

Chapter 2:

Millennium Development Goal Campaign

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2.1 The Millennium Declaration

When 189 member states of the United Nations signed a declaration following the Millennium Summit September 2000 to fulfil the Millennium Development Goals (MDGs) by 2015, many rejoiced and perceived it as a partial victory for civil society efforts. The Declaration consolidates a set of eight interconnected development goals into a global agenda with time-bound targets and quantifiable indicators. These goals are known as the “Millennium Development Goals” or MDGs. The Summit’s Millennium Declaration also outlined a consensus “road map” for how to proceed, with a strong focus on human rights, good governance and democracy.

The eight goals are ones that tens of thousands of civil society organisations had advocated for, for decades. The goals set forth concrete and relevant targets ranging from eradicating extreme poverty and hunger and achieving universal primary education to ensuring environmental sustainability and developing a global partnership for development. The goals exemplified the synthesis of civil society agendas into practical global policy.

This is not to say that the goals are not without their shortfalls. The goals, many feel, are just not ambitious enough. But they are a starting point. By using the political legitimacy that the MDGs provide, civil society organisations are in a strong position to co-opt and drive forward their agenda in these areas. Put differently, the MDGs are a means and not an end in themselves.

The momentum created by the adoption of the declaration was reinforced at the International Conference on Financing for Development at Monterrey in March 2002. At this conference, leaders from both developed and developing countries started to match their commitments with resources and action. The global deal which was made exchanges sustained political and economic reform in developing countries for direct support from the developed world in the form of aid, trade, debt relief and investment. However, the World Bank estimates that an additional 40 to 70 billion dollars a year in development aid is needed if the goals are to be reached within the given time frame.

The goals are unlikely to be achieved without the active involvement of civil society. Civil society should celebrate the mobilising opportunities the MDGs present and harness its forces to secure the resources and political will to make the goals a reality by 2015. This includes the challenge of linking current campaigns and activities to the global campaign.

2.2 The Millennium Development Goals

The Millennium Development Goals are, in short, a framework world leaders have agreed upon to reduce poverty and improve lives. The eight goals offer a vision of what we want to achieve to address the eight agreed problems. The goals respond to the problem by creating a vision.

	P r o b l e m	G o a l
1	<p>Billions of people live in poverty all over the world. Poverty has many dimensions. 1.2 billion people live on less than a \$1 a day. Millions do not have access to land and housing. Millions more do not have access to basic services like water and sanitation.</p> <p>800 million people are undernourished and 153 million children are underweight. The challenges include distributing food more equitably and increasing productivity.</p>	<p>Eradicate extreme poverty and hunger</p>
2	<p>Worldwide, primary school enrolment has been improving, rising from 80% in 1990 to roughly 85% now. But this means that, of the 680 million children of primary school age, 115 million are still not in school — 97% of them in developing countries.</p> <p>Ironically, countries can usually spend more on education as their economies grow. The poorest countries need to spend more on education to escape their poverty — but they do not have resources to make such an investment.</p>	<p>Achieve universal primary education</p>
3	<p>64% of the world's estimated 876 million illiterate adults are women. 80 % of all refugees are women and 60% of the 113 million children not in primary schools are girls. Around the world, women's earned income is still significantly less than men's earned income. Only in nine countries in the world are a third or more of the seats in national parliaments held by women.</p>	<p>Promote gender equality and empower women</p>
4	<p>Every year, more than 10 million children die of preventable causes — 30 000 per day.</p> <p>Immunisations in developing countries had levelled off at about 75% of children in 1990. In recent years, immunisations have fallen below 50% in sub-Saharan Africa. Sub-Saharan Africa, ravaged by HIV/AIDS, saw life expectancy reverse in the 1990s from already low levels.</p>	<p>Reduce child mortality</p>

P r o b l e m	G o a l
<p>5 Every year, 500 000 women die as a result of pregnancy and childbirth. In sub-Saharan Africa, a woman has a 1 in 16 chance of dying in pregnancy or childbirth. In OECD countries, it is 1 out of 2 800.</p>	<p>Improve maternal health</p>
<p>6 By the year 2000, almost 22 million people had died from AIDS, 13 million children had lost their mother or both parents to the disease and more than 40 million people were living with the HIV virus, 90% of them in developing countries, 75% in sub-Saharan Africa.</p> <p>Every year, there are more than 300 million cases of malaria, 90% of them in sub-Saharan Africa. And every year, 60 million people are infected with tuberculosis. Current medical technologies can prevent cure these diseases from being fatal, but lack of access to healthcare means that tuberculosis kills 2 million people per year and malaria 1 million.</p>	<p>Combat HIV/AIDS, malaria and other diseases</p>
<p>7 In 2000, more than 1 billion people in developing countries (1 in 5) lacked access to safe drinking water, and 2.4 billion lacked access to adequate sanitation. Both can be life-or-death issues.</p> <p>Soil degradation affects nearly 2 billion hectares of land, damaging the livelihoods of up to 1 billion people. 70% of commercial fisheries are fully or over-exploited. 1.7 billion people (a third of the developing world) live in countries facing water stress, and more than 250 million people living off the land are directly affected by desertification.</p> <p>Global warming is a global concern and carbon dioxide emissions are one of its main causes. High-income countries with 14% of the world's population generate 44% of CO₂ emissions.</p>	<p>Ensure environmental sustainability</p>
<p>8 \$100 billion minimum is needed per year to meet the goals, or 0.5% of the gross national income of the Development Assistance Committee countries. Total official aid is less than half of this. Unless rich countries keep their pledges to deliver financing for development, the Millennium Development Goals will not be met.</p> <p>More aid alone is not enough. It also has to be more effective. Aid should not be tied, should be harmonised with local development priorities and should have its administration reduced as far as possible.</p> <p>New approaches to debt relief are needed, particularly in the face of collapsing produce markets.</p> <p>Current trade policies are highly discriminatory. For example, agricultural subsidies in rich</p>	<p>Develop a global partnership for development</p>

P r o b l e m	G o a l
<p>countries lead to unfair competition, crippling developing countries' markets. The average OECD tariff on manufactured goods from developing countries is four times those on goods from other OECD countries.</p> <p>There is significant scope to improve poor people's access to global technologies. For example, only 10% of global spending on medical research is directed at diseases of the poorest 90% of the world.</p>	

The MDGs did not stop at goals. For each goal, one or more clear measurable target, to be reached by 2015, has been developed. These are the minimum targets. Countries and local communities are free to expand these goals as they concretise them to respond to their local reality.

Countries have been asked to take the eight goals and localise them. This has resulted in a number of national development targets. The tables that follow provide examples of the goals, MDG targets and national targets. Some countries, like Vietnam, have gone even further and developed additional goals not linked to the MDGs as part of the process of developing their national development targets.

For more information on the goals, targets and processes to localise the targets please go to www.undp.org/mdg or www.un.org/millenniumgoals.

Goal		Target/s	Examples of National Target	
			Bulgaria Example	Lesotho Example
1	Eradicate extreme poverty and hunger	Halve the proportion of people living on less than a dollar a day and those who suffer from hunger.	Increase average monthly income to €280.	Cut by one third the proportion of people who live below the national poverty line.
2	Achieve universal primary education	Ensure that all boys and girls complete primary school.	Increase the net enrolment rate in secondary school from 68.3% in 2002 to 86% and the net completion rate from 85.1% to 90%.	Ensure that all children will be able to complete a full course of primary school by 2007.
3	Promote gender equality and empower women	Eliminate gender disparities in primary and secondary education preferably by 2005, and at all levels by 2015.	Increase the percentage of the pay of women in relation to the pay of men from 72% in 2002 to 80% in 2015.	Eliminate gender disparity in all levels of education and increase the proportion of seats held by women in the National Assembly to 30% by 2007.
4	Reduce child mortality	Reduce by two-thirds the mortality rate among children under five.	Reduce the child mortality rate for 0-5 age group from 17 per 1000 live births to 9.5 per 1000 live births.	Cut infant mortality by one third between 1990 and 2015.

ε	Improve maternal health	Reduce by three-quarters the ratio of women dying in childbirth.	Reduce the maternal mortality rate from 19.1 per 100 000 live births to 12 per 100 000	
ε	Combat HIV/AIDS, malaria and other diseases	Halt and begin to reverse the spread of HIV/AIDS and the incidence of malaria and other major diseases.	Prevent the epidemic spread of HIV/AIDS by limiting prevalence among people aged 15-24 from under 1% to under 0.01%	Halt and reverse the spread of HIV/AIDS by 2007.
7	Ensure environmental sustainability	Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources. By 2015, reduce by half the proportion of people without access to safe drinking water. By 2020 achieve significant improvement in the lives of at least 100 million slum dwellers.	Reverse the loss of environmental resources by increasing the proportion of protected territories from 4.8% to 12%.	Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources. Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation.

		Canada Example
8	<p>Develop a global partnership for development</p> <p>Develop further an open trading and financial system that includes a commitment to good governance, development and poverty reduction – nationally and internationally.</p> <p>Address the least developed countries' special needs, and the special needs of landlocked and small island developing states.</p> <p>Deal comprehensively with developing countries' debt problems.</p> <p>Develop decent and productive work for youth.</p> <p>In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.</p> <p>In cooperation with the private sector, make available the benefits of new technologies – especially information and communications technologies.</p>	<p>Fulfilled a commitment to 8% annual growth for Canadian aid</p> <p>Canada increased their International Assistance Envelope by 8% each year for 2002/03, 2003/04 and 2004/05, adding \$1.8 billion in new aid resources. International aid currently receives 0.29% of Canadian Gross National Income.</p> <p>Retooled aid delivery to improve aid effectiveness</p> <p>In September 2002, the Canadian International Development Agency (CIDA) published "Canada making a difference in the world: a policy statement on strengthening aid effectiveness". Like other donors, CIDA has used this policy to retool many aspects of its aid delivery.</p> <p>Focused programming on sectors and strategies to reduce poverty</p> <p>In recent years, CIDA has increased resources to the four social development priorities (basic education, health and nutrition, HIV/AIDS, and child protection); agriculture and rural development; and the private sector in development, including a focus on the informal and small business sector.</p>

Vietnam Development Goals (VDGs)

Goal 1: Reduce the percentage of poor and hungry households

- Target 1** Reduce by 40% the proportion of people living below the international poverty line between 2001 and 2010
- Target 2** Reduce by 75% the number of people living below the international food poverty line by 2010

Goal 2: Universalise education and improve education quality

- Target 1** Increase net enrolment in primary school to 97% by 2005 and to 99% by 2010
- Target 2** Increase net enrolment rate in junior secondary school to 80% by 2005 and 90% by 2010
- Target 3** Eliminate the gender gap in primary and secondary education by 2005, and the gap between ethnic minorities and others by 2010
- Target 4** Increase literacy to 95% of under-40-year-old women by 2005 and 100% by 2010
- Target 5** By 2010 have improved the quality of education and increase full-day schooling at primary level (exact target depends on funding)

Goal 3: Ensure gender equality and women empowerment

- Target 1** Increase the number of women in elected bodies at all levels
- Target 2** Increase the participation of women in agencies and sectors [includes ministries, central agencies and enterprises] at all levels by 3-5% in the next 10 years
- Target 3** Ensure that the names of both husband and wife appear on land-use right certificates by 2005
- Target 4** Reduce the vulnerability of women to domestic violence

Goal 4: Reduce child mortality, child malnutrition and reduce the birth rate

- Target 1** Reduce the infant mortality rate to 30 per 1000 live births by 2005 and 25 by 2010, and at a more rapid rate in disadvantaged regions (see below)
- Target 2** Reduce the under-5 mortality rate to 36 per 1000 live births by 2005 and 32 by 2010
- Target 3** Reduce under-5 malnutrition to 25% by 2005 and 20% by 2010

Goal 5: Improve maternal health

- Target 1** Reduce the maternal mortality rate to 80 per 100 000 live births by 2005 and 70 by 2010 with particular attention to disadvantaged areas

Goal 6: Reduce HIV/AIDS infection and eradicate other major diseases

- Target 1** Slow the increase in the spread of HIV/AIDs by 2005 and halve the rate of increase by 2010

Goal 7: Ensure environmental sustainability

Target 1	Extend forest cover to 43% by 2010 (from 33% in 1999)
Target 2	Ensure that 60% of the rural population has access to clean and safe water by 2005 and 85% by 2010. This should be the case for 80% of urban people by 2005.
Target 3	Ensure there are no slums and temporary houses in all towns and cities by 2010
Target 4	Ensure that all waste-water in towns and cities is treated by 2010
Target 5	Ensure that all solid waste is collected and disposed of safely in all towns and cities by 2010
Target 6	Air and water pollution must attain national standards by 2005.

Goal 8: Reducing vulnerability

Target 1	By 2005, increase the average income of the lowest expenditure quintile to 140% of that in 2000 and to 190% of that by 2010
Target 2	Reduce by half the rate of poor people falling back into poverty due to natural disasters and other risks by 2010

Goal 9: Improving governance for poverty reduction

Target 1	Effectively implement grassroots democracy
Target 2	Ensure budget transparency
Target 3	Implement legal reform agenda

Goal 10: Reducing ethnic inequality

Target 1	Preserve and develop the reading and writing ability of ethnic languages
Target 2	Ensure entitlement of individual and collective land-use rights in ethnic minority and mountainous areas
Target 3	Increase the proportion of ethnic minority people in authority bodies at various levels

Goal 11: Ensuring pro-poor infrastructure development

Target 1	Provide basic infrastructure to 80% of poor communes by 2005 and 100% by 2010
Target 2	Expand the national transmission grid to 900 poor commune centres by 2005



TIPS on localising the targets

It is important to start off with high quality detailed poverty analysis

Localising the MDGs is only possible when detailed country data is available on poverty and all its dimensions, causes and trends.

Continuously engage all line ministries

Line ministries and departments need continuous support, ideas, facilitated discussions and examples to facilitate their engagement.

Secure dedicated capacity

Localising the MDGs is a labour-intensive effort and it is essential to have the right specialists available to do the work.

Network and form partnerships

Excellent networks between all the stakeholders (government, donors, NGOs, communities) are key, as are practical partnerships

Facilitate vertical and horizontal linkages

Communication between different ministries and between national and local government is important as it impacts on resource allocations

Use the process to broaden discourse on poverty

The process provides an ideal opportunity to broaden the discourse on the nature of poverty and possible strategies for addressing it.

Be flexible

The MDGs and targets are merely guidelines. Rework timeframes as Lesotho did or add new goals as Vietnam did.

Secure ownership

Developing national goals provides a vehicle for ownership of the MDGs. Once you have your national targets you can link these to international commitments and processes.

2.3 What is special about the Millennium Development Goals?

International compact between rich and poor countries

Unlike previous declarations, the MDGs are measurable, time-bound and involve a compact between rich and poor countries. Goal 8 commits rich countries to deliver on aid, debt, trade and technology transfer, while Goals 1-7 commit poor countries to put the right type of policies in place.

Measurable progress at international and national levels

Goals and targets mobilise national and international partners into action and help forge new alliances. They also provide a means for benchmarking and assessing progress towards human development. Policy reforms, institutional change and resource allocations often result from discussions centred on time-bound targets. Each country is required to set such targets in line with the MDGs. They offer a minimum threshold-level of transparent and quantifiable outcomes, targets and indicators rendering themselves open to independent monitoring. Annual Reports are to be published for each country assessing their progress in relation to each goal.

Interdependence between growth, poverty reduction and sustainable development

The goals are interlinked and provide a platform for linking and following up on all the commitments made at the various UN global summits held in the 1990s. They recognise the interdependence of growth, poverty reduction and sustainable development.

Achievable goals and targets

The MDGs are not over-ambitious. We are the first generation that has the financial resources and knowledge to meet the basic needs of all people in the world in an equitable manner. The Monterrey Conference has shown that the resources are available to achieve these goals. Only US\$100 billion of additional aid per year would be needed to meet the goals. This is not much more than global military expenditure or the billions spent in the Iraq war. Political will is needed on the part of all states to allocate adequate resources to create an enabling environment to achieve the goals.

Clear roles

The MDGs bring clarity to the shared and individual roles and responsibilities of key parties:

- Governments are responsible for achieving or enabling the achievement of the goals and targets.
- Networks of international organisations are responsible for marshalling their resources and expertise in the most strategic and efficient way possible, to support the efforts of partners at global and country levels and to monitor progress.
- Citizens, civil society organisations and the private sector are required to contribute their unique strengths for motivation, mobilisation, action and evaluation.
- In the light of the above, the “No Excuse” Campaign was launched to transform the Millennium Declaration from a vision into a set of actions.

2.4 The “No Excuse” Campaign

“We know **what** to do
We know **when** to do it
We know **who** should do it
We have adequate **resources**
We can **monitor** progress
There is **no excuse** not to fulfil the...
...Millennium Development Goals”

The Millennium Development Goals are realistic and achievable by 2015. The main challenge of the MDG campaign is to change political attitudes. The MDGs are achievable with the right combination of policy action and policy sequencing, the right application of resources and effective communication. Central to achieving these goals are the networking and co-operation required between rich and poor countries.

The UN at the highest level, reporting directly to the Secretary General and working closely with the head of the UNDP, set up the Millennium Campaign. The Campaign’s explicit purpose is to increase public awareness of the MDGs and support national actors in holding their own governments to account.

The Campaign works with existing efforts, connects them with similar efforts by civil society organisations (CSO) in other parts of the world, and provides information and linkages within the UN system. Several international networks of CSOs, local authorities, media and parliamentarians are already engaged in campaigning specifically for the achievement of the MDGs.

The Campaign provides an umbrella and common message under which individual sector and national campaigns can work. In this way we can build up significant pressure on decision-makers.

For example:

example example	
Goal	Links to local campaigns
Eradicate extreme poverty and hunger	<ul style="list-style-type: none"> • Campaigns against hunger e.g. Zero Hunger Campaign in Brazil • Campaigns that mobilise the poor e.g. Speak out on Poverty Hearings in South Africa • Budget campaigns e.g. Mexico women's budget • Campaigns for an end to agricultural subsidies e.g. Oxfam's Stop the Dumping Campaign • Campaigns to build the asset base of the poor e.g. Slums Dwellers International
Ensure that all boys and girls complete primary school	<ul style="list-style-type: none"> • Global campaign for education e.g. Elimu Yetu in Kenya and Global Campaign for Education • Campaigns to ensure girl children attend schooling e.g. Global Movement for Children • Campaigns against child labour e.g. Stop child labour, school is the best place to work and the Stop child trafficking campaigns
Promote gender equality and empower women	<ul style="list-style-type: none"> • Campaigns for gender political representation e.g. the Women's movement in Bangladesh or the ANC in South Africa • Campaigns to strengthen the economic base of women through savings and credit e.g. Mahila Milan • Campaigns against female genital mutilation e.g. Baobab or the Somali FGM campaign

<p>Reduce by two thirds the mortality rate among children under five.</p>	<ul style="list-style-type: none"> • Primary health care campaigns e.g. Health Now Campaign • Immunization campaigns e.g. global polio campaign • Nutrition campaigns e.g. Global Alliance for Improved Nutrition, India's right to food campaign • Campaigns for improved water and sanitation e.g. Water, Sanitation and Hygiene for All (WASH) campaign
<p>Reduce by three quarters the ration of women dying in child-birth</p>	<ul style="list-style-type: none"> • Health care campaigns e.g. People's Health Movement • Campaigns around maternal mortality e.g. International Planned Parenthood campaign in Nepal
<p>Halt and begin to reverse the spread of HIV/AIDS and incidence of malaria and other major diseases</p>	<ul style="list-style-type: none"> • HIV/AIDS campaigns e.g. TAC or STOP campaigns • Awareness campaigns e.g. TB awareness campaign • Campaigns against pharmaceutical companies drug prices e.g. AIDS activists campaign • Campaigns to access drugs e.g. MSF campaign for access to essential medicines
<p>Ensure environmental sustainability</p>	<ul style="list-style-type: none"> • Water and sanitation campaigns e.g. Water is Life Campaign and Mercy Corp Clean Water Campaign • Re-forestation campaigns e.g. Forest People Alliance • Climate change campaigns e.g. Friends of the Earth
<p>Develop a global partnership</p>	<ul style="list-style-type: none"> • Fair trade campaigns e.g. Trade Justice Movement • Debt campaigns e.g. Jubilee 2000 • Campaigns around investment priorities e.g. Global Trade Watch or Anti-Free Trade and Globalisation Movement • Campaigns for effective aid e.g. Italian MDG campaign

<p>Eradicate extreme poverty and hunger</p>	<ul style="list-style-type: none"> • Campaigns against hunger e.g. Zero Hunger Campaign in Brazil • Campaigns that mobilise the poor e.g. Speak out on Poverty Hearings in South Africa • Budget campaigns e.g. Mexico women's budget • Campaigns for an end to agricultural subsidies e.g. Oxfam's Stop the Dumping Campaign • Campaigns to build the asset base of the poor e.g. Slums Dwellers International
<p>Ensure that all boys and girls complete primary school</p>	<ul style="list-style-type: none"> • Global campaign for education e.g. Elimu Yetu in Kenya and Global Campaign for Education • Campaigns to ensure girl children attend schooling e.g. Global Movement for Children • Campaigns against child labour e.g. Stop child labour, school is the best place to work and the Stop child trafficking campaigns
<p>Promote gender equality and empower women</p>	<ul style="list-style-type: none"> • Campaigns for gender political representation e.g. the Women's movement in Bangladesh or the ANC in South Africa • Campaigns to strengthen the economic base of women through savings and credit e.g. Mahila Milan • Campaigns against female genital mutilation e.g. Baobab or the Somali FGM campaign
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By working under one umbrella we can prevent one sectoral campaign from undermining another. Those campaigning around education do not want the money to come from HIV/AIDS funding. By campaigning together we can all unite in arguing for a bigger cake instead of competing for how the cake is cut.

2.5 The United Nations' role and responsibilities for the campaign

The United Nations (UN) is the umbrella body under which the MDG Campaign is co-ordinated. In support of its efforts to ensure that the MDGs become an integral part of the priorities and actions of a broad range of actors globally, the UN has developed a four-pronged strategy, namely:

- Monitoring: Systematic and sustained tracking and review of progress through MDG reports and country office programmes
- Analysis: Definition and assessment of the policy dimensions of achieving the MDGs
- Campaign support: Through the MDG office collaborating with a wide range of partners to harness existing energy and capacity and foster a self-sustaining movement
- Assistance: Goal-driven assistance to address key constraints to progress.

Implementing the strategy, the MDGs have been integrated into every United Nations programme, and a MDG Campaign office has been set up by the UN. The Campaign office will support national processes and the build-up of a global MDG movement with international events and joint action across the world. By providing an international platform, the Campaign aims to strengthen each national campaign. The MDG Campaign will provide:

- Global credibility and legitimacy
- Leverage to bring actors together, for example, the private sector, governments and CSOs, around a common set of goals.

For example

The logo consists of the word "example" in a red, lowercase, sans-serif font, with another "example" in a smaller, grey, lowercase, sans-serif font directly below it.

UNDP brings actors together

UNDP brought together representatives from more than 14 African countries in a week-long workshop that highlighted the critical role communities play in achieving the MDGs. The workshop resulted in learning exchange agreements that support the MDGs through the transfer of knowledge from one community to another, often in countries distant from one another. At the week's end, the diverse groups presented to the Kenyan government's Assistant Minister of Planning and National Development and the Minister of Environment a community declaration of policy considerations on the MDGs.

As a result, the Ministers publicly recognised local communities as key partners in sustainable use of the environment, fighting poverty and combating HIV/AIDS. This also led to the Ministry of Planning and National Development officially launching a civil society organisation (CSO) campaign on the MDGs in Kenya.

- Guidelines on how the MDGs can be achieved and support to local, national and regional efforts
- A platform to develop international coalitions and networks
- A platform for highlighting national issues, linked to the goals, in the international arena
- A knowledge centre responsible for co-ordinating and sharing information
- A mechanism to monitor delivery through the MDG Reports required of every country

For example

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example

Processes for MDG Reports

By facilitating the production of the first MDG reports in over 40 countries the UN and their civil society counterparts introduced governments to the key issues, including the national status of the goals, the adequacy of data and its relevance. The reporting process helped governments understand the utility of the MDGs. Discussion around the reports demonstrated the benefit of the Report as a tool for dialogue, debate and coalition building.

These benefits need to be exploited for each of the multilateral reports required from every country, namely:

- Human Development Report: In-depth nationally-owned policy analysis document with bold policy messages
- MDG report: User-friendly report on the status of progress to date and distance to travel to reach the MDGs
- Poverty Reduction Strategy Paper: Medium-term action plan describing national poverty reduction programmes.

2.6 The Millennium Development Goals Campaign Unit

Following informal consultations with key civil society organisations (CSOs) and individuals with campaigning experience, the UN decided to set up a small Millennium Campaign Unit. The Unit is identified as a UN initiative to ensure maximum benefit from the UN system. It operates, however, at arms-length from the regular UN bodies, allowing more freedom of action and flexibility.

The functions of the unit are to:

- Disseminate information
- Forge connections with existing campaigns and movements
- Promote networking, consultations and partnerships, especially with civil society
- Co-ordinate campaign strategies and messages.

2.7 Government's role and responsibilities for the campaign

Governments are responsible for achieving the MDGs. Most governments have signed the Millennium Declaration stating their intention to put in place the necessary policies, implementation frameworks and resources to meet the targets. That is, however, the easy part. Meaningful engagement with the MDGs happens when governments demonstrate the political will to utilise the goals and targets to guide national policies and programmes.

Your government should not only have signed the Declaration, but should have translated the goals and targets into clear national development goals as demonstrated in the examples earlier. Many of the countries which have signed the Declaration have already developed national goals as a basis for their national campaign. The next crucial step is for the governments to put in place a plan to achieve the goals. Each government is also committed to reporting on its progress.

The challenge is not just one for national governments. Local governments also have an important role to play. The goals provide local authorities with a government-endorsed framework that can be used to push pro-poor reform and boost spending on health, education and the environment. The goals are also an opportunity for local authorities to unite with their citizens and members of parliament representing their constituencies to put pressure on their government to deliver.

For example

example
example

Roles for municipal governments

Perugia gates

On the occasion of the Italian peace march in October 2003, the MDG campaign sponsored eight gates representing the MDGs. These sparked interest from cities around Europe wanting to host the gates to support local events.

Carapegua local authority adopts the MDGs

In the city of Carapegua, Paraguay, the Municipality issued an ordinance and a resolution declaring the MDGs a core foundation of the strategic plan for community development. They also established a board of advisors to help implement programmes to achieve the MDG targets.

Los Angeles resolution

In Los Angeles a resolution was adopted supporting the MDGs. The debate leading up to the resolution contributed to putting international development at the heart of the city's agenda. It also triggered media interest and sent a political signal to Washington about the importance of pro-development policies.

2.8 Civil society's role and responsibilities for the campaign

Governments are responsible for achieving the MDGs. What is lacking is the political will to make this happen. Political will is not fixed, however. It can be changed if citizens hold their governments, donors and the private sector to account. In taking up the MDG Campaign, we refuse to be the generation that missed the opportunity to make the difference. After more than four decades of failed international targets it is time to do things differently.

Reflecting on the past, it is clear that acting together and focusing on the same issues are essential if we are to have a chance of changing the power balance and securing our vision. Each organisation and network will already be working on their own issues. By linking our work to the individual MDGs and the Millennium Declaration we can build up significant pressure on politicians.

Civil society can play a role by:

- Raising awareness about the MDGs.
- Engaging in actions to put pressure on decision-makers and monitoring what government is doing and/or supporting your government by providing examples of how it can be done.
- Strengthening existing local and national campaigns by linking them to an integrated international campaign. The eight goals are ones that thousands of civil society organisations (CSOs) have advocated for decades. The MDGs therefore provide a focus for building networks and partnerships. Through these partnerships, CSOs can provide examples of how we can make the MDGs real and relevant to local struggles, and can also strengthen campaigns by providing expertise, credibility and sometimes funding.

For example

example
example

Jubilee debt relief campaign links up with MDGs

The vision of the Jubilee Debt Relief Campaign is a world in which the people of the poorest countries are liberated from the crushing burden of debt, and in which the future financial arrangements between rich and poor nations are founded on fairness, accountability and transparency. NGOs around the world have united to campaign for debt relief for poor countries.

Agencies linked to the Jubilee 2000 debt relief campaign have long argued that debt reduction needs to be linked to poverty reduction.

MDG literature acknowledges that aid shortages persist, even after the Monterrey Financing promises. Without a near doubling of aid, most low-income countries (LICs) and hence most of Africa are unlikely to achieve the MDGs.

The Jubilee campaign argues that if the achievement of the MDGs is accorded the priority it deserves, further debt reduction will be essential. This is because the LICs do not have the necessary internal fiscal revenue, and they cannot necessarily count on sufficient foreign aid to fill the revenue gap.

(CAFOD, H Northover, October 2003)

For example

example
example

The People's Budget and Basic Income Grant (BIG) Campaign in South Africa

For the past three years, South African trade unions, churches and NGOs have collaborated to develop an alternative budget framework called The People's Budget. The initiative analyses the poverty trap in which half of South Africa's population lives and proposes an alternative macroeconomic framework based on developmental intervention by the government. The People's Budget recommends a review of fiscal policy towards developmental objectives, including the provision of national health insurance and a basic income grant to address the crisis of unemployment facing South Africa.

The People's Budget was preceded by national poverty hearings conducted by the national NGO coalition, in which communities throughout the country were called upon to provide input on the conditions of poverty and underdevelopment in their communities. It also included follow-up People's Budget hearings where CSOs, especially community-based organisations, were asked to give input on what they believed the national budget should prioritise. A similar model of popular budget hearings was later adopted by the Gauteng¹ provincial government.

The Basic Income Grant (BIG) campaign grew out of the People's Budget process. The BIG campaign proposes that a 100 Rand universal grant be provided to all those living in South Africa as a development grant to break the cycle of poverty in which the poor are caught.¹ BIG researchers estimate that the provision of a basic income grant would reduce South Africa's poverty gap by 74%, lifting 6.3 million people above the poverty line. They also demonstrate that the provision of BIG is affordable.

The BIG campaign falls entirely in the MDG framework. However, there has been no reference to the MDGs in any BIG research or campaigning activities. This is largely due to the low levels of awareness about the MDGs among CSOs in Southern Africa. Another contributing factor is the gap that exists between CSOs operating at the national level and multilateral institutions such as UNDP, at least in South Africa.

Increased communication about the MDGs with the CSOs active in the BIG campaign can result in the integration of the MDG framework and the BIG campaign. This can provide a boost to the MDG Campaign, especially to its advocacy efforts with government and the public awareness drive on the MDGs.

(N Gabriel, *the MDGs: Towards a civil society perspective on reframing poverty reduction strategies in Southern Africa*, Southern African MDG forum, July 2003)

2.9 The private sector's role in the campaign

The private sector can contribute its knowledge in organising and managing projects and the necessary technology.

For example

The logo consists of the word "example" in a red, lowercase, sans-serif font, positioned above the word "example" in a green, lowercase, sans-serif font. The text is contained within a white rectangular box.

Corporate volunteers help to achieve Goal 8

In 1996, employees of SUEZ, a French group of companies specializing in energy, water and waste management, formed a humanitarian organisation to help poor communities in the development and management of water resources through sharing of knowledge and skills as well as material resources. SUEZ has sent many of its employees as corporate volunteers to help address waste and energy needs in developing countries. So far, missions have been carried out in Albania, Ecuador, Honduras, Mali and East Timor, and many more are in the planning stage.

2.10 The role of other actors in the campaign

Like the UN, other aid and development agencies also have a role to play in making the MDGs a reality. They can raise awareness of the MDGs, align their programmes to the MDGs and re-prioritise resources to MDG goals.

For example

example
example

Asian Development Bank throws its weight behind the MDGs

The Asian Development Bank (ADB) takes pride in its role in helping its developing member countries—and the entire region—achieve the Millennium Development Goals. But meeting them by 2015 will be a challenge, with many countries potentially falling short of achieving some or all of the targets. ADB is committed to creating an environment for achieving the MDGs, a shared responsibility of all development stakeholders. To assist in its work ADB dedicated a Review to highlighting MDG issues and providing examples of innovative projects that are eradicating extreme poverty and hunger, strengthening primary education, promoting gender equality, improving health, fighting HIV/AIDS, protecting the environment, and promoting partnership. For more information see: http://www.adb.org/documents/periodicals/adb_review/2004/vol36_3/vol36_3.pdf

The International Campaign to Ban Landmines (ICBL) case study demonstrates the importance of having all the various stakeholders act together to achieve a global goal such as the MDGs. It also provides a number of campaigning lessons that illustrate the approach in Section 3.

Case Study: International Campaign to Ban Landmines (ICBL) July 2004

The campaign to ban landmines has been widely celebrated as one of the most successful international campaigns. It mobilised grassroots activities, galvanised public opinion, lobbied governments and by the third quarter of 1997 had secured a treaty comprehensively banning the production, transfer, stockpiling and use of anti-personal landmines.

The issue

At the outset of the campaign in the early 1990s estimates suggested that more than 100 million mines had been scattered through over 60 countries as each month some 2 000 civilians were either killed or severely injured. In addition to the direct human costs the mines obstructed access to infrastructure, land and reconstruction efforts.

ICBL formation

In November 1991 the Vietnam Veterans of America Foundation and Medico International agreed to mount a campaign to bring together NGOs to call for a global ban on landmines. Around the same time in Europe Handicap International (HI), Mines Advisory Group (MAG) and Physicians for Human Rights launched a signature campaign to stop the “Coward’s War.” These two efforts were merged in 1992 when the five organisations together with Human Rights Watch agreed to coordinate their efforts and call a NGO conference on the issue. The conference called for an international ban on antipersonnel landmines, the establishment of an international fund to support victims and an effort to ensure countries involved in the trade contributed to the fund.

The International Campaign to Ban Landmines (ICBL) invited other NGOs to support these calls. Within two years over 350 organisations around the world had given their support. NGOs also advanced the cause through national campaigns launched in Cambodia, Sweden, Germany, Britain, the United States, New Zealand, Australia and Italy with Belgium, Ireland Canada, South Africa and Afghanistan following later. In addition to lobbying political leaders and meetings with government officials national efforts also included public awareness programmes and signature campaigns. Throughout the campaigns activists combined technical expertise and mobilisation.

Joint action

During the January session of the conference eight pro-ban states – Austria, Belgium, Canada, Denmark, Ireland, Mexico, Norway and Switzerland – met with the ICBL to discuss future strategy. Further meetings resulted in an offer by Canada to hold a small meeting for NGOs, pro-ban governments and international organisation. Although not apparent at the time, a profound change in the nature of the campaign was underway. To this point the principal pro-ban actors (NGOs and international agencies) had engaged in a relatively typical, if extremely successful, advocacy campaign. There was not doubt the despite a lot of sympathy the campaigners were lobbying from outside. Within months however the campaign was transformed into a strategic partnership between non-state actors and pro-ban states. In October 1996 the so-called Ottawa Process, a fast track diplomatic initiative to negotiate in less than 14 months an international convention to ban the use, stockpiling, production and transfer of anti-personnel mines was initiated at a conference attended by 50 states, the UN, ICRC and dozens of NGOs.

In 1996, a resolution was put to the General Assembly welcoming the conclusions of the Ottawa conference, and calling on states to; ‘pursue vigorously an effective, legally-binding international agreement to ban the use, stockpiling, production and transfer of anti-personnel mines with a view to completing negotiations as soon as possible. The resolution was passed 156-0 with ten abstentions. Having secured the global endorsement the effort to build political will shifted to regional initiatives.

The ban

The last major stop before Oslo was the Brussels meeting where NGO coordinator, Jody Williams, coined the phrase ‘no exceptions, no reservations, no loopholes’. In September in Oslo the Ban Treaty was negotiated and agreed. Had the U.S. not been present, a range of potential divisive issues might have occupied the delegates. Instead people were focused and the convention was strengthened during the course of the negotiations. States returned months later to Ottawa to sign the convention on 3 December 1997. One hundred and twenty two states signed the Convention. Three countries ratified the convention during the signing ceremony. The 40th ratification needed to trigger the enforcement of the Convention was signed by Burkina Faso in September 1998, a record turn around for any international treaty. The treaty came into force on 1 March 1999.

Ingredients of success

The campaign was striking for its multidimensional quality. Many actors were involved, including individual experts, NGOs, the ICRC, states and multilateral organisations. Multiple mechanisms were employed, such as preparation of expert studies, mass promotion material, lobbying of government from below, representation at international conferences. The following key lessons have been extracted to help you to develop an effective MDG campaign.

Articulate your goal and message clearly and simply

Every issue is complicated, but the importance of a focused, clear, concise and consistent message cannot be overstated. The success of the ICBL was defining antipersonnel mines as a discrete problem with the general context of the human costs of violent conflicts.

Political relevance and timing

Campaigns must be relevant. The changing global situation in the later 1980s and early 1990s was a critical factor in the development of the ICBL. The end of the Cold War made it possible for NGOs and governments to look at issues differently. Increased attention was being devoted to conventional, as opposed to nuclear weapons and the crisis around the impact of mines was growing.

Be inclusive

The ICBL has always subscribed to the big tent theory. To become a member it is necessary to inform the coordinator that you share and endorse the campaign's call for a total ban on antipersonnel mines and do at least one landmine related campaign activity per year. Each country and campaign was free to determine its own strategy based on the local context provided these all shared the one common goal. There were no dues and no restrictions. In addition, the effective working relationship between the ICBL and other non-state actors like the ICRC and the UN was crucial.

Communication

Clear and consistent communication is key. The campaign maintained close links to country efforts and stayed in touch using phones, faxes and emails. People were able to speak with authority about what was happening everywhere to eliminate the problem.

Consistency and continued commitment

The goal of the campaign remained the same. Campaigns fought tirelessly for the goal in every forum. As each victory was won they immediately developed the next strategy and action plan. Activists were committed to finishing the job they had begun. For example, as soon as the treaty was signed ICBL launched a plan for ratification and implementation. ICBL launched the Landmine Monitor as one mechanism to ensure compliance.

Speak with one voice

Despite significant differences of opinion were evident those closer to government and those working with victims all NGOs worked within the coalition framework. Major statements were agreed by consensus and circulated on ICBL letterheads. This enabled the ICBL to get a seat at several meetings where NGOs may be traditionally excluded.

Credibility

The ICBL grew out of fieldwork in mine affected communities. The campaign was led by organisations focusing on assisting victims and clearing mines, with most key individuals having years of experience in the field. Their unparalleled expertise could not be easily dismissed by military personnel or politicians. The campaign also included people directly affected by landmines. They made compelling spokespeople who could not be easily dismissed by politicians.

Provide expertise and documentation

Members of the ICBL carried out a concerted research agenda and disseminated its research widely to both governments and the public. Materials includes information on the impacts on landmines, global mine production, trade, stock and use as well as sophisticated legal analysis and advice on treaties. These were powerful advocacy tools.

Dual target

In all cases the national campaigns began with the twin objective of raising public awareness of the crisis and lobbying government officials to commit to a comprehensive ban.

Building from below

The greatest strength was the dozens of well-coordinated country campaigns. Although the objective was a global ban considerable effort was made to disaggregate the process through regional meetings and country campaigns. A strength was that the model of the national campaigns was remarkably consistent – an inclusive coalition. Despite this there was always flexibility for local campaigns to develop their own approach, structure and activities.

The state as a partner

Although the state is often seen as the target the landmines case underlines the importance of building partnerships between NGOs and sympathetic states. Solving landmines problems required changes in state policy and the consent of states. Therefore the campaign had to involve and engage the state and use pro-ban states to lobby other states.

Need for leadership and committed workers

Successful coalitions are large and diverse. But most operate on the work and experience of a dedicated core, supported by many. Leadership was key to the campaigns success.

Know how to organise

Typical coalition members do not have the skills and expertise to organise large scale events or to lobby. Issue expertise does little good without organisational expertise when it comes to campaigning. The ICBL produced education materials on how to organise national campaigns, prepare press releases, interact with the media and other aspects of campaigning.

Use every platform to promote your message

The media is just one of many platforms to promote your message. The ICBL used conferences, statements, resolutions, email, websites, personal contacts and the media to popularise its message.

This case study has been compiled from:

The Landmine Ban: Case Study in Humanitarian Advocacy by Don Hubert with preface by N Macfarlane, Institute for International Studies, Occasional paper 42, 2000.

The Campaign to Ban Antipersonnel Mines: Potential Lessons, S. Goose, FIM 2000.