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millennium campaign

ANNUAL REPORT 2009



United Nations Millennium Campaign
April, 2010

Overview

In 2009, the UN Millennium Campaign continued to promote and advocate for citizen empowerment with respect to the Millennium Development Goals (MDGs) amidst the numerous challenges posed by multiple global crises such as the Economic and Financial crisis and the effects of climate change on MDG progress given the upcoming 2015 Goals' deadline. In spite of these challenges, the Campaign did not lose its momentum and the 2009 Stand Up, Take Action initiative set a new global record with over 173 million people demanding that world leaders fulfill the promise of the MDGs. The cornerstone of Stand Up and the Campaign's renewed advocacy and policy engagement continued to be its strong partnerships with civil society organizations (CSOs) both at global and national levels; faith based groups, women's organizations, youth initiatives, national and local governments, and media outlets.

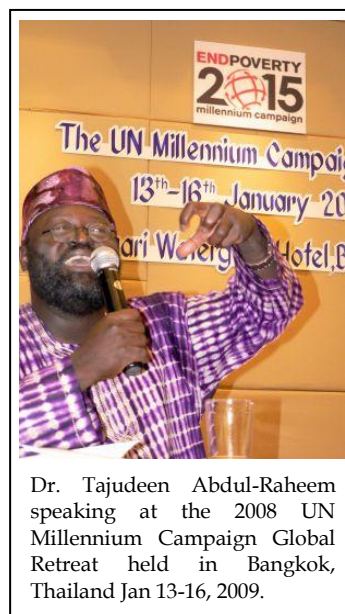
One of the biggest setbacks of the year was the untimely death of the Campaign's Deputy Director for Africa, Dr. Tajudeen (Taju) Abdul-Raheem in a roadway accident in Nairobi, Kenya as he was on his way to meet with President Kagame of Rwanda to launch the Piga Debe maternal mortality initiative on May 25, 2009. Taju was many things to many people including a staunch Pan-Africanist, a fearless activist on behalf of the people he served, a cherished husband, a proud father, a caring brother, a loving son, and a respected mentor. To the Millennium Campaign family, Taju was a tireless advocate of the MDGs, a courageous challenger of the status quo, and a truly beloved brother who knew no stranger and whose laughter and joy for life could fill any space. While his family and those of us who worked directly with Taju felt the pain the most; his passing was a deep loss for Africa, the MDGs, and the world.

When Taju entered a room, you noticed; when he left this world, we all noticed. As the months have passed and we have come to accept the tragic loss of our colleague and friend, there has been much talk of how one goes about memorializing such a man who believed in the potential and grace of the human spirit even when faced with corruption and dire poverty. We chose to memorialize this legend of a man, this proud yet humble son of Africa by continuing the work that he so strongly believed in; by ensuring that the voices of the traditionally marginalized are amplified to a decibel that cannot be ignored; and by remembering that ultimately we are all family and should treat one another with the care that such a bond accords. We salute Taju with the words he used to describe the passing of Mama Afrika, Miriam Makeba;

*"I am very sure the ancestors will be standing guard to honor and welcome home this valiant [son]!
And the Music plays on beyond [his] mortal remains."
~ taj*

So; it is with pride in our hearts, joy in our spirits, and the most boisterous of African drumming that we dedicate this report and our 2009 Campaign activities to our beloved brother and comrade, Taju.

"Forward ever, backward never"... Kwame Nkrumah



Dr. Tajudeen Abdul-Raheem speaking at the 2008 UN Millennium Campaign Global Retreat held in Bangkok, Thailand Jan 13-16, 2009.

Below are some of the high points of 2009:

Millennium Development Goals (MDGs)-linked Public Policy Change:

- The Campaign in Africa partnered with local stakeholders to establish Parliamentary MDGs Caucuses in Kenya, Burkina Faso, and South Africa. Uganda and Nigeria have established active MDGs parliamentary committees and preliminary MP meetings to set up MDGs caucuses have been held in South Africa, Ghana, Zambia and Ethiopia.
- A regional meeting of parliamentarians from all over the continent of Africa was held in Nairobi in December 2009 with a key outcome being the formation of the Pan-African Association of Parliamentarians, which is committed to campaigning for the MDGs.
- In Malawi, Campaign partner CONGOMA launched the “Access to Medicine is My Right” initiative with the objective of pushing for enhanced governance accountability within public hospitals and demanding that central medical stores ensure that officers do not misappropriate medicine. The government responded to the campaign by pledging to tighten drug security within hospitals.
- In Kenya, the Basic Rights Foundation mobilized public debate prior to the budget and presented a proposal from the citizens during the national budget hearings. The organization hosted a number of public consultative meetings to mobilize public opinion and contributions to the budget. Their efforts paid off with the Finance Minister dedicating resources that specifically targeted better delivery of services at the constituency level.
- In India, the AP High Court issued a historic ruling, repealing the Central Government’s support of National Rural Employment Guarantee Act wages, which were lower than the minimum wages revised by the AP State Government. The ruling was passed in favor of Andhra Pradesh Vyavasaya Vruthidarula Union, a long term partner of the Campaign.
- In the Philippines, following a discussion with Congressman Edcel C. Lagman about Debt, Lagman pushed forth Joint Resolution No. 39 of the fourteenth Congress in July 2009 named the "Joint Resolution Creating a Joint Legislative-Executive Council on Debt for MDGs Swap to Pursue the Initiative as a Debt Reduction Strategy and a Resources Generation Scheme for Human Development."
- In the Philippines; the Alternative Budget Initiative (ABI), which pushed for increased budget allocation for MDGs in the sectors of health, education, agriculture and the environment made significant headway as many of its proposals were adopted by both Houses of Congress in their version of the General Appropriations Act, which contains the national budget. Additionally, in line with the I Vote for MDGs theme, ABI also pushed for increased financing of MDGs as a major electoral platform.
- INCIDIN Bangladesh organised a campaign for a living wage along with trade unions for both formal and informal sectors asking for a national wage commission and a comprehensive labor policy. The 11 point list of demands is currently under consideration by policy makers and has been endorsed by the Parliamentary Standing Committee of Labor and Employment.

- In Bangladesh, recommendations from the Social Safety Net Tracking conducted by the Governance Coalition were acknowledged by the Parliamentary Standing Committees and Local Administrative units. The proposals created an environment to promote citizen monitoring, a concept that is a relatively new model for the country.
- In Italy, the Millennium Campaign served as part of a steering group that coordinated a G-8 campaign aimed at pushing G8 leaders to keep their commitments on the MDGs. As a result the Italian Prime Minister -in his capacity as G8 President- met the Campaign together with a delegation of Italian civil society representatives and discussed the policy asks with the other G8 leaders during the G8 Summit. The Summit's final declaration incorporated some of the requests, by making the MDGs the framework of the report and by incorporating some concrete suggestions in the accountability section.
- According to the Special Eurobarometer 2009 "*Development Aid in Times of Economic Turmoil*," there was a sharp increase in the number of people aware of the MDGs, particularly in all of the Southern European Millennium Campaign priority countries. MDG awareness has risen from 12% in 2007 to 23% in 2009 in Spain, from 18% to 32% in Italy and from 24% to 35% in Portugal.
- During his historic September 2009 speech before the UN General Assembly, US President Barack Obama stated that the MDGs were "America's Goals", and that the United States would approach the September 2010 UN MDG Review Summit "with a global plan to make them a reality."



Major Engagements:

- Stand Up, Take Action 2009 was held from Oct. 17-19 and proved to be a major, world record breaking global event with over 173 million people participating in over 3,700 events in support of the Millennium Development Goals.
- The Campaign in Africa launched the "*PIGA DEBE*" for women's rights initiative in Kenya, Uganda, Tanzania, Democratic Republic of Congo, Liberia, Senegal, Nigeria, Ghana, Malawi, Sierra Leone, and Zimbabwe to respond to the rising challenge of poor maternal health in Africa.
- The Campaign in Asia collaborated with UNDP RCC/RCB and the Asian Forum on Parliamentarians and Population Development (AFPPD) to coordinate a Regional Parliamentarian Forum on Hunger and Equality in Colombo, which resulted in a parliamentarian pledge to undertake specific actions to combat hunger.
- In Nepal, 90 female Constitution Assembly (CA) members were sensitised to the relationship between ESCR and the MDGs so that they have a greater sense of clarity when writing the Constitution. The Millennium Campaign in Asia formed a group of young CA members who advocate and campaign for the MDGs inside the CA and also amongst their respective constituencies.

- The marquee Stand Up event in Bangladesh involved the participation of the Head of Government, speaker of Parliament, and key ministers. The country mobilized the highest number of Stand Up participants and the Prime Minister led the nation in a pledge for accelerated achievement of the MDGs. The event garnered huge media visibility (live broadcast by national TV and Radio, leading news in all print media) and mass public attention.
- Campaign partner, *Wada Na Todo Abhiyan* mobilized people in over 100 parliamentary constituencies in India for the second phase of the 9 is Mine Campaign, advocating for functional health centers and schools in every village, town and city. Stalls were set up in public places to conduct surveys on health and education services available in that particular neighborhood. Findings from this citizens' audit will be published in the form of state and national level report cards which will then be shared with the government as direct feedback from the people.
- In Italy, the Millennium Campaign coordinated a highly effective G-8 campaign involving more than 70 leading Italian CSOs and the GCAP global coalition. The innovative advertising campaign entitled, "Press the 8" was launched by the Mayor of Rome, Giovanni Alemanno, on the occasion of the Civil G-8. The Campaign achieved an extraordinary coverage in more than 80 key Italian magazines and newspapers reaching more than 10 million readers. Thousands of billboards were printed in 10 Italian cities, including Milan, Rome, Genoa, Bologna, Florence and Padua with 12 Italian celebrities, including Paola Turci, Edoardo Bennato, and Marina Rei, who recorded a "Press the 8" video clip.
- In Italy, a high-level event on "The Role of MPs in reaching the MDGs" was organised with the Italian Parliament on July 2nd. Mr. Frattini, Minister of Foreign Affairs, along with 15 high profile MPs from Southern and Northern countries, shared best practices on ways to achieve the MDGs and received an MDGs Declaration from the MPs to hand over to the G8 leaders.
- In Germany, Federal President Horst Köhler decided to sponsor personally the Stand Up, Take Action mobilization, multiplying and reinforcing the Campaign's MDG messages.
- In Spain, all the Presidents of the Regional Parliaments agreed to support advocacy initiatives on the MDGs.
- The Campaign in North America joined celebrities, activists and policy-makers in Montreal at the [Millennium Summit](#) to raise MDG awareness. Prior to the Summit, issued a [press release](#) urging Canada to fulfill its commitments to end global poverty.
- The Millennium Campaign took part in the opening of the NASDAQ Electronic Stock Exchange with model Tyson Beckford to help commemorate the world record breaking Stand Up achievement. The event was shown live on a jumbotron in Manhattan's Times Square; streamed on the [NASDAQ website](#); and broadcasted simultaneously on CNBC, MSNBC and Fox Business News with additional coverage on CNBC Asia, CNBC India, Bloomberg and Bloomberg Brazil. Additionally, Stand Up photos and videos from all over the world were looped on the jumbotron.

AFRICA

In 2009, the Campaign in Africa strengthened its work with citizens by 1) enhancing advocacy initiatives on governance and accountability processes at the national and local levels, 2) consolidating existing partnerships at all levels, 3) intensifying its work on women's rights and marginalised groups and 4) promoting evidence based advocacy by use of official government reports, shadow reports, citizen scorecards, fact sheets and other tools.



Campaigners across Africa continued to demand that governments in Africa consciously incorporate MDG-related programmes in their planning and budgeting processes. In Malawi, Nigeria, Kenya, Mozambique and Ghana for example, the national development programmes are now tied to MDGs indicators and anticipated outputs. Additionally, countries like Tanzania introduced participatory processes through which national development plans were extensively debated by citizens across the country, mobilized in some instances by Campaign partners.

In Ethiopia, campaigners launched a national advocacy initiative on International Literacy Day, September 8, 2009, during which they demanded increased accountability within the education sector, calling for increased budget allocation and better quality of education throughout Ethiopia.

In Senegal, local campaign partner CONGAD commissioned a study to assess public perceptions on the implementation of MDGs. A shadow report was produced as an advocacy tool to urge the Government to develop a breakthrough study for achieving the MDGs by 2015.

On June 16th, Millennium Campaign partner GCAP Burkina Faso celebrated the Day of the African Child by bringing together over 1,200 children from across the country. Campaigners used the event; which was presided over by Parliamentarian, Ms. Kadidiatou Korsaga; to demand government action on the high level of food insecurity throughout the country. Campaigners also demanded that particular attention be directed towards children with special needs.

In Liberia, local Campaign partners engaged with various parliamentary committees with a specific focus on those that have a MDGs sector focus (i.e. Agriculture, Environment, Gender, Youth, Education, and Health). The discourse was meant to further support the bidding process of relevant line ministries for sufficient resource allocation highlighted in the budget and tabled in Parliament.

GCAP Zambia organised two public fora during which campaigners called for an increase in the local government budgetary allocation and demanded the development of pro-poor development policies. The campaigners called upon the Government to make the budget more pro-poor, urging them to fulfill the commitments made in the Abuja Health Declaration in which governments pledged to allocate 15 per cent of their budgets on health care.

In Mozambique, Millennium Campaign partner ABIODES undertook a national research study to assess the progress and impacts of the Millennium Development Goals in Mozambique. A shadow report was produced by various stakeholders, including inputs from other members of the coalition.

The Campaign also sought to strengthen national capacity for policy analysis and advocacy with the objective of enhancing the monitoring and evaluation of policy implementation.

Working with Local Governments

Local governments continued to be a major point of focus for the Campaign in Africa, and the team engaged several national local government associations to strengthen local monitoring of development programmes at the grassroots level. In March 2009, local government representatives from Kenya, Uganda, Tanzania, Rwanda and Burundi met in Arusha, Tanzania at a conference organised by the East African Local Government Association to discuss MDGs' achievement. Subsequent to this meeting, the Association of Local Government Authorities in Kenya held meetings to sensitise chief officers in local authorities on MDG-based planning and budgeting. The Uganda Local Government Association created space for civil society organisations in Uganda to present views that would inform development planning at the local level. In Senegal and Burkina Faso, members of the coalition worked very closely with the MPs and local authorities to develop clear priorities in their poverty reduction strategies, which were subsequently reflected in their annual development plans.

Engaging Parliamentarians

The Campaign partnered with local stakeholders in a number of priority countries to initiate efforts aimed at establishing parliamentary MDG caucuses and successfully implemented such programmes in Kenya, Burkina Faso, and South Africa. Uganda and Nigeria have established active MDGs parliamentary committees and preliminary MP meetings to set up MDGs caucuses have been held in South Africa, Ghana, Zambia and Ethiopia. Additionally, a regional meeting of parliamentarians from all over continental Africa was held in 2009 with a key outcome being the formation of a Pan-African Association of Parliamentarians committed to campaigning for the MDGs.

In Uganda, the Youth Plus Policy Network engaged the Ugandan Parliament through the Young People's Parliamentary Forum. The youth network articulated a number of policy demands which included urging the government to prioritise public expenditure allocated towards the attainment of the MDGs. Young Ugandan nationals called on leaders to demonstrate political will by increasing public expenditure on the implementation on the National Youth Policy.

Media Engagement

Keeping in line with the 2009 media and communications plan, strategic partnerships were developed and strengthened with several media houses across Africa including CNBC Africa, South Africa Broadcasting Casting, Panos, Inter-Press Service (IPS), Al Jazeera, MNET, Voice of America and Reuters etc. Several national media partnerships were brokered across the continent including a major strategic collaboration with MNET to celebrate Stand Up week during the popular 2009 Big Brother Africa series. The Campaign's partnership with IPS resulted in a total of 22 feature stories being produced and circulated through the IPS wire services. Additionally; the Africa office, in partnership with civil society partners across Africa, sent out several press releases and held over 70 press conferences during key mobilization days.

The Africa team supported efforts to strengthen national coalitions by training key partners in media strategy development and by supporting the enhancement of their events management skills. The Africa Regional Office co-hosted a pan-African media workshop with IPS focusing on MDG 3, during which the Campaign unveiled the Piga Debe report to journalists to highlight the issue of maternal health. The team also organised several media roundtables and workshops throughout Africa to build journalists' understanding of governance issues. Special emphasis was placed on building the media's budget analysis capacity with the Campaign urging journalists to go beyond the numbers in their budget reporting. Finally, the Africa team coordinated sub-regional media capacity building

workshops in West Africa, East Africa and Southern Africa with the objective of strengthening journalists' commitment to covering the MDGs.

The Campaign also coordinated the 2009 Stand Up, Take Action campaign in Africa with a number of events organised throughout the continent. The team coordinated three marquee events, key among them the Free the Hungry Billion Concert held in conjunction with ActionAid which mobilized 3,000 people. Finally, the team coordinated the Annual Sukuma Africa Awards ceremony targeting young African social entrepreneurs, which was presented during the World Economic Forum held in Johannesburg in June 2009.



Kenyan youth during a global conversation with Nigerian singer Femi Kuti on Facebook, Skype, & Ustream during which ordinary citizens discussed poverty, its root causes, and its subsequent effects.

Working with Civil Society Organisations/Coalitions

The team entered into formal partnerships with 76 civil society organisations, a marked increase from the 46 organisations engaged during 2008. A key outcome of this coalition development was the mobilization of citizens as active participants in anti-poverty related causes in their respective countries. In particular, Campaign and partner efforts resulted in the mobilization of over 45 million people during the 2009 Stand Up, Take Action effort in Sub Saharan Africa, a figure that exceeds 67 million with inclusion of participants from North Africa. Furthermore, national partners in Nigeria targeted local governments across the country in a bid to enhance service delivery at the grassroots level. GCAP Nigeria held poverty hearings in several states aimed at advocating for increased budgetary allocations. The events targeted specific line ministries and placed added pressure on the Federal Government to enhance the resource base for development projects. Campaigners also demanded that states pass executive orders for free antenatal care in their health facilities to reduce maternal mortality rates. The Campaign Director also joined the board of TWAVEZA, an NGO in Tanzania, a citizen-centered initiative focused on large-scale change in East Africa and has contributed to their development and activities. Finally in December 2009, campaigners from the seventeen priority countries came together in Lilongwe, Malawi to agree on the 2010 - 2015 Campaign strategy for Africa.

Strategic South-South learning

The regional teams held an exchange visit of national campaigners from Africa to India to gain first-hand experience of the campaign issues most prevalent in Asia.

Regional Level Engagements

The Africa team also supported the Pan-African meeting bringing together campaigners from across the continent, and the resulting communiqué was sent to the Copenhagen Climate Change meeting. Additionally, in December, the Regional Office convened a meeting of MPs aligned with the Campaign from all 17 priority countries and resolved to form a continental forum to champion achievement of the MDGs. Finally, in August, a pan-African meeting of Anglican Church leaders supported by the Campaign was held in Nairobi Kenya at which leaders committed to entrench the antipoverty campaign in their teachings with reference to the MDGs.

ASIA

The main objective of the 2009 Campaign in Asia strategy was to influence policy change and accelerate MDGs implementation at the sub-national levels with particular attention to marginalised and vulnerable social groups. The team continued to work closely with CSOs, national coalitions, and the

UN system in priority countries while increasing engagement with other constituencies i.e. parliamentarians, local authority, youth groups and faith based organisations (FBOs), and explored partnerships within new sectors i.e. private sector and trade unions etc.

In 2009, the Millennium Campaign's country coverage expanded to include Cambodia, Papua New Guinea (PNG) and the Pacific Island Countries as a sub-region. The launch of the Campaign in PNG during the last quarter was a vibrant event with active participation from a cross section of partners including fellow UN Agencies, CSOs, FBOs and with full support from the Department of Community Development. Moreover, with New Zealand added as another Goal-8 priority country in the region, the Campaign strengthened its partnerships with national coalitions of civil societies in all four Goal 8 countries to renew their commitments to MDG Goal 8, particularly to improve quantity and quality of aid, open market access for least developed countries (LDCs), support debt-for-equity swap for MDG projects, and promote particular linkages of climate change with issues related to MDGs and poverty. Additionally, through close collaboration with institutions like the Australian Council for International Development (ACFID), Australian Medical Students Association (AMSA), World Vision etc. in Australia, the Campaign in Asia was able to gain access to key advocacy groups throughout Australia and New Zealand. The Campaign Director also engaged in key meetings with Parliamentarians in New Zealand and Australia (i.e. Parliamentary Secretary Bob McMullan), in addition to AusAID (i.e. Chris Tinning, Assistant Director General) and NZAid, further enhancing collaboration with those government partners.

The Campaign identified the general elections at the national and sub-national levels as a unique opportunity to enhance accountability of elected leaders to citizens and draw extensive media attention to promote the MDGs. The Millennium Campaign in Asia collaborated with a wide range of partners to launch an advocacy campaign to make the MDGs the key election issue in Bangladesh, India, Indonesia and the Philippines. In preparation for the national election in India, the Campaign partnered with the national coalition Wada Na Todo Abhiyan to develop an All India People's Manifesto highlighting development priorities of the grassroots people. The issues of the People's Manifesto were reflected in the manifestos of the political parties. In Indonesia, together with local CSOs and the media, a number of initiatives were undertaken to renew the commitment to achieve the MDGs among female parliamentary candidates. The key focus of the Campaign's work in the Philippines for 2009 was to use the May 10, 2010 elections to lobby for MDG-supportive bills including the "I Vote for the MDG" initiative, which empowers voters to demand their MDG rights from the 2010 electoral candidates.

Furthermore, the Campaign found that in many priority countries where MDGs were already incorporated into the National Development Plan and various localization ordinances were developed to support the implementation of the goals; some continued to lag behind on several of the MDGs. In response, the Campaign in Asia began to place its focus on citizen monitoring of MDGs entitlements and delivery of services at the local level. In the Philippines, MDGs localization was promoted by developing citizen monitoring tools such as MDG scorecards, conducting in depth policy analysis, and examining the current monitoring tools for continuity under changing local government structures and officials. The Campaign's partnership with the UN-Habitat and UNDP resulted in the development of a Local Governments Units (LGU) Guide on MDG Localization. The project synthesized the five years of experience of UN-Habitat in MDG localization with inputs from local governments, the private sector, and the Millennium Campaign. In Nepal, the Campaign worked with local governments to localize the MDGs and launched an incentive program to officially recognize the village that best adapted the MDGs into its Plan. The Campaign in India also tracked MDGs' progress in 1600 villages throughout Orissa. The results of this study will then inform a series of MDG related articles and the strategy development meeting of Right to Information (RTI) activists and various other NGOs to determine how RTI can be effectively used as a governance accountability tool in Orissa.

The Campaign also strengthened its engagement with parliamentarians at the national level and through AFPPD at the regional level. In the Philippines, the MDGs 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 India, a Parliamentary Group on MDGs was formed and utilised the handbook to generate understanding of the MDGs among the parliamentarians within the Indian context and identify the critical financing and policy gaps. The Campaign also supported MPs from Bangladesh, Indonesia and Philippines to attend workshops on the Role of Parliaments in Achieving the MDGs prior to the G-8 Summit in Rome. Two key conference results were: (I) a declaration submitted to the Minister of Foreign Affairs of Italy highlighting a demand for more and effective Aid by the G8 countries in spite of financial crisis; and (II) commitment of parliamentarian support at the national and global levels towards achievement of MDGs. Following that Workshop, a Parliamentary Task Force on MDGs was initiated in Indonesia by the Committee for Inter-Parliamentary Cooperation.



MDG Presidential Forum in Philippines - Presidential candidates (from left) environmentalist Nicanor Perlas, Sen. Francis Escudero, former President Joseph Estrada, Councilor JC De los Reyes, and Sen. Dick Gordon place their hands on a symbolic handprint signifying their support for MDGs.

Youth groups have been the major force for campaigning activities in Asia, especially around key mobilization events. Hence, building a strategic engagement with young people beyond event-based activities became one of the priorities of 2009. Tools and products developed to sensitise youth groups on MDG related issues were initiated including the launch of the I'MDG Campaign, the development of the Asia Youth Action Guide, and the production of Stand Up Take Action campaigning toolkits for school children in New Zealand and the Philippines. Finally, Peace Boat and the UN Millennium Campaign successfully co-organized the first "Millennium Development Goals (MDGs) Campaigners Training Programme" to educate youth on board on ways to become "MDGs Champions." The programme focused particularly on educating young leaders who have enormous potential to enact real change in the lives of those living in poverty, but thus far lack the political will to fully achieve the MDGs.

The Campaign in Asia continued its efforts to enhance partnerships with the private sector. At the regional level, the team advocated for issues pertinent to the MDGs through forums and workshops organised by Corporate Social Responsibility in Asia. An MDG primer for the private sector is currently being developed to promote best practice, social investment, philanthropic activities, and the alignment of corporate responsibility initiatives with the MDGs.

2009 also brought about significant political and legislative changes that created a more hospitable space for the Campaign to continue to engage citizens across the continent with respect to the MDGs. The Goals were officially adopted as the primary indicator in the Indonesian Midterm National Development Plan (2010–2014), particularly in the health-related sector, resulting in higher budget allocation commitment. Additionally, a new National Law on Health, launched at the end of 2009, mandated national and sub-national governments to allocate at least 5 -10% of the budget to the health sector. This achievement was a major advancement given that the average expenditure on health as a % of GDP over the last 10 years was only 2.2%, compared to other Association of Southeast Asian Nations (ASEAN) countries, which ranged between 3.3–3.8%. Finally, the Papua New Guinea (PNG) Long Term Development Strategy presented a more MDG focused agenda, which may have been a result of advocacy efforts by the UN and its donor partners, particularly AusAID and NZAID. The 2010 national

budget was more pro-poor and had increased budget allocations for the government's Medium Term Development Strategy priority areas aligning with the MDGs. One major shift of interest was the introduction of universal primary education with a supporting budget of PGK 5 million.

Stand Up, Take Action:

Overall, the 2009 Stand Up campaign was more meaningful and impactful than prior years because of clearer messaging; better engagement of governments, parliamentarians, and media; use of celebrities; and a more systematic reporting mechanism. The regional focus for Asia was on hunger, women's rights and maternal health. The majority of Stand Up participants, 101 million out of 173 million, were from the Asia region, and youth groups remained one of the largest and most active constituencies.

Press conferences for the launch of Stand Up 2009 were held in all priority countries. Stand Up PSAs were developed with the involvement of celebrities and high-profile figures in India, Indonesia, the Philippines and Nepal. In preparation for the Stand Up campaign; posters, flyers, and CDs were produced both regionally and locally. In the Philippines, the I Vote for MDG videos involving 8 celebrities were produced and distributed to television networks and movie houses for screening. Additionally, the Philippines team held a break-through workshop with the Campaign in Asia and Grey advertising agency to develop an innovative MDGs campaigning plan that merged advocacy with marketing. The Millennium Campaign in India also partnered with Doordarshan and other UN agencies while developing a media advocacy partnership with Nai Dunia, a vernacular newspaper in Madhya Pradesh, which voluntarily covered Stand Up and published a series of articles leading to the mobilization. The newly established Papua New Guinea office also launched a successful Stand Up event with full support of the country's key stakeholders.

Campaigns in the North

EUROPE

In 2009, the European Regional Office scaled up its policy and mobilization activities. The Campaign developed a draft response on the EU Code of Conduct and Division of Labour and co-organized a seminar with OECD DAC and the OECD Centre for Development on how to deliver pro-development messages in times of crisis. The team also produced the 'What About' policy documents for all of its priority countries. With respect to its mobilization efforts, the team doubled European participation in the 2009 Stand Up, Take Action initiative - reaching more than 2 million people - through strategic UN and non UN partnerships including the design of two initiatives: a synchronized song radio action and the "Knot" campaign. The Campaign in Europe also forged multiple partnerships with UN and non UN actors including collaborating with 1) the *Girl Guides and Girl Scouts* (WAGGGS) to include the MDGs in their educational curricula and advocacy actions from 2009-2015, and 2) the Vatican-based Catholic organization *Caritas Internationalis* to develop a joint strategy for 2010 and organise a MDGs mobilization event in Brussels. The Campaign scaled up the web content and the web presence of the European website. Lastly, the team supported the work of the evaluation and contributed to the 2010-2013 UN Millennium Campaign strategy.

GERMANY: Although 2009 was an election year with many competing issues, the Millennium Campaign in Germany successfully kept the MDGs relevant on the public's agenda. Chancellor Angela Merkel reconfirmed Germany's commitment to achieve the MDGs and official ODA reached 0.40% of GNI. The German team intensified its trade-related policy focus by supporting the CSO-lead "Stop Milk Dumping Campaign" and strengthened cooperation with the national NGO umbrella organization, VENRO to produce an online campaigning tool that creatively analyzed the election



Stand Up concert with Reggae star Patrice in Bonn, Germany – 1,500 fans standing up against poverty on Oct. 18th 2009

programs of different political parties from a development perspective. The 2009 Stand Up mobilization involved more than 80,000 citizens and produced impressive media coverage (readership of 6 million and online outreach of more than 17 million). Federal President, Horst Köhler served as the Ambassador for Stand Up, multiplying the Campaign's message and outreach. The team also produced an advertising campaign with six celebrities including football star Philipp Lahm and actress Andrea Sawatzky; reggae star Patrice and German artist Laith Al-Deen dedicated a concert to the MDGs; and the Mayor of Bonn, Baerbel Dieckmann together with the UNV Executive Coordinator, officially launched Stand Up at the UN Campus in Bonn. Finally, the city of Munich was

recognized as a "MDG Committed City" and developed an ambitious 2010-2011 education for development plan. The opening event took place on Oct 17th and was chaired by the mayor of Munich with special guest Eveline Herfkens.

ITALY: In 2009, the Millennium Campaign in Italy focused on three strategic areas of impact 1) leverage the G8 Summit to strengthen CSOs advocacy capacity; 2) strengthen its work with Parliament; and 3) intensify the Italian component of Stand Up. With respect to its parliamentary engagement, the Campaign continued its partnership with the MDGs Parliamentary Committee and led a MPs action during the Budget law discussion. A high-level event on "The Role of MPs in reaching the MDGs" was organized with the Italian Parliament on July 2nd. Mr. Frattini, Minister of Foreign Affairs, together with 15 high profile MPs from Southern and Northern countries, shared best practices on achieving the MDGs and received an MDGs Declaration from the MPs to hand over to the G8 leaders. On the mobilization front, the Italian Campaign dramatically increased its Stand Up activity, with more than 800,000 participants. This increase was achieved through innovative collaborations with traditional and new partners including the Italian Olympic Committee and various art academies.

PORTUGAL: In 2009, the Portuguese team continued its strategic partnerships with five main groups: schools (*Global Campaign for Education*), universities (*MDG Youth Agency*), local authorities (*Fair Cities Programme*), faith-based movement (*Faith and Development Network*) and NGOs (*Aid Monitoring*). These groups played an important role in promoting the MDGs within the Portuguese domain and putting pressure on the government vis a vis its aid commitments. The Campaign organized and launched the first advocacy course (13-17 May) and the MDG mobilization toolkit for activists and campaigners. The Portugal team also organised two MDGs Weeks aimed at raising awareness and mobilising local communities in support of the MDGs. The first MDGs Week took place in May 8-14 jointly with the Municipality of Lisbon targeting more than 4,000 students in a wide array of activities including a five-day documentary film festival and a cartoon-based MDGs exhibition. The second MDGs Week took place from October 14-21 in Porto, the country's second city, and involved a MDG-focused documentary exhibition, debates, a photo contest, and a concert stressing the importance of the MDGs for a better and fairer world. It was also during the MDGs Week that the city of Porto participated in Stand Up with the city hosting the largest mass event in Portugal: a marathon with 10,000 people. In 2009, 147,640 people stood up in Portugal (40% increase from 2008) during 318 events (11% increase). The Portuguese GCAP, Pobreza Zero remained the main civil society partner in the organization of Stand Up. New partnerships were established with two research centers, CEsa (development studies) and CIMJ (media analysis), as well as with the newly created Regional Center for Expertise on Education for Sustainable Development in Porto, a regional network comprised of public and private partners aimed at educating the region's citizens for a more sustainable and fair world. Lastly, the

Campaign's website (www.objectivo2015.org) ranked first in Google Search for information on MDGs in Portuguese.

SPAIN: Despite the economic crisis, Spain did not reduce its ODA in 2009 and this served as one of the major objectives for the Campaign. The team also contributed to the completion of the 2009-2012 Master Plan for Cooperation and Development. A strategic framework was agreed upon between UNDP and Spain for 2010-2012, with acknowledgement of the key role of the Millennium Campaign in mobilising citizens to act in support of the MDGs. The 2009 Eurobarometer found that Spain had the largest increase in MDGs awareness, rising from 12% in 2007 to 23%. In the run up to the European Parliament elections, the Campaign partnered with the Spanish Alliance against Poverty (Spanish GCAP) to organize a MDGs high level event with candidates from the two main political parties. The Campaign also participated at the UN High Level Meeting on Food Security, where President Zapatero confirmed his commitment to 0.7% by 2012. The team scaled up its existing partnerships with Local Authorities, intensifying its relationship with the Conference of European Regional Legislative Parliaments (CALRE) to promote the MDGs in the Regional Parliaments of Cantabria, the Basque Country, La Rioja, Catalonia, Galicia and Castilla León. The team also partnered with the Spanish Federation of Local Authorities to publish a Spanish adaptation of the "Eight ways to change the world" brochure distributed to more than 4,000 Local Governments.

On the communications front, the Millennium Campaign partnered with the Spanish Cycling Tour *La Vuelta 09* (one of the main sports event, followed by more than two million people) to include MDGs advertisements in all of its media outreach. The Campaign in Spain also increased MDGs awareness in the media by intensifying its work on key policy moments - such as the UN Conference on the Financial Crisis and G8/G20 meetings. The October 17th mobilizations reached more than 700,000 people and three of the most popular Spanish Rock bands (El Canto del Loco, el Sueño de Morfeo y la Sonrisa de Julia) collaborated on an iconic MDGs' song entitled, "*El grito de mi generación*" ("The call of my generation") to promote the effort. Finally, the Campaign launched the "*Yo exij*" ("I demand") viral video with celebrities reminding the government of its MDGs commitments.

FRANCE: The Millennium Campaign in France was officially launched in July of 2009 and the team focused on 3 areas of engagement: 1) Liaising with national institutions; Local Authorities networks including AFCCRE, Cites Unies France-CUF; NGO networks (CRID, Coordination SUD); Parisian region youth movements; ATD 4th World; parliamentarians; and the Agency for French Development; 2) Designing the Campaign's communications tools; 3) Finalizing a partnership agreement with the City of Paris, Etudiants et développement, and Cinéma Vérité - the MDG film festival.

As a result of the aforementioned initiatives, key partners and various influential actors have committed their support to the Campaign. As part of the Stand Up mobilization, 4,000 roller skaters participated in a colorful parade along the streets of Paris. Etudiants et développement, an umbrella organization of student NGOs, organized local Stand Up events in Strasbourg, Toulouse and other French cities. Furthermore, the city of Paris was awarded the seal of "MDG Committed City" during a ceremony with more than 100 citizens. Finally, with the strategic support of UNDP, an advertisement campaign with football star Zinedene Zidane was released prior to Stand Up 2009. In terms of partnering with media, the Campaign Director continues to serve on the board of the Agence France Press Foundation, contributing substantive inputs to their initiatives in poor countries.



The Stand Up seal initiative commemorating the signature of a strategic partnership between the Campaign and Paris City Hall on October 16th 2009. Pierre-Yves Brunaud ©

NORTH AMERICA

In 2009, the UN Millennium Campaign in North America sought to capitalize on the momentum created by the historic election of President Barack Obama. The Campaign deepened connections with the US government with the intention of holding it accountable for campaign promises embracing the [Millennium Development Goals](#) and promising to double foreign assistance by 2012. The Campaign strengthened relations with existing groups; reached out to new constituencies; and served as a resource of information, policy and advocacy for the MDGs. Communications activities were intensified by: a) targeting advocacy efforts both in and out of Washington, DC; b) increasing awareness for the MDGs through Stand Up; and, c) serving as a link between the US and international campaigns. In Canada, the Campaign began laying the foundation for strong advocacy and engagement related to the G8 and G20 Summits, to be hosted by Canada in June 2010.

Media and Public Outreach: The Campaign participated in several media interviews including Fox Business News, PBS, and Air America. A full list of activities can be found in the Annex.

Building a Public Constituency of Support: The Pittsburgh (September) G-20 Summit provided an opportunity to build a stronger public constituency of support for the MDGs in the U.S. and Canada, by demonstrating the importance of "[bailing out](#)" the world's poor through a range of events and media work.

Influencing National Government Policy and Practice: The Administration and the US Congress were undergoing several reviews of US foreign policy including: a) the White House's Presidential Decision Directive; b) the State Department's Quadrennial Diplomacy and Development Review; and, c) the revitalization of foreign assistance reform in Congress. In September at the General Assembly, President Obama said, "We will support the Millennium Development Goals, and approach next year's Summit with a global plan to make them a reality." The Campaign is assisting the Administration and partner organizations with policy formulation in support of the MDGs.

Additionally, several pieces of MDG related legislation were introduced in Congress, including the Global Poverty Act, legislation that would require the Administration to develop and implement a comprehensive strategy to combat and reduce global poverty in support of the MDGs. Other MDG related legislation included the Newborn, Child, and Mother Survival Act of 2009, the Senator Paul Simon Water for the World Act of 2009, the International Protecting Girls by Preventing Child Marriage Act of 2009, the Initiating Foreign Assistance Reform Act of 2009, the Stop VULTURE Funds Act, the Global Food Security Act of 2009, the Jubilee Act for Responsible Lending and Expanded Debt Cancellation, and the Increasing America's Global Development Capacity Act of 2009. Signed into law were the Senate Foreign Relations Authorization Act, Fiscal Years 2010 and 2011 and House Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2010.

Partnerships Development and Activities: The Campaign supported new and existing partners, empowering them to assume advocacy activities toward achieving Goal 8 (Global Partnership) targets and to raise awareness for Stand Up. Grants were awarded to the Millennium Campus Network, Micah Challenge USA, Jubilee USA, Hip Hop Youth Council Summit, Art of Living Foundation US and Canada, Make Poverty History Canada, the Halifax Initiative, and Kairos Canada. The team also conducted outreach to a number of new constituencies in an effort to introduce Stand Up to a new audience and to develop long-term partnerships. This included, but was not limited to: Girl Scouts USA, YMCA/YWCA, Change.org, Global Mojo, Craigslist, World Vision, Gates Foundation, USA for UNICEF, PATH, and UNA-USA, UNA-Canada. The Campaign further deepened its relationship with

Cossette, a full-service advertising and communications firm based in Montreal Canada, who will undertake pro-bono work directed toward the 2010 G8 and G20 meetings in Canada.

Stand Up: The Stand Up mobilization deepened in scope and intensity as campaigners urged their political leaders to support the MDGs. They made specific reference to the impacts of the financial and hunger crises and climate change, as well as the need for a special emphasis on marginalised groups, particularly women. In the US and Canada, more than 207,000 people participated in Stand Up and mobilization related emails reached approximately 750,000. A range of partners contributed to Stand

Up's success including: NGOs, faith groups, schools, local organizations, youth and sports groups, the private sector, foundations and the United Nations system.



October 20th opening of the NASDAQ Electronic Stock Exchange with model Tyson Beckford to help commemorate the world record breaking Stand Up achievement. Times Square, NYC

On October 20, the Campaign joined the opening of the NASDAQ Electronic Stock Exchange with model Tyson Beckford to help commemorate the world record breaking Stand Up achievement. The event was shown live on a jumbotron in Manhattan's Times Square; streamed on the [NASDAQ website](#); and broadcasted simultaneously on CNBC, MSNBC and Fox Business News with additional coverage on CNBC Asia, CNBC India, Bloomberg and Bloomberg Brazil. Additionally, Stand Up photos and videos from all over the world were looped on the jumbotron.

Other Imaginative and impactful events included:

- U2 brought 50,000 concertgoers to their feet for a "Stand Up moment" during their October 18th show in Norman, Oklahoma and the [ONE Campaign](#) travelled with the band to raise awareness of extreme poverty and preventable diseases in Africa.
- Jubilee USA organized *Prayer Sunday* throughout the US and requested that congregations: a) send postcards to their Congressional Members to raise awareness of the MDGs; b) Stand Up & Take Action; c) educate their communities on the debt crisis; and, d) work to make real structural global change.
- At least 30,000 people in Sherbrooke, Quebec, took part in Stand Up events. The public bus system provided free access on October 17th. Oxfam-Quebec coordinated events throughout the province to draw attention to solutions to poverty and injustice.

Global Constituencies

In 2009, the UN Millennium Campaign increased its focus on global issues affecting MDGs implementation such as the economic and financial crisis and climate change. As a result, the team engaged in in-depth analytical work to highlight the impact of these issues on the MDGs and consequently influence global policy. The Campaign produced extensive policy analysis work, which was followed by press releases and media interviews with international media houses around key events such as the G20 Summits in London and Pittsburgh, the G8 Summit in L'Aquila and the UN Economic and Financial Crisis Summit in New York. The Campaign Director also participated in a key DFID meeting on the MDGs in March, 'Securing Our Common Future,' bringing together key figures in international development.

One such analytical report was produced prior to the UN Conference on the Economic and Financial Crisis held in New York in July 2009. The study involved an analysis of Overseas Development

Assistance between 1960 and 2009 compared to the amount spent to stimulate western economies in a one year period; between June 2008 and June 2009. The resulting data served as a basis for re-enforced Campaign messaging that political will to provide the financial resources necessary to achieve the MDGs was the key factor inhibiting progress, rather than the availability of resources. Following the release of these results, the team shared its policy position with partners and issued a press release resulting in media interviews with BBC World Service and Al Jazeera.

Additionally, the Millennium Campaign partnered with Jubilee USA to carry out an analysis of the state of implementation of the commitments made by G20 leaders in their communiqué issues at the end of the London G20 summit which, amongst other things, promised to provide resources to enable poor countries to deal with the consequences of the financial crisis, particularly to mitigate against its effects on poor people. The output, called the G20 Score Card was the subject of a press conference during the November G20 Summit in Pittsburgh. In addition, extensive media coverage was received during the summit including a US based Ghanaian radio station for the African Diaspora.

The Campaign continued to strengthen its collaborations with global civil society organizations including GCAP, which continued to be a main partner both in Stand Up as well as in the Campaign's global policy work. The collaboration with the MDG convening group, a consortium of civil society organizations affiliated with ECOSOC and working on the MDGs, was re-established and work commenced on joint efforts to enhance civil society participation in the 2010 MDG Summit. Also, a partnership was successfully established with the Inter Parliamentary Union (IPU) to create MDGs awareness among parliamentarians and build their capacity for more effective engagement in MDGs related issues. A manual on enhancing parliamentary engagement in MDGs was developed in 2009 and will be officially launched in 2010. In addition, a strategy on engaging parliamentarians in MDGs progress will be finalized once the Global strategy is completed. Also, the partnership with the United Cities and Local Governments (UCLG) continued during 2009. In addition, the Campaign increased its work with disabilities groups by forming a partnership with the International Disability and Development Consortium, and the Campaign Director also spoke at the Sightsavers International Annual Meeting in June.

With funding from the UN MDG Achievement Fund and working closely with the Civil Society Division of UNDP, the Campaign participated in the development of HD 2010, an initiative aimed at enhancing citizens' engagement with MDG policy-making at the national level in Philippines, Nepal, Brazil, Mozambique, Senegal and Ethiopia, facilitated by the United Nations Country Teams.

The Campaign also produced a revised version of its publication on MDGs and Climate Change, calling on all stakeholders to seal a just deal with respect to Climate Change. The revised publication was launched during the one day United Nations High Level Event on Climate Change held in New York on September 22, 2009.



Swmai Agnivesh, Hon. Soraya Rodriguez, Hon. Rachmat Witoelar, & Hon. Amina Ibrahim at the launch of the UN Millennium Campaign publication on Climate Change and the MDGs. Sept. 22, 2009

During the year in review, the Campaign carried out an independent [external evaluation \(annex section\)](#) of its programme activities which assessed the effectiveness of Campaign strategies globally as well as across all of its regions. The conclusions recommended increased attention to measuring impact as well as focusing efforts on linking Campaign activities to concrete policy change. Following the completion of the evaluation, the Campaign then embarked on the development of a new strategy for

the next 4-year period of the MDGs time frame, 2010-2013. Several strategy drafts have been developed and discussed within the team and also shared with partners. The new strategic direction reflects the Campaign's focus on governance and accountability as the key issue affecting MDGs' implementation and has three main outputs; 1) People's movements for MDGs supported to grow in strength and power, 2) Citizen monitoring of MDGs at local level scaled up and 3) Government policy and practice influenced to increasingly fulfill MDGs.

Communications

Overview

The global political and media agenda in 2009 was largely dominated by the ongoing global economic crisis and its impacts. The intense focus and preoccupation with this crisis could have posed some potential challenges for the Campaign in finding space for MDG specific messaging in the global media. A strategic decision was taken to use this focus as an opportunity instead and the Global Communications team, working closely with the policy wing of the Campaign, identified a number of relevant and newsworthy pitches to the global media which were leveraged specifically at the G8, G20 and the UN Conference on the Financial Crisis.

Press and Media Outreach

The Millennium Campaign Communications teams at the global and national levels coordinated efforts to add MDGs messaging and open up space for discourse on the impact of the ongoing economic crisis on the goals and the poorest and most vulnerable. Working closely with the Campaign's policy advisors to generate relevant and interesting responses and policy positions, the team succeeded in capturing media interest and carving space in the news agenda. At the G-20 meeting in London in April, the Campaign publicly urged world leaders to prioritize solutions to help the world's poor survive the global economic crisis. This resulted in a significant amount of global and national coverage, including interviews with BBC World Service television, BBC World Service radio, Reuters print and television and the South African Broadcasting Corporation. For the General Assembly's high level summit on the economic crisis, the Campaign issued a powerful analysis showing that the financial industry received ten times more money in bailouts over the past year than poor countries have received in aid over the past 49 years. The Campaign was interviewed by Al Jazeera English, BBC World Service radio, SABC television, FOXBusiness.com, Globo in Brazil and IPS.

Other high-profile media placements for the Millennium Campaign included an appearance by the Campaign Director on the BBC's premier interview program, HARDtalk, which has an audience of 60 million people internationally. Much of this coverage was gained through well placed press releases and press follow-up of the G-7 Finance Ministers meetings in Rome and the G-20 meetings in April. Other high profile media placements included Reuters television, Reuters print, South African Broadcasting Corporation television and BBC World Service television and radio, as well as numerous major national media outlets across Africa, Asia, Australia and Europe

Communications Partnerships

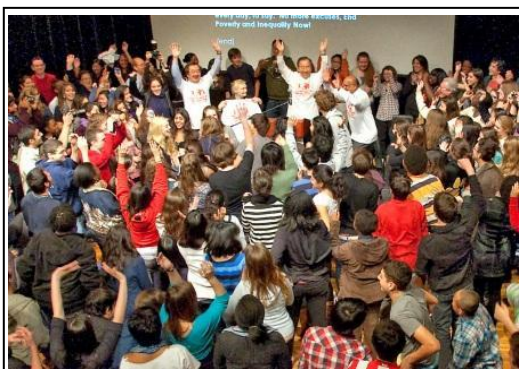
In March, the global communications team partnered with Women's eNews, the global news wire service, to host a live chat to discuss maternal mortality with Dr. Jemima Dennis-Antwi, advisor of the International Confederation of Midwives and Annie Raja, head of the National Federation of Indian Women. The live chat was accompanied by two articles in Women's eNews about the Millennium Development Goal of reducing maternal mortality and was also covered by SBS National Radio in Australia and promoted on numerous online outlets. The hour-long live chat remains available for viewing on the Millennium Campaign's website. Additionally, the collaboration with international

fashion brand G-Star Raw continued to grow as the Campaign worked on coordinating and writing in-store messaging and dissemination of Millennium Campaign/MDGs' materials to key G-Star stores globally for in-store promotion of the Goals and window displays during the month of April.

Stand Up Mobilization

Preparations for the 2009 Stand Up campaign included the production of a promotional video with a specially composed Stand Up song featuring artists from around the world. The Campaign developed additional outreach collateral including Stand Up brochures, posters, bumper stickers, t-shirts, buttons and banners.

A global Stand Up event was held in partnership with DPI at the United Nations International School in New York. The event was attended by the UN Secretary General who made a speech to UNIS students and spoke specifically about the power of global mobilizations such as Stand UP to support MDG achievement. The SG's participation in this event received substantial media coverage as well.



Global Stand Up, Take Action mobilisation with Secretary General Ban Ki-moon at the UN International School in NYC. Oct. 2009.

As part of the communications product development efforts, the Global Communications Team launched a partnership with Skype, Facebook and Ustream to mount a series of online "Global Conversations" to harness the power of social media. This collaboration opened up a unique opportunity to utilise new communications technology to bring people from across the globe together to share their thoughts and experiences as they specifically relate to the Millennium Development Goals and related issues. The Global Conversations were adopted as a central communications product at the national and global level. Conversations were held with African musician Femi Kuti, African entertainer Angelique Kidjo, and former Irish President Mary Robinson with youth anti-poverty activists

in Africa and Asia that were broadcast live on Facebook for the first time in history. Additional conversations featured Italian Parliamentarian Mario Barbi speaking with Dimeji Bankole, Speaker of the House of Representatives in Nigeria, and ordinary citizens including model/actor Tyson Beckford speaking with Kenyan schoolchildren at G-STAR's store in New York City. Viewers were encouraged to start their own conversations about the MDGs on Skype and Facebook. The Campaign is committed to continuing this series of conversations through this new platform to grow a community of people globally who engage with one another on MDG-related issues online.

"Stand Up, Take Action" also generated significant media coverage at the global level, including television interviews with BBC World television, BBC World radio, Reuters and ASSA, in a segment broadcast throughout the Arab region. Additionally, the mobilization was covered by wire services including the Associated Press (two stories), AFP, and EFE. Al Jazeera Arabic wrote an online story and BBC World service conducted an online debate about whether world leaders are on track to achieve the MDGs on the last day of the mobilization, generating 16 pages of user comments.

In December, the Millennium Campaign partnered with CNN International to include a question in their global debate at the Copenhagen Climate Change conference on the link between climate change and poverty. The Campaign's Deputy Director for Asia posed the question of what world leaders can do to achieve a just deal in Copenhagen which integrated the eradication of poverty and achievement of the MDGs. His question was answered by former Secretary General Kofi Annan who argued that it is possible to achieve justice for the world's poorest people if the political will is there. Annan said that

rich countries must provide help with climate mitigation and adaptation and green technology – but these resources must be additional to aid. He said that at this point there is not enough being done to help the world’s poorest people and that many promises have not been kept.

Global Web

The newly-designed www.StandAgainstPoverty.org website was launched and saw significant improvement in terms of design and functionality. The site served as the central platform for registration and counting and also became an important tool for the dissemination of Stand Up resources and materials. The new site incorporated a platform for personal Stand Up success stories, a strong social networking component, and web 2.0 capabilities. The team also implemented a more efficient and consistent social networking strategy which resulted in a steadily growing base of online advocates and fans. The Global website, www.endpoverty.org, also saw steady growth with the strategic approach of featuring Campaign and partner news more regularly and keeping this content fresh and updated on a consistent basis. The site also contained a “Feature Section” through which special features around key policy events and initiatives were highlighted. This proved to be a successful strategy in not only retaining viewers but also in bringing new users who were directed to the site when they research high profile international meetings and events. The Campaign’s new Facebook page, (www.facebook.com/mcampaign), was launched in June 2009 and proved to be a great success. The Millennium Campaign’s following has grown from 2000 fans to a current fan base in excess of 22,000. The new platform engaged its users on the MDGs through lively discussions and viral video campaigns. Analysis of the Facebook fan base showed that 55% were female, 45% male; 37% of fans were 18-24 years, 34% were 25-34, 20% were above 35, and 6% were between 13-16. Strengthening engagement with social networking platforms will continue.

Briefings

The Millennium Campaign was again invited to brief journalism fellows from the United Nations Reham Al-Farra Memorial Journalists’ Fellowship Programme. Representing broadcasters and journalists from developing countries and countries with economies in transition, the briefing included an introduction to the Campaign, its activities, messaging focus and a discussion on the role of the media in holding governments accountable for the implementation of the MDGs. The Campaign also hosted a briefing on April 20 to introduce reporters to the MDGs, attended by national media outlets such as EFE and Xinhua.

Staffing & Operations

Human Resources

Staff capacity of the Millennium Campaign was further enhanced with the recruitment of Mr. Sering Falu Njie as the Deputy Director (Policy) in early February. In Europe, the Campaign added Mr. Fabrice Ferrier as the Campaign Coordinator in France, Ms. Marta Guglielmetti as the Campaign Coordinator in Italy, and Mr. Philip Gorman as the region’s Administrative & Finance Associate. In Asia, the process of placing full-time Millennium Campaign staff within the UNRC’s office in all priority countries was completed with recruitment of Ms. Seema Rajouria in Nepal, Ms. Eileen Kolma in Papua New Guinea and Ms. Agnes Ali in the Sub-regional office for Pacific Island Countries based in Fiji. The Delhi Office added to its strength by recruiting Ms. Lopa Ghosh as the Communications Analyst and Mr. Rahul Sharma as the Administrative and Finance Assistant. Additionally, Ms. Nanako Tsukahara joined the Asia Pacific Regional Office as the new Programme Officer. In November of 2009, the Campaign welcomed Mr. Charles Abugre Akelyira as the new Deputy Director (Africa). In North America, Ms. Leanne Rios joined the team as the North America Advocacy & Communications Analyst.

Strategic South-South Learning

In August 2009, Africa hosted the second Africa-Asia retreat. The outcome of the meeting was to agree on the strategic framework for the Campaign from 2010–2013. The regional teams also held an exchange visit of national campaigners from Africa to India to gain first-hand experience on the campaign issues most prevalent in Asia.

Global Campaign Retreat

In January of 2009, all the regions of the Millennium Campaign met in Bangkok Thailand for a 4 day retreat. Sessions included internal meetings during which the team discussed the successes and failures of the 2008 Campaign, finalized operational plans, and solidified the 2009 strategic vision. Campaign staff also met with external partners to review the Campaign’s engagement with CSOs, faith based groups, local authorities and youth organisations.

Finance

The UN Millennium Campaign in 2009 reached a record high in its annual expenditures reaching just over \$11 million (USD) with the majority of its activities concentrated in the Africa and Asia (52% against 41% in 2008) followed by the activities in Europe and North America (24% against 29% in 2008) and the remaining activities on Media & Communications, Global initiatives and support costs (24% against 30% in 2008). The 2009 Campaign budget was originally set at \$13.4 million (USD) with a final budget delivery rate of 85%.

UNITED NATIONS MILLENNIUM CAMPAIGN 2009 ANNUAL EXPENDITURE REPORT		
ACTIVITIES	EXPENDITURES in USD (including GMS*)	Percentage Amounts
1. North Campaigning	2,751,025.80	24%
1.1 Campaigning in Europe	2,266,248.60	20%
1.2 Campaigning in the US	484,777.20	4%
2. South Campaigning	5,864,215.79	52%
2.1 Campaigning in Africa	3,063,526.16	27%
2.2 Campaigning in Asia	2,800,689.63	25%
3. Global Campaign Initiatives	1,139,672.83	10%
4. Communications	785,819.73	7%
5. Campaign Central Support	848,650.03	7%
Total	11,389,384.18	100%

Africa

I Key Events

- A) An Africa-wide MDGs meeting organised jointly by the Millennium Campaign and Disability Persons Organizations held in Nairobi, Kenya, February 2009.
- B) Regional meeting of parliamentarians from all over continental Africa was held in 2009 with a key outcome being the formation of a Pan-African Association of Parliamentarians committed to campaigning for the MDGs.
- C) Pan-African Parliamentarians Meeting on Climate Change held in Nairobi in conjunction with PACJA.
- D) Pan-Africa media workshop on gender and MDGs held in Nairobi in partnership with IPS.
- E) Piga Debe Campaign launched in several countries.
- F) Regional media training workshops held in West, East and Southern Africa.
- G) Sukuma Africa Awards held in South Africa in June 2009. MDG Local Government Awards held in Uganda, October 2009.

II Articles & Publications

- A) The Millennium Campaign in Africa Brochure
- B) The Eight Ways Brochure
- C) The Piga Debe Research Report

III Media Highlights

- A) Editorial pieces by the late Dr. Tajudeen Abdul-Raheem published in various newspapers across Africa.
- B) Features on MDGs carried in several newspapers and in television channels.

Asia

I Key Events

- A) A Regional Parliamentarian Forum on Hunger and Inequality jointly organised by UNMC, UNDP RCC/RCB, FAO and AFPPD
- B) National Consultation Climate Change organized by Campaign partners as a brainstorming session with MPs and policy makers on national priorities regarding climate change, as a lead up event to the Copenhagen Summit.
- C) MDG Leaders Forum in Philippines attended by five presidential candidates
- D) Following a national election that resulted in a historic power shift in Japan, Ugoku/Ugokasu (GCAP Japan), a network of civil society organizations working to end global poverty, submitted policy demands to the new administration for quick, definitive action in the face of global poverty and climate change and call for the commitments such as the UN target of 0.7% of GNI and the MDGs.

II Key Presentations & Speeches

- A) Presentation: One Just World Forum in Australia to raise a constituency in support of 0.7% ODA commitment by the new Government
- B) Presentation: "Role of Media and MDGs' Achievement" to the International Partners' Seminar on Media Development, Asia Media Summit in Macau
- C) Presentation: "Engaging the private sector with the Millennium Development Goals" at Asia CSR Summit in Bangkok
- D) Speech: On MDGs and roles of local government at Citynet Yokohama Congress, Japan
- E) Speech: Salil Shetty, Director of the UN Millennium Campaign, at MDG Symposium in New Zealand in March
- F) Speech: on "Rethinking Development: Do we need MDGs?" ACFID LaTrobe Conference: Public Plenary, Melbourne
- G) Speech: Salil Shetty, Director of the UN Millennium Campaign given a speech in the at the SUTA Marquee event in Dhaka held on 17 October which was telecasted (live) by the national TV Channel (BTV)
- H) Speeches: Salil Shetty, Director, was a key presenter during an MDG Presidential Forum with President Gloria Macapagal Arroyo of the Philippines during Stand Up, in addition to other Stand Up events in the Philippines

III Articles & Publications

- A) Campaigning for the MDGs: Making Votes and Voices Count in Elections, A Toolkit for Activists, Political Parties and Candidates (Global Product, Asia Campaign took the lead)
- B) The MDGs through Socio-Economic Rights: Constitution Making and Implementation (Global Product, Asia Campaign took the lead)
- C) Policy brief on Asia food crisis to develop the toolkit for Parliamentarians' Forum on Hunger
- D) SUTA Booklet for Indonesia Campaign (both in English and Bahasa)
- E) The MDGs Guidebook for Journalist (Bangla)

IV Media Highlights

- A) The Asia team identified stringers in Bangladesh, India and Nepal to promote MDG reporting in the mainstream media at the regional and global levels where governance accountability will be the cross cutting theme of the story lines. In Indonesia, the team continued its collaboration with Metro TV to engage PGRI (Partnership for Governance Reform, Indonesia), and to promote women as parliamentary candidates through a special public debate programme, engaging 16 female candidates from 16 political parties and relevant experts. We also collaborated with UNMIN Radio Nepal (Radio Chautari) to air PSAs to highlight the MDGs with national networks of FM radios.
- B) The Millennium Campaign in Asia expanded its official website to cover the Asia and the Pacific Region, www.asiapacific.endpoverty2015.org, in collaboration with One World South Asia.
- C) Asia Campaign has rolled out the pilot project on i'MDG to promote youth activism by using new media and IT platforms for the creation and re-energizing of grassroots pressure to compel governments to meet their commitments. In the first phase, the activities were rolled out in India and the Philippines.

- D) The live telecast of the 3-hour MDG Presidential Forum held on Oct. 20 in Manila, with UNMC Director as keynote speaker. The Forum was telecast live and replayed on the country's leading English Channel (ANC), and featured repeatedly in all of the TV channels either as news or commentary.
- E) In 2009, the UN Millennium Campaign in Asia received over ***USD 2 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.

Europe

I Key Events

- A) The Campaign in Europe continued its outreach to local authorities with the organization a of side event at the General Assembly of the Council of European Municipalities and Regions held in Malmö, Sweden; and with the creation of the first "MDG Committed City" price, awarded to 4 cities (Paris, Munich, Milan and Barcelona); strengthened the work with the organization of an international Seminar with the Italian Parliament "The Role of the MPs for the Achievement of the MDGs (see Italy)
- B) In Germany, the Campaign organized a working breakfast in Berlin with journalists to discuss CAP reform, which resulted in the publication of several articles in the nation's leading newspapers, including the *Financial Times Deutschland* and *Sueddeutsche Zeitung*.
- C) The Campaign in Italy played a lead role in organizing the "Civil G8" on May 5-7, gathering over 200 influential international civil society representatives meeting with the G8 sherpas.
- D) In Italy, a side event of the G8 Development Ministerial Meeting with the participation of the Minister of Foreign Affairs was held in L'Aquila.
- E) In Italy, a meeting was held with the Prime Minister two days before the G8 Summit to handover the Campaign's key policy messages.
- F) In May, the Campaign in Portugal organized with ACEP a Portuguese NGO, and IPAD, the Portuguese Development Agency; a highly successful roundtable on Aid Effectiveness and Transparency "From Paris to Accra" at the occasion of the Portuguese Development Days (28-29 April). Guest speakers included the UN Millennium Campaign Founder and former Development Minister, Clare Short.

II Key Presentations & Speeches

- A) German Campaign Coordinator, Renee Ernst received the "Save the World Award" on behalf of the global UN Millennium Campaign at the high level TV Gala in Vienna. The event was aired on international TV channels and reached out to millions of people worldwide.
- B) High Level Parliamentary Conference - Brussels - 12 February 2009. Presentation by Eveline Herfkens
- C) Aspen Institute for the G8 Conference - Rome - 21 February 2009. Director Salil Shetty was a commentator during a session entitled, 'The Role of Business: Economy and Ethics.'

- D) Province of Milan – Speech given by Marina Ponti at the X Forum Nazionale del Sostegno a Distanza – 08 March 2009
- E) FAO – Rome – 10 March 2009 Intervention by Marina Ponti at the Brainstorming Session on Youth-oriented Multimedia Communication Initiatives
- F) WWF-SEO/Birdlife Event on the Future of the Common Agricultural Policy beyond 2013 – Madrid, 30 March 2009 - Intervention by Marina Ponti
- G) DFID High Level Seminar “Eliminating World Poverty: Building our Common Future” - London, 09 March 2009 Address given by Eveline Herfkens
- H) UNITAR Seminar on Development and Policy Coherence – New York, 23 March 2009 – Keynote speech by Eveline Herfkens
- I) Province of Milan - 1st Event of Casa della Pace Prize – 08 April 2009 -Marina Ponti nominated to be part of the Jury;
- J) 24th General Assembly of the Council of European Municipalities and Regions (CEMR): Working Meeting “A Stronger Voice in the Fight against Poverty” jointly organized by the UN Millennium Campaign, the Swedish Association of Local Authorities and Regions and the United Cities and Local Governments – Malmo, 23 April 2009 - Intervention by Marina Ponti
- K) Municipality of Rome: 2-day Civil G8 Meeting – 4/5 May 2009. Intervention by Marina Ponti
- L) Caritas Italiana: Event “Ripartire dai Poveri” – Rome, 04 May 2009 – Keynote speech and PowerPoint presentation by Marina Ponti
- M) Caritas Europa: Informal Briefing Session on UN Millennium Campaign – Brussels, 14 May 2009 - Speech by Marina Ponti
- N) Italian National Youth Agency: International Gathering – Rome, 22/23 May 2009 Intervention by Marina Ponti
- O) Action Aid: Presentation of Annual Report 2008 – Rome, 26 May 2009 – Intervention by Marina Ponti
- P) DevCom Workshop – Warsaw, Poland, 4/5 June 2009 – Keynote speech by Marina Ponti and Eveline Herfkens
- Q) Ditchley Conference on “Is Development Aid Producing Effective Results?” Keynote speech by Eveline Herfkens
- R) Sightsavers International Annual Meeting – June 2009 – keynote speech by Director Salil Shetty
- S) After 2015: Promoting Pro-Poor Policy After the MDGs, conference hosted by ActionAid and DFID – June 2009 – speech by Director Salil Shetty
- T) Caritas Austria: Press Conference – Vienna, 23 June – Intervention by Marina Ponti
- U) Austrian Parliament Seminar: The Role of Parliamentarians in Ensuring Aid Effectiveness – Vienna, 24 June 2009 – Keynote speech by Marina Ponti
- V) Parliamentary Meeting: “The Role of Parliaments in Achieving the Millennium Development Goals”- Rome, 02 July 2009 – Opening and closing keynote address by Eveline Herfkens
- W) Munich, Germany, 17 October, German Parliament Speech by Eveline Herfkens on the occasion of Stand Up Activities
- X) Rome, Italy – 18 October, Accademia di Santa Cecilia – Speech by Eveline Herfkens on the occasion of Stand Up Activities
- Y) Vilnius University, Lithuania – 20 October – Lecture by Eveline Herfkens on - EXPO Milan: Private Sector Forum to reduce Food Insecurity – Milan, 13 November 2009 – Participation of Marina Ponti - Keynote speech by Salil Shetty

- Z) Discussion on MDGs at St. Paul's Cathedral, London - October 2009 - Director Salil Shetty gave one of the keynote addresses
- AA) OECD DEVCOM Seminar: "Transparent, Reliable, Understandable and Interactive: Challenges in Donors' Domestic Accountability"- Paris, 15 December 2009 - Keynote speech by Marina Ponti8

III Media Highlights:

- A) The Campaign in Germany received pro-bono media space on TV, radio, online, print, and ambient, which added up to almost 600,000 Euro.
- B) In continued support of CAP reform and in cooperation with Deutsche Welle, the Campaign in Germany produced an advocacy video -widely disseminated through the Internet and mobile devices- highlighting the negative effects of agricultural subsidies in both developing countries and Germany.
- C) The Campaign in Germany was assessed by an external evaluation team which resulted in a positive report, assessing that the Campaign's media strategy reached nearly 11 million people through 227,124 direct contacts and media stories, and the website had 572,098 visits. Efficiency also ranked very high in the evaluation's findings; as well as the pro-bono capacity that added up to 2.6 Million Euro in pro-bono advertising efforts.
- D) In the lead up to the G8 Summit, the Campaign in Italy, with the support of GCAP and of more than 70 CSOs, launched an innovative advertizing campaign: "Press the 8." The print visual of the campaign reached an estimated 4 million readers; 1,000 billboards were displayed in train stations and airports, and 300,000 promo cards were distributed in more than 2,000 locations. The "Press the 8" visual identity was published also in international newspapers, including the Financial Times. Through a partnership with the leading Italian catholic magazine "Famiglia Cristiana" (readership 700,000), an 8-page G8 special dossier was produced on the MDGs. The media coverage was impressive with an estimated 3.2 million people reached via TV, radio and newsprint.
- E) Grey Spain designed a pro-bono outdoor campaign on the MDGs, and Madrid was the first city to launch this initiative, placing in more than 100 outdoors locations in the city centre.
- F) As a result of this sustained engagement, more mainstream Spanish media outlets covered the MDGs including, *El País* (readership 2.300.000), *El Mundo* (1.337.000), *El Periódico*, (800.000) *ABC* (730.000), and *Público* (190.000 readers); TV (RTVE and TV3); radio (RNE and SER); and online media (elmundo.com, elpais.com, terra.es).
- G) Media coverage in Spain increased from 2008: radio coverage by 5%, TV by 11%, and online by 84%. A pro-bono partnership with Mediacom was also established and resulted in 400,000 Euros of free media space for the CSOs led *Rebelate contra la Pobreza* advertising campaign.

North America

I. Key Presentations & Speeches¹

- A) "UN Issues for a New Administration: Challenges, Opportunities, and Approaches," US National Security Council, February 25, Washington, DC
- B) "Climate Change, Women and the MDGs," Powershift 09, March 4, Washington, DC
- C) "The Financial Crisis and the MDGs: Lunch and Learn," Young Professionals chapter of the United Nations Association for the DC capital area, March 11, Washington, DC
- D) "Impact of the Economic Crisis on Impoverished Countries, March 11, Jubilee USA activist call
- E) "Keeping the Millennium Promise," speech by Director Salil Shetty in March 2009 in Montreal at the Montreal Millennium Summit on the MDGs, where Speakers included actors Val Kilmer and Mia Farrow; Asha-Rose Migiro, Deputy Secretary-General of the United Nations; Jeff Sachs, SG's Special Advisor on the MDGs; and Sarah Ferguson, Duchess of York
- F) "Canadian Youth and the MDGs," Montreal Millennium Summit, April 15, Montreal
- G) "Youth and the MDGs," Micah Challenge USA and the United Methodist Seminar Program on National and International Affairs, March 14, New York
- H) "Young Women and Development," Public Leadership Education Network, April 23, Washington, DC
- I) "Health and the MDGs," Fogarty Int'l Health Conference, National Institute of Health, July 2, Washington, DC
- J) 'Implementing the Millennium Development Goals: What Have We Learned, What Are the Prospects?' Society for Int'l Development, June 4, Washington, DC
- K) "Assessing the Millennium Development Goals," Congressional House International Affairs Briefing," July 29, Washington, DC
- L) "International Leadership Program," A Global Intergenerational Forum by UNESCO," University of Connecticut, August 5, Connecticut
- M) "Stand Up and You," United Nations Association, August 10, San Francisco, California
- N) "Are We Losing the Fight Against Global Poverty? Challenges to Achieving the Millennium Development Goals and What the US Government (and You) Can Do," Puget Sound Millennium Development Goals Project, August 12, Seattle, Washington
- O) "MDGs and Bloggers," Netroots Nation, August 14, Pittsburgh, PA
- P) Meeting on Capitol Hill hosted by the House International Affairs Committee and the United Nations Foundation, where Anita Sharma, together with Dan Carucci (Vice-President, Global Health, UN Foundation) and Francesca Perucci (Chief, Statistical Planning and Development Section, UN Statistics Division), discussed findings from the annual MDG Report. More than 60 US government officials and NGO representatives attended.
- Q) Stand Up speaking events in Washington, DC, New York, New Jersey and Boston, October 13-19
- R) "National Security and the MDGs," National Security Network and University of Pittsburgh, September 21, Pittsburgh, PA
- S) "Take Action event for the Millennium Development Goals," International Association for Human Values, George Washington University School of Public Health, and IOTA NU DELTA, November 7, Washington, DC

¹ All given by Anita Sharma unless otherwise indicated

- T) "Waves of Beauty: The Development of Women and Young girls," The Art of Living Foundation (AOLF), The International Association for Human Values (IAHV) and Sasha Bruce Youthwork (SBY), November 8, Washington, DC
- U) World Justice Forum, Vienna - November 2009 - Director Salil Shetty spoke to a large group of US and international lawyers and others in the legal field on human rights and the MDGs
- V) "Teaching About the MDGs," National Association of Social Studies Teachers, Atlanta, Georgia, November 15 National Association of Social Studies Teachers, Atlanta, GA.

II. Media Appearances and Publications

- A) [G20 summit and pledges to world's poor](#), Blogging Heads TV, April 4
- B) ["Why Should the US Embrace the MDGs?"](#) Monday Developments Magazine, April
- C) [UN Day](#), Blogging Heads TV, June 4
- D) [What are the Millennium Development Goals?](#) Interview with Jack Rice, Air America, June 4, 2009
- E) [Fox Business News: Financial crisis and the poor](#)
- F) [G20 Wrap Up](#), UN Dispatch, September 25
- G) [One Billion People Around the World Go Hungry](#), World Focus, WNET, PBS, October 13
- H) The headquarters team and Anita Sharma [rang the NASDAQ Stock Market Opening Bell](#), October 20, 2009