SUSTAINABLE DEVELOPMENT GOALS

ACTION
CAMPAIGN

UN SDG ACTION CAMPAIGN TOOLKIT

"The universal nature of the 2030 Agenda – adopted by the Assembly in September 2015 as a plan to tackle poverty, inequality and other global challenges – and its pledge to leave no one behind ties it to sustaining peace."

Antonio Guterres
UN Secretary-General

FROM 2002 TO 2030

THE UN MILLENNIUM CAMPAIGN:

✓ Build and maintain political will for achieving the MDGs

✓ Build multi-stakeholder partnerships

✓ Citizen and stakeholder outreach for the post-2015 Global Conversation

THE UN SDG ACTION CAMPAIGN:

✓ Encourage popular ownership of SDGs in every country

✓ Engage stakeholders in implementation

✓ Sponsor citizen-driven processes to monitor progress and drive accountability
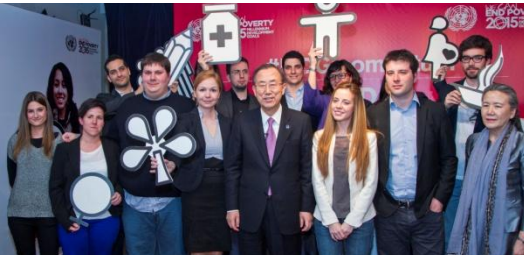
ACTION 1:
MY WORLD 2030

MONITOR SDG PROGRESS, BUILD ACCOUNTABILITY AND CREATE DIALOGUE BETWEEN CITIZENS AND DECISION MAKERS

MY WORLD 2015
SUMMARY & RESULTS

"MY WORLD HAS SHOWN HOW INTERNATIONAL ORGANIZATIONS, TOGETHER WITH CIVIL SOCIETY GROUPS, CAN USE DATA TO FEED PEOPLE'S PERCEPTIONS AND PRIORITIES INTO THE HEART OF POLITICAL PROCESSES."

BAN KI-MOON
FORMER UNITED NATIONS
SECRETARY-GENERAL

MY WORLD.
THE UNITED NATIONS GLOBAL SURVEY FOR A BETTER WORLD.

MY WORLD 2015 RESULTS

OVER 9.7 MILLION VOTES

194 COUNTRIES

1000+ PARTNERS

82% OFFLINE VOTES
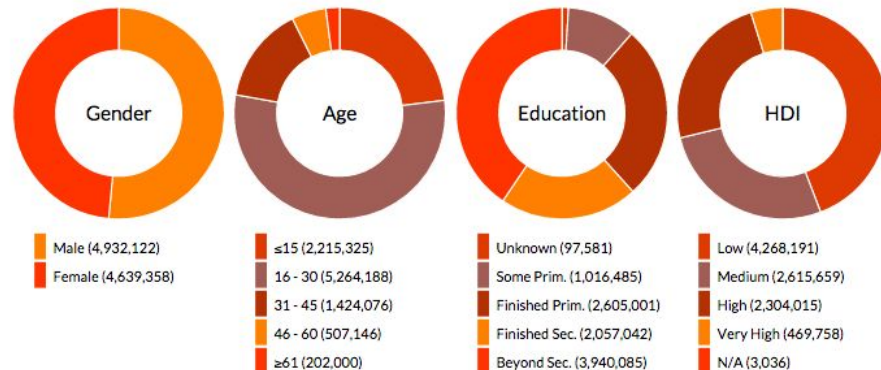
77% VOTERS 30 YEARS OLD & YOUNGER

OPEN SOURCE PLATFORM

LIVE DATA VISUALIZATIONS

COUNTRY LEVEL MULTI-STAKEHOLDER GROUPS

data.myworld2030.org

Gender
- Male (4,932,122)
- Female (4,639,358)

Age
- ≤15 (2,215,325)
- 16 - 30 (5,264,188)
- 31 - 45 (1,424,076)
- 46 - 60 (507,146)
- ≥61 (202,000)

Education
- Unknown (97,581)
- Some Prim. (1,016,485)
- Finished Prim. (2,605,001)
- Finished Sec. (2,057,042)
- Beyond Sec. (3,940,085)

HDI
- Low (4,268,191)
- Medium (2,615,659)
- High (2,304,015)
- Very High (469,758)
- N/A (3,036)

A good education	Better transport and roads
Better healthcare	Equality between men and women
Better job opportunities	Reliable energy at home
An honest and responsive government	Political freedoms
Affordable and nutritious food	Freedom from discrimination and persecution
Protection against crime and violence	Protecting forests, rivers and oceans
Access to clean water and sanitation	Phone and internet access
Support for people who can't work	Action taken on climate change

MEXICO CITY, MEXICO
OFFLINE VOTE COLLECTION

Through the support of 3,000 youth ambassadors, INJUVE DF collected 1.6 million votes in 3 months. The results have since been used to guide policy and funding allocation in the nations capital, showing strong political will from the Governor of Mexico City to include youth voices.

NIGERIA
REPRESENTATIVE SURVEY

Nigeria was the first country to officially take up MY World, performing an in-depth representative survey which was used to guide implementation. By enlisting the help of the National Youth Service Corps, the country performed an equally representative roll-out of MY World across 36 States, collecting one million votes in just one month and over 2.7 million votes in total.

YEMEN
MOBILE PHONE VOTE COLLECTION

The UNDP Country Office coordinated partnerships with major mobile phone providers, allowing for polling across the country through the use of an Interactive Voice Response (IVR) call-in system. In total, they were able to collect almost 400,000 votes in this manner, allowing them to reach people even in remote locations.

GLOBAL DAY OF ACTION
ONLINE VOTE COLLECTION

On 8 May 2014, the UNMC coordinated a system wide UN Global Vote Day as part of the World Vision International week of action. The day resulted in 250,000 new votes and 25 million social media impressions with notable twitter support from , the Secretary-General , HM Queen Rania, PM David Cameron, Claro Ronaldo, Iker Casillas, Helen Clark and several member states and heads of UN agencies.

"SCHOOL HALL" YOUTH DEBATES
COLLECTING & PROMOTING THE RESULTS

Partners worked with Youth, not only to collect the results, but also to discuss them in schools and in youth debates. The results, which can be disaggregated by country, age, education level, HDI level, and partner ID made it easy to see how schools and local communities voted.

JCI in Sandton, South Africa advocated for local change, promoting the results with celebrities in social media, as well as on the radio.

NATIONAL CAMPAIGN PRESENTATIONS
LOCALIZATION AND ADVOCACY

Although the collection process finished in September 2015, partners are using the results to advocate for the priorities of voters by compiling reports that capture the results at a local level.

There have been many hand over moments to important decision makers, and some of these have publicly announced that the results will influence the prioritization of their planning and fund allocation.
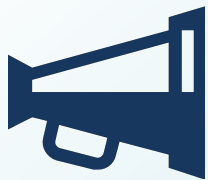
SOME MY WORLD PARTNERS

UNDP

UNITED NATIONS FOUNDATION

UN WOMEN
United Nations Entity for Gender Equality and the Empowerment of Women

World Vision®

unicef

JCI

UN Volunteers

Report
VOICE MATTERS

Microsoft

Obra Social
Fundación "la Caixa"

Telefónica

P&G

Coca-Cola

VIACOM.

PROJECT EVERYONE

CITIZEN VOICE

The Campaign worked with civil society to lift citizen voice to international decision makers through MY World and the World We Want.

Here is a sample of those that publicly supported our work.

HM Queen Rania
Jordan

Erna Solberg
Prime Minister of Norway

David Cameron
Former Prime Minister of the UK

Uhuru Kenyatta
President of Kenya

THE WORLD WE WANT

Graca Machel
Mozambique/South Africa

Dullas Alahapperuma
Minister of Youth Affairs, Sri Lanka

Miguel Mancera
Governor of Mexico City

Margarita Cedeño de Fernández
Vice-President, Dominican Republic

MEDIA PARTNERSHIPS

- Partnership with **Microsoft** for Data playgrounds and showing the goals at their headquarters in Times Square

- "Hero Campaign " targeting Open Working Group Negotiators in partnership with **Global Citizen** and **Action/2015**

- Open letter from citizens to world leaders in the **Economist** and **The Financial Times** & **Time Magazine**

- Worked with **Project Everyone** during the seven days after the SDGs were announced to place a full page advert in the **Financial Times** announcing the Goals
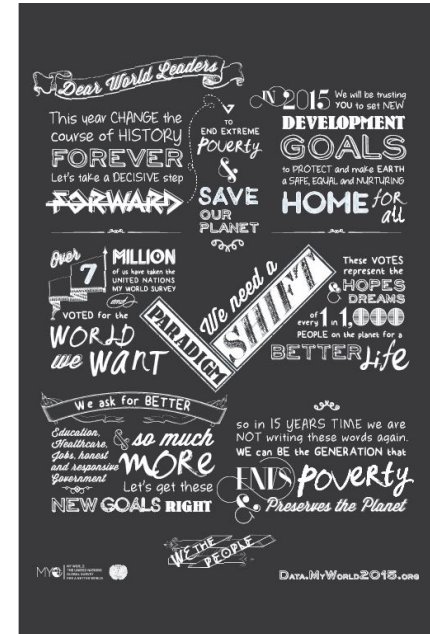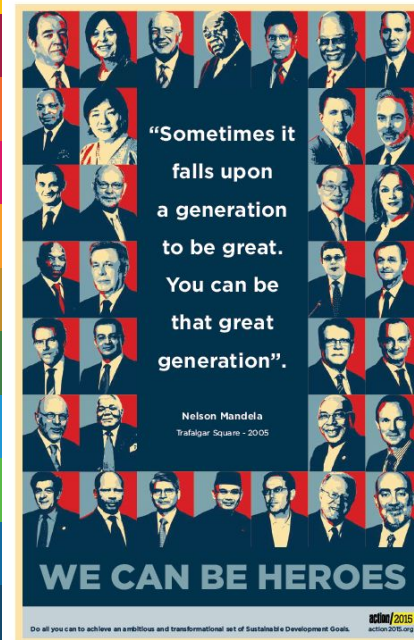
ALTHOUGH THE OUTCOME OF MY WORLD 2015 WAS GREAT, WE WANT TO MAKE IT BETTER.
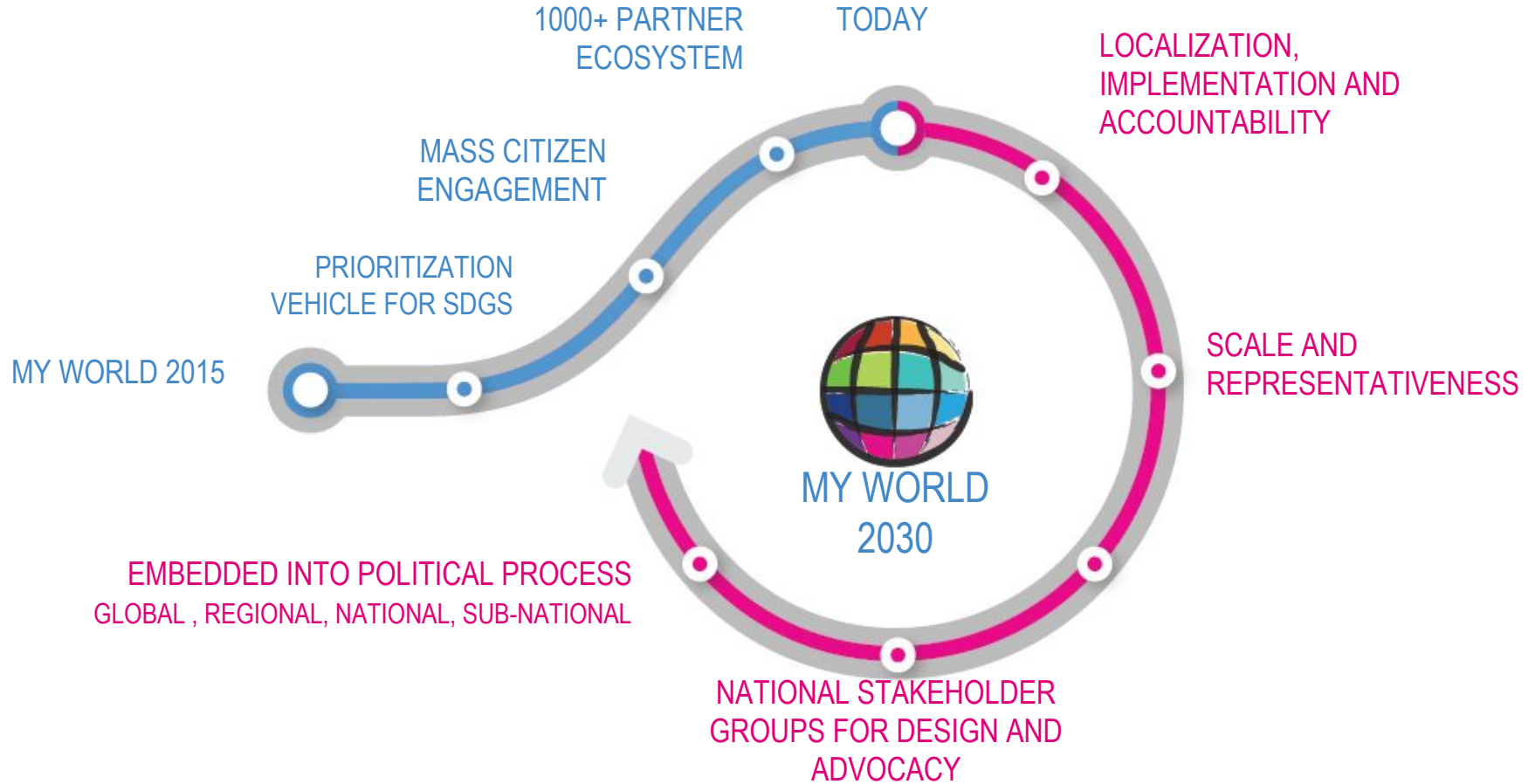
MY WORLD 2030: FOUR DATA AND ACTIVITY STREAMS

MY World Scientific

This information would be gathered on a longer time frame as a representative data set ideally covering a subset of countries, provinces and cities to give regional and typological balance. **Full survey instrument ready.**

MY World Bespoke Editions

The core set of questions would be supplemented, where partners wish to do so, by broad mobilization on issues of particular local relevance and concern, to build dialogue and engagement with officials and political actors at the national and local levels. **By application**
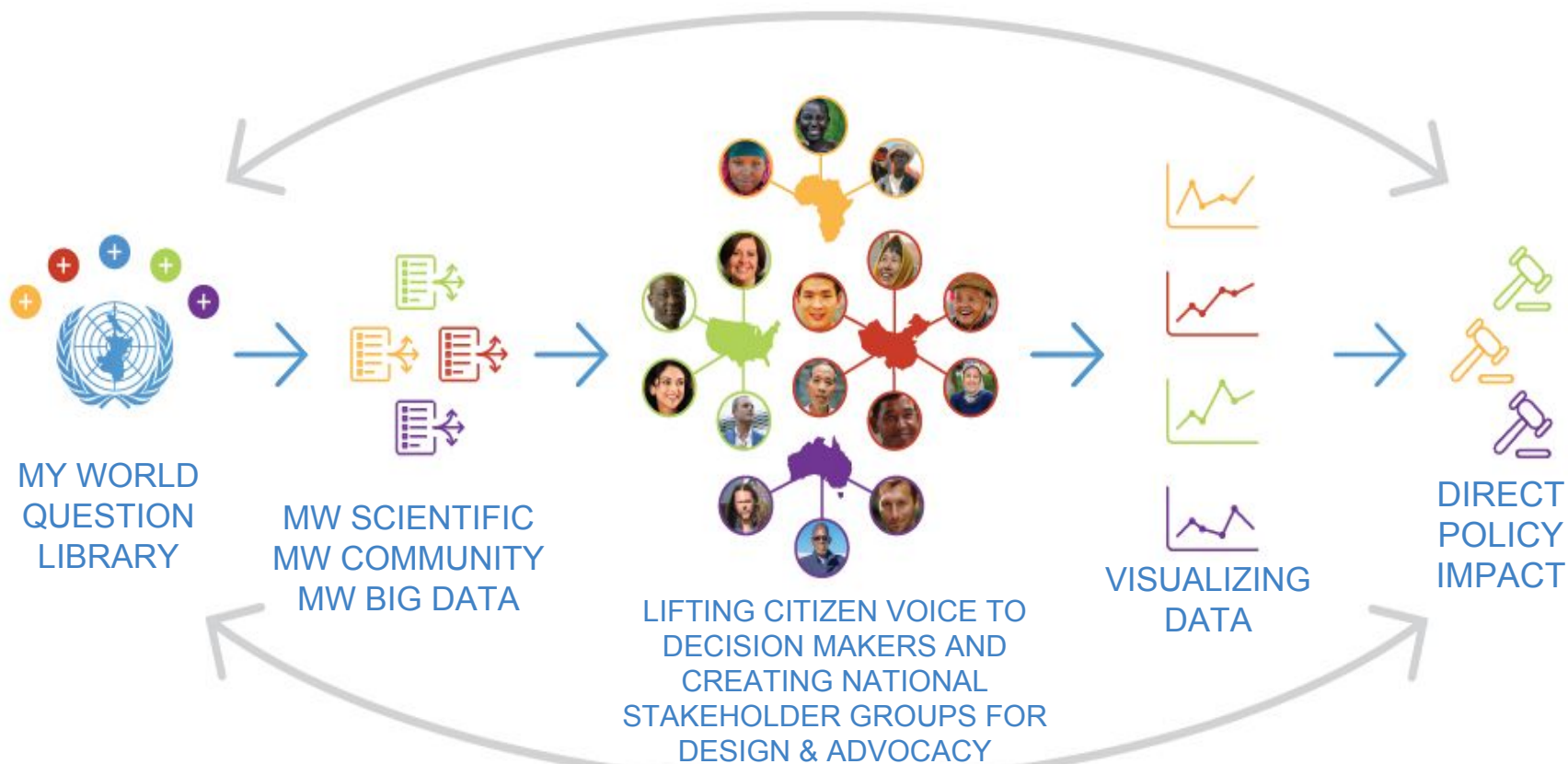
SDG Question Library

MY World Community

A core set of 3 globally comparable questions will be gathered at scale through broad outreach to citizens and partner mobilizations on an on an ongoing basis, with annual feedback moments. **Community survey ready at myworld2030.org**
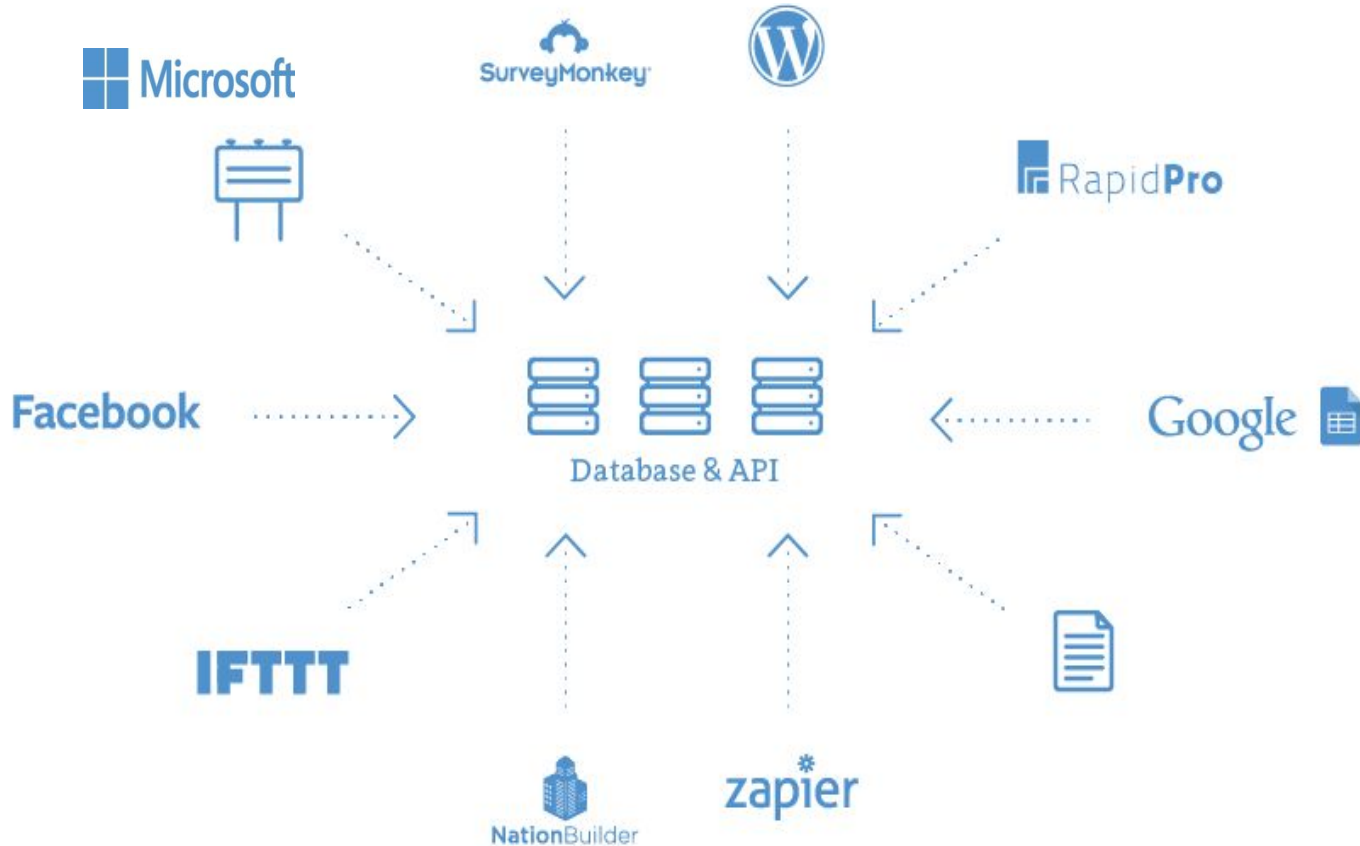
MY World Big Data

The above complementary streams will be further enhanced by the big data derived analytics from a variety of sources such as social media, mobile phone usage and other industry data. We envisage that as "big data" is a relatively new and fast changing field for the sector, this will emerge over the 15-year period. **Being developed in partnership with UN Global Pulse**

MY WORLD 2030 PLATFORM JOURNEY

MY WORLD
QUESTION
LIBRARY

MW SCIENTIFIC
MW COMMUNITY
MW BIG DATA

LIFTING CITIZEN VOICE TO
DECISION MAKERS AND
CREATING NATIONAL
STAKEHOLDER GROUPS FOR
DESIGN & ADVOCACY

VISUALIZING
DATA

DIRECT
POLICY
IMPACT

OPEN DESIGN ARCHITECTURE TO WORK WITH ALL PLATFORMS

TECHNICAL DETAILS AND HOW TO PARTICIPATE

MY WORLD.
THE UNITED NATIONS
GLOBAL SURVEY
FOR A BETTER WORLD.

SUSTAINABLE DEVELOPMENT GOALS
ACTION
CAMPAIGN

CURRENT OPPORTUNITIES TO PARTICIPATE - MY WORLD 2030

MY World Community Survey

- Visit www.myworld2030.org to familiarize yourself with the new global survey

- Register your interest to translate, distribute, roll out the survey in your country here: http://about.myworld2030.org/resources/

- See the **offline ballot here**

- Data Visualisation Platform will be available in early 2017

- See existing data sets from MY World 2015 (Phase 1) to revisit citizen priorities in your country and at a local level: http://peoplesvoiceschallenge.org/data/

MY World Scientific Survey

- View the MY World question library
- Work with MY World team to translate questions and review for national context
- Identify local academic / polling institution to administer the scientific survey as a nationally representative study
- Identify distribution plan and advocacy campaign for the results of the data

MY WORLD SURVEY OPTIONS

OPTION 1 DISTRIBUTE MY WORLD COMMUNITY SURVEY

Partner registers with MY World

>

Distribute exisitng global survey seen at myworld2030.org via

❑ mobile
❑ web
❑ printed ballot

>

Survey responses are stored with your unique *PartnerID*

>

Analytics engine and results visualization will be provided by MY World team (starting 2017)

myworld2030.org

MY WORLD SURVEY OPTIONS

OPTION 2 RUN YOUR OWN NATIONAL /LOCAL SURVEY USING EXISTING MY WORLD SDG QUESTION LIBRARY

Review existing SDG Question Library of 50 questions and create your own survey

Implement a community version of the survey or work with academics / polling company to implement a strategy for a scientific nationally representative survey in your country / locality

Produce a survey report with key findings for decision makers

Visualise results using an analytics engine and visualization tool and create a campaign to feedback the results to decision makers

myworld2030.org

LOCAL ADVOCACY, STORYTELLING AND FEEDBACK LOOPS

ACTION 2:
WE THE PEOPLES' EXHIBITIONS

Work with us to create a **'We the Peoples Exhibition' featuring a Data playground** in your country / locality. These events are an artistic and interactive display of citizen data data, 'Humans' storytelling pictures and our signature Virtual Reality films. Using large touch screens, viewers can touch and play with the data, making "citizen data" fun and exciting.

To date exhibitions have been hosted with UN, Civil Society and Private Sector Partners in: China, Colombia, Denmark, France, Indonesia, Korea, Kosovo, Kuwait, Norway, Philippines, South Africa, Spain, Switzerland, Thailand and the US

SDG ACTION HUB

"We the Peoples" hub during the UN General Assembly, September 2015, in partnership with UNICEF and internet.org by Facebook

A unique space to digitally bring the **voices of people** from all over the world and allow visitors to explore the **innovative work** on data for development.
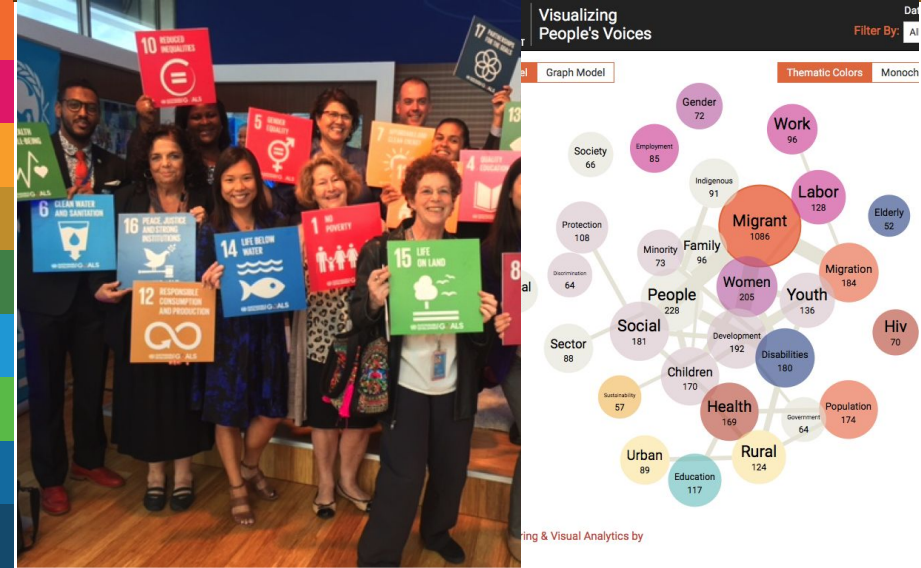
ACTION 3:
Join the World We Want

The **World We Want** is a jointly owned initiative by United Nations agencies and Civil Society, designed as a model to bring the voices of multi-stakeholders into political deliberations, especially focused on including the voices of marginalized communities. This has been achieved through online and offline consultations, building civil society networks, and data visualizations.

In 2016, online consultations for the Commission on the Status of Women and the DPI-NGO conference were conducted on the World We Want, and youth-led organizations were particularly active. The value of this model is its emphasis on inclusivity and its versatility to engage stakeholders both digitally, with the ability to allow grassroots organizations in remote areas to connect to development conferences at the UN, and offline, giving members exposure as speakers during events, representing the voices of the most vulnerable.

Currently, the World We Want will continue as a decentralized public engagement model for citizens to feed into the local, regional and global political dialogue during the SDGs advocacy and implementation phase.

Join the World We Want and be a part of the discussion by registering

HERE

ACTION 4:
GOALS DAY

Photo: Sailesh Singhal, India

The SDG Action Campaign calls for **an international day or week** to mobilise, engage, vote and advocate for the SDGs. This 'Goals' day would be an opportunity for public engagement moments in iconic settings, social media campaigns, lessons in schools, radio campaigns and citizen feedback on progress around the Goals through the MY World survey.

To produce this day the SDG Action Campaign would look to partner with DPI, Project Everyone, SDG Advocates, UN Goodwill Ambassadors, the UNDG in particular UNICEF, UNDP, UN Foundation and a large network of youth and civil society actors.

Suggested dates could be:
Mandela Day (18th July), UNGA (Sept), 17th October (World Poverty Day), UN Day (24th October)

HAVE YOUR SAY AT THE UN GLOBAL VOTE — VOTE

MAKE EVERY DAY A MANDELA DAY. TAKE ACTION. VOTE NOW.
▶ myworld2030.org
NELSON MANDELA DAY

ACTION 5:
CONVENE A PEOPLES' VOICES CHALLENGE

The **Peoples Voices' Challenge** is an annual competition that seeks to reward the best advocacy and communications initiatives around the SDGs.

For over three years, the Campaign has coordinated this yearly event during the UN General Assembly, recognizing partners for their commitment to including peoples' voices into the development process

Harness the learnings, categories and format to create your own national / local challenge and awards ceremony that will feed into the larger annual event every September in New York.

ACTION 6:

CREATE A HUMANS OF MY WORLD PROJECT

The **Humans of MY World (HOMY)** Facebook page (http://facebook.com/humansofmyworld) shares the personal stories of some of the individuals who voted in MY World. Create your own national / local HOMY project using the **toolkit** (http://bit.ly/2dtueZH) as a guidance note. We have pictures and stories from the following countries that can be used to create exhibitions and displays:

Round One (February – August 2014)
Mexico, Colombia, Argentina, Sri Lanka, Philippines, Thailand, Kosovo, Turkey, South Africa, Rwanda, Iceland

Round Two (February – August 2015) - Focus on youth
Netherlands, Germany, Belgium, France, Spain, Morocco, Mauritania, Senegal, Ivory Coast, Ghana, Togo, Benin, Nigeria, Cameroon, Gabon, Congo, Angola, Namibia, South Africa

Round Three (August - December 2016) - focus on youth entrepreneurs
South Africa, Mozambique, Zimbabwe, Malawi, Tanzania, Kenya, Uganda, Rwanda

FACEBOOK.COM/HumansofMYWorld

ACTION 7:
HOST A VIRTUAL REALITY SCREENING

Commission a virtual reality movie or host a local screening. The UN SDG Action Campaign has coordinated the Virtual Reality Series Project to bring the world's most pressing challenges home to decision makers and global citizens around the world, pushing the bounds of empathy. A new free downloadable app makes it even easier to access the films.

Clouds Over Sidra (Jordan, December 2014) 8:38 minutes - The Zaatari Refugee Camp in Jordan is home to 130,000 Syrians fleeing violence and war. Children make up half the camp's population. Sidra is a young girl who has lived in the Zaatari Refugee Camp since summer 2013 and wants to go home.

Waves of Grace (Liberia, July 2015) 9:41 minutes - Liberia has endured the largest Ebola outbreak in history. As communities rebuild, one woman seeks healing through faith. This is the story of Decontee Davis, an Ebola survivor who uses her immunity to care for orphaned children in her village.

My Mother's Wing (Gaza, April 2016) 8:12 minutes - In Gaza, foundations are built, destroyed, and built again. This virtual reality experience follows the struggle and strength of a mother coping with the death of her two children in the 2014 war.

Beyond the Lake (Democratic Republic of Congo, September 2016) 5:22 minutes - Finess is a refugee once again, now in the Lusenda Refugee Camp in the Democratic Republic of Congo. Women in her new community have suffered through sexual violence, discrimination and the loss of loved ones. Through the power of UN Women's safe spaces she finds courage and confidence to start again.

WWW.UNVR.ORG

ACTION 8:
WATCH & SHARE

The below films have been developed through a partnership between UN SDG Action Campaign, UNDP, UNF and Project Everyone. Contact us if you would like original files and/or can help translate these films

PLAN – FILM
Using short clips from classic films across all genres, we have created a short film reiterating to the world that 'We have a plan'
English: https://www.youtube.com/watch?v=lesuDcxitg8
Arabic: https://youtu.be/Pe3B3eN0MMc
French: https://youtu.be/opUsP28NVvc
Spanish: https://youtu.be/Hx0DkKEpSpY
Russian: https://youtu.be/CaXVrEWPy_8
German: https://www.youtube.com/watch?v=UCtsREOjGEw

NUMBERS IN ACTION
'Numbers in Action' is a short animated film which brings the 'Icons to Outcomes' work to life.
English: https://www.youtube.com/watch?v=Mdm49_rUMgo
French: https://www.youtube.com/watch?v=Wv5yEvgApHE
Arabic: https://youtu.be/rputn8pt6Pk
Spanish: https://youtu.be/iyBAOX2OCpA
German: https://www.youtube.com/watch?v=MovUrz4N220
Russian: https://www.youtube.com/watch?v=jej7Pho2V4E
Chinese: https://youtu.be/shiuVSR03NA

LEAVE NO ONE BEHIND
English: https://www.youtube.com/watch?v=Vuvys7Wcv3s
French: https://youtu.be/vGyOeuFwwOY
Brazilian Portuguese: https://youtu.be/TEtQcsg1_4c
Spanish: https://youtu.be/3tYiSk1GsSc
German: https://youtu.be/vu0SyAnmtjI


AND PEOPLE ON IT

ACTION 9:
DOWNLOAD THE APP

Keep an eye on what's going on now and in the future by downloading the Sustainable Development Goals Action app created in partnership by GSMA, Project Everyone and DPI.

On there you'll find:

- All the latest progress news
- Facts and figures about all 17 Goals
- Short, shareable content!
- The ability to create your own action for the Goals and share it with friends and colleagues.
- Great stories and case studies to inspire you and your friends.
- Download the app from your Android or Apple app stores via: **https://sdgsinaction.com/**
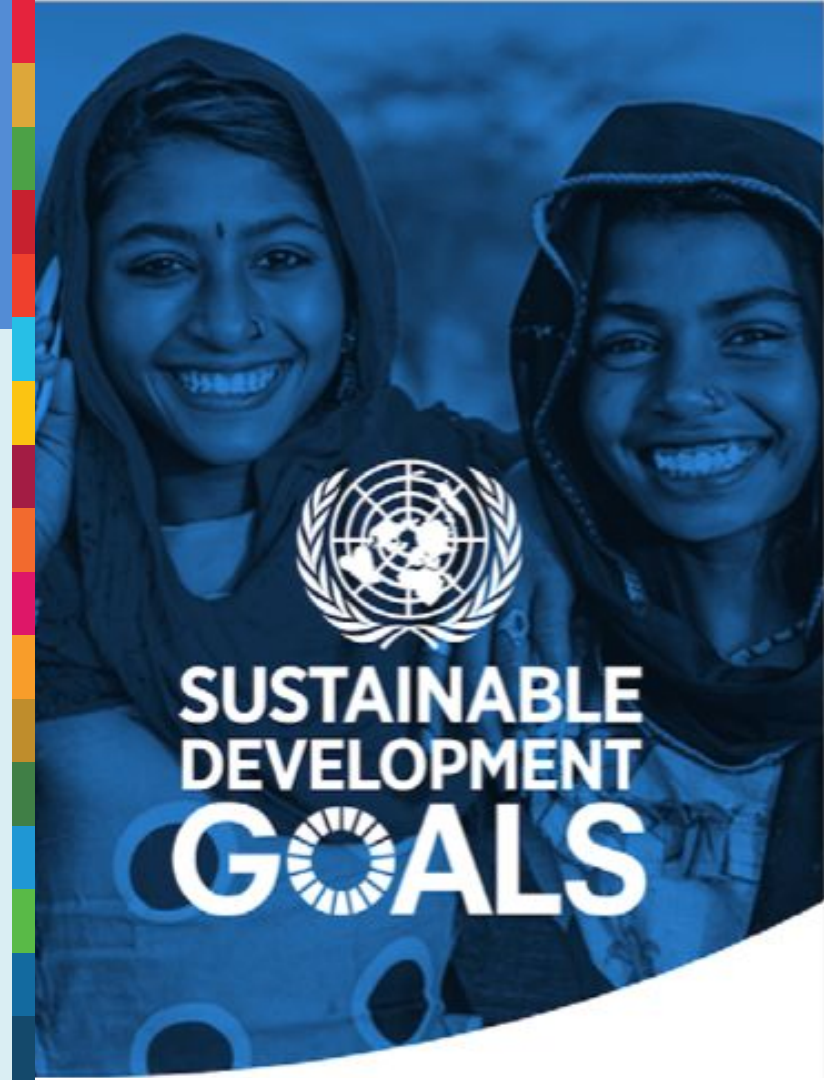
ACTION 10:

Global Festival of Ideas for Sustainable Development

The **Global Festival of Ideas for Sustainable Development** is a series of annual forums, hosted by the UN SDG Action Campaign and supported by the Federal Government of Germany.

The first ever **Global Festival for Sustainable Development #GFI4SD** in Bonn (March 2017) welcomed over 800 participants from over 80 countries from all over the world. The Festival proved to be an energetic and inspiring forum to bring together ideas, innovations and actions for the achievement of the SDGs. Activists, business leaders, youth advocates, policy makers, thought leaders, and UN delegates shared, ideas, examples and experiences on what needs to be done to achieve SDGs.

Follow the Festival website to stay engaged and learn about opportunities for 2018:

WWW.GLOBALFESTIVALOFIDEAS.ORG

phototek/Ina Fassbender

phototek/Inga Kjer

BENEFITS OF PARTNERING WITH SDG ACTION CAMPAIGN

DATA VISUALIZATION SUPPORT

Support on how best to package and visualize citizen data, trainings with private sector technology partners, guidance on running grand challenge competitions, access to current MY World visualization partners

SURVEY DESIGN SUPPORT

SDG contextual guidance, a library of sample questions that have been tried and tested, methodological support through polling agency, communications review for ease of understanding by citizens and co-branding opportunities at a local level

TECHNICAL SUPPORT

Hosting a partner portal which allows new survey forms to be created and made live through web, mobile and on paper

DISSEMINATION SUPPORT

Links to local civil society and youth networks to take campaigns into the field, communications guidance and assets if needed, technology and innovation partnerships for roll out through mobile/digital

DIRECT FEEDBACK TO DECISION MAKERS

Package national citizen data globally at key international forums such as UNGA, WEF, World Bank meetings. As well as key regional meetings such as AU Summit and national and local level interactions with parliamentarians, mayors etc.

INDIRECT FEEDBACK THROUGH CREATIVE MEDIA & STORYTELLING

Guidance on running a 'Humans' photo-story project, access to Virtual Reality film library and headsets, production experience in running 'We the People Exhibitions' and creative ideas and experience in communications campaigns delivered in partnership with DPI and UNICs

CAMPAIGNING AND ADVOCACY

Access to MY World national civil society and youth partners to champion results and run advocacy campaigns to bring about change at politically relevant moments.

ROLE OF COUNTRY TEAMS

Input community and field based knowledge into the design, language, translation and timing of citizen surveys, films, exhibitions

Convene civil society, youth groups, local government, parliamentarians and private sector in partnership with the UN SDG Action Campaign and UN Volunteers feeding into design of national level campaigns

Raise resources for national level web platform, printing of surveys, translation, cost of enumerators, apps, mobile campaigns, marketing and communications (all as needed)

Maximize political take up of citizen data by working with the with the government (if appropriate) and/or feeding into government processes such as UNDAFs, National Development Plans and other key political channels to champion citizen voice in localizing the SDGs

ROLE OF CIVIL SOCIETY AND YOUTH

Input community and field based knowledge into the design, language, translation and timing of citizen surveys, films and exhibitions

Participate in local level forums and working groups convened by the UN Country teams and UN Volunteers

Take the MY World surveys out into communities, especially offline to those most marginalized. Upload results onto a central web-platform for data visualization

Advocate and campaign on the results of 'peoples voices' to maximize impact in implementing the SDGs at various levels

For further information and to partner with us contact:

SUPPORT@SDGACTIONCAMPAIGN.ORG

To learn more visit:

SDGACTIONCAMPAIGN.ORG

MY World developed in partnership with:

UNDP, ODI, UN VOLUNTEERS, TNS OPINION

MY World.
THE UNITED NATIONS
GLOBAL SURVEY
FOR A BETTER WORLD.

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CAMPAIGN**