

END POVERTY **2015**.ORG
millennium campaign

ANNUAL REPORT 2008



STAND UP
TAKE ACTION
AGAINST POVERTY AND FOR THE MILLENNIUM DEVELOPMENT GOALS

United Nations Millennium Campaign
March, 2009

Overview

2008 was an important year for the UN Millennium Campaign to support citizens in increasing government accountability for the delivery of the Millennium Development Goals (MDGs) as the world passed the critical halfway goal post. The year also brought about significant changes in the Campaign's messaging as the global community was confronted with the looming financial crisis, worsening food shortage and skyrocketing fuel prices. The Campaign continued to promote an agenda of empowering excluded groups to demand accountability from leaders at the national and international levels. Strong partnerships with civil society organisations, including many faith-based groups, youth and women's groups, Parliamentarians, local governments, and the media, formed the bedrock of the Campaign.

Millennium Development Goals-linked Public Policy Change:

- The Campaign in Asia supported citizens voices in the G8 Hokkaido Tokyo Summit and the Fourth Tokyo International Conference on African Development. Some key commitments to promote universal access to primary education and health-related MDGs remained prominent in the official document of G8 communiqué in 2008.
- The Campaign in Africa played an active role in the African Union's Finance Ministers Meeting held in Addis Ababa. A key agenda of the conference was to address the lack of fulfilment of the 2001 Abuja Pledge by African Heads of State, to allocate 15% of their national budget to health. A strong alliance between civil society partners and some governments helped to avoid deletion of the commitment amidst rising doubts from a number of Ministers.
- In Kenya, the Campaign partnered with the Socio Economic Rights Foundation to amplify the views of poor communities towards the development of the 2008 'People's Budget' before the annual budget was tabled before Parliament.
- The German Government increased ODA by 13% for 2009, a percentage reflecting a 700 Million Euro increase from 2008. According to OECD-DAC figures, Germany is now the second largest donor in absolute terms. The Millennium Campaign's contribution in this regard was well recognised through its support to many local advocacy groups.
- The Millennium Campaign in Italy played a key role in pushing for the formation of a Parliamentary Committee on MDGs for the first time in Italian history.
- The Campaign in Portugal launched the Aid Effectiveness Brochure, which was instrumental in setting the tone for the inclusion of a pilot programme for development cooperation in the 2009 Portuguese budget. The highlighting achievements of this action were 1) the inclusion of an explicit calendar for aid disbursements through 2012 and 2) the endorsement of monitoring indicators for aid transparency and effectiveness.

- In the U.S., Campaign partners were successful in influencing the 2009 federal budget process, resulting in the passage of the Biden-Lugar Amendment to restore the full \$4.1 billion in funding for international affairs.

Major Engagements:

- Over 116 million people, almost 2% of the world's population, participated in the unprecedented 2008 *Stand Up, Take Action* Campaign organized by the UN Millennium Campaign, with a wide range of partners including the U.N., Global Call to Action Against Poverty (GCAP) and others, in support of the MDGs. Actions included letter writing campaigns to elected leaders and government officials, street rallies, tree planting etc.

- The UN Millennium Campaign played a central role in the participation of non-state actors for the September 25th High Level Event on the MDGs in NY. The Campaign organised and supported more than 10 side events and supported the participation of a wide range of CSO and local government leaders from across the world including Sub Saharan Africa, and South Asia.



Women's Poverty Tribunal during the MDG High Level Event in New York September 2008

- The Campaign also participated in and supported African partner representatives at the High-level meeting on Aid Effectiveness held in Accra.
- In Indonesia, the Millennium Campaign in Asia partnered with Metro TV to launch the MDG Awards, a new initiative to celebrate exemplary contributions of select local governments and others
- In the U.S., the Campaign worked hard with its partners to ensure that both Presidential candidates and party platforms included the Millennium Development Goals, with President Obama declaring the MDGs as America's goals.
- General elections took place in Spain in March 2008 and the elected president José Luis Rodríguez Zapatero placed the MDGs, the fight against poverty, and the 0.7% aid target at the top of the foreign policy agenda. The new Millennium Campaign Aid Effectiveness brochure helped to spur debate and the Spanish Master Plan for 2009-2012 for aid prominently featured the Paris principles as an integral component of its agenda.
- The Campaign had a visible presence in the Doha Conference on Financing for Development in November with strong media coverage.
- In September 2008, the Millennium Campaign partnered with fashion company GSTAR Raw to successfully host a high-profile MDGs focused event during New York fashion week.

- The Millennium Campaign was successful in getting a great deal of media coverage at the local, national and global levels from SABC to Z TV to CNN and BBC, not to mention extensive coverage print, radio and online media.

Campaigns in the South

ASIA

The support for national campaign activities and advocacy initiatives by the Millennium Campaign in Asia focused on marginalized and vulnerable groups and regions, with a specific concentration on women's empowerment.

The Campaign continued to facilitate dialogue among key constituencies to influence policy and practice changes for greater resource allocation for the MDGs and effective delivery of MDG-linked public services.

The UN High Level Event on MDGs in September was a major advocacy moment to build momentum towards the *Stand Up, Take Action* Campaign held from 17-19 October 2008. In close collaboration with the UN System, civil society, and community-based organisations; the Campaign formulated regional policy messages and a compilation of MDG case studies drawn from personal stories and grassroots experiences through various poverty hearings and people's tribunals on MDGs at the national and local levels. These case studies highlighted the sub-national variations across ethnic, religious and gender lines, which disguise marginalisation and deprivation. In this process, the Campaign supported the national coalitions and a wide range of partners to organize public hearings on the MDGs in countries across the Asia region. In Bangladesh and India, the poverty hearings and seminars were also attended by members of the Parliament and government officials. Additionally, the Millennium Campaign in Asia worked closely with the UN System to ensure a high level of government participation from six priority countries; influencing the messages delivered by the Heads of State to highlight the MDG challenges and the underlying social exclusion; and facilitating the engagement of the UN Country Teams (UNCTs) through the UN Resident Coordinator (UNRC) offices in preparation of key substantive documents for delegates attending the HLE.



Long march by Ekta Parishad in India demanding land rights for landless with equal ownership for women

The Millennium Campaign's strong advocacy efforts at the UN High Level Event created a positive momentum towards the mass mobilisation effort during the *Stand Up, Take Action* Campaign. The majority of *Stand Up* participants, 73 million out of 116 million, were from the Asia region. The Campaign continued to reinforce its support of six key constituencies as well as the UN system in priority countries. Youth groups remained one of the largest constituencies in the *Stand Up* Campaign. This year, thousands of creative campaign events were combined with concrete 'actions' to fulfill MDGs including educational camps, book donations, free medical check-ups, tree planting sessions and vocational training. Some of these concrete actions

gained political leverage and the attention of policymakers and governments, strengthened community collaboration, and influenced practice changes.

At the national level in India, Mission USTAAD concluded a grand finale concert in Mumbai with a music album related to MDGs and the Campaign continued a pro-bono partnership with Grey Advertising to promote the *Stand Up* campaign in India, Pakistan, and the Philippines. In the Philippines, the Millennium Campaign developed a partnership with ABS-CBN, the largest TV network and the radio station, to promote *Stand Up* and a series of journalist field visits, organized to enhance the media coverage of the MDGs. In Indonesia, the Campaign supported the UN collaboration with Metro TV on a weekly talk show programme, 'Save Our Nation through MDGs.' In Nepal, a partnership with the UNCT promoted a radio programme in support of peace processes and developments beyond Kathmandu.

At the sub-national level, the team supported the Asian Media Information and Communication Centre in developing curriculum for training for provincial journalists in South Asia on reporting MDG progress, expected to reach completion during 2009. The Campaign also launched an official South Asia website, <http://southasia.endpoverty2015.in>, in collaboration with One World South Asia.

The UN Millennium Campaign in Asia enhanced partnerships with the private sector in 2008. Through a partnership in Indonesia with media channel Metro TV, the Campaign and the UNRC jointly organized an MDG conference on *Partnership for the Achievement of MDGs in Indonesia*. During this event, discussions covered relevant policies and practices to accelerate the implementation of the MDGs, including the role of local governments at the provincial and district levels. Metro TV also used its platform to institute the MDG Awards, a new initiative to promote best practices of private companies and local Governments. The Campaign additionally engaged with the private sector through the Asia Corporate Social Responsibility Summit and the Citi-FT Financial Education Summit in 2008.

The UN Millennium Campaign in Asia also strengthened its engagement with Parliamentarians and Local Authorities through a bottom-up approach to enhance governance and accountability. The campaign and advocacy strategy aimed to establish and revitalize MDG legislative committees under parliaments to promote structural response and mainstream the MDGs within the policy-making body of Governments. This effort included the passage of MDG-supportive laws and budget allocation. In the Philippines, the MDG legislative agenda was driven by the House of Representatives Special Committee on the MDGs with an objective to pursue MDG-related laws and resolutions. In addition, the Campaign partnered with the UN Population Fund to support the South Asian Parliamentarian Meeting on 'Saving Mothers in South Asia', organised by the Indian Association of Parliamentarians on Population and Development.



In 2008, the Campaign initiated a multi-stakeholder consultation process, to launch local MDG monitoring at the State and district levels in the least developed states of India: Bihar, Madhya Pradesh and Orissa. The consultation provided a unique opportunity for constructive interactions

among civil society partners, government officials, representatives of the UN agencies and relevant stakeholders to define a common approach and methodology for local MDG tracking. The Campaign continued to engage with local governments through the partnership with CITYNET and the joint CITYNET-Campaign office in Kathmandu, Nepal to produce a number of publications. (see Annex for list of publications)

With the UN system, the Millennium Campaign in Asia joined the Regional Coordination Mechanism and UN Regional Thematic Working Group (TWG) on Poverty and Hunger as well as TWG on Gender Equality and Empowerment of Women co-chaired by the UN Economic and Social Commission for Asia and the UN Development Fund for Women to promote advocacy related to hunger and gender issues in the Asia-Pacific Region. A partnership with the UNDP Regional Centre in Colombo and the UN Food and Agriculture Organisation (FAO) was initiated to promote the *Hunger Campaign* in the region including a series of campaigns and initiatives: Parliamentarians' forum on hunger, media workshop, video production and youth and civil society engagements. The Campaign in collaboration with UNICEF and IFPPD jointly supported the *15th National Political Advocacy Consultation* at Parliament House in Jakarta, Indonesia in July.

The process of placing full-time Millennium Campaign staff within the UNRC's office in all priority countries was completed in India, Philippines, Indonesia and Bangladesh.

AFRICA

2008 could be described as the year when the UN Millennium Campaign in Africa finally achieved an equilibrium between its delivery and its potential. It was a year of consolidation and renewal, coinciding with the relaunch of the Campaign globally as the world passes the half way point towards the achievement of the MDGs by 2015. The year was filled with a variety of activities including public mobilisation, policy intervention, and media opportunities in most of the Campaign's priority countries and across the African region.

The Campaign in Africa continued to partner with national civil society coalitions affiliated with the Global Call to Action Against Poverty (where they are functional), but also actively built partnerships with other CSO constituencies at the national and local levels.

The African Campaign leveraged opportunities for both public mobilisation and policy lobbying during important international, Pan African, and national occasions such as the International Women's Day, Day of African Child, the UN High Level Event, World Youth Day, *Stand Up, Take Action*, World Aids Day, and Human Rights Day. The Campaign also hosted a number of side events during the World Economic Forum, Africa held in Cape Town and the UNCTAD X11 meeting in Accra.

The Campaign in Africa also supported a number of sub-regional and Pan African policy specific agendas including the campaign against Economic Partnership Agreements, widely believed to be detrimental to the achievement of the MDGs; and strong advocacy efforts for the fulfillment of the 2001 Abuja pledge in which participating Heads of State pledged to allot 15% of their national budgets to health.

In 2008 the team continued to build strategic partnerships with the UN system in various countries. The Campaign and its national partners co-organized events with UN Country Teams (UNCTs) in Nigeria, Tanzania, Zambia, Egypt, South Africa, Liberia, Sierra Leone, Ethiopia and

Kenya. Highlights of partnerships with UNCTs included the MDG Run in Zambia held during *Stand Up* and the media workshop jointly organized with the UNCT in Zambia and Ethiopia.

As the world enters the second half of the march towards 2015, it is clear that localization of MDGs is crucial to their success. To this end, the Campaign initiated a programme based partnership with the United Cities and Local Governments for Africa.



Participants at the UNCTAD - Civil Society forum in Accra Ghana

National partners, with varying degrees of success, engaged the political, administrative and governance processes in their countries to influence policy especially in the area of budget tracking. For instance in Kenya, a key Campaign partner, the Socio Economic Rights Foundation, mobilised constituents throughout the country to solicit the views of ordinary Kenyans towards the development of the 2008 national budget. This effort resulted in the launch of 'The People's Budget' before the annual budget was tabled before Parliament. A Member of Parliament who had been engaged in the process

tabled the citizens' report in Parliament and the Speaker of the National Assembly officially received the document for future consideration. In Nigeria, another partner, Civil Society Legislative Advocacy Centre (CISLAC), organised a number of MDG-compliance interface meetings with the National Parliament targeting different Committees within Parliament.

Youth focused advocacy continued to play a central role in the Campaign's mobilisation throughout the region. In October 2008 the team launched the Pan African Essay Competition for Youth and Students. 6 countries participated in the contest including Malawi, Zambia, Kenya, Uganda, Senegal, and Nigeria. The aim of the competition was to promote the participation of high school students in the Campaign and the *Stand Up* activities.

The Campaign's profile in Africa continued to grow both through national partner activities and media outlets referring to the Millennium Campaign in MDG related reports. The communications team was strengthened at the national level by the support of its newly added Communications and Campaign consultants in a number of countries. The Campaign in Africa also developed strategic media-related partnerships with media establishments in many countries such as the South African Broadcasting Corporation (SABC), Radio Mozambique, Mozambique Television, CNN, Radio Simba, Kenya Television Network (KTN), Ghana Broadcasting Corporation, BBC, Al Jazeera, IPS, Reuters, Voice of America and others. Another successful partnership with CNN Africa resulted in the launch of a book written by the CNN African Journalist of the Year (2007), Richard Kavuma of Uganda, and published by the UN Millennium Campaign.

The Campaign in Africa also partnered with the *Mail and Guardian* to in a unique experiment in direct democracy on MDGs where citizens ask questions directly to their Presidents and the Presidents respond in writing. Four Presidents participated including those from Kenya, Uganda, Tanzania and Rwanda.

The Campaign continued to build the media's capacity to cover MDGs related news, features and analysis. The team sponsored two interactive forums to strengthen this key partnership. The first event, in Arusha, was a regional meeting with journalists from all East African Community member states. One of the main outcomes was the formation of a pan-African media Association

to support media advocacy on MDGs. The second workshop held in Addis Ababa was co-hosted by the Campaign and the UNCT. The meeting brought together bureau chiefs of key television and print media organisations from across Ethiopia and provided a platform to build media understanding on the role they can play in advocating for the MDGs and ensuring that the Goals are well covered.

Stand Up, Take Action 2008 proved to be the most dynamic engagement of African citizens since the Campaign began organizing the event three years ago. Although team directly supported Campaign partners or affiliates in at least seventeen countries throughout the region, the final tally showed that 43 countries across Africa participated in the *Stand Up* initiative. Over 24 million people in Sub Saharan Africa participated in the three day event from 16th-18th October. In North Africa, Egypt alone mobilized over 15 million people making Africa's number soar to over 40 million people. It is the Campaign's conservative estimation that over 50 million people participated, but due to digital divide many were not counted within the official hours prescribed by Guinness Records. While the numbers are impressive (1 in 15 Africans) the social and political scope of the participants shows that Africans are not indifferent to their condition. African citizens from all walks of life used *Stand Up* to send clear demands and messages to their respective governments reminding them of their promises to achieve the MDGs by 2015.

A variety of "take action" events were organized ranging from political petitions on key MDGs, to the rehabilitation of homes for the displaced children in Kenya, from tree planting sessions, to blood donation drives, from slum clean ups by Members of Parliament in Uganda, to Sporting events, road and musical shows. Participants included ordinary citizens, the disabled, religious leaders, top government officers, women prisoners, school children, bus drivers, peasants and politicians, among others. In Rwanda, President Paul Kagame led his country to observe *Stand Up* while in neighboring Uganda Members of Parliament took the opportunity to discuss the



President Kagame participating in a Stand Up activity in Rubavu Stadium, Rwanda, Oct. 2008

MDGs and backed up their discourse by participating in garbage collection and clearance in informal settlements. In Nigeria, state governors like Governor Lamido of Jigawa state and top Islamic leaders in Northern States joined the campaign including the Sultan of Sokoto, the Spiritual head of all Muslims in Nigeria. *Stand Up* 2008 inspired many innovative and creative campaign and advocacy strategies while drawing in many people who had never been part of any campaign before. The challenge that now lies ahead is not in how many more millions can be mobilized but in leveraging the figures for accelerated delivery of the MDGs by all governments at all levels.

Campaigns in the North

EUROPE

In 2008, the Regional Office for Europe was set up and launched on February 6th at the FAO headquarters in Rome. The policy and advocacy agenda of the Millennium Campaign in Europe focused on highlighting and supporting efforts around the region that emphasized the centrality

of aid effectiveness in the full implementation and achievement of MDG 8. To this end, a strategic partnership was forged with OECD/DAC and a brochure on aid effectiveness was jointly produced by the Millennium Campaign and OECD/DAC. Additionally, a series of synchronized events were coordinated in anticipation of the September 25th MDGs HLE and at the launches of the national adaptations of the aid effectiveness brochure.

In terms of campaign advocacy, the Millennium Campaign in Europe, in cooperation with its national teams, successfully launched the Voice Box during the European Development Days in Strasbourg, France with the following results: 1) the production of a communications tool that can be used for outreach at the regional and national levels; 2) the increased visibility of the national teams with key national decision makers and partners; and 3) the launch of a “breaking the ice” event to kick start activities in France.

In 2008, the National Campaigns prioritized their campaign and advocacy work with the following three priorities: 1) policy (aid effectiveness), 2) awareness raising and 3) mobilisation.

Germany

In 2008, the German Government increased the development budget for 2009 by almost 700 Million Euro, a 13% increase from 2008. Prior to the budget talks, the German Minister for Development, Heidemarie Wieczorek-Zeul, joined the *Stand Up* icon event in Berlin at the Sony Centre and articulated her appreciation for the support expressed by the public and civil society with regard to the ODA increases.



In terms of awareness-raising and mobilisation, the Campaign in Germany designed and implemented a substantive strategy to involve Members of Parliament (MPs) as a new and critical target group. Various tools were developed by the Campaign to help empower citizens to hold MPs to account on MDG implementation through their respective electoral districts. One highly successful mobilisation tool was a photo action through which the Campaign invited citizens to take a picture holding up a sign with the policy asks on Goal 8. More than 2,300 photos were taken during several city tours and 18,000 E-Cards of the action were sent to Parliamentarians. The

Campaign also developed a Parliamentarian focused MDG-toolkit, designed in close cooperation with representatives from all of the different political parties, which serves to inform MPs on the MDGs and offers concrete options to act.

The Campaign in Germany focused on *Stand Up* and the City Tour as its two main activities to engage in awareness-raising among media outlets and the general public. The *Stand Up* campaign resulted in 120,000 people joining the movement. During the City Tour approximately 35,000 citizens engaged in personal talks with MDG-scouts who served to inform participants about the MDGs. Finally the Millennium Campaign in Germany continued to focus on the mobilisation of local authorities as a key MDG mobilisation constituency. This active engagement has led to more than 70 cities endorsing the Millennium Declaration for cities and subsequently next year the first administrative district has indicated that all member cities will sign the Millennium Declaration.

Italy

In Italy a key objective for the 2008 Millennium Campaign advocacy strategy focused on generating more substantive debate surrounding aid effectiveness and supporting the capacity building of partners to advocate on behalf of this issue. Leveraging the Accra High-level meeting on Aid effectiveness; the MDGs HLE; and the partnership with the OECD/DAC, the Millennium Campaign in Italy developed a powerful advocacy document on aid effectiveness entitled, "Obiettivo qualità." Production of this report was a coordinated effort involving 19 influential civil society partners, universities, Parliamentarians, and media outlets. The events organized in support of this effort significantly raised the profile of the aid effectiveness debate and enabled the Italian Government to: 1) review its position on aid effectiveness subsequent to the Accra high level meeting, and, 2) create a task-force within the Ministry of Foreign Affairs to harmonize the Italian ODA procedures according with the Paris principles.

Another strategic objective for the Millennium Campaign in Italy during 2008 was to strengthen the role of Parliament in pushing the Government to keep its MDGs commitments. As a result of the Campaign's actions: 1) a Parliamentary Committee on MDGs was created within the Parliamentary Foreign Affairs Committee for the first time in Italian history, 2) a Parliamentarian motion was introduced to vote on a resolution aimed at improving aid effectiveness policies, and 3) more than 100 Parliamentarians working in a cross section of development, environment and budget committees from all political parties were educated about the MDGs.

The final Campaign objective of 2008 was to mobilize people and increase awareness of the MDGs among citizens. In this respect, the '*Stand Up, Take Action*' mobilisation was a highly successful advocacy and outreach tool in Italy. In the time leading to the 3-day mobilisation, the Italian Campaign created a movement representing 10 million citizens leveraging a network of 18 CSOs, trade unions, Local Authorities, and Faith Based Organisations; achieved the participation of 406,000 Italian citizens (1 in every 150) to *Stand Up* and ask the Italian government for more and better aid.

Portugal

In Portugal, the Campaign's key policy agenda for 2008 was marked with the launch of the Aid Effectiveness brochure in the Portuguese Parliament with the presence of Herfkens; João Cravinho, the Secretary of State for Development and Cooperation; Henrique de Freitas and Leonor Coutinho, respectively the President and Vice-President of the Parliamentary Commission on Foreign Affairs. The launch of this brochure was instrumental in setting the tone for the inclusion of a pilot programme for development cooperation in the 2009 Portuguese budget. The greatest successes of this programme were the inclusion of an explicit calendar for aid disbursements through 2012 and of the endorsement of monitoring indicators for aid transparency and effectiveness.

In 2008, the Campaign in Portugal supported a number of activities to mobilize and educate the national population on the MDGs. One such effort was reflected in the creation and launch of the Portuguese national Campaign for Education (www.educacaoparatodos.org) which serves as a strategic partner to promote the MDGs in schools throughout Portugal. The Millennium Campaign also supported the implementation of the MDG Youth Agency (www.agenciaodm.org) whose main objective is to train pro-MDG youth activists between the ages of 18 and 30. Finally, the Campaign in Portugal helped the Portuguese GCAP coalition, Pobreza Zero, to design and carry out the 2008 edition of *Stand Up* (www.levanta-te.org) which brought together more than 93,000 people (1 every 108 Portuguesel) in over 280 events during the three-day initiative.

Spain

The Campaign in Spain with its key partners succeeded in getting the three main political parties to include the MDGs in their manifestos. Moreover, President Zapatero placed the MDGs, the fight against poverty, and the 0.7% aid target at the top of the foreign policy agenda. Additionally, the Spanish version of the Aid Effectiveness brochure was published and used to raise the political profile of the debate. The new Spanish Master Plan for 2009-2012 for international development then prominently featured the Paris principles as an integral component of its agenda.

A new Voice Box was launched in October in Barcelona and travelled throughout the country for MDG Week stopping in 6 cities including Barcelona, Girona, Lleida, Vic, Sevilla, and Aviles, in partnership with local authorities. Engagement with the faith based community was strengthened through a systematic collaboration including promoting Stand Up in more than 2,000 schools. The Campaign in Spain partnered with the Expo Zaragoza to promote the MDGs through workshops, debates and events targeting 5 million visitors. The outreach efforts ultimately contributed to the inclusion of MDGs messages in the final Expo Zaragoza declaration.



The Millennium Campaign partnered with the Alliance against Poverty to promote the October 17th *Stand Up* mobilisation under the “Rebelate” banner, providing communications support and facilitating the inclusion of new partners such as FEREDÉ and CONFER (faith based organizations with thousands of members). The 2008 *Stand Up* effort mobilised more than 100,000 people at local events taking place in 62 towns throughout the country.

France

In preparation for the launch of a full fledged UN Millennium Campaign in France, the European Office supported several civil society media mobilisation and advocacy initiatives including: 1) events held during the French Presidency of the EU from September- December 2008, 2) activities in support of the publication of the OCED/DAC figures on ODA volume, and 3) efforts in support of the October 17th mobilisation. Additionally, the European Office closely followed the preparation of the Ministry of Foreign Affairs’ campaign, “Huit fois Huit,” and the Deputy Director for Europe, Marina Ponti, was invited to attend the official launch of the campaign at the French Parliament.

NORTH AMERICA

United States

Although 2008 will likely be remembered as the year in which the global food, fuel and financial crises over-shadowed an unprecedented effort to make the half-way point toward 2015, it also may be remembered as the year which set the stage for the MDG rallying cry in the United States. Advocacy around the global poverty agenda reached a new height in 2008 as organisations sought to influence the US Presidential election by encouraging candidates to support responsible global engagement. Campaigners used this historical moment to raise awareness about why

ending global poverty is necessary and achievable, and to advocate for specific policy positions and platforms. The UN Millennium Campaign in North America worked closely with the United Nations Foundation's "On Day One" campaign, an online platform for gathering and sharing ideas about how the next president can address the world's most pressing challenges. The two groups also aimed to educate fashionistas about the MDGs during the September G-Star Fashion event in New York by having them log onto computer terminals and send messages to the Presidential candidates in support of the MDGs.

The Campaign's partners Micah Challenge USA and Jubilee USA created campaigns entitled a "Micah Challenge to Presidential Candidates," and "Picture New Leadership on Global Poverty and Debt," respectively, calling on candidates to reform US foreign assistance by prioritizing poverty-focused issues outlined by the MDGs. Democratic candidate Barack Obama and Republican candidate John McCain provided details on how they would combat global poverty and health issues at the annual Clinton Global Initiative meeting held in September in New York. Barack Obama went the furthest, outlining several commitments including setting a goal of an 80 percent reduction in greenhouse gas emissions by 2050; embracing the Millennium Development Goals as America's goals; erasing the global primary education gap by 2015; and advancing the cause of global health, in particular in the fight against HIV/AIDS, tuberculosis, and malaria.

The Campaign in North America provided inputs to Administration briefing books prepared by InterAction and the United Nations Foundation and briefed transition staff from the Obama Administration on Goal 8 issues.

In Congress, the US Campaign urged passage of several bipartisan acts favoring MDG issues including the Global Poverty Act, (S. 2433), the International Violence Against Women Act (S.2279), the Global Child Survival Act (S.1418), and the Jubilee Act for Responsible Lending and Expanded Debt Cancellation (H.R. 2634). Although receiving support, the bills did not become law and must be reintroduced in the 2009-2010 Congressional session.

The Millennium Campaign in North America worked with partners to influence the 2009 federal budget process, resulting in the passage of the Biden-Lugar Amendment to restore the full \$4.1 billion in funding for international affairs. The President's Emergency Plan for AIDS Relief (PEPFAR) was also reauthorized and expanded in 2008. The Campaign partnered with Bread for the World and ONE to raise awareness about the global hunger crisis and urged President Bush to commit emergency food relief and make long-term investments in agriculture, untie food aid, and to put the crisis on the G8 summit agenda.

The Campaign continued its outreach to diverse constituencies, forming a new partnership with Micah Challenge USA -one of the largest Evangelical networks in America- to conduct campus outreach programs and advocacy around key mobilisation dates. The Campaign also supported Bread for the World's partnership with the women's missionary societies of the African Methodist Episcopal Church (AME), the African Methodist Episcopal Zion Church (AMEZ) and the Christian Methodist Episcopal Church (CME), the three largest African American Methodist denominations in the United States.

Additionally, the Campaign in North America played a key role during the UN High Level Event by co-organizing several side events in cooperation with the United Nations Foundation. The least traditional among them was a screening of *Exiled*, an MTV series that uses pop culture programming to highlight the MDGs. During that week the Campaign Coordinator presented the Millennium Promise award, honoring public service in the arts, to Jazz musician Kirk Whalen and family members of the late music great, Isaac Hayes.

For the *Stand Up* mobilisation, in which more than 50,000 people in the US took part, most took action by signing e-petitions and lobbying Presidential candidates to fight global poverty. The Campaign was also very visible during the G20 summit held in December in Washington, DC, working closely with partners including GCAP, Jubilee USA, Oxfam US, and the Institute for Policy Studies. The Campaign called for a bail-out proposal of \$300 billion from the G8 for the world's poor. The G20 communiqué reaffirmed the Monterrey principles and trade commitments, but contained little regarding actual implementation.

Finally in 2008 the Campaign in North America initiated a joint project with InterAction, the coordinating body for 125 US civil society organizations. The initial phase of the project, completed at the end of the year, mapped out groups advocating on behalf of the MDGs, their messaging tactics, and lessons learned from previous attempts. The goal is to reinvigorate and sustain a US movement in support of achieving the MDGs.

Canada

In Canada the Campaign in North America sought to reinvigorate the civil society base in major cities, undertaking two missions to meet with key partners in order to synergize MDG campaigning activities. In January a new Make Poverty History website launched with the aim of increasing engagement, accessibility and usability. Partners worked throughout the year to raise the profile of the .7 campaign and to pass key legislation in support of international development. The Official Development Assistance Accountability Act, known as the Better Aid Bill, passed with all party support in the House of Commons and became law in June. It focuses Canadian aid on poverty reduction and required better reporting of the aid program. The Campaign supported the Vote to Make Poverty History campaign to make poverty a key issue in the elections. Local Make Poverty History groups in over 40 key ridings (electoral divisions) undertook traditional grassroots actions and creative initiatives such as On the Record video interviews with party leaders, garnering attention for global, domestic and aboriginal poverty never seen before in an election campaign. A Make Poverty History representative addressed the UN High-level event in September and his comments were reprinted in the Toronto Star. In spite of falling during the election season, more than 75,000 Canadians took part in the *Stand Up* and Take Action mobilisation.

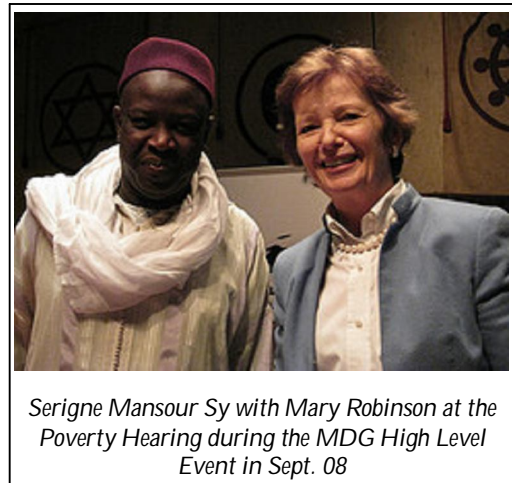
Global Constituencies

In 2008 the UN Millennium Campaign continued to both strengthen and form new partnerships on the global level with constituency groups working on MDG campaigning and advocacy issues across multiple regions. Six of its notable partnerships this year were with GCAP, World Conference on Religions for Peace (WCRP), Caritas Internationalis, the International Disability and Development Consortium (IDDC), LDC Watch, CIVICUS, and the Global Poverty Project.

Collaboration with the GCAP on the regional level has been detailed in prior sections of this report, but on the global level, the Millennium Campaign's partnership with GCAP focused on supporting the key coordination aspects of the coalition's activities and facilitating regional and global linkages for mass mobilization in support of the MDGs. Thus in 2008 the Millennium Campaign continued its strong partnership with GCAP on the global level by supporting the capacity building and outreach activities of national civil society coalitions; increasing the number of countries with strong, active GCAP coalitions; and ensuring that constituencies that achieved record-breaking 2007 mobilisation activities were brought into the GCAP community.

The Millennium Campaign also joined forces with GCAP on a number of global events aimed at greater outreach to different groups in promotion of the MDGs, and one such event was the Poverty Tribunal held during the MDG High Level Event in September 2008. The Poverty Tribunal was an official side event of the HLE and brought together about 20 people, mainly from the global south who gave testimony about the causes behind the struggle with poverty facing them and their communities. There was also a separate women's hearing specifically focusing on issues of women and poverty. The hearing also provided the platform for a call to action around *Stand Up, Take Action* and a new report was issued at the hearing focusing on Human Rights and the MDGs, which was a joint report published by the Millennium Campaign and the Office of the High Commissioner for Human Rights.

In continuing to work with global faith-based groups in support of the MDGs, the Millennium Campaign also continued to partner with WCRP, which through its World Council consisting of 60 senior religious leaders and affiliated inter-religious councils, women of faith networks and youth networks; has been advocating and mobilizing religious communities for the achievement of the MDGs on the global, regional and national levels. Similar to the event mentioned above, on the occasion of the MDG High Level Event, Religions for Peace in partnership with the Millennium Campaign, held a consultation between Heads of States and Religious Leaders on Eliminating Poverty through the MDGs, on 24 September 2008 in New York.



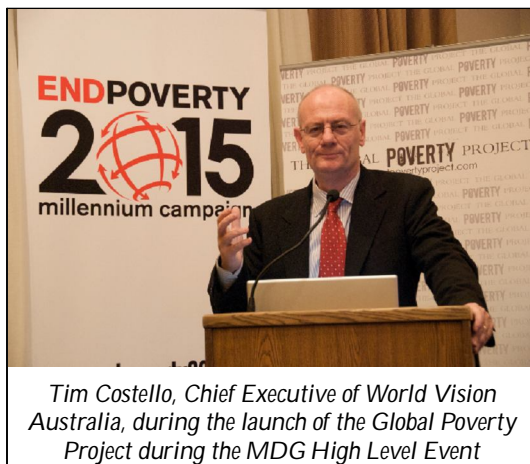
Serigne Mansour Sy with Mary Robinson at the Poverty Hearing during the MDG High Level Event in Sept. 08

Senior religious leaders of different faiths confirmed their commitment to work together to help end dire poverty. They recognized this commitment as a moral imperative rooted in their respective religious traditions. They stated that each of their faith traditions required them to stand with those who live in abject poverty and destitution and speak out and take action on their behalf. They called upon the world leaders, governments, civil society, religious communities and the private sector to take bold action to accelerate the implementation of the MDGs as a major step towards alleviating suffering. The consultation provided a forum for religious and political leaders to advance partnership between governments and the religious sector to eliminate poverty through the MDGs. A shared multi-religious statement was issued and widely disseminated to generate commitments to scale up efforts to achieve the Goals and eliminate poverty.

On September 22, as a member of the MDG Call to Action Convening Group, Caritas Internationalis, in partnership with the Millennium Campaign and Religions for Peace, organized an inter-faith event that provided an opportunity for religious leaders, governments, NGOs and UN agencies to focus on the MDGs, particularly on Goal 8. This international interfaith manifestation was organized to support partnerships between global and civil leaders seeking to realize the 2015 MDG promises.

The Millennium Campaign also continued to support other global events with key constituencies, such as the CIVICUS World Assembly in 2008. The CIVICUS World Assemblies have served as venues through which civil society organisations can articulate and exchange information about important victories they have achieved and critical issues they face.

2008 also saw the development of some new key partnerships with the Millennium Campaign, such as that with the International Disability and Development Consortium, which was founded in 1994 and is a global consortium of currently 20 non-governmental organisations supporting disability and development work in more than 100 countries around the world. The Millennium Campaign was very eager to reach out to this new constituency and the partnership focuses on civil society in the south and 1) raising awareness about the rights of persons with disabilities in the context of the MDGs and 2) actively engaging the public, NGOs and others to campaign for a concerted effort to address the disability dimension to poverty in global, national and local programmes intended to help countries meet the MDGs. A central theme of the collaboration initiated in 2008 through a joint effort by IDDC and the Millennium Campaign's website was the theme "Include Everybody," which will feature the disability dimension to each of the MDGs, highlighting case studies taken from IDDC members' experiences.



Tim Costello, Chief Executive of World Vision Australia, during the launch of the Global Poverty Project during the MDG High Level Event

Finally, two other notable new partnerships started on the global level by the Millennium Campaign in 2008 were with LDC Watch and the Global Poverty Project. With LDC Watch, the Millennium Campaign is engaging in awareness campaigns about the importance of the MDGs for least developed countries (LDCs). LDC Watch creates awareness of the Brussels Programme of Action (BPoA) particularly amongst key decision/policy makers and works to strengthen the capacity of civil society organisations to be involved as stakeholders in discussions on implementation of the BPoA and strengthens the links between national and regional organisations to enhance work on LDC issues. The Global Poverty Project is a recent partner with a

strong media and communications component urging people to act in news ways to raise awareness about ending extreme poverty.

Communications

The Campaign's Global Communications team played a key role in the planning and execution of the September 25th High Level Event on the MDGs. This included a central role in the coordination and planning for the event with UN Millennium Campaign National Campaigns, civil society and NGO partners, GCAP, DPI, DESA and other UN Agencies as well as DFID. The Deputy Director of Communications, Mandy Kibel, played an integral part in the UN MDG Communications Group, charged with defining and implementing the communications strategy, messaging and outreach for the High Level Event.

A focused media and press outreach strategy was implemented which resulted in a number of successful media placements for the Millennium Campaign's global and regional Deputy Directors as well as key partners. Press coverage included Al Jazeera International, BBC Radio Africa, Australian Broadcasting Corporation and The New Statesman. The press and media outreach strategy culminated in a highly profiled BBC World Debate filmed inside the UN General Assembly building in which Shetty shared the debate platform with Michelle Bachelet, President of Chile; Bill Gates, Co-chair, Bill & Melinda Gates Foundation; Ellen Johnson Sirleaf, President of Liberia; Jens Stoltenberg, Prime Minister of Norway; and UN Secretary-General Ban

Ki-moon. The BBC World Debate aired a number of times throughout the weekend of the 27th and 28th of September as well as online through the BBC website and BBC radio.

In November, the G20 Summit held in Washington provided an opportunity for the Campaign to position itself prominently within the debate on the financial crisis and its impact on the poorest. The Campaign also produced a concrete set of demands to G20 leaders which were presented to the global media. The response to this direct and clear policy output was very positive and the Communications team was able to secure a number of interviews with various Global media including Al Jazeera Arabic who conducted an interview with Herfkens



BBC World Service debate at UN held on September 25, 2008. The debate was moderated by Zeinab Badawi and included Salil Shetty, Michelle Bachelet, Bill Gates, Ellen Johnson Sirleaf, and Jens Stoltenberg

on the need for more effective aid and more open trade in response to the crisis, for their Arabic and English services. Additionally, Al Jazeera English interviewed Shetty and Abdul-Raheem. The Canadian Broadcasting Service (CBC) conducted an interview with Shetty on the Campaign's proposed bailout package for poor nations. US Coordinator Anita Sharma conducted interviews outside the summit, including a segment broadcast on Atlantic Television News in Denmark. Shetty's op-ed was published on Foreign Policy in Focus online. As a result of the high visibility achieved during the G20, the Campaign was able to secure an interview for Shetty on the BBC's flagship show *HARDtalk* which aired in January 2009. The aforementioned activities illustrates that the Campaign's event-related engagements this year successfully achieved the stated objectives and desired outcomes detailed in the 2008 Operational Plan by fully leveraging these high-profile development - related international meetings and conferences to raise the profile of the MDGs, communicate the urgency of political action to achieve the MDGs and place the Millennium Campaign at the centre of discourse on the MDGs and related issues.

Intensive planning and support for the 2008 *Stand Up, Take Action* mobilisation in October continued throughout the year and the Global Communications team provided ongoing support to the UN Millennium Campaign national teams to complete their respective communications strategies for *Stand Up*, refine the messaging focus on key policy demands, engage nationally based advertising and media buying support, build national Campaign communications capacity, and strengthen existing communications partnerships while reaching out to new ones. Strong advertising campaigns were generated in Germany, Italy, Spain, India, Kenya, Uganda, and South Africa. Global Communications also continued to work with GCAP and other partners to plan and develop this year's mobilisation. The 2008 *Stand Up* promotional video was completed and released to Campaign partners and relevant constituencies. Kibel continued to serve as the focal point for liaising with various UN Agencies on *Stand Up*, as well as with DPI and UNCG. After *Stand Up* was selected by DPI as a mandate activity for all UNICS, the Deputy Director for Communications held a series of conference calls with UNIC regional offices for Europe, Africa, Arab States, Americas and Asia to brief on *Stand Up, Take Action* mobilisation.

Global media's pickup of *Stand Up* was challenging as always and the effort was made even more complicated in that many media outlets indicated that they felt they had covered the MDGs extensively in September during the SG's High Level Event, with respect to the upcoming US elections, and during the growing financial crisis. In spite of these challenges the Communications team was able to secure media coverage in a number of outlets including CNN

International, which produced two television segments about *Stand Up* globally, interviewing Anita Sharma and Kumi Naidoo. Reuters television covered “*Stand Up*” events in Africa, producing several segments and Reuters print covered the online press conference to announce the numbers and tied this in with an interview with Bono which broke the story on his plans to produce a “*Stand Up*” inspired song. This print story was picked up extensively by other press outlets including The Mirror and Sky TV both based in the UK, the ABC in Australia, The Daily News in South Africa, TVNZ in New Zealand, The Huffington Post, Alter Net, The Herald in Ireland, Yahoo! Asia, and sites including Indian Today, Big Pond and Celebrity Video Tube, various blogs and U2’s website. Additionally, Al Jazeera Arabic, the Associated Press and BBC World African radio service conducted a number of interviews related to *Stand Up*. Overall, the outcomes of *Stand Up, Take Action 2008* did demonstrate a growing institutional knowledge and recognition by global press and media of *Stand Up* as an important and influential annual global civil society mobilisation. Moving forward, the Campaign needs to create stronger narrative links between the growing mobilisation and its contribution to policy change and momentum towards the achievement of the MDGs.



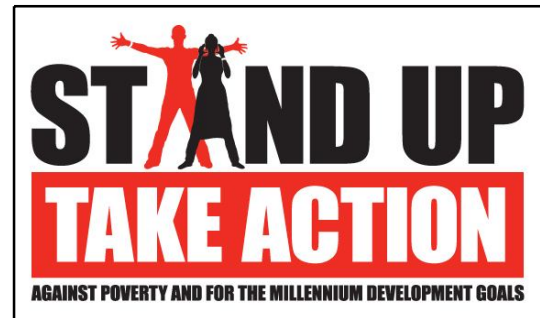
UN Millennium Campaign – G-Star Raw MDG awareness raising event held during NY Fashion Week, Sept. 2008.
L-R: Actors Heather Graham and Allan Cumming

In partnership with the fashion company GSTAR Raw the UN Millennium Campaign successfully engaged in a high-profile MDG focused event during NY fashion week. The GSTAR Raw fashion show and after party were dedicated to supporting and promoting the Millennium Campaign’s message and the MDGs. Guests at this event were primarily from the fashion, entertainment and media industries, an audience which does not often have the opportunity to hear about the MDGs and related issues. The entire event was heavily branded with Millennium Campaign banding and MDG messaging. Actors Alan Cumming and Heather Graham communicated MDG messaging formulated by the UN Millennium Campaign via speeches and media interviews in the

course of the event. The event attracted several high level UN representatives, including the UNDP Associate Administrator Ad Melkert and Ambassadors from various UN missions.

Press and media opportunities before and during the fashion event were well planned and leveraged, resulting in significant media coverage. After this successful GSTAR/ UN Millennium Campaign partnership, other initiatives have been proposed including a month of MDG branding and MDG store window designs during April 2009 across all GSTAR stores globally. The UN Millennium Campaign was also invited to form a Global partnership with Ben and Jerry’s to coincide with a partnership brokered by the One Campaign in the US. The Campaign has worked with the team at Ben and Jerry’s to create opportunities to message on and promote the MDGs. MDG messaging was included on the One Campaign branded ice cream tub and MDG material has been created for in-store display. The tub design was later adapted to include the *Stand Up* branding and MDG messaging as well as the Millennium Campaign’s web URL. A number of partnering Ben & Jerry’s US based stores held *Stand Up* events over the three day mobilisation period. The outcome of both of these communications based partnerships was to identify innovative opportunities for communicating the MDGs’ message to new audiences and create successful first engagements for deepening and expanding these types of partnerships in the media and private sector to support Campaign activities.

The Millennium Campaign's global website continued to strengthen its content and reach, building a strategy of providing thematic content for key moments with special features for International Women's Day (<http://endpoverty2015.org/women>) and World Water Day (<http://endpoverty2015.org/water>). Audio and video podcasts were produced with supplemental content. The immediate impact of the features was a drastic increase in user "time on site" by over 30 seconds to 03:26. Targeted online advertisements also helped increase traffic during the period and direct users to specific content they found most interesting – a key factor in keeping users engaged with content and increasing the likelihood that they will return. The newly-designed www.StandAgainstPoverty.org website was launched. The Global website saw steady growth with the strategic approach of featuring Campaign and partner news more regularly and keeping this content fresh and updated on a regular basis. The Global site also successfully promoted the *Stand Up* mobilisation in the months leading up to the October mobilisation and was very active during the High Level Event (HLE) at the UN in September. Given the importance of the HLE, a bespoke section was created on the website to reflect Campaign and partner voices before and during the HLE and various side events. The bespoke HLE section ran ongoing stories on various partner side events, featured the Campaign's policy demands at the global and national level, and highlighted blogs from various Campaign team members and partners in reaction to the HLE itself. The results of this approach garnered significant interest and the Global website experienced a steady climb in users leading up to the HLE, peaking significantly during the week of the HLE.



The Campaign continued to expand its outreach to young people online through the use of social networking sites. The Campaign's Facebook profile now has close to 300 friends with close to 5,000 unique users on the application page. The Campaign also helped launch the first Orkut UN Millennium Campaign page, which already has over 500 members in less than a month's time (<http://www.orkut.com/Community.aspx?cmm=47234928>). The Campaign's MySpace Page now has over 600 friends, an increase of over 10% in the first quarter of 08. The growing number of young people involved with social networking sites is part of the overarching online strategy to push online users to take part in the global mobilisation moments including September 25th and *Stand Up and Take Action*. Online users across the different social networking applications will be asked to take both joint online actions and to attend offline events in their countries. The World Organization of the Scout Movement continued their MDG involvement with the Campaign launching the results of their Gifts for Peace Program. The initiative asked Scouts across the world to engage in acts of public service, resulting in over 100 actions including public awareness campaigns on HIV/AIDS and environmental degradation.

Staffing & Operations

Human Resources

In 2008, the UN Millennium Campaign worked towards enhancing its Human Resources capacity and a number of new members joined the Campaign. The new North America Coordinator, Anita Sharma, joined the Campaign in July, based in Washington DC. The Africa Campaign recruited Thomas Deve as the region's Policy Advisor and Kavengo Matundu as the team's Programme Associate, both based in Nairobi. The Campaign in Africa also welcomed two new VSO volunteers, Robert Mmaitisi and Jemimah Hari who support the campaigns in Tanzania and

Zambia respectively. The Campaign in Asia was strengthened by the addition of Kallayaphorn Jaruphand as the region's Programme Associate based in Bangkok, Emmanuelle Clarke also joined the Asia team in Bangkok as the Communications Associate, a joint initiative UN/Australian Youth Organization. Moreover, with the Campaign's increased involvement in the Asia region, four new staff joined at the country level based within the UNRC's office.; these included: Mandira Moddie in India, Monisha Biswas in Bangladesh, Wilson Siahaan and Karlina Sutaprawira in Indonesia, and Dulce Saret in the Philippines. At the Global Campaign level, Ehab Burawi joined the Campaign in March as the new Operations Specialist and Kara Alaimo joined in September as the Global Media Coordinator.

Finance

Budget utilization in 2008 was high at 80% with a total expenditure of US\$ 7,700,000, More than 40% of the total expenditure was in the South compared with 28% in the north, Support costs were down to 12%.

UNITED NATIONS MILLENNIUM CAMPAIGN 2008 ANNUAL EXPENDITURE		
ACTIVITIES	EXPENDITURES in USD (including GMS*)	%
1. Northern Campaigns	2,222,758	29
1.1 Campaigning in Europe	1,930,765	
1.2 Campaigning in the US	291,993	
2. South Campaigns	3,123,359	41
2.1 Campaigning in Africa	1,697,241	
2.2 Campaigning in Asia	1,426,118	
3. Global Campaign Initiatives	884,582	11
4. Communications	557,493	7
5. Central Support	910,236	12
Total	7,698,428	100

Asia

I Key Events

- A) G8 Hokkaido Tokyo Summit
- B) The Fourth Tokyo International Conference on African Development

II Key Presentations & Speeches

- A) Presentation: *Climate Justice for Realisation of the MDGs* at the Annual Regional Meeting of One World South Asia by Minar Pimple
- B) Presentation: *Youth Engagement to Promote MDGs* at the CIVICUS World Assembly by Minar Pimple
- C) Keynote address: *Mainstream MDGs in Asia Media* at the Asia Media Information and Communication (AMIC) conference funded by UNESCO and presentation on *Media and Responsible Practice* at the Asia Media Summit organised by The Asia-Pacific Institute for Broadcasting Development (AIBD) in KL, Malaysia by Minar Pimple
- D) Presentation: *Parliamentary Engagement in MDGs* at APC-EU Parliamentary Assembly in PNG by Minar Pimple
- E) Keynote Speech/Presentation: *Financial Literacy and the Achievement of MDGs* at the Financial Education Summit organised by Citigroup and Financial Times in Beijing, China by Ryce Chanchai, Asia Policy Analyst, UN Millennium Campaign
- F) Presentation: *Midpoint Review of the MDGs in the Asia-Pacific Region* at One Just World Forum, MDG Public Forum in Brisbane, Australia by Ryce Chanchai

III Articles & Publications

- A) ***The Compilation of MDG Case Studies: Reflecting Progress and Challenges in Asia*** comprised of MDG case studies drawn from personal stories and grassroots experiences through various poverty hearings and people's tribunals on MDGs at the national and local levels, published by the UN Millennium Campaign in Asia
- B) ***MDGs & Climate Change Brochure***, global advocacy product produced by the Campaign in Asia
- C) ***MDGs & Human Rights Brochure***, the global advocacy product produced by the Campaign in Asia
- D) Guidelines for MDG Localisation published in Nepali and English
- E) Brochure promoting ways of achieving and localising MDGs in dties and municipalities of Indonesia
- F) MDG scorecard and progress report for Indonesia

Africa

I Key Events

- A) Speak Africa Campaign held on June 16th as part of the Pan-African Communication Day

- B) The Second Congress of the Pan African Youth Union held in Congo Brazzaville from July 29th to August 1st
- C) 2008 National Caucus for World Social Forum held in Uganda
- D) Aid Effectiveness Meeting for the African Church Conference organised by the All Africa Conference of Churches held in Nairobi, May 2008
- E) Policy-Dialogue Conference of African Intellectuals on African Economic and Political Integration and Alternatives to the EU-ACP Economic Partnership Agreements
- F) Civil Society Organisations & Parliamentarian dialogue held in Lilongwe, Malawi with the theme of 'harnessing Goal number 8 for Africa's development'
- G) The West Africa GCAP Campaigners meeting, a sub-regional consultative meeting in Ouagadougou, Burkina Faso with representatives from 12 national coalitions
- H) Capacity Building workshop on Youth and Advocacy for MDGs - The meeting was organized by YES Ghana in collaboration with the GCAP coalition in Accra, Ghana
- I) AU Finance ministers meeting held in Addis Ababa, Ethiopia with the assessment of the MDGs as a key issue on the agenda
- J) Pre-summit meetings for the African Union Summit of Heads of States and Government with the theme of 'Water and Sanitation'
- K) Pax Romana during its conference in Nairobi
- L) International Conference on: "Institutions, Culture and Corruption in Africa"
- M) The First Regional Conference on MDGs and Disability in Africa held in Nairobi, Kenya from 15th to 17th September 2008

II Articles & Publications

- A) Article: **PAN AFRICAN POSTCARD**, weekly column used to highlight MDG related issues by Tajudeen Abdul-Raheem, Deputy Director UN Millennium Campaign in Africa
- B) Publication: **The fourth Africa MDGs Newsletter**
- C) Publication: Three editions of the **UN Millennium Campaign in Africa e-Newsletter**
- D) Publication: **The Mombasa Report**
- E) Publication: **The Youth Hearing Report**
- F) Publication: **Stand Up Report 2007**
- G) Publication: A journal of MDGs stories by the CNN Multi-choice Africa Journalist of the year for 2007, Richard M. Kavuma, Good policies, poor policing: One country's shot at the Millennium Development Goals

Europe

I Key Events

- A) Launch of the Millennium Campaign in Europe on February 6th at FAO Headquarters in Rome, Italy
- B) Launch of the Aid Effectiveness brochure in Italy, Germany, Spain and Portugal.
- C) Organisation of two "MDG Weeks" in the cities of Aveiro and Setúbal by the Campaign in Portugal
- D) Launch of the Voice Box at the European Development Days in Strasbourg, France and the preparation of the clips with more than 50 "voices"

II Key Presentations & Speeches

- A) Speech: Parliamentary Hearing on aid effectiveness held on October 16th at the Italian Parliament, delivered by Eveline Herfkens, Founder of UN Millennium Campaign
- B) Keynote Speech: "Making Trade Work for MDGs" at the Crans Montana Trade and Development Forum in September, delivered by Eveline Herfkens
- C) Speech: EC: Informal Brainstorming: Public Information Campaign in Support of Aid Effectiveness and the Paris Declaration, Brussels, 5 March 2008, delivered by Marina Ponti
- D) Speech: EC – Italian Representation: Debate on Il Futuro della Cooperazione allo Sviluppo dell'UE, Rome, 28 March 2008, delivered by Marina Ponti
- E) Speech: Parliamentary Press Conference in cooperation with Italian Civil Society/OCSE- DAC on the "Efficacia dell'Aiuto Pubblico allo Sviluppo", Rome, Camera dei Deputati, 26th June 2008, delivered by Marina Ponti
- F) Speech: Pax Romana International Congress on Global Governance and Global Justice: Africa as a Symbol and a Reality, Nairobi, 21-23 July 2008, delivered by Marina Ponti
- G) Speech: Ministry of Foreign Affairs: Meeting with President Eckhard Deutscher of OCSE-DAC on Accra Forum Agenda for Action, Rome, 06 October 2008, delivered by Marina Ponti
- H) Speech: Forum of the Stati Generali della Solidarietà e Cooperazione Internazionale: Rome, 19 October 2008, delivered by Marina Ponti
- I) Speech: 9th National Assembly of Local Governance for peace and human rights: Ferrara, 14th November 2008, delivered by Marina Ponti

III Articles & Publications

- A) Publication: **Aid Effectiveness Brochure**, and adapted into German, Italian, French, Spanish, & Portuguese, co branded by Campaign in Europe and OECD
- B) Publication: **Human Rights and MDGs**, written to commemorate the 60th Anniversary of the Universal Declaration of Human Rights on December 10th, produced by the Millennium Campaign in Portugal
- C) Publication: **MDG-toolkit for Members of Parliament**, produced by the Campaign in Germany
- D) Publication: **Obiettivo Qualità**, an Italian advocacy document on aid effectiveness produced in coordination with 19 influential civil society partners, universities, Italian MPs, media outlets and the Campaign in Europe
- E) Article: : **"Aid effectiveness: what donors owe recipients,"** Op-ed piece written by Eveline Herfkens in response to the Accra Conference on Aid Effectiveness, published in *World & Development*
- F) Article: **"Political Will, the lacking ingredient to achieve the MDG's,"** written by Eveline Herfkens and published in the September issue of *Finance & Development*
- G) Article: In Spain, the Campaign partnered with faith-based groups to publish 8 articles in the influential religious magazine *Vida Nueva*, portraying each one of the 8 MDGs and the views of theologians, missionaries and religious leaders about development cooperation.
- H) Article: **"The impending Development Aid Crisis,"** written by Eveline Herfkens, published in *Foreign Policy in Focus*

- I) Article: "**Time for action on aid,**" written by Eveline Herfkens, published in *The New Statesman*

North America

I Key Events

- A) G-Star – UN Millennium Campaign Fashion Week awareness raising event
- B) G-20 Summit, November 15, Washington, DC

II Key Presentations & Speeches

- A) Taking Action on Hunger and Poverty, UNA-USA's Council of Organizations, October 17, Washington, DC; presented by Anita Sharma
- B) CRWRC (Christian Reformed Church) Board meeting keynote speech, February 2008, Toronto, Canada, delivered by Salil Shetty

III Articles & Publications

- A) Publication: ***We the Peoples...*** annual survey and report to mark the half-way mark to 2015, published by The Campaign in North America and the North-South Institute
- B) Publication: ***Hunger 2009 report, Global Development: Charting a New Course,*** published by The Campaign in North America and Bread for the World

Global Constituencies

I Key Events

- A) BBC World Debate, September 2008, New York, participation by Salil Shetty
- B) MDG High Level Event, September 2008, New York, NY. Key side events co-organized with GCAP, UNDP, the World Conference on Religions for Peace, Caritas Internationalis, and the Global Poverty Project
- C) CIVICUS World Assembly, June 2008, Glasgow, Scotland

II Key Presentations & Speeches

- A) IAVE World Volunteer Conference keynote speech, April 2008, Panama City, Panama, delivered by Salil Shetty
- B) Commonwealth Business Council's Africa Business Forum opening remarks, July 2008, London, UK, delivered by Salil Shetty
- C) DFID Conference on Youth and Development, July 2008, London, UK, Keynote delivered by Salil Shetty
- D) Bond Campaigning Forum keynote speech, July 2008, London, UK, delivered by Salil Shetty
- E) Rotary UN Day keynote speech, November 2008, New York, NY, delivered by Salil Shetty

III Articles & Publications

- A) Publication Review, Chronic Poverty Report, reviewed by Salil Shetty, published in European Journal of Development Research , 2008

Global Communications

I Key Interviews & Events

- A)** BBC World Debate on MDGs filmed inside the UN General Assembly building with Salil Shetty; Michelle Bachelet, President of Chile; Bill Gates, Co-chair, Bill & Melinda Gates Foundation; Ellen Johnson Sirleaf, President of Liberia; Jens Stoltenberg, Prime Minister of Norway; and UN Secretary-General Ban Ki-moon.
- B)** Al Jazeera Arabic conducted an interview with Herfkens on the need for more effective aid and more open trade in response to the crisis.
- C)** Shetty was interviewed on BBC's flagship show *HARDtalk* which aired in January 2009
- D)** Al Jazeera English interviewed Shetty and Abdul-Raheem
- E)** The Canadian Broadcasting Service (CBC) conducted an interview with Shetty on the Campaign's proposed bailout package for poor nations
- F)** Shetty published an op-ed article on Foreign Policy in *Focus* online
- G)** Shetty published an op-ed in The Hindu in October 2008
- H)** Shetty published an op-ed in Tehelka Magazine based in India in June 2008
- I)** Shetty published an op-ed in Publico, Portugal's leading newspaper, in September 2008
- J)** North America Campaign Coordinator Anita Sharma was interviewed by CNN International, Al Jazeera, and Atlantic Television News (Denmark)
- K)** Sharma also published an op-ed piece in *Open Democracy* (<http://www.opendemocracy.net/article/the-core-crisis-standing-with-the-poor>)
- L)** CNN International produced two television segments about *Stand Up and Take Action* globally, interviewing Sharma and Kumi Naidoo.
- M)** The Campaign in Asia supported the Asian Media Information and Communication Centre in developing curriculum for training for provincial journalists in South Asia on reporting MDG progress, expected to reach completion during 2009
- N)** The Millennium Campaign in Asia launched an official South Asia website, <http://southasia.endpoverty2015.in>, in collaboration with One World South Asia.
- O)** In an effort to continue to raise awareness amongst its citizenry, the Campaign in Portugal launched an 8-month long advertising campaign, produced pro-bono by eight advertising agencies, which promoted one MDG each month in TV spots throughout the country.

II Articles & Publications

- A)** The UN Millennium Campaign produced a concrete set of demands to G20 leaders at November summit and presented them to the global media. The Communications team leveraged the ensuing response to secure interviews and op-ed pieces with a number of media outlets.

III Stand Up Related Media

- A)** The Campaign in Asia leveraged a number of partnerships throughout the region to increase media engagement: in India, the musical showcase Mission USTAAD concluded with a grand finale concert in Mumbai and released a music album in

support of the MDGs and the Campaign; in the Philippines, the Campaign partnered with ABS-CBN, the largest TV network and radio station, to promote *Stand Up* and a series of journalist field visits; and in Indonesia, the team supported the UN collaboration with Metro TV to produce a weekly talk show programme, 'Save Our Nation through MDGs.'

- B) The Millennium Campaign in Spain launched a *Stand Up, Take Action* advertising campaign with the support of pro bono work provided by Grey Advertising. The communications campaign included a video spot and visual for print media called "A promise alone does not deliver" for the promotion of the October 17th mobilisation. The spot was widely distributed to several TV stations at the national and regional levels, 5 national newspapers, 2 national radio stations and a number of internet sites including terra, Yahoo, and Msn. The Campaign also partnered with *El Mundo*, *ADN* (newspapers), TVE and La Sexta (TV channels). Additionally, several op-eds and interviews were strategically placed in relevant national and regional newspapers such as *ABC*, *Avui*, *Público* and *El Heraldo*; and specialized publications such as *The Reality of Aid*, *Foro AOD*, *Razón y Fe* and *Vida Nueva*, etc.
- C) In Italy, *Stand Up* related media reached and educated more than 15 million people through an effective communications strategy involving 20 of the most popular national TV shows, 40 key newspapers, 60 national and local radios, and numerous internet websites and blogs.
- D) In 2008, the UN Millennium Campaign in Asia received over USD 0.5 million of pro-bono media support and communications services. This assistance included the production of media tools to promote the *Stand Up, Take Action* campaign; implementation of MDG-related programmes; production of public service advertisements (PSAs), TV and radio programmes; stories aired on news channels; establishment of online social networks; and wide publicity in electronic and print media.
- E) In Germany, *Stand Up* media coverage reached 8.4 Million people via print, 22 Million on-line, and 12 Million through television outlets in addition to a very successful media campaign with celebrities thanks to a sponsoring value of 800,000 €. Media coverage of the city tour reached 2 Million via print and 2.6 Million through on-line outlets, with a sponsored value of approximately 60,000 Euros.

IV *Stand Up* 2008 Web Sites & Video Links

- A) *Stand Up* Background Information

<http://www.standagainstopoverty.org/materials>

- B) *Stand Up* Video

<http://www.box.net/shared/acmmpnti5v>

- C) *Stand Up* Related Web Sites

www.standagainstopoverty.org
www.endpoverty2015.org
www.endpovertyblog.org