out to key constituencies, including civil society organizations and networks across Europe such as Parliamentarians and Local Authorities, in order to

ensure their understanding and active engagement in this crucial process which will unfold in 2012. In parallel, strategic outreach activities were rolled out to ensure that the MDGs remained high in the agenda of key constituencies. To this end, strategic debates were facilitated around the MDG's and particularly on Goal 8 issues.

WORKING WITH CIVIL SOCIETY AND PARTNERS FOR THE MDGS AND POST-2015 DIALOGUE

This year, the UN Millennium Campaign partnered with the Berlin Civil Society Centre for the organization of a one-day conference “Joint Action towards 2015 and Beyond”, which was held in Berlin (Germany) on the 9th of November 2011.

The aim of the conference was to foster the synergies between global civil society organizations and the United Nations system on MDGs advocacy towards 2015 and jointly explore new thinking around the post-2015 agenda. The conference brought together high level UN officials and leaders from 70 of the world's most eminent international civil society organizations. The event was chaired by

Ms. Corinne Woods, Director of the UN Millennium Campaign, and Burkhard Gnärig, Executive Director of the Berlin Civil Society Centre. Conference participants included the Directors of Oxfam International, Plan International, Transparency International and World Vision International. The conference included two separate sessions on MDG Advocacy and the post-2015 process, both chaired by Corinne Woods, as well as a number of group discussions which presented further opportunities for high level collaboration between UN representatives and CSO advocates. The resulting outcomes of the event were the agreed definition of a collective strategy for high level MDG advocacy towards 2015 and joint dialogue around the post-2015 process, and the establishment of a high level joint Working Group convened by the UN Millennium Campaign to facilitate the flow of information between the UN system and global civil society, particularly on MDG advocacy and the post-2015 agenda.

Members of the Working Group included most of the participants of the *Joint Action towards 2015 and Beyond* event and various members of the UN Development Group such as UNICEF, United Nations Department for Economic and Social Affairs (DESA) and the UN Department of Public Information (DPI).

The outreach efforts of the Campaign at the global level included participating in a number of MDG related conferences: such as the MDGs Civil Society Sessions organized in the framework of the "International Forum on MDG 6" in Moscow. The participation of the Campaign in this event provided an opportunity to emphasize the need to accelerate the advocacy efforts for MDG achievement to a large audience of civil society, government, private sector and other key stakeholders, and also facilitated the scaling up of the partnership with key civil society coalitions around the post-2015 process, particularly with Beyond 2015 and the Global Call to Action against Poverty (GCAP). Another important event in shaping the post-2015 discourse was the



▲ Top: Marina Ponti, Deputy Director for Europe and Latin America, at the *Joint Action Towards 2015 and Beyond* event, which brought together over 70 high level CSO and UN representatives. Bottom: One of the group discussions held during this one day conference to explore new thinking around the post-2015 agenda.

General Assembly of CIVICUS (Montreal) which included a session hosted, jointly with Beyond 2015 and GCAP, on the post-2015 agenda with the participation of civil society representatives from across the world. The event contributed to strengthening the links with key civil society stakeholders around the post-2015 process.

In the September 2011, the Millennium Campaign supported the Africa Diaspora in the UK by participating in the roundtable, "*Millennium Development Goals and the role of the UK African Diaspora*" held in the House of Parliament and hosted by the Africa-UK initiative managed by the Royal Africa Society in London. The event was attended by over 200 members of the UK African Diaspora, which the UN Millennium Campaign continued to support for a 2012 event on Diaspora participation in the post-2015 process.

In December, the UN Millennium Campaign participated in a specialized seminar on the Millennium Development Goals organized by the *Fundación Tres Culturas* in Seville which brought together civil society organizations from north and south and academics to analyze the current situation of the MDGs and policies to accelerate its achievement.

The Campaign in Europe has also worked with Global Compact in Spain, participating in a seminar on *Corporate Social Responsibility and the MDGs in Latin America* in October 2011.

• SPAIN

The UN Millennium Campaign in Spain was launched in 2004 and to date it has proven key in generating public support for the MDGs in Spain. This has been possible thanks to an exceptional array of cross-cutting partnerships and coalitions forged by the Campaign with crucial stakeholders such as the *Alianza Española contra la Pobreza* (which brings together over 100 civil society organizations and platforms), FEMP and COPREPA (local and regional government networks bringing

together over 8,000 municipalities and Spanish regions), UN agencies present in Spain, GREY and Mediacom (communication companies), celebrities and relevant print and broadcast media outlets (RNE, TVE, El País, Público, El Mundo).

In this context, in 2010, a partnership agreement was signed between the UN Millennium Campaign in Spain and the Spanish Development Agency (AECID) to roll out a three-year strategy (2010-2012) to increase support for the MDGs in Spain. This AECID-funded project defined three strategic objectives which formed the focus of the UN Millennium Campaign's work in Spain in 2011: to increase citizens' support for the MDGs; facilitate citizens' participation in the promotion of the Goals, and advocate for policies and practices to accelerate the achievement of MDG 8.

In 2011, the UN Millennium Campaign in Spain leveraged its partnerships with a wide array of key stakeholders in order to strengthen civil society support for the MDGs as well as that of local and regional authorities, parliamentarians and other relevant stakeholders; place the MDGs at the core



▲ The UN Millennium Campaign participated at the Prince of Viana Prize as member of the jury. The prize is awarded by the regional Government of Navarra and His Royal Highness the Crown Prince of Spain.

of the political agenda on development; and impact national Spanish print and broadcast media, opinion leaders and key stakeholders.

Additionally, the Campaign worked to consolidate its facilitator role amongst all of the UN agencies in Spain with an MDG mandate.

As the leading UN body on MDGs in Spain, the Campaign participated in the *High-Level Meeting on Food Security and Sustainable Development* organized in Madrid on the 6th of July 2011 by the President of Spain, Mr. Rodriguez Zapatero and co-chaired by UN Secretary General, Ban Ki-moon. The meeting focused on the actions being taken by the working group on Food Security and Sustainable Growth of the Millennium Development Goals Advocacy Group.

The meeting was also attended by the United Nations Secretary-General on Food Security and Nutrition, David Nabarro. Also invited to the meeting was a group of representatives from Spanish civil society belonging to Non-Governmental Organisations (NGOs) for development, research foundations and institutions, and universities.

Support of broader UN efforts was also provided with the co-organization of the UNDP-led, "Kapusinski Lectures" in Madrid, a high-level conference featuring Mr. Jan Vandemoortele, one of the founding fathers of the MDGs. The

event was organized with support from FRIDE, a Madrid-based think-tank. The Campaign leveraged its partnership with the Spanish Federation of Municipalities and Provinces (FEMP) to jointly distribute an MDG awareness raising policy brochure to over 5,000 municipalities in Spain, and worked with the University of Castellon to produce an AECID-supported publication on aid effectiveness and local authorities, *"Towards an Effective Decentralized Cooperation"* which analyzed the role of territorial development actors in Spain and the challenges faced by territorial donors in a changing development landscape.

During 2011, the Campaign fostered a broad range of initiatives to reinforce the strong political commitment on the MDGs in Spain. In this context, the Campaign organized the launch of the MDG Gap Task Force Report on MDG 8, "The global partnership for development; a time to deliver". This was accomplished through meetings with key spokespeople in the development committee of the Spanish Parliament, as well as through the organization of the launch of the report in Spanish launch of the Spanish version of the report with key civil society leaders which took place in Madrid on the 18th of October 2011.

Furthermore, the Millennium Campaign in Spain played a pivotal role in supporting the Spanish

Alliance against Poverty during the *Week Against Poverty*, particularly with respect to events focused on the International Day for the Eradication of Poverty on 17 October 2011, supporting awareness raising events in Madrid.

In addition, the Spanish team supported and participated in civil society advocacy events and debates on the MDGs in Spain such as *Encuentro de Proyectos Solidarios* in the framework of the Microcredits Summit.



STRATEGIC PARTNERSHIPS THAT DRIVE AWARENESS OF THE MDGs

During 2011, the Campaign in Spain was instrumental in the establishment of a strategic partnership with the MDG Achievement Fund. As part of this collaborative partnership, MDG-F, AECID, and the Campaign organized a joint launch of Spanish Cooperation Week 2011 through the participatory initiative, Photos for the MDGs which offered ordinary citizens the opportunity to creatively express their support for the Goals.

Over 1,000 citizens participated in this event which was set up all over Spain, signaling their support for achieving the MDGs by 2015.

INNOVATIVE COMMUNICATIONS

The Spanish Campaign continued to expand its online presence through its website and social media, particularly Facebook where in 2011, the Campaign reached over 4,200 fans and consolidated its collaboration with the Spanish Cyclist Tour, "La Vuelta", to feature the MDGs in this mass event which has over 2 million spectators.

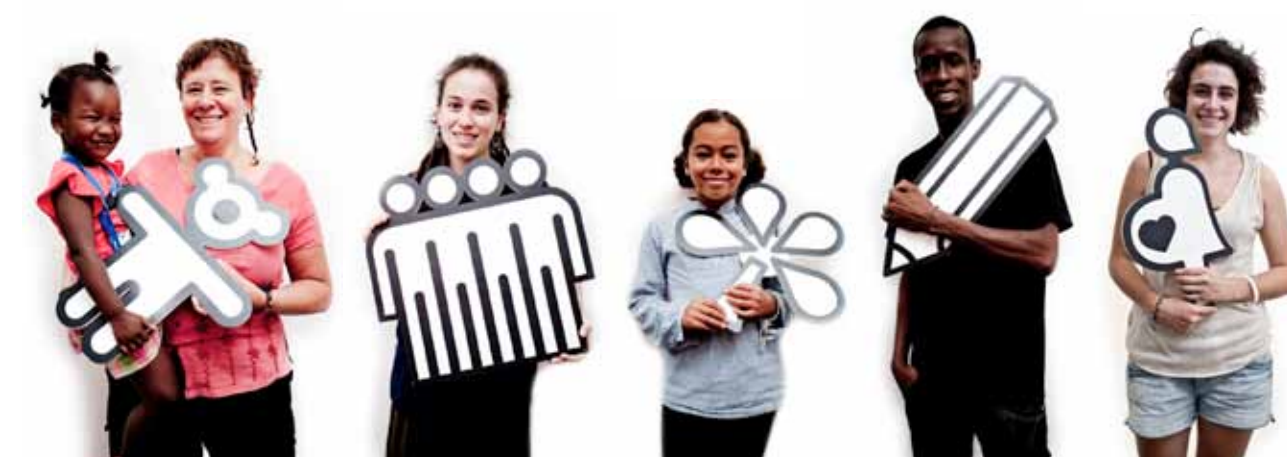
The work of the Campaign was also recognized in 2011 with an award at the International Festival of Social Advertising for the advertising campaign "A promise is nothing", developed jointly with the advertising agency Grey.

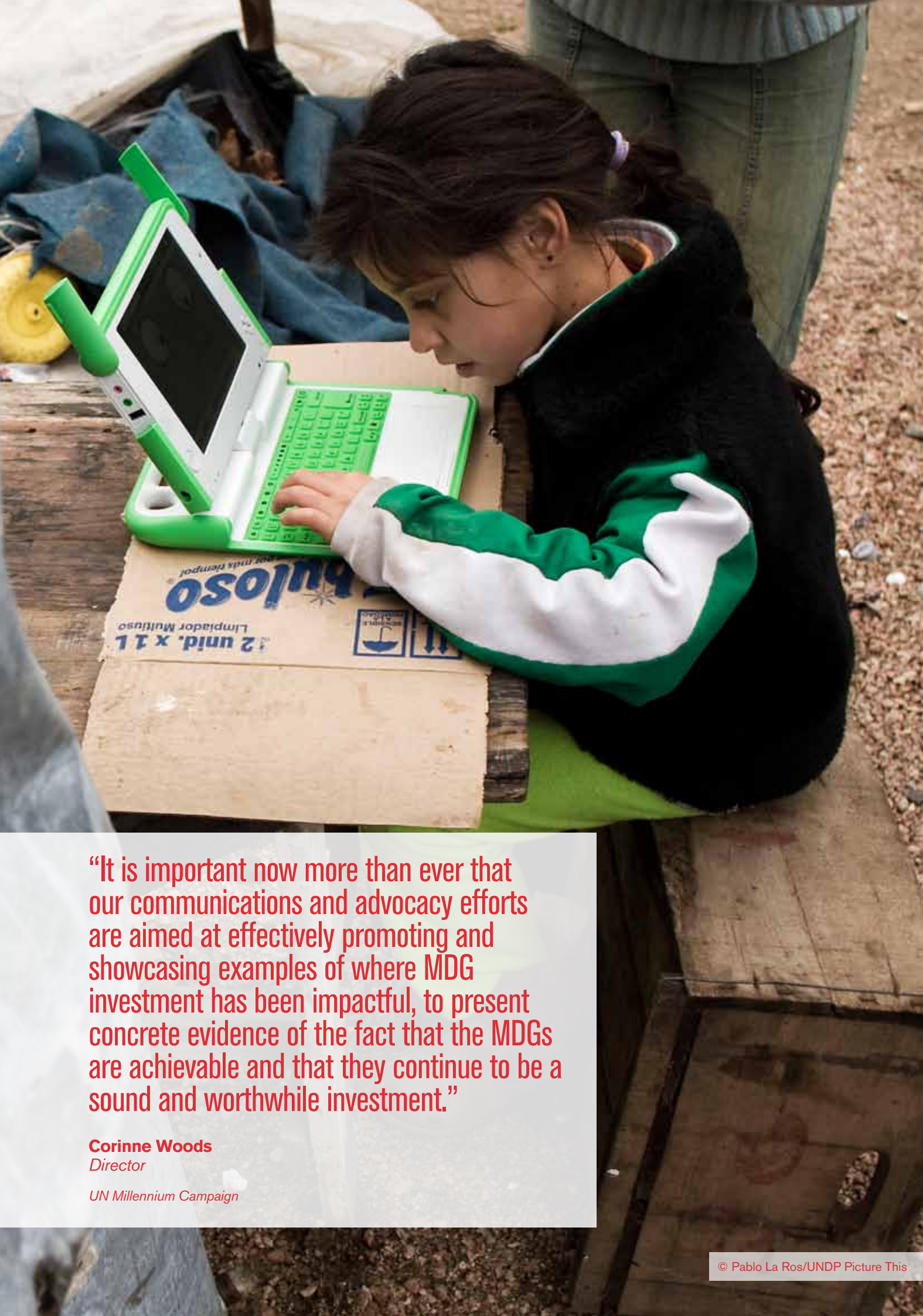
Throughout 2011 the UN Millennium Campaign provided support to the UN's Department of Public Information in all communications and outreach activities in Spain related to the MDGs.

◀ The Campaign participated in the opening event of the 2011 AECID Cooperation Week and at "La Vuelta" 2011 edition with one of its most successful awareness raising activities, "Photos for the MDGs". More than 400 citizens showed their support for the MDGs in these two events.



▲ On September 10th 2011, "la Vuelta" and the UN Millennium Campaign celebrated MDGs day and distributed white wristbands – one of the symbols of the fights against poverty- to all the cyclists participating in this race.





“It is important now more than ever that our communications and advocacy efforts are aimed at effectively promoting and showcasing examples of where MDG investment has been impactful, to present concrete evidence of the fact that the MDGs are achievable and that they continue to be a sound and worthwhile investment.”

Corinne Woods

Director

UN Millennium Campaign



OUTREACH AND COMMUNICATIONS

Building stronger alliances
and focusing on results

INTRODUCTION

With less than five years left till the 2015 deadline for the achievement of the Goals, it is more critical than ever that the MDGs remain a priority in the political and public agenda. While there was a heightened level of activity and interest in MDG-related issues ahead of the MDG High Level Review Summit last September, there has been a very sudden and sharp drop in MDG momentum. The voice of the MDGs is increasingly absent in media discourse and the ongoing economic crisis in donor countries has also been shown to have impacted citizens' attitudes towards their governments' continued funding and support for MDG realization. It is therefore more important than ever that our communications and advocacy efforts are aimed at effectively promoting and showcasing examples in which MDG investment has been impactful, to present concrete evidence and examples of the fact that the MDGs are achievable and that they continue to be a sound and worthwhile investment.

STRATEGIC SHIFT: CONTRIBUTING TO ONE UN VOICE ON THE MDGs

In 2011, the UN Millennium Campaign's global communications strategy saw a significant shift in focus as a result of a review of the current situation vis a vis MDG advocacy within the UN system, MDG advocacy among civil society and careful consideration of how the original mandate should now be operationalized.

By the close of 2010 there were multiple UN representatives, civil society organizations, member states and multi-stakeholder campaigns advocating

for the MDGs using full spectrum communication and mobilisation techniques and tools.

In consultations, many stakeholders felt that the Stand Up Campaign had now been surpassed and a greater focus on advocacy around actions to accelerate the MDGs with country specificity was felt to be more relevant for the final few years until 2015. It was further felt that a focus on strengthening the coherence and relevance of UN advocacy coupled with strengthening UN/Civil Society partnerships would create greater impact and traction.

Therefore the 2011 strategy focused on strengthening UN system wide advocacy through the development of a common undg/mdg Task Force integrated advocacy strategy which included the need to build stronger alliances between civil society and UN system campaigns and communication activities. The development of the strategy was endorsed by undg Principals at the end of 2010.

In the first two quarters of 2011, the UN Millennium Campaign initiated a consultative process within undg to consult with teams from UN Food and Agriculture Organization (FAO), World Food Programme (WFP), World Health Organization (WHO), International Labour Organization, UNAIDS, OHCHR, International Telecommunication Union (ITU), UNICEF, UNFPA, UN Women, United Nations Environmental Programme and UNDP. Additional consultations took place with DESA, DPI and the UN Secretary-General's Office.

Consideration was given to the MDG Task Force's recommendations for undg follow-up to the

2010 Summit, in particular, how national advocacy and communications efforts may be strengthened.

Given the importance of partnerships with civil society, informal consultations were held with civil society organisations through the Berlin Civil Society, GCAP and the World Social Forum. A study conducted for the Bill and Melinda Gates Foundation on 'Campaigning for Social Justice' also informed much of the analysis of the potential for partnerships.

At the global level, a number of themes and areas for UNDG common action have now emerged from the various consultations.

UN LEADERSHIP VISIBILITY ON THE MDGs

In the consultations across the UNDG and with external partners there was some concern that the UN at the global level has not shown adequate leadership and voice to keep the political momentum in support of the MDGs.

It was agreed that the team should identify and articulate the 3 or 4 advocacy priorities that the UNDG could focus on to build "political pressure" and set the global discourse on the MDGs in the 4 years left until 2015. While the emphasis of UNDG is on national ownership, there was considerable dialogue on the need to build a discourse in donor countries.

The advocacy discourse was completed in the first quarter of 2012 and approved by UNDG/MDG Task Force and the Principals.

CIVIL SOCIETY ADVOCACY PARTNERSHIPS

The Campaign is well placed to act as a bridge between the UN system and civil society. Our deep reach into civil society can be leveraged to strengthen the dissemination of agreed UN MDG data and analysis to diverse civil society partners.

The MDGs are a central component of civil society's advocacy narrative. However, there is a need for a

more structured partnership between the UN and civil society in order to build a strong advocacy voice.

With this mandate in hand, the UN Millennium Campaign, on behalf of the UNDG/MDG Task Force, built a partnership with the Berlin Civil Society Forum in order to facilitate a joint meeting in November 2011 to develop a common MDG advocacy and campaigning agenda. The Berlin Civil Society Centre partners with over 100 civil society organizations and the November 2011 Assembly gathered its respective CEOs.

It should be noted that while the design of the meeting was initially focused on MDG advocacy it became apparent that by November 2011 there was a great deal of discourse about post-2015. A similar meeting was held at the Civicus World Assembly with grassroots organisations and coalitions in September 2011. Yet again, the focus shifted to post-2015.

CAMPAIGNING

The Millennium Campaign has a proven track record in developing and implementing creative and impactful communication, campaigns, brokering a number of solid communications partnerships including with the media, the creative industry and the private sector. As an inter-agency initiative located within the UNDG, the Campaign is uniquely positioned to bring the policy and advocacy agendas of all UNDG agencies together and to present this position in a cohesive manner to media and communications partners.

The Campaign's solid strategic communications expertise including a strong understanding of the global media landscape resulted in the organization of a number of media and communication events in various regions of the world, designed to maintain momentum on the MDGs.

Jointly with UNODC and UNDP, the India Campaign organized the Act Campaign by partnering with www.ipaidabribes.com, to reach out

to over 6 million people through an online campaign page featuring activities such as an essay contest, blogging, content related to anti-corruption, and a video to be used as an advocacy tool. The online campaign culminated in various activities held on Anti-Corruption Day which started with a street play and was followed by a multi-stakeholder panel discussion with participation from the Central Vigilance Commission, the apex Indian governmental body created to address corruption.

ONLINE OUTREACH

In 2011, the UN Millennium Campaign began to take important steps towards revamping its online presence. In October of 2011, the www.standagainstpoverity.org website was used in partnership with UN Information Centers (UNICs) to broadcast events and messaging in conjunction with the October 17th International Day for the Eradication of Poverty. UNICs from around the world sent reports about the events which were added to the website. Also, many users self-reported events going on around the globe.

In addition to www.standagainstpoverity.org, the UN Millennium Campaign began to re-design the global website, www.endpoverty2015.org. Discussions were held to develop the initial planning process for the inclusion of wireframes, strategy sessions focused on expected programs in the coming years, social media integration and other relevant consultations.

Lastly, after a period of relative inactivity, the Campaign's Facebook and Twitter feeds were reactivated towards the end of the year. This allowed the Campaign to reconnect with a large audience totaling over 70,000 on Facebook and 8,000 on Twitter in late 2011, and has set the basis for a sound online campaign strategy for the year 2012. Likewise, the Campaign also continued to expand its online presence in Spanish through its website www.sinexcusas2015.org and social media outlets, particularly Facebook where the Campaign reached over 4,200 fans in 2011.

ACRONYMS

AECID: Spanish Development Agency

AfrYAN: African Youth Network on Population and Development

CEO: Chief Executive Officer

CSO: Civil Society Organization

DESA: United Nations Department for Economic and Social Affairs

DPI: Department of Public Information

FAO: United Nations Food and Agriculture Organization

FECCIWA: Fellowship of Christian Councils & Churches in West Africa

FEMP: Spanish Federation of Municipalities and Provinces

FRIDE: Foundation for International Relations and Foreign Dialogue

GCAP: Global Call to Action against Poverty

HD2010: Human Development 2010

IDEP: International Day for the Eradication of Poverty

ILO: International Labour Organization

IPU: Inter-Parliamentary Union

ITU: International Telecommunication Union

MDG: Millennium Development Goals

MDG-F: MDG Achievement Fund

OHCHR: UN Office of the High Commissioner for Human Rights

PADEAP: Pan-African Development Education and Advocacy Programme

PANE: Poverty Action Network in Ethiopia

PDP: Philippine Development Plan

TAN: Transparency and Accountability Network

UNCA: United Nations Correspondents Association

UNCTs: UN Country Teams

UNDG: United Nations Development Group

UNDP: United Nations Development Programme

UNECA: United Nations Economic Commission for Africa

UNEP: United Nations Environmental Programme

UNFPA: United Nations Population Fund

UNICs: UN Information Centers

UNICEF: United Nations Children's Fund

UNODC: United Nations Office on Drugs and Crimes

UNRCO: United Nations Resident Coordinator's Office

UNW: UN Women

WACSI: West African CSO Initiative

WFP: World Food Programme

WHO: World Health Organization

WNTA: Wada Na Todo Abhiyaan

2011

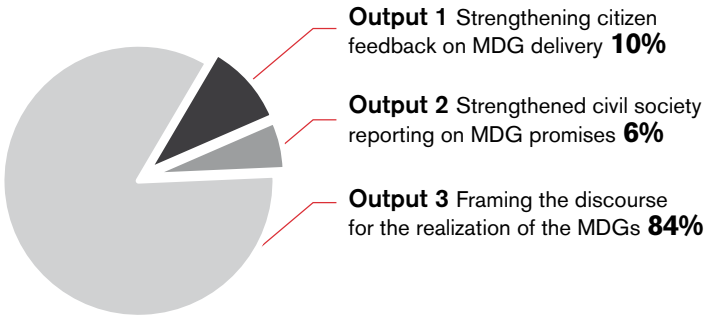
UNITED NATIONS MILLENNIUM CAMPAIGN
ANNUAL FINANCIAL REPORT

2011 was a year of unprecedented challenge for the UN Millennium Campaign, affected -as many important initiatives and institutions- by the severe economic downturn and a highly volatile financial environment which required strategic and sustained engagement in the management of resources. As a result, in 2011 the Millennium Campaign streamlined the team and reduced the field presence to maximize human and financial resources and to ensure ongoing support to partners and to advocacy initiatives in support of the MDGs.

The reorganization which took place in 2011 was successful and the Campaign's financial outlook for 2012 is positive in light of strategic partnerships and increasing donor support.

The Millennium Campaign's 2011 spending has been allocated to three areas as agreed in the Millennium Campaign strategy 2010-2012. Among those, *Framing the discourse on the realization of the MDGs* continues to be the core area of work where the Millennium Campaign has transitioned itself to form strategic partnerships and play a more active role within UN system in strengthening the MDG advocacy collaborations together with *Leveraging civil society reporting on the MDG promises*- while *Strengthening direct citizen feedback on MDG delivery* is an innovative area of work which was initiated in 2011.

TOTAL:
3,270,532 USD
(100%)



Output / Project	Expenditures in USD	Percentage
Output 1: Strengthening citizen feedback on MDG delivery Project: 00078465	312,993	(10%)
Output 2: Strengthened civil society reporting on MDG promises Project: 00078578	194,221	(6%)
Act 1: Strengthened civil society engagement for reporting on MDG promises through south-south and triangular cooperation	475	
Act 2: Support toward parliamentary and local government initiatives to increase transparency of reporting on MDG promises	193,746	
Output 3: Framing the discourse for the realization of the MDGs Project: 00078581	2,763,318	(84%)
Act 1: Organisation of strategic communications campaigns	1,837,731	
Act 2: Support to innovative advocacy research and communications strategies	616,147	
Act 3: Facilitation of strategic multi-stakeholder communications partnerships and communities of practice on the MDGs	309,440	
Total: 3,270,532 (100%)		

ACKNOWLEDGEMENTS

The United Nations Millennium Campaign wishes to gratefully acknowledge the political and financial support received from its donors in 2011:

- AECID (Spanish Agency for International Development)
- AuSAID (Australian Agency for International Development Cooperation)
- The Government of Germany
- The Government of Italy
- The Government of The Netherlands
- The Government of Nigeria
- SIDA (Swedish International Development Agency)

- A special recognition also goes to the Senate and Parliamentary MDG Committees of the Federal Republic of Nigeria for their political and financial support.
- Moreover, the Millennium Campaign has also benefited from UN partnerships: the MDG Achievement Fund has been a strong ally as well as the UNDP Democratic Governance Practice Group.
- The United Nations Millennium Campaign would also like to acknowledge the strong support received from the UN system, particularly from the United Nations Development Group (UNDG) MDG Task Force.
- Lastly, and perhaps most importantly, the Millennium Campaign wishes to thank all its partners for their critical contributions. Parliamentarians, local governments, hundreds of local, grass roots and faith-based organizations, civil society networks, media and communications entities and corporate partners throughout the world have worked tirelessly and have offered their expertise and commitment to the shared vision of achieving the Millennium Development Goals.

The UN Millennium Campaign was established by the UN Secretary General in 2002. It supports and inspires people from around the world to take action for the achievement of the Millennium Development Goals by 2015.

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