MID-TERM REPORT
UN SDG ACTION CAMPAIGN
2016-2017
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I. EXECUTIVE SUMMARY

During the first two years after its inception, the UN SDG Action Campaign has successfully and consistently delivered on its mandate to support the UN system-wide, Member States and key stakeholders across a wide range of constituencies to foster ownership of the Sustainable Development Goals (SDG), facilitate innovative mechanisms for public engagement in participatory monitoring and accountability of the Goals, and bring together the global SDG Action Network.

As an interagency initiative of the UN Secretary-General administered and supported by the UN Development Programme, the UN SDG Action Campaign has offered premium-level support and prioritization to UN partners across the globe, including both at national level in cooperation with UN Country Teams in all regions, and at Headquarter-level to the Executive Offices of the UN Secretary General and UN Deputy Secretary General, the Department of Public Information and the Office of the President of the General Assembly. This has also included support to the UN Development Group under the framework of the MAPS programme.

At the same time, the Campaign has acted as a catalyst for the global movement for the SDGs by offering awareness raising, communications, innovation and citizen engagement solutions to the members of the SDG Action Network across the globe.

This expert SDG campaign, communications and advocacy support service is provided on a basic level freely to all partners and stakeholders via a self-service modular system and as part of the membership in the SDG Action Network, and via a premium support model using the Campaign’s cloud-based apps and professional and creative services.

This Mid-Term Report shows that this successful model is ripe for escalation based primarily on: a) the impact of the Campaign’s support to partners which has critically contributed to popularize the SDGs and expand the global movement for the Goals; b) the ever growing demand for support from partners and stakeholders within and outside the UN system; c) the maturity of the Campaign, which since 2017 is equipped with a Global Campaign Center in Bonn that acts as the nerve center of the SDG Action Network by delivering on the Campaign’s mandate to inspire people’s action on the SDGs; connect and amplify stakeholder efforts; aggregate citizen-generated data; showcase impact; share best practices; and incubate and test out innovative efforts around SDG implementation.

This is reflected in the external assessment of the Campaign, which also concludes that given the considerable scope of the Campaign’s mission, the Campaign “needs significantly more financial resources and manpower than is currently available in order to generate global impact”.

The Mid-Term Report is composed of the following two complementary components which are both an integral part of the report:

- An activities report which provides a detailed description of the services, packages, tools and platforms designed and marketed by the Campaign to assist partners and individuals across the world in their effort to communicate the Goals and engage in their implementation;

- The report of the external independent assessment exercise commissioned by the German Federal Ministry for Economic Cooperation and Development and designed to evaluate the progress on the implementation of the Campaign programme and identify success factors as well as areas of improvement.

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KEY HIGHLIGHTS FROM THE ACTIVITIES REPORT

- **Worldwide Mass Mobilization**: On the Global Day of Action on 25 September 2017, which commemorated the 2nd anniversary of the adoption of the SDGs, the UN SDG Action Campaign mobilized **670 partner organizations from 380 cities in 116 countries**, which organized over **1,000 local events and actions**. **84 million people** were reached through communications channels.

- **Fostering a global community**: The Global Festival of Action for Sustainable Development is a ground-breaking annual event which brings together the global community working to advocate for and help deliver the SDGs. In March 2017, over **800 delegates** from over **80 countries** attended the inaugural Festival, and participated in over **50 sessions** and **60 live events**.

- **Catalyzing National SDG Campaigns**: The UN SDG Action Campaign’s SDG tools and initiatives are currently being deployed in **53 countries** (Africa and the Arab States: 12 countries, Asia and the Pacific: 18 countries, Europe: 14 countries, the Americas and the Caribbean: 9 countries) by UN Country Teams, national and local governments, civil society and the private sector.

- **SDG Global Tour**: In 2016 and 2017, the Campaign convened **over 50 SDG Action Hubs in 14 countries**, to showcase people’s voices and bring citizen-generated big data and storytelling assets to decision-makers from Member States.

- **Launch of the Bonn Global Campaign Center**: The Campaign launched the Global Campaign Center in Bonn, which provides real-time cutting-edge advocacy support, big data expertise and analytics to partners and Member States across the globe. The Campaign team is in place and the infrastructure is now established to continue the Campaign’s efforts in expanding the global SDG movement.

- **Citizen Engagement for the 2030 Agenda**: MY World 2030 is an adaptable platform for citizen-generated data and engagement with the SDGs. **500,000 people** from **170 countries** have shared their voices on MY World 2030.

- **Sharing human stories**: The photo-narrative series Humans of MY World sheds light on the human stories behind the SDGs. Since 2014, the Campaign has curated **over 1,000 stories** from **over 50 countries**. The stories have been featured in **hundreds** of exhibitions and campaigns, both online and offline, at events throughout the world.

- **Using virtual reality to inspire and engage**: Since 2015, the Campaign has implemented the United Nations Virtual Reality (UNVR) initiative, which uses the power of immersive storytelling to inspire viewers towards increased empathy, action and positive social change for the Sustainable Development Goals. The Campaign has produced five films and helped launch many others to date. It curated exhibitions with films from across the UN system to support the UN’s mission, bringing them to decision makers and citizens through **100 VR viewings in 17 countries** in 2016 and 2017.

Sharing inspiring and informative stories and amplifying voices: The SDG Studio is a unique platform for thought-leaders, decision-makers, influencers, and citizens to share revolutionary stories, and engage in insightful dialogues to inspire action for the SDGs all over the world and across generations and sectors. Over 100 SDG Studio sessions have been produced, creating Live and on-demand content and reaching millions of viewers.

Connecting innovation to the SDGs: The Campaign created a platform for collaboration between the UN and leading innovation companies through two high-level events at the UN and an innovation video series. As part of the Multi-Stakeholder Forum on Science, Technology and Innovation for the SDGs, the Campaign organized a high-level SDG innovation event at the UN Headquarters in New York in collaboration with the 71st President of the General Assembly and Tencent. Participants included Peter Diamandis, Chairman of the XPRIZE Foundation and Singularity University, Astro Teller, entrepreneur and scientist leading Google X, Alphabet’s R&D Lab, Anousheh Ansari, Co-founder and Chairwoman of Prodea Systems and First Female Private Space Explorer, Lara Stein, Founder of TEDx and TED Prize. The event outcome was a series of SDG Studio Innovation and interview films which aims to inspire innovators and entrepreneurs to find solutions for the SDGs. A second edition of this event was organized during the 72nd UN General Assembly.

OVERALL RATING AND RECOMMENDATIONS FROM THE EXTERNAL INDEPENDENT ASSESSMENT OF THE UN SDG ACTION CAMPAIGN

1. The assessment of the UN SDG Action Campaign by the interviewed partners is consistently positive. The analysis refers to the cooperation with the Bonn office of the campaign as well as its technical expertise, the relevance of the campaign, and their proposals. The campaign has attributed a high degree of relevance to the support and consultation of public awareness and advocacy work. The proposals are evaluated as being useful and helpful.

2. The campaign draws on a broad, digital pool of resources, including social media, websites, events, etc., which enable the targeting of audiences in 116 countries and greatly facilitate the mobilization and networking of multipliers and actors.

3. A measurement or evaluation of the immediate impact of SDG initiatives and activities amongst individual groups in the project countries cannot be done, due to the fact that the campaign has no direct connection to the local level in these countries. For this reason, the most important parameters for measuring the success of a communication campaign (qualitative impact parameters information status, attitudes, opinions and behavior in the final target groups in the before-and-after comparison) cannot be examined.

4. However, the quantitative impact parameters can be estimated as being positive: Type and circulation of materials and tools as well as the number of measures taken, the resulting global perception of defined target groups, the qualification of actors and multipliers in the partner countries, the gaining of partners, activation of people, institutions and organizations, the positioning of the campaign as a central player in international campaigning.

5. In light of the campaign’s quite substantial quantitative performance, its limited financial and human resources, as well as the capacity and budget available for the information, education, and campaigning work of larger non-governmental organizations, the campaign has made effective and efficient use of its funds.
6. A key campaign success factor is the potential leverage of the campaign through the presence of UN organizations in partner countries and regions within the United Nations organizational framework. This potential is not yet be fully developed and used by the campaign because it has not yet been sufficiently used or acknowledged for its achievements and function as a global information and action platform for mobilizing public engagement for the SDG within the UN system.

7. The campaign's tasks include providing knowledge, experience and tools to the UN system and governments to ensure the involvement of civil society in the implementation of the SDG and to create a global civic engagement framework for the SDG. Given the scale of these tasks, the campaign needs significantly more financial resources and manpower than is currently available in order to generate global impact. In addition to this, the campaign generally relies on cooperation with UN agencies, state institutions and umbrella associations of non-governmental organizations at the international and national level. These structures provide a necessary intermediate and mediating level between the campaign and the respective local structures in which civic and citizen engagement manifests itself.

8. The funding base of the campaign's operational work, provided by the governments of Germany and Nigeria is extremely tight. These contributions have a central function as seed capital, which must be increased in the foreseeable future by further donations or donations from other donor countries, but also by contributions from private foundations and corporate sponsorship, if the campaign is to fulfill its mandate in a sustainable manner.
II. ACTIVITIES REPORT

OUTPUT 1. STARTER PACKAGES FOR COMMUNICATIONS, ADVOCACY, DATA ANALYSIS AND PARTNERSHIPS, AND ENGAGEMENT TOOLBOXES FOR MAINSTREAMING THE SDGS DEVELOPED AND SHARED

1.1. DISTRIBUTION OF SDG ENGAGEMENT TOOLBOX FOR UN COUNTRY TEAMS

53 countries are currently deploying SDG campaigns from UN SDG Action Campaign SDG engagement toolbox:

<table>
<thead>
<tr>
<th>REGION</th>
<th>COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa and the Arab States (12):</td>
<td>Armenia, Comoros, Democratic Republic of the Congo, Egypt, Gambia,</td>
</tr>
<tr>
<td></td>
<td>Guinea, Mali, Morocco, Nigeria, Qatar, South Africa, Uganda</td>
</tr>
<tr>
<td>Asia and the Pacific (18)</td>
<td>Bhutan, China, Japan, Laos, Maldives, Mongolia, Nepal, Philippines, Sri</td>
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<td></td>
<td>Lanka, Vietnam, Other ASEAN Countries: Thailand, Indonesia, Malaysia,</td>
</tr>
<tr>
<td></td>
<td>Mongolia, Singapore, Myanmar, Cambodia, Brunei)</td>
</tr>
<tr>
<td>Europe (14)</td>
<td>Albania, Belgium, Denmark, Finland, France, Germany, Israel, Kosovo,</td>
</tr>
<tr>
<td></td>
<td>Netherlands, Norway, Romania, Serbia, Spain, Sweden</td>
</tr>
<tr>
<td>The Americas and the Caribbean (9)</td>
<td>Argentina, Brazil, Canada, Colombia, Mexico, Peru, Bolivia, Costa Rica, UN</td>
</tr>
<tr>
<td></td>
<td>Headquarters (USA)</td>
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</table>

Descriptions of the SDG engagement toolbox deployment:

AFRICA AND THE ARAB STATES

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>DESCRIPTION</th>
<th>KEY ENTITIES INVOLVED</th>
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</thead>
<tbody>
<tr>
<td>Armenia</td>
<td>UNDP Armenia has developed a country-level SDG platform featuring the Kolba Social Innovation Lab (citizen interface / ideation), SDG Innovation Lab (government interface / acceleration), and Impact Investment Vehicle (private capital interface / scaling).</td>
<td>UNRCO, UNDP</td>
</tr>
<tr>
<td>Comoros</td>
<td>UNDP Comoros joined the Global Day of Action campaign to host community events and support online advocacy of the global day, including through the collection of MY World 2030 survey responses</td>
<td>UNDP</td>
</tr>
<tr>
<td>Democratic Republic of the Congo</td>
<td>The Campaign has supported UNDP in the roll out of MY World 2030 survey including translation to French. The Campaign co-launched a new VR film it produced with UN Women, which was filmed in a refugee camp in the DRC. It documents the story of Finess, a refugee who is part of UN Women’s economic empowerment program, funded by the government of Japan.</td>
<td>UNDP</td>
</tr>
<tr>
<td>Country</td>
<td>Description</td>
<td>Agency</td>
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<tr>
<td>Egypt</td>
<td>Supported the Resident Coordinator’s Head of Office through a 2-day mission to Bonn to define a 2-3 year SDG national implementation and awareness plan. The plan includes support for annual national high-level review meetings featuring data playgrounds and people’s voices exhibits, creation of multi-stakeholder and parliamentary SDG networks, national roll out of the MY World 2030 survey, Egypt Humans of MY World campaign, alignment with MAPS process and other UN SDG support processes.</td>
<td>UNRCO</td>
</tr>
<tr>
<td>Gambia</td>
<td>The Campaign supported the MAPS Mission to Gambia with proposals for citizens’ engagement and SDGs Advocacy. The Campaign is following up with the RCO and UNDP to agree on final plans and activations.</td>
<td>UNRCO</td>
</tr>
<tr>
<td>Guinea</td>
<td>The Campaign supported the MAPS Mission to Guinea with proposals for citizens’ engagement and SDGs Advocacy.</td>
<td>UNDP</td>
</tr>
<tr>
<td>Mali</td>
<td>The Campaign is currently assisting UNDP Mali in developing a National Campaign program/strategy which will focus on citizen mobilization, rolling out the MY World 2030 survey, establishing a Civil Society Advisory Group and facilitating joint UN advocacy to be implemented by the UN Communications Group.</td>
<td>UNDP</td>
</tr>
<tr>
<td>Morocco</td>
<td>The Campaign is providing technical support to Resident Coordinator and the UN Country Team to develop a national SDG Advocacy. The Campaign has also supported Youth Organizations in Morocco to pilot the MY World 2030 survey in 6 regions with over 10,000 votes. In terms of outreach, the Campaign has met and discussed with the the Parliament of Morocco and the Ministry of Environment and Sustainable Development on future partnerships. The Campaign also provided strategic technical support in shaping the hosting of the 9th Millennium Campus Conference bringing together Youth Leaders from over 30 countries in Rabat in November 2017. The Campaign participated and hosted high-level panels discussing youth engagement with the SDGs in Africa.</td>
<td>UNRCO</td>
</tr>
<tr>
<td>Nigeria</td>
<td>The UN SDG Action Campaign has been embedded within the Office of the Resident Coordinator (RCO) since its inception. Together with the RCO, it has supported the development of a SDG Transition Strategy for the Government of Nigeria as well as setting out a multi-stakeholder outreach and mobilisation process including civil society, private sector, parliament and the academia. The Campaign also worked with the RCO in setting up a Joint UN SDG Task Force chaired by UNDP. In terms of outreach, the Campaign supported the inauguration of the Civil Society Strategy Group on the SDGs. Together with the UNDP Country Office, the Campaign organised a Youth Policy Dialogue to mark the 2017 International Day for the Eradication of Poverty. The Campaign has partnered with the Office of the Senior Special Assistant to the President (OSSAP-SDGS) on the SDGs to organise side events at the UN General Assembly in 2016 and 2017. The Campaign has also continued its partnership and support to the National Assembly. The Campaign organized a Joint Parliamentary Briefing on Inequalities for the Committees on the SDGs in the House of Representatives and the Senate. In partnership with the National Assembly, the Campaign hosted the first ever African Parliamentary Conference on the SDGs with over 150 parliamentarians attending from 20 African countries.</td>
<td>Government: Office of the Senior Special Assistant to the President (OSSAP-SDGS) and the National Assembly</td>
</tr>
</tbody>
</table>
### Qatar

The Campaign was invited to host a SDG Exhibition during the 2017 WISE Summit in Doha in partnership with the Education Above All Foundation. The Campaign has also held discussion with the State of Qatar to collaborate in the launch of high level programs on the SDGs and Climate Action in the Middle East.

### South Africa

The Campaign is providing support to UNDP to implement SDG 16 advocacy.

### Uganda

The UN SDG Campaign provided Technical Support towards the setting up of the SDG Parliamentary Forum for the Parliament of Uganda. The Campaign supported with presentations, tools and SDGs memorabilia. The Campaign has also supported the UN Country Team in the development of a Joint Communication and Advocacy Strategy on the SDGs through the UN Communications Group.

### ASIA AND THE PACIFIC

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<thead>
<tr>
<th>Country</th>
<th>Description</th>
<th>Key Entities Involved</th>
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<tbody>
<tr>
<td>Bhutan</td>
<td>UNDP in Bhutan has piloted a custom MY World 2030 survey, to assess national awareness and perception of the 16 goals of Bhutan’s national 5 year plan. The custom survey aligns the national plan goals against the SDGs, to help raise awareness of both and to communicate the close relationship between the SDGs and national planning. The platform was launched on UN Day (24 October 2017).</td>
<td>UNDP</td>
</tr>
<tr>
<td>China</td>
<td>The partnerships of the UN SDG Action Campaign in China have been expanding continuously over the past three years, in close coordination with the UNDP China Country Office. In 2017, during the Global Festival of Ideas for Sustainable Development, government partners, private sector and UNDP China Country Director played a key role in showcasing the innovations from China to implement the SDGs. Existing partnerships in China include Youthink Center, CNNIC, CNIE, and the Campaign is exploring several ways to work with the private sector, including with Tencent, Sina, Mary Kay and others to implement the MY World 2030 survey. The Youthink Center has supported the launch of the MY World 2030 China version, CNNIC has completed the first MY World 2030 customized questions in China, and has rolled out the questions in all provinces.</td>
<td>UNDP, Youthink Center, CNNIC, CNIE, Tencent, Sina, Mary Kay</td>
</tr>
<tr>
<td>Japan</td>
<td>The Campaign is currently in conversation with “SDGs Promotion Headquarters” and JICA to support the implementation of Japan’s Guiding Principles as the national strategy to implement the 2030 Agenda by providing experienced-based guidance on citizen’s mobilization.</td>
<td>UNDP, UN University</td>
</tr>
<tr>
<td>Laos</td>
<td>UNDP Laos supported the Global Day of Action, and also implemented a social media campaign sharing a SDG film and infographics on implementing the SDGs in Laos. The UN SDG Action Campaign featured the MY World 2030 survey in a UNESCO/UNFPA workshop on citizen data for the development of a national youth strategy, to encourage closer collaboration between these efforts.</td>
<td>UNDP</td>
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<tr>
<td>Country</td>
<td>Description</td>
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<tr>
<td>Maldives</td>
<td>The UNDP Regional Centre has provided funding to produce a custom MY World 2030 platform in Dhivehi, to help with UN Country Team efforts at gathering citizen voices and raising awareness mobilizing civil society around the SDGs.</td>
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</tr>
<tr>
<td>Mongolia</td>
<td>The RCO joined the Global Day of Action and launched a mass awareness campaign on SDGs. They painted the UN House wall with urban art on each goal, did a flash mob on the streets, and launched a social media campaign. They also planned an SDG bus tour, TED talks, and other activities.</td>
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<tr>
<td>Nepal</td>
<td>The UNDP Communications Team will launch a Humans of MY World campaign alongside national roll out of the MY World 2030 survey, through a proposed partnership with Yeti airlines.</td>
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<tr>
<td>Philippines</td>
<td>The Campaign - as part of its ongoing partnership with Paragon Partnerships - partnered with Pepsi Co. and TNS Opinion to carry out an extensive representative study in the Philippines of over 10,000 people, with an equal urban / rural split and a strong representation across all age groups and socio-economic sectors. The respondents were asked the three MY World 2030 community questions on awareness, immediate priorities and perceived progress. The key findings of the study and results have been shared with the UN Country Office, NGOs and relevant government departments.</td>
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</table>
| Sri Lanka | The Campaign has supported the UN in Sri Lanka, who has partnered with the Ministry of Education in partnership with the Hatton National Bank, to launch a Sri Lanka SDG Action Campaign on UN Day (24 October 2017) to promote the SDGs around the country. The Sri Lanka Campaign is aimed at supporting student-led initiatives towards achieving the SDGs in Sri Lanka by educating students on the Goals, calling for project proposals and empowering 25 selected school projects across the island with seed funding and mentoring to kick start their sustainability projects. As part of this campaign, they launched a national call for applications, which was circulated to all schools offering Advanced-Level streams across the country to invite students to send in unique ideas on projects that could contribute to the Goals. 25 of the best projects will be provided by the Sri Lanka campaign partners with Rs. 50,000/- as seed funding to kick start their projects and receive guidance to implement them.  

The UNDP Regional Centre has provided funding to the UN SDG Action Campaign to build a custom MY World 2030 survey online platform for Sri Lanka, to assist with gathering citizen voices as inputs to the upcoming Voluntary National Review at the HLPF in 2018. |
| Vietnam | The UN SDG Action Campaign was represented at the first Vietnam Internet Forum for Social Good hosted by the Swedish Embassy in Hanoi and UNDP: the campaign hosted a special ASEAN MY World booth, conducted live event coverage on social media and brokered new partnerships in support of an ASEAN MY World rollout programme in Viet Nam. The Campaign also demonstrated and tested in a workshop style hands-on session an Android app specialized for collecting MY World survey responses in low/no connectivity areas by representatives of various local youth- and volunteer networks. Further political will and support from the UN Country Office (UNDP, UNV, UNESCO) in Viet Nam was secured and a pilot rollout strategy and timeline finalized for Q4/2017 – Q1/2018. |
### ASEAN
(Thailand, Viet Nam, Indonesia, Malaysia, Mongolia, Philippines, Singapore, Myanmar, Cambodia, Laos, Brunei)

The ASEAN MY World 2030 community survey was launched by the UNDP Administrator and the Foreign Ministers of the ASEAN during the UN General Assembly in September 2017. The survey will capture citizen awareness, priorities and perceptions of the ASEAN Community Vision 2025 and the SDGs.

An ASEAN MY World 2030 survey collector app based on Android optimized for low/no online connectivity environments has been built in partnership with SocialCops to collect survey responses in remote areas with the ability to track the collection campaign and analyze results in real-time, with a target to pilot in Viet Nam and Laos in 2018 as inputs to their Voluntary National Review report to be presented at the HLPF.

The UN SDG Action Campaign has provided introductory training on the ASEAN survey through two dedicated webinars: first to UNDP country offices and other agencies and the second webinar to 2030 Youth Force, an active youth network in 6 countries across the region.

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### EUROPE

<table>
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<tr>
<th>COUNTRY</th>
<th>DESCRIPTION</th>
<th>KEY ENTITIES INVOLVED</th>
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</thead>
<tbody>
<tr>
<td>Albania</td>
<td>UNDP Albania has translated the MY World 2030 survey as part of the activities implemented during the Global Goals Week, an interagency effort to bring together school students, youth from across the country, local government, civil society and business to raise awareness on the SDGs, find solutions, build partnerships and drive concrete actions to achieve the Goals in Albania.</td>
<td>UNDP</td>
</tr>
<tr>
<td>Belgium</td>
<td>The UN SDG Action Campaign has collaborated with the UN organizations in Belgium in implementing an interactive SDG Action Zone at the European Development Days (EDD) in Brussels in 2016 and 2017. Queen Mathilde of the Belgians and Belgian Deputy Prime Minister Alexander de Croo visited this hub. The 2017 EDD brought together 25 UN entities in Belgium, UNECE and the World Bank. Thousands of people visited the UN stand, there were 35 SDG Studio dialogues. The UN was involved in more than 50 out of the 120 EDD sessions. More than 90 UN staff were hosts at the UN Stand, inviting delegates and showcasing SDG innovation. Additionally, the Campaign supported a SDG Action Zone at the Interministerial Conference on Belgium’s current implementation of the 2030 Agenda (22 November 2017). The Campaign also supported the participation of Queen Mathilde of the Belgians, as SDG Advocate, at the 10th German Sustainability Award in Düsseldorf, Germany. At the conference, attended by the Minister President of RW, Jane Godall, Annie Lennox, and over 1000 government representatives, business leaders and organisations, the Queen received this years’ honorary prize, echoed by the national German media.</td>
<td>UNDP, all UN organizations in Brussels</td>
</tr>
<tr>
<td>Country</td>
<td>Description</td>
<td>Organization</td>
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<tr>
<td>Denmark</td>
<td>The Campaign served as an official advisor to the UNDP Nordic office to plan and undertake the UNLEASH Global Innovation Lab for Sustainable Development Event in August 2017. The Campaign provided expertise on managing crowdsourcing, judging, partner engagement, and network development, which were incorporated into the operating model for the successful project. Singapore has announced it will host UNLEASH 2018 using the same model.</td>
<td>UNDP and 200 other civil society and private sector organizations</td>
</tr>
<tr>
<td>Finland</td>
<td>Further to the UN SDG Action Campaign participation at the OECD Development Communications network, the Finnish Ministry of Foreign Affairs expressed interest in commissioning a national edition of Humans of MY World series and hosting the photo exhibition in the country. They would also like to implement the MY World 2030 survey nationally and host UN Virtual Reality screenings. A Finnish intern has been recruited to assist in supporting the follow up.</td>
<td>Ministry of Foreign Affairs</td>
</tr>
<tr>
<td>France</td>
<td>The Campaign curated an exclusive UNVR exhibition for the Ocean Conference in New York in June 2017, supporting the Governments of Sweden and Fiji, who co-organized the conference. The exhibition was supported by the Permanent Mission of France, the Cultural Services of the French Embassy and Samsung, plus the generous contribution of content by many VR creators and production studios.</td>
<td>Permanent Mission of France</td>
</tr>
<tr>
<td>Germany</td>
<td>The UN SDG Action Campaign has leveraged its strong presence in Bonn to support the Federal Government and a wide range of UN and non-UN institutions based in Germany in the effort to communicate the SDGs and invite citizens to take action for the Goals. This has included supporting the Sustainability Awards Foundation to incorporate the SDGs into the Sustainability Awards Ceremony in December, strengthening the partnership with the City of Bonn to raise awareness and collect stories on the SDGs at local level, and supporting UNFCCC to showcase the critical interlinkages between the SDGs and the climate action agenda during COP23.</td>
<td>Federal Government of Germany, UN Bonn, City of Bonn</td>
</tr>
<tr>
<td>Israel</td>
<td>To mark the Israeli Parliament’s (Knesset) Day to Eradicate Poverty (21 February), the Campaign supported the Israeli Mission to the UN in Geneva to design the first Hebrew translated UN Exhibition on the Sustainable Development Goals, featuring Humans of MY World at the Israeli Parliament. In addition to a prominent display of the SDG icons and selected panels (both translated into Hebrew), SDGs videos were shown on two screens, and brochures in Israel’s official languages (Hebrew and Arabic) were distributed to participants. Parliamentarians from various parties across the political spectrum joined hands and provided an example to the public by raising awareness on the SDGs, in particular SDG1.</td>
<td>Israeli Mission to the UN, Israeli Parliament</td>
</tr>
<tr>
<td>Kosovo</td>
<td>UNDP Kosovo has translated and promoted the MY World 2030 survey to raise awareness on the Goals, find solutions, build partnerships and drive concrete actions to achieve the Goals in Kosovo. The UN Country Team has embedded the Albanian language version of MY World on their website: <a href="http://unkt.org/">http://unkt.org/</a></td>
<td>UNDP</td>
</tr>
<tr>
<td>Netherlands</td>
<td>The UN SDG Action Campaign has provided introductory training on the MY World 2030 survey to the Dutch National Youth Council. It is now planning a larger outreach campaign in cooperation with the Official Dutch Youth Representatives to the United Nations. As a first step, the Ministry of Foreign Affairs has assisted in the translation of the survey into Dutch. The UN SDG Action Campaign was also part of the jury to</td>
<td>UNOCHA Dutch Youth Representatives to the UN</td>
</tr>
</tbody>
</table>

2 See [https://sdgactioncampaign.org/2017/03/14/the-sdgs-at-the-knesset-the-israeli-parliament/](https://sdgactioncampaign.org/2017/03/14/the-sdgs-at-the-knesset-the-israeli-parliament/)
<table>
<thead>
<tr>
<th>Country</th>
<th>Activity</th>
<th>Organization(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>The Campaign is in preliminary discussions with the Office of the Prime Minister of Norway to support her role as the co-Chair of the UN Secretary-General’s SDG Advocacy Group.</td>
<td>Office of the Prime Minister</td>
</tr>
<tr>
<td>Romania</td>
<td>Global Compact Romania translated the MY World 2030 survey and registered as a partner to collect responses. MY World 2030 was promoted at the IAA conference in Bucharest, Oct 24-25 2017, as part of a larger study on citizen voices and the SDGs.</td>
<td>UN Global Compact</td>
</tr>
<tr>
<td>Serbia</td>
<td>In June, UNDP RBEC (UNDP Regional Bureau for Europe and the Commonwealth of Independent States) conducted a SDG Acceleration workshop with the government, civil society and the UN Country Team in Serbia. The Campaign provided important input and toolkits for this workshop, such as a Parliamentary Manual, the MY World 2030 survey, and models for a Civil Society Advisory Group on the Sustainable Development Goals.</td>
<td>UNDP RBEC</td>
</tr>
<tr>
<td>Spain</td>
<td>The UN SDG Action Campaign partnered with the La Caixa Foundation to develop an interactive SDG exhibit: “MY World: Challenges for a Better World” to educate the public about the Sustainable Development Goals and celebrate MDG achievements. The exhibit launched in CaixaForum Barcelona in October 2015 and has been featured in CaixaForums in Madrid, Girona, Palma de Mallorca, Lleida, with a final stop in Zaragoza from September 2017 to January 2018. In conjunction with the exhibit, SDG workshops for local schools were conducted in each city, with SDG activities and UN Virtual Reality. UN organizations in Spain participated in the exhibit launch and helped promote the exhibit and partnership. Additionally, the UNESCO Center in the Basque Country region joined the Global Day of Action, and organized a public event where the Álava Provincial Government and the Municipality of Vitoria-Gasteiz committed to the implementación of the Agenda 2030. They also launched a photo exhibition of the local vision of the 2030 Agenda and the SDGs. The Campaign is exploring partnership opportunities with the Profuturo Foundation.</td>
<td>La Caixa Foundation, UN organizations in Spain, SDSN, UNESCO Center in the Basque Country</td>
</tr>
<tr>
<td>Sweden</td>
<td>The UN SDG Action Campaign provided support to UNDP Sweden in rolling out their national SDG outreach campaign, by designing and curating content for a Humans of MY World photo series which was printed into an exhibition placed in high-level country events as well as in a social media campaign, embedding the</td>
<td>UNDP</td>
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Swedish-language MY World 2030 survey on globalamålen.se, and advising the team on best practices and supporting dissemination.

### THE AMERICAS AND THE CARIBBEAN

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>DESCRIPTION</th>
<th>KEY ENTITIES INVOLVED</th>
</tr>
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<tbody>
<tr>
<td><strong>Argentina</strong></td>
<td>Argentina was one of the eleven countries included in the Paragon poll, showing 83% of the country lacked knowledge on the SDGs. The Campaign is in preliminary conversations with several entities in Argentina to support increased SDG awareness and engagement in Argentina. This includes the Government of the City of Buenos Aires, RACI, and others.</td>
<td>Government of the City of Buenos Aires</td>
</tr>
<tr>
<td><strong>Brazil</strong></td>
<td>The UNDP RIO+ Centre co-organized the Rio de Janeiro segment of the Global #Connect2Effect Hackathon, held 10 to 12 March 2017 and set up by the UN SDG Action Campaign, Office of the President of the United Nations General Assembly and Influx Trust. The Centre also participated in the Global Festival of Ideas for Sustainable Development to present an app to support neighbourhood micro-volunteering for the SDGs and to build networks with other relevant initiatives. The Centre also joined the Global Day of Action and organized a SDG event &quot;Rio+ Talks: Sustainable Solutions for the Urban Bays and 2030 Agenda&quot; as part of weekly academic seminar of the Department of Public Policies Strategies and Development of the Institute of Economy of the Federal University of Rio de Janeiro (PPED-IE/UFRJ). The Campaign is partnering with Co.Reality on the production of a new virtual reality film entitled <em>Guardians of the Forest</em> and a subsequent series that will shed light on the burden of indigenous communities protecting the environment from extractive industries while also highlighting their ingenuity and nature based local solutions. The Campaign briefed the Brazilian Ministry of Environment on their activities at COP23. A staff member joined the high-level event at COP to present their latest app “Adopt a Spring”.</td>
<td>UNDP RIO+ Centre</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>In November, UNVR’s films were included in the Expo for Design, Innovation, and Technology (EDIT), a 10 day forum of immersive ideas co-organized between Canada’s Design Museum with UNDP for the SDGs.</td>
<td>UNDP Design Museum Canada</td>
</tr>
<tr>
<td><strong>Colombia</strong></td>
<td>Colciencia (Administrative Department of Science, Technology and Innovation/ Central Government of Colombia) contacted the Campaign via the UNDP Country Office (Poverty Reduction Officer and SDG Coordinator) to request support to conduct a MY World survey 2030 at national level to understand what the priorities of Colombians are in order to design and align policies related to science, technology</td>
<td>UN RCO</td>
</tr>
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3 http://about.myworld2030.org/scientific-paragon/
and innovation with those SDGs that are more important to Colombians. A MoU will be signed with the country office to reach out to 500,000 people.

<table>
<thead>
<tr>
<th>Country</th>
<th>Description</th>
<th>Source(s)</th>
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<tbody>
<tr>
<td>Mexico</td>
<td>The UN RCO requested support to place a local UNV to lead on the communication and advocacy efforts to promote the SDGs, and especially MY World Mexico-- a youth self-convened movement that is mobilizing MY World 2030 votes and concrete action nationwide. As of end of 2017, over 12,000 have been collected via this movement in Mexico. In a different effort, 327,230 votes have been collected via a representative survey among youth in Mexico DF conducted by INJUVE (Youth Institute, Government of Mexico City). The UNV has been selected and will join the RC office team to continue enlarging the results on SDG’s mobilization and activation in 2018.</td>
<td>UN RCO</td>
</tr>
<tr>
<td>Peru</td>
<td>The government of Peru and more specifically CEPLAN (Planning Office of the Presidency) via the RCO requested our support to conduct a nationwide customized MY World 2030 survey, adding an additional question to do a public consultation and generate consensus on a new vision for the country until 2030. This vision will be the basis for the redefinition of the National Development Plan (currently in force only until 2020) aiming at aligning the latter with the 2030 Agenda.</td>
<td>UN RCO</td>
</tr>
<tr>
<td>Bolivia</td>
<td>The Campaign, via the UN RCO is supporting one of the largest CSO youth groups in Bolivia “Siembra Juventud” to implement the MY World 2030 survey and participate in movilizacion activities such as Day of Action and the Global Festival of Ideas.</td>
<td>UN RCO and CSO</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>The Campaign is supporting a youth group emerged from an academic ground (Universidad de Costa Rica) to mobilize other students in collecting MY World 2030 survey responses and expand nationwide in the coming years.</td>
<td>CSO</td>
</tr>
<tr>
<td>UN Headquarters (USA)</td>
<td>At the UN Headquarter level, in collaboration with the UN Office of the President of the General Assembly, the Campaign set up a forum to bring together innovation leaders and governments to consider how to leverage new technologies and approaches to leave no one behind. Heads of State and Government and the CEOs of leading tech companies gathered at the United Nations in two occasions. During a dedicated &quot;SDG Innovation&quot; day in May 2017 and in the &quot;Innovation for all&quot; side event during the UN 72nd General Assembly. The CEO of Salesforce was invited to speak at the innovation for all side event at the UN General Assembly this year, with the support of the Office of the President of the General Assembly. United Nations Virtual Reality was included as an exhibit at the Dreamforce event in San Francisco in November 2017. The Campaign staff has helped to facilitate multiple classes and workshops in schools locally around New York to support knowledge of the SDGs and introduce global issues through this lens. <em>Ground Beneath Her</em> was spotlighted at the Tasveer South Asian Film Festival in Seattle, Washington in October. The festival had a special focus on Nepal.</td>
<td>UN Office of the President of the General Assembly</td>
</tr>
</tbody>
</table>
WORKSHOPS

April: Forum of the Countries of Latin America and the Caribbean on Sustainable Development (ECLAC)- CSO meeting

On April 25th, the Campaign participated in the first meeting at the regional level in Latin America and the Caribbean on SDGs, convened by ECLAC (Economic Commission for Latin America and the Caribbean), where more than 231 representatives of 156 civil society organizations from 19 countries from the region met in Mexico City. The Forum of the Countries of Latin America and the Caribbean on Sustainable Development is open to the participation of all governments from Latin America and the Caribbean and representatives of national parliaments, other bodies in the United Nations System, organizations for regional and sub-regional integration, international financial institutions and development banks, the private sector, academia, and civil society. It was created in 2016 as a regional mechanism seeking to provide peer learning opportunities through voluntary reviews, facilitate the exchange of good practices, and discuss common goals. Its conclusions will be sent directly to the United Nations HLPF. The aim of the meeting with civil society was to generate a coordinating group of civil society organizations to establish the bases of a participation mechanism focused on the implementation of the 2030 Agenda in the Region. The Campaign presented the different available mechanisms to promote SDG awareness and inclusive participation in the region and is currently exploring ways of collaborating with ECLAC to bring the Campaign’s expertise as conveners.

May: Communicating as One Course with UNSSC

On 18 May, the UN SDG Action Campaign conducted a presentation in a panel at the course “Communicating as One on Sustainable Development” organized by the UN System Staff College in Bonn. The panel focused on messages for effective advocacy campaigns and how to make the most of social media. The Campaign presented resources from the SDG engagement toolbox to participating Communications Officers from UN offices in Albania, Belarus, Burundi, Cameroon, Comoros, Democratic Republic of the Congo, Germany, Ghana, Italy, Kyrgyzstan, Montenegro, Mozambique, Nigeria, Pakistan, Saudi Arabia, Switzerland, Tunisia, and Turkey. The Officers also visited the Global Campaign Center and met the team and interacted with SDG tools directly.

June: Shifting the spotlight: mobilizing those left behind at the Global Media Forum

On 20 June, the UN SDG Action Campaign hosted a hands-on session at the global annual event organized by Deutsche Welle, the Global Media Forum. The session focused on bringing media professionals and the UN closer together to discuss the opportunities and challenges to engage those millions left behind to and utilize media to make people shift from observers to doers. The Campaign presented the SDGs, innovative tools available - including impactful engagement techniques, citizen-generated data and storytelling initiatives - to media professionals from across the globe.

August: UNSSC Summer Academy

The UN SDG Action Campaign provided strong support to the Summer Academy hosted by the Knowledge Center for Sustainable Development of the UN System Staff College. The contribution of the Campaign included facilitating solution-oriented workshops to familiarize participants with campaigning and advocacy tools for citizen engagement on the SDGs, as well as setting up a “Virtual Reality Corner” which featured throughout the Summer Academy and offered participants valuable insights on how to leverage virtual reality technology as a storytelling and advocacy tool to build empathy on the SDGs.

September: UNDOCO Workshop on communication for LAC Region
Over 30 Communication Officers from several UN Agencies in 10 countries of LAC Regional, gathered together in La Paz Bolivia, for three days to create a common UN regional strategy on communicating as one and identify potential entry points to generate SDGs awareness and civic engagement to make progress in the achievement of the SDGs. The Campaign presented the whole range of initiatives that are available to support country offices in the promotion of the 2030 Agenda.

**October: UNDP Regional Knowledge Exchange and 2017 International Conference on SDG Statistics, Manila, Philippines**

The UN SDG Action Campaign presented the MY World 2030 survey and custom ASEAN MY World survey to the UNDP Regional Knowledge Exchange, held Oct 2-4 in Manila, with over 300 participants from governments, UN, civil society and private sector from across the Asia-Pacific region. The objective of the meeting was to support policy coherence across the UN system and governments for accelerating progress towards 2030 Agenda implementation and to provide opportunities for sharing lessons on national reporting on SDGs, including efforts to engage citizens in the process such as through the MY World 2030 survey.

The UN SDG Action Campaign also presented the MY World 2030 survey to the 2017 International Conference on SDG Statistics, convened Oct 4-6 in Manila by the Philippine Statistics Authority in collaboration with the UN Statistics Division. The event brings together national statistics officers and representatives of national government to address methodologies, data gaps and other data sources, given the numerous SDG indicators that require data disaggregation (geographical, income, sectoral, age, sex, race, ethnicity or other characteristics).

The Campaign offered UN Virtual reality screening to both audiences.

**November: Orientation for UN Junior Professional Officer Programme (JPOs) at UN Headquarters**

On 27 November, the Campaign joined colleagues from UNDP (including from BPPS, MAPS Team, New Deal Team) to present the SDGs and the 2030 Agenda, including all the tools and initiatives of the UN SDG Action Campaign. The objectives of the two-week orientation were: 1) Help Junior Professional Officers (JPOs) become more effective programme officers in the strategic programmatic and operational areas in the UN Offices or Headquarters where they serve; and 2) To provide a safe learning environment where JPOs can deepen their knowledge, skills, and competencies, through networking, sharing and experiences.

18 JPOs participated from Japan, Switzerland, Germany, Portugal, Sweden, Italy. The participating JPOs are posted in various UN duty stations: UN Headquarters in New York East Jerusalem, Ethiopia, Germany, Guinea-Bissau, Indonesia, Kenya, Lebanon, Namibia, Rwanda, Tanzania.

**November: The III Latin American Meeting of Social Innovation from the Public Sector, Guadalajara, Mexico**

The Forum took place as part of the larger event “Epicenter Innovation Festival” - the largest innovation festival in Mexico. In the third edition of the Meeting, the event brought together representatives of government, academia, NGOs, entrepreneurs and civil society in order to exchange knowledge, good practices and lessons learned around the different manifestations and models of social innovation in nine countries in Latin America. The event was co-organized by the Ministry of Innovation, Science and Technology of Jalisco, the University of Guadalajara, CAF -Bank of development of Latin America-, the Inter-American Development Bank, the BMW Foundation and Promotora Social Mexico. The Campaign presented the various tools available to engage civil society in the achievement of the SDGs highlighting opportunities to promote the SDGs while creating mechanisms for public activation and monitoring as well as advocacy opportunities.
1.2. PRODUCTION AND DISTRIBUTION OF SDG TOOLKIT MODULES FOR KEY GLOBAL CONSTITUENCIES

670 organizations from 380 cities in 116 countries from civil society, youth organizations, UN, academia, foundations, and private sector around the world used the Act4SDGs toolkit which featured Campaign’s SDG toolkit modules.

<table>
<thead>
<tr>
<th>REGION</th>
<th>NUMBER OF ORGANIZATIONS</th>
<th>% OF ALL 670 PARTICIPATING ORGANIZATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa and Arab States:</td>
<td>319</td>
<td>47.6%</td>
</tr>
<tr>
<td>Asia and the Pacific:</td>
<td>106</td>
<td>15.8%</td>
</tr>
<tr>
<td>Europe:</td>
<td>135</td>
<td>20.1%</td>
</tr>
<tr>
<td>Latin America, North America and the Caribbean:</td>
<td>110</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

ACT4SDGs is a joint campaign convened by the UN SDG Action Campaign, along with supporting partners: the Global Call to Action against Poverty (GCAP), Action for Sustainable Development and CIVICUS. It calls for organizations and citizens to act on the SDGs on 25th September – a Global Day of Action which commemorates the anniversary of the SDGs. Events in marginalized communities and with politicians in capitals are combined with photo stunts, making their demands and voices heard regarding inequality, poverty and other concerns of the people. #Act4SDGs Voices is a video series of youth, women, older people, indigenous people, people with disabilities, and others. It aims to provide an insight into different perspectives and a window into the situation of communities.

As part of the Global Day of Action, the #Act4SDGs social media campaign was amplified through Thunderclap, a platform which allows people to donate their social media profiles for a day to send a unified message, which encourages citizens to take action for the SDGs, and to tell leaders how they are doing through the global MY World 2030 survey. There were 617 Thunderclap supporters from 230 cities with a social reach of over 2.8 million people.

ONLINE COMMUNICATION REACH

The Campaign and its initiatives have an influential social media presence with 6 Twitter Accounts, 7 Facebook pages, 2 Instagram Accounts 1 LinkedIn Page and 3 YouTube Channels. The combined total of all social media channels is over 407,000 followers. The global @SDGAction Twitter account has the most reach, generating nearly 4.6 million Twitter impressions in 2017.

1.3. MANAGEMENT OF THE SDG ACTION PARTNER MANAGEMENT PLATFORM

SDG ACTION PARTNERS
A Partner Management platform was launched in May 2017 to provide resources and guidance for partners to engage in the MY World 2030 survey and related projects. The portal provides access to a wealth of resources to partners to create their own campaign. The UN SDG Action Campaign also invites partners to share their experiences as well as their campaigns and advocacy materials, and has increased its reach to over 1,600 partners through its mailing list. The web portal has attracted over 2,350 users from 139 different countries.

Additionally, 670 organizations from 380 cities in 116 countries registered as partners with the ACT4SDGs Global Day of Action campaign.

**DATABASE**

In addition to above partners, the Campaign manages a database of over 50,000 contacts for distribution of the “SDGs in Action Digest” newsletter.

### 1.4. ORGANIZATION OF ANNUAL SDG BONN CONFERENCE

#### 2017 FESTIVAL

The Global Festival of Ideas for Sustainable Development is a ground-breaking annual event which brings together the global community working to advocate for and help deliver the SDGs. The first iteration of the Festival took place in Bonn 1-3 March 2017 and it is expected to be rolled out annually, until the end of Agenda 2030.

Some highlights during the first event include:

- 800+ Participants
- 80+ Countries Represented
- 139 Speakers
- 50+ Sessions
- 10 Knowledge Sharing Sessions
- 8 Virtual reality films
- 60+ Live Events
- 50 initiatives showcased
- 445 Participants turned into policy makers through 2030 Hive Mind
- 120+ Media mentions
- 2.8 million mentions on social media and over 2 million people Reached

#### 2018 FESTIVAL

On 1 December 2017, the calls were launched for candidatures to attend the Global Festival of Action for Sustainable Development on 21-23 March 2018, the UN SDG Action Challenge Awards (more info in 1.6), Festival Sessions, the Knowledge and Innovation Fair and the SDG Studio. 4,066 individuals registered to attend the Festival.

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1 See [http://about.myworld2030.org/](http://about.myworld2030.org/)
2 See [http://about.myworld2030.org/resources/](http://about.myworld2030.org/resources/)
3 SDGs in Action Digest: [https://us15.campaign-archive.com/home/?u=c9ddf1ac88c00a7343c10df04&id=d050cbf4bb](https://us15.campaign-archive.com/home/?u=c9ddf1ac88c00a7343c10df04&id=d050cbf4bb)
4 See [http://2017.globalfestivalofaction.org](http://2017.globalfestivalofaction.org)
1.5. ESTABLISHMENT OF A GLOBAL SDG ACTION CAMPAIGN HELPDESK

The campaign established a global SDG helpdesk\(^\text{10}\) with helpdesk personnel from different regions covering all timezones. Over 5,581 cases have been processed in 2017. The e-mail address support@sdgactioncampaign.org is the primary address for the helpdesk.

1.6. UN SDG ACTION AWARDS AND CHALLENGES

**UN SDG ACTION AWARDS**

On 1 December 2017, the Campaign launched the call for nominations for the UN SDG Action Awards.\(^\text{11}\) The awards program aims to find the greatest innovators, mobilizers, connectors, storytellers, communicators, visualizers and includers from across the Globe. The Awards are open to individuals, civil society organizations, local governments and others who are taking actions to advance the 2030 Agenda. Members of the global SDG community were invited to enter their projects, initiatives, networks and people for the chance win a UN SDG Action Challenge Award at the UN SDG Action Challenge Awards Ceremony on 21st March 2018 during the Global Festival of Action for Sustainable Development in Bonn, Germany (21-23 March 2018). The entry window ran from 1st December 2017 – 15th January 2018. Submissions were reviewed by expert group panels, with an additional award – the People’s Choice Award, being selected by attendees at the Festival in advance of the awards ceremony.

Award categories:

1. **Mobilizer:** This award goes to the team that demonstrates greatest successes with mobilizing citizens or volunteers to act for the SDGs.
2. **Storyteller:** This award goes to the team that captures powerful human stories to help communicate the importance of the SDGs to people’s lives.
3. **Communicator:** This award is for the most creative or impactful communications campaign (local/national/international) to raise awareness about the SDGs and/or people’s voices and role in SDG action.
4. **Visualizer:** This award goes to the most innovative or impactful use of MY World or other citizen voices data to communicate with government or the public.
5. **Innovator** This award goes to the most creative or innovative use of new media/virtual reality for communicating SDGs.
6. **Connector:** This award goes to the team/person with that demonstrates innovative or impactful ways to bring multiple stakeholders together, or building networks, towards SDG Action.
7. **Includer:** Leave No One Behind - This award goes to the group who make the most extraordinary and impactful effort to ensure that excluded groups become part of the SDG dialogue and implementation in their community.

The Awards online platform received over **115,900 unique page views.**

**743** nominations were submitted to the Campaign.

In addition, a localized version is planned as UNDP Sweden is launching a national awards programme in 2018, with the support of the UN SDG Action Campaign.

\(^{10}\) SDG helpdesk: [http://support.sdgactioncampaign.org](http://support.sdgactioncampaign.org)

\(^{11}\) UN SDG Action Challenge Awards: [http://sdg.ac](http://sdg.ac)
SDG ACTION HACKATHON CHALLENGE

The Campaign partnered with Influx Trust and the Office of the President of the General Assembly to host simultaneous hackathons around the world, bringing together the best in social enterprise to crowdsource solutions for the SDGs. On 10-12 March, 750 social innovators completed a 48 hour hackathon, organized simultaneously in 9 cities (Manama, Bali, Chandigarh, Geneva, Lagos, Lisbon, London, New York and Rio de Janeiro) on 5 continents. The winning teams presented their initiatives on a new crowdfunding site. This site will promote the ideas emerging from the hackathon and any other creative projects supporting the SDGs in the future.

The results this inaugural year:
- 750 social entrepreneurs, tech experts, UN experts and mentors participated 90 pitches, with 9 regional winners and 3 global winners;
- 20,000 Facebook followers, 3 million impressions of #Connect2Effect and 200,000 views of the President of the General Assembly’s public endorsement video.

On 15-16 May, during the second annual Science, Technology and Innovation Forum at the UN Headquarters, the winners presented their ideas to UN leaders and representatives including the Office President of the General Assembly, UNDP, UN Women, the Office of the Secretary-General’s Envoy on Youth.

UN SDG ACTION CHALLENGE ON MY WORLD DATA VISUALIZATION

On 4 September 2017, the UN SDG Action Campaign, together with Makeover Monday and Viz for Social Good, launched a visualization challenge asking community members to visualize the MY World 2030 survey third question “if the selected SDGs got better, stayed the same or got worse in the past 12 months”. More than 40 visualization designs were received and most of them contain not only the third question, but also the first two questions.

UN SDG ACTION CHALLENGE ON GLOBAL DAY OF ACTION FOR DATA MINING AND VISUALIZATION

On 9 October, to capture the mass mobilization of the Global Day of Action, the UN SDG Action Campaign partnered with Alteryx for a data mining and visualization challenge to analyze the 10-day Twitter trend after the Day of Action on 25 September.

1.7. RECRUITMENT, TRAINING AND PLACEMENT OF UN VOLUNTEERS

The UN SDG Action Campaign worked closely with UN Volunteers to explore a suitable modality for the strategic placement of one or more UN Volunteers in Resident Coordinator’s offices to support the communications and citizen engagement efforts on the SDG at national level. The conclusion of this exercise

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13 Crowdfunding site: https://crowdfunding.connect2effect.com
14 See challenge at http://sdgactioncampaign.org/2017/08/24/makeovermonday-vizforsocialgood-united-nations-collaboration/
15 See visualizations at http://about.myworld2030.org/data/ & https://www.makeovermonday.co.uk/week-36/
16 See https://community.alteryx.com/t5/Weekly-Challenge/Challenge-89-Analyzing-Social-Data/td-p/81353
was that placing national volunteers in three priority countries would offer more value than placing a single international volunteer as initially planned. Accordingly, three national volunteers were selected and placed in late 2017 in Nigeria, Mexico and Indonesia.

The UN Volunteers were placed under the direct supervision of the Resident Coordinators’ Office, and work in coordination with the UN SDG Action Campaign. The scope of their responsibilities includes the following:

- Strengthen Capacity of Resident Coordinator Offices and UN Country teams in the area of coordination efforts to mainstream the 2030 Agenda.
- Support the RC Office in the development of awareness-raising and mainstreaming initiatives to popularize the 2030 Agenda/SDGs though communications, creative partnerships and innovative tools.
- Promote MY World 2030 through all channels with a particular focus on offline rollout and focal point function ensured.
- Strengthen stakeholder capacity for engagement in SDG localisation, implementation and monitoring.
- Contribute with articles/write-ups on their work and field experience and submit them for UN/V publications/websites, newsletters, press releases, etc.

As the UN Volunteers were placed in late 2017, the full reporting on the impact of their work and activities will be provided in the UN SDG Action Campaign’s 2018 report.

**OUTPUT 2. CREATIVE AND INNOVATIVE COMMUNICATIONS MECHANISMS AND APPROACHES, INCLUDING NEW MEDIA, PRODUCED AND TESTED**

**2.1. FACILITATION OF VIRTUAL REALITY SCREENINGS**

In 2017 alone, the Campaign conducted 64 virtual reality screenings in the United States, Germany, Belgium, France, Luxembourg, Norway, the Philippines, Canada, Netherlands, Qatar, Morocco, United Kingdom.

1. 27 January: Committee on Teaching for the UN, Refugees: the 21st Century Challenge, NY
2. 20 February: JPO Workshop, NY
3. 1-3 March: Global Festival of Ideas for Sustainable Development, Bonn
4. 15 March: G20 Development Working Group Meeting, Bonn
5. 24 March: Seven Bridges School Global Fest, New York
6. 30 March: Earth System Governance Meeting, Bonn
7. 27 March to 7 April: UN in Germany exhibit with the German Federal Foreign Office, Berlin
8. 3 April: UNICEF Education event, New York Public Library, New York
9. 5 April: Ecosense Meeting, Berlin
10. 13 April: NYU Innovation Policy Lab Event, New York
11. 20 April: VR Show, London
12. 6 May: European Commission Open Doors Day, Brussels
13. 9-10 May: Ministry of Education and Research (BMBF) Conference on Agenda 2030, Berlin
14. 15 May: OECD Refugee Realities Exhibition, Paris
15. 22-24 May: Global Soil Week, Berlin
16. 22 May to 28 May: German Protestant Church Day, Berlin
17. 30 May to 5 June: European Sustainable Development Week, Berlin
18. 5-9 June: UN Oceans Conference, New York
19. 7-8 June: European Development Days, Brussels
20. 9 June: Engagement Global NachhaltigkeitsCamp, Bonn
21. 13-15 June: UNFCCC-SDM Regulatory Development Unit Meeting, Bonn
22. 19-21 June: Global Media Forum, Bonn
23. 22 June: Canon Young People Programme Workshop, Bonn
24. 22-23 June: Goethe Universität SDG exhibition, Frankfurt
25. 29 June: DESTATIS summer reception, Bonn
26. 28-30 June: SDG/UNDP exhibit at European Investment Bank (EIB), Luxembourg
27. 1 July: Heinrich Böll Stiftung NRW event, Düsseldorf
28. 30 June - 1 July: Bischöfliches Hilfswerk MISEREOR e. V. event, Aachen
29. 30 June: SDG Workshop with UN Coordination Officers, Bonn
30. 11 July: Theater Bonn Meeting, Bonn
32. 27 July - 4 August: Bundeslager der Pfadfinder (National Scout Camp), Bonn
33. 29 July - 5 August: UNDP’s Nordic Representation Office for use at Norway Cup, Oslo
34. 21-25 August: UNSC Summer Academy, Bonn
35. 22 August: University of Bonn students meeting, Bonn
36. 26-27 August: Open House at the German Ministry of Foreign Affairs, Berlin
38. 7-10 September: Fair Friends Tradeshows, Dortmund
39. 15-18 September: Youth Congress (YouCon), Bielefeld
40. 18-22 September: SDG Action Zone during the UN General Assembly, New York
41. 22 September: UN Women National Committee Germany Event on the Peace Boat, Bonn
42. 28 September: 8 Oct: Expo for Design, Innovation & Technology, Toronto
43. 30 September: 6 October: UNDP Regional Knowledge Exchange and International Conference on SDG Statistics, Manila
44. 5-10 October: Tasveer South Asian Film Festival, Seattle
45. 14 October: UN Day at Marktplatz, Bonn
46. 15 October: Peace Boat, New York
47. 18-19 October: Endeva Inclusive Innovation Factory, Berlin
49. 5 November: Klima Tour in Marktpltz, Bonn
50. 6-9 November: Dreamforce, San Francisco
51. 6-17 November: COP23 Bonn Zone at the Momentum for Change Pavilion, Bonn
52. 6-17 November: Climate Planet during COP23, Bonn
53. 8 November: JCI World Congress, Amsterdam
54. 8 November: Startup Bonn Event ‘Get Real with Virtual Reality!’ at Telekom HQ, Bonn
55. 14-16 November: World Innovation Summit for Education (WISE), Doha
56. 17-18 November: RENN.7age Berlin (by German Sustainability Council), Berlin
57. 16-19 November: 9th Annual Millennium Campus Conference, Rabat, Morocco
58. 22 November: Belgian Inter-Ministerial Conference on SDGs, Brussels
59. 29 November: AIESEC Event, Dusseldorf
60. 6 December: Ecosense Meeting, Bonn
61. 8 December: Seven Bridges School Global Fest, New York
63. 12 December: UNFCCC Process Management Team Meeting, Bonn
64. 22 December: Launch of UNOCHA Center for Humanitarian Data, de Hague, Netherlands
2.2. DISSEMINATION OF NEW MEDIA CHANGE AMBASSDORS PROGRAMME

YOUTUBE CREATORS FOR CHANGE

In 2016, YouTube and the UN SDG Action Campaign began collaborating in hopes of reaching new audiences and inspiring awareness and action on the SDGs on a project called the Change Ambassador Program. In its pilot year, YouTube worked with the UN to identify seven successful international female YouTube creators to participate as Change Ambassadors in support of gender equality. When combined, these creators accounted for an audience comprised of millions of people around the world.

Building on the success from the 2016 Creators for Change Program, the Campaign has continued to work with YouTube on the new iteration of this program, which has included the following initiatives:

YouTube Creator for Change at Global Festival of Ideas: Hannah Thalhammer

Google Germany’s policy team, spearheaded by Sabine Frank played several roles at the Global Festival of Ideas for Sustainable Development in 2017. Google also supported the inclusion of Hannah Thalhammer, a YouTube Creators for Change fellow into the festival. The YouTube Creators for Change program supports Creators globally who are tackling social issues and promoting awareness, tolerance and empathy on their YouTube channels. The program has a series of Ambassadors, and fellows from individual regions. Ms. Frank and Ms. Thalhammer spoke in Festival panels focused on innovation in communications for change. Ms. Thalhammer spoke at the Festival’s Live Stage about communicating with youth, and was individually interviewed. The collaboration was part of the Campaign’s effort to build capacity with new influencers so they could begin to incorporate SDG language into their programming, thereby reaching new audiences.

YouTube Creator for Change at European Development Days: Nadir Nadi

The Campaign invited Nadir Nadi, Founder of BENI and Youtube Creator for Change, to the European Development Days, 6-8 June in Brussels. BENI is a YouTube channel highlighting young people from diverse backgrounds through meaningful, unique and fun content. The channel aims to celebrate the power of human connection, as Nadir presents his fans with an intimate insight into misrepresented people and their cultures. At European Development Days, Nadir participated in the SDG Studio and delivered a presentation called “If you don’t define yourself, someone else will.”

Nadir also interviewed SDG Advocate Dr. Alaa Murabit on the SDGs, women and new media.

GLOBAL DAY OF ACTION NEW CHANGE AMBASSDORS

On 25 September, as part of the communications campaign around the Global Day of Action #ACT4SDGs, the UN SDG Action Campaign, in partnership with Yusuf Omar, a Mobile Journalist and Social Media influencer, trained 17 people from 17 different countries on new media and video editing and selected the best stories to produce a 17 hours livestream program showcasing people’s voices and from 17 different countries on each of the 17 SDGs. The stories were recorded and shared online covering all regions and a wide range of age groups.

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17 Hannah Thalhammer’s YouTube Channel: https://www.youtube.com/channel/UCiSzW-Oyf2Wvk8IbJoaXmLw
18 https://www.youtube.com/yt/creators-for-change/
20 https://www.youtube.com/watch?v=R6KQAT18uQO&list=PLxqPwHD3y8pfgq1Qd51OTBo3kQjn723q-c&index=5
21 https://www.youtube.com/watch?v=shFODX8-66s&list=PLxqPwHD3y8pfgq1Qd51OTBo3kQjn723q-c&tl=11s&index=22
including elderly from India and Pakistan, to young entrepreneurs and activists in Nigeria or Mexico, to women from all ages speaking up for their rights in South Africa. These stories were viewed and shared by thousands of people across the world, making the SDGs more accessible to new audiences through personal stories of what matters to them and their communities.

82 of the 670 partner organizations from #ACT4SDGs are youth organizations.

**YOUNG PEOPLE PROGRAM CHANGE AMBASSADORS**

Together with Canon, the campaign launched a Young People Program to develop new opportunities for SDG awareness among critical audiences, empower young generations through the use of storytelling and new media for expressing their needs for change and engaging them in the advancement of the SDGs. The program includes a wide range of formats - workshops, camps, and challenges - and teaches youth groups about the SDGs, new ways to use media to communicate the Goals, while gaining creative communications skills with the participation of SDG advocates and World Press Photo winners. The participants are young students from less privileged areas. After a successful pilot in Germany, in 2017 the Program has been taken to Germany, Finland, Poland and Italy. The photo series produced was exhibited in high-level events such as COP23 and will be brought to other high-level events and public spaces to increase SDG awareness and include different voices into the political discussion. For 2018, the program is being rolled out in Belgium, Iraq, Poland, Denmark, Finland, Iceland, Norway, Sweden, South Africa, United Kingdom, Germany, France, Italy, Spain and Russia. It will focus on user-generated and knowledge sharing among the participants to create an alumni across borders that can continue benefiting from their participation in the future.

**MY WORLD 360**

MY World 360 is a large scale global challenge inviting youth to create 360° media that represents youth perspectives and positive actions addressing the SDGs. The initiative will entail a 12-14 week program operating in local community spaces - such as schools, libraries and youth centers - that empowers young people, and their teachers, with knowledge about the SDGs as well as the tools and training to use 360° digital storytelling to share their perspectives, transcend borders, and make an impact on issues they care about.

A letter of intent has been signed between Digital Promise and the UN SDG Action Campaign, and Facebook has expressed interest in funding a pilot to be rolled out in 5 countries throughout 2018.

**2.3. DEVELOPMENT OF A PROGRAMME AND CONTENT PACKAGE AND MAINTENANCE FOR THE SDG STUDIO**

The SDG Studio is a unique interactive platform to generate open discussions, share new approaches and revolutionary solutions and create an open space for virtual audiences to raise their voices, ask and give answer to what matters most. Bloggers, influencers, decision-makers and high-level officials engage in the Campaign’s mobile SDG Studio in inter-generational dialogues, showcase change-making initiatives and join open conversations, generating live and on-demand inspiring content to facilitate a better understanding of the SDGs and sharing inspiring ideas with people around the world. Over 100 on-demand SDG Studio sessions are available to the public.
PARTNERSHIPS

The Campaign has developed a series of partnerships to secure broadcasting of the SDG Studio and media outcomes of the Campaign activities with a number of media outlets and communications networks:

- **Deutsche Welle** - Their TV and Radio program Global 3000 collaborates on an ad-hoc basis, broadcasting SDG Studio content and creating their own pieces. During the Global Day of Action, DW produced and shared a video series focused on sharing human stories related to the SDGs as part of the #ACT4SDGS campaign.
- **Hashtag Our Stories** - This platform for mobile storytellers across the world has co-created and broadcasted SDG Studio video stories on their social media channels, reaching thousands of youth globally.
- **SDG Media Zone** - This platform is co-curating and distributing Campaign activities and SDG Studio features.
- **VICE Impact** - The Campaign is in the process of developing a partnership.
- **Goalcast** - The Campaign is in process of developing a partnership for 2018 Co-development and distribution of joint SDG Studio content and live coverage.
- **The UN Department of Public Information and UN webcast** - These platforms livestream and host SDG content on official UN channels.
- **UN Bonn Communications Group and UN Regional Information Center (UNRIC)** - These platforms distribute and co-create SDG Studio content.
- **UNFCCC** - The campaign partners with UNFCCC at key moments such as COP23 to co-create and produce SDG Studio programs.

HIGHLIGHTS OF SDG STUDIO SESSIONS

**Global Festival of Ideas for Sustainable Development**

During the Festival from 1-3 March 2017, the SDG Studio provided an interactive space to share ideas and generate discussion among participants and to open the event to global audiences. 45 events were held throughout the three days. A new format was created, the SDG Action Talks, to share change-making solutions and innovative approaches to SDG action, from disrupting global hunger to peace building initiatives in El Salvador.

- 21 cross-generational dialogues
- 10 SDG Action Talks
- 7 Debates engaging experts
- 2 project launches
- 1 dedicated VR session on leaving no-one behind through new media
- 1 music for SDGs performance

**Bonn May Climate Conference**

On 8-18 May, the Campaign linked Climate Action to the SDGs in close partnership with UNFCCC, to develop an SDG Studio at the Bonn May Climate Conference to open the preparatory meetings to virtual audiences and generate informal discussions.

- 15+ sessions
- 2 specific SDG dedicated events were curated
European Development Days

On 6-8 June at the European Development Days in Brussels, the Campaign produced extensive SDG Studio programming throughout the 2 day conference, featuring insightful inter-generational dialogues between Young Leaders and high-level officials from the United Nations, the European Commission and a wide range of other institutions present at the EDDs.

- 35 sessions
- 40+ high-level speakers, including UN Deputy Secretary-General Amina Mohammed, Deputy Prime Minister of Belgium Alexander De Croo, World Health Organization (WHO) Director-General Dr. Tedros Adhanom Ghebreyesus, SDG Advocate Dr. Alaa Murabit, Ibero-American Conference (SEGIB) Secretary-General Rebeca Grynspan, UN Assistant Secretary-General for DESA Thomas Gass, and many others
- 12+ UN organizations represented
- Youth participating in the SDG Studio at EDD: 12 EDD Young Leaders, 2 ONE Youth Ambassadors and 4 World Vision Youth Ambassadors

Global Day of Action - ACT4SDGs Voices

To promote and celebrate the Global Day of Action on 25 September, the SDG Studio featured a special series called “ACT4SDGs Voices”. Change ambassadors and partners produced and curated over 33 SDG Studio videos, from all over the world, including the UN, India, South Africa, Serbia, United Kingdom, Norway, Mexico, Pakistan, Nigeria, China. Notable participants include UN Deputy Secretary-General Amina Mohammed and SDG Advocate Dr. Alaa Murabit.

23rd UN Climate Conference - COP23

On 6-17 November, during COP23 in Bonn, the Campaign ran an SDG Action Hub and produced SDG Studio sessions featuring government leaders, change ambassadors, UN representatives and leaders from civil society and the private sector, and event broadcasts.

- Over 25 SDG Studio sessions
- Notable participants include:
  - Patricia Espinosa, UNFCCC Executive Secretary
  - H.E. Salaheddine Mezouar, President of COP22 and Former Minister for Foreign Affairs of Morocco
  - H.E. Mary Robinson, 7th President of Ireland
  - H.E. José Sarney Filho, Minister of Environment for Brazil
  - Dr. Hans Friedrich, Director-General of International Bamboo and Rattan Organisation
  - Dr. Tauni Lanier, Special Advisor to United Smart Cities
  - Carlos Sallé, Director of Energy Policies and Climate Change, Iberdrola

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22 See https://sdgactioncampaign.org/2017/06/21/european-development-days-edd17-celebrating-the-sdgs-and-one-un/
23 See ACT4SDGs Voices YouTube playlist: https://www.youtube.com/playlist?list=PLxqPwHD3yBpHiTalTKqbgjDdSO6ie2F5g and Facebook videos: https://www.facebook.com/pg/SDGaction/videos/
24 See https://twitter.com/SDGaction/status/912243744262549504
25 See https://www.facebook.com/SDGaction/videos/10155173759147496/
26 See https://www.facebook.com/SDGaction/videos/10155184190317496/
27 See https://www.facebook.com/SDGaction/videos/10155199072267496/
28 See https://www.facebook.com/SDGaction/videos/10155209853592496/
29 See https://www.facebook.com/SDGaction/videos/10155196391237496/
30 See https://www.facebook.com/SDGaction/videos/1015519652078496/
31 See https://www.facebook.com/SDGaction/videos/10155173800082496/
SDG Studio Innovation Series

In an effort to link the emerging technologies to the successful implementation of the 2030 Agenda and accelerate the achievement of the SDGs, the Campaign created a platform for collaboration between the UN and leading innovation companies. In collaboration with Tencent, the Campaign organized a high-level event as part of the two day Multi-Stakeholder Forum on Science, Technology and Innovation for the Sustainable Development Goals, at the UN Headquarters in New York. The event was hosted by Peter Thomson, President of the 71st Session of the UN General Assembly, and included participants such as Peter Diamandis, Chairman of the XPRIZE Foundation and Singularity University, and recently named by Fortune Magazine as one of the World’s 50 Greatest Leaders, Astro Teller, entrepreneur and scientist leading Google X, Alphabet’s R&D Lab, or Anousheh Ansari, Co-founder and Chairwoman of Prodea Systems and First Female Private Space Explorer, Lara Stein, Founder of TEDx and TED Prize, and many others. A second edition of this event was organized during the 72nd UN General Assembly.

The media outcomes of this event are a series of SDG Studio Innovation and interview films with thought-leaders from various backgrounds and regions to be launched in 2018. The series aims to inspire innovators and entrepreneurs from across the globe to invest their skills, knowledge and boldness to find solutions for the SDGs and to make sure we achieve the SDGs and leave no one behind.

The Innovation film was previewed at the Campaign event “Innovation and Sustainable Development Goals” hosted by the Campaign during the UN 72nd General Assembly and at the event “Innovation for SDGs and Climate Action” held at the Climate Planet during COP23.

Global People’s Summit for Sustainable Development

The Campaign collaborated on the first-ever Global People’s Summit for Sustainable Development (“Global People’s Summit+SocialGood”) on 22 September 2017, a one-of-a-kind innovative global summit that brought together global leaders and communities from around the world to discuss and find solutions to some of the world’s most pressing challenges – ONLINE – during the United Nations General Assembly. The Summit was organized by the Barmada Group in collaboration with United Nations Office of Partnership, United Nations SDG Action Campaign, United Nations Foundation, International Federation of Red Cross and Red Crescent Societies, and EARTHx.

The Campaign provided several calls to action, which bookended speaker sessions and gave viewers concrete ways to support the SDGs. This included taking the MY World 2030 survey and submitting content and pledges for the Global Day of Action. Jilt van Schayik, Founder of Building Bridges joined as a speaker and spoke about the Road to Nairobi 2016 project, which was done in collaboration with the Campaign.

Global Festival of Action for Sustainable Development, 21-23 March 2018

The SDG Studio is a prominent feature of the Festival. The Campaign received 110 applications for the SDG studio.
2.4. CURATION OF OPEN CREATIVE ASSETS AND BEST PRACTICES TO MAKE THEM AVAILABLE TO PARTNERS AT THE COUNTRY LEVEL

**ACT4SDGs**

The ACT4SDGs Campaign Toolkit featured guidelines for partners to create their own social media campaigns, SDG stunts, events, videos and partnership opportunities, to help generate assets and curate best practices on communicating the SDGs in their countries.

This toolkit and the related assets were accessed and used by **670 partner organizations from 380 cities in 116 countries**. These 670 partner organizations each generated assets and best practices, culminating in over 1,000 actions for the Global Day of Action.

**OECD DEVELOPMENT COMMUNICATIONS NETWORK**

The annual meeting of the OECD Development Communications Network, held on 21-22 November in Paris, brought together representatives of **27 governments** (Argentina, Australia, Austria, Belgium, Canada, Colombia, Costa Rica, Denmark, Dominican Republic, Egypt, Finland, France, Germany, Ghana, Ireland, Israel, Italy, Korea, Luxembourg, Mexico, Netherlands, Nigeria, Norway, Paraguay, South Africa, Spain and Switzerland) with private and nonprofit sectors and international organizations to share good practices on engaging with citizens for sustainable development. The UN SDG Action Campaign presented the MY World 2030 survey as one of four “listening initiatives” showcased in the World Cafe segment of the event. Thereafter in smaller groups a high percentage of participants chose to join the MY World 2030 discussions and Q&A, which led to direct follow up with several governments. As an immediate outcome, the Government of Finland is considering the full suite of SDG Action Campaign services (MY World, Humans of MY World series, exhibition and UN virtual reality screenings)

The UN SDG Action Campaign also co-developed and chaired a co-learning session for all participants in which they shared lessons on SDG campaigning and identified concrete ways in which the UN and OECD can support their efforts. One objective of this session was to gather inputs to serve towards improving the Campaign’s online member platforms, with an initial beta version of a collaborative platform under development. Additionally, the UN SDG Action Campaign toolkit is a featured resource on the platform.

**MY WORLD LIBRARY FOR UNITED NATIONS DEVELOPMENT ASSISTANCE FRAMEWORK (UNDAF) PLATFORM**

The United Nations Development Assistance Framework (UNDAF) is a strategic, medium-term results framework that describes the collective vision and response of the UN system to national development priorities and results on the basis of normative programming principles. It describes how UN Country Teams will contribute to the achievement of development results based on a common country analysis and UN comparative advantage.

In the interest of scaling up and supporting the UN system-wide rather than on a regional or country-by-country basis, the UN SDG Action Campaign has partnered with the UN Development Operations Coordination Office to introduce the MY World 2030 survey and MY World 2030 scientific library questions to

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33 ACT4SDGs Campaign Toolkit: [https://drive.google.com/open?id=0B8OaSDBi7qhEBli9nVU9GQ0hPVUk](https://drive.google.com/open?id=0B8OaSDBi7qhEBli9nVU9GQ0hPVUk)
34 ACT4SDGs highlights: [https://sdgactioncampaign.exposure.co/we-the-people-act4sdgs](https://sdgactioncampaign.exposure.co/we-the-people-act4sdgs)
35 Platform under development: [https://sdg-communicator.org/](https://sdg-communicator.org/)
36 UN SDG Action Campaign toolkit is featured: [https://sdg-communicator.org/resources/](https://sdg-communicator.org/resources/)
the UNDAF reporting platform as a standard SMS-based citizen engagement tool that all UN Country Teams can use in their reporting efforts. The platform development is underway.

JUNIOR CHAMBER INTERNATIONAL

The UN SDG Action Campaign presented MY World 2030 as a strategic partnership opportunity at the World Congress of the Junior Chamber International, held on 6-10 November 2017 in Amsterdam. JCI is a non-profit, non-governmental organization of young people between 18 and 40 years old, with over 170,000 members in about 124 countries. JCI was an important implementing partner of the MY World 2015 survey bringing in roughly 50,000 votes and in 2015 JCI formally adopted the SDGs as a guiding framework for their actions. As an outcome of this engagement, JCI has formalized its commitment as a UN SDG Action partner, to raise awareness of the SDGs and share the MY World 2030 survey and support campaign efforts through its national chapters.

OUTPUT 3. DIRECT CITIZEN ENGAGEMENT IN SDG IMPLEMENTATION FACILITATED THROUGH THE MY WORLD 2030 PLATFORM

3.1. DEVELOPMENT OF MY WORLD 2030 WEBSITE

MY World 2030, was built capitalizing on lessons learned from its predecessor the MY World 2015 survey. The new survey is now an adaptable platform for citizen-generated data to track progress of the SDGs according to people’s perceptions. While collecting globally comparable data, the project aims to build a dialogue between decision makers and citizens in order to contribute to a “people’s perspective” on how to implement the new agenda at different levels.

The platform was redesigned as a Google Progressive Webapp technology to function as a natural app on web and mobile devices. Users no longer have to download separate apps for their apple and android mobile devices. The same web application progressively adjusts to device capabilities of the user and works offline. Back-end of the platform is running on Google cloud using BigQuery and BigTable functionality for data analysis.

The platform has been translated into 16 languages in total: Arabic, Burmese, Chinese, English, French, German, Russian, Spanish, Swedish, Vietnamese, Romanian, Lao, Albanian, Malayalam and Dutch. At the time of publication, 292,285 votes from 146 countries have been collected.

Following the Global Call for MY World 2030 implementing partners, 236 outreach partners have been secured and provided with unique partner identification names. The results that have been collected so far from each outreach partner can be viewed in the People’s Voices Dashboard.

The Campaign is in the initial stages to creating a MY World 2030 chatbot on Facebook Messenger to strengthen its mobile outreach strategy. The chatbot will help turning social conversations into MY World 2030 survey responses conversions. The Campaign is also joining forces with SocialCops as a technology provider to help collect MY World 2030 survey responses via an Android app with the use of low-tech Android powered mobile phones.

37 See http://myworld2030.org and http://about.myworld2030.org
38 People’s Voices Dashboard: http://data.myworld2030.org
The system allows the tracking of collection of responses and analyzing results in real-time and is optimized for low/no online connectivity environments. The mobile app survey collection is planned to being rolled out in Viet Nam beginning of 2018.

3.2. PRODUCTION AND DISSEMINATION OF MY WORLD 2030 PARTNER TOOLKIT AND QUESTION LIBRARY

WEBINARS

Global Call for MY World 2030 Partners

On 31 May 2017, the Campaign held the Global Call for MY World 2030 Partners webinar to introduce the MY World opportunity and toolkit to partners. Over 400 people registered for the webinar from 90 countries around the world. An online version of the Toolkit was created at about.myworld2030.org and it has been translated into 21 different languages using the website translation tool.

2030 Youth Force Webinar

On 25-26 October, with the support of the UNDP Bangkok Regional Centre, the 2030 Youth Force held their Annual Review meeting, bringing together leadership teams from Vietnam, Philippines, Nepal, Indonesia, India, and Cambodia. 2030 Youth Force is an Asian regional network of 20-30,000 young people, many are working directly with government ministries and comprised of up to 40 youth organizations in some countries. The SDG Action Campaign joined the Annual Meeting remotely, providing an introductory webinar to introduce the ASEAN MY World project to this potential implementing partner.

MY World Technical Webinar

On 27 July, the Campaign held a webinar for 24 partners who are interested in customizing MY World.

Webinar stats
**ACT4SDGs**

The main MY World Toolkit components were prominently featured as part of the ACT4SDGs campaign toolkit, which was available in English, French and Spanish and an additional 18 number of languages through the website translation tool. 670 partners used the toolkit.

**MY World Scientific Library**

In order to develop a comprehensive instrument for gathering perceptions data on SDG progress in a systematic and representative fashion the SDG Action Campaign partnered with the Overseas Development Institute and polling company TNS Opinion to design a set of questions spanning all of the 17 SDGs.

The pre-tested questions are available in the My World Scientific library. The scientific library has a total of over 90 questions covering all 17 SDGs and a subset of the questions have been translated and piloted in 11 countries for the HLPF.

**3.3. DEVELOPMENT OF A PLATFORM FOR CUSTOMIZED NATIONAL, SUB-NATIONAL AND THEMATIC MY WORLD 2030 BESPOKE SURVEYS AND DEVELOPMENT OF THE SURVEYS**

**PARAGON SURVEY**

A successful collaboration between UN SDG Action Campaign and Paragon Partnerships (in particular Kantar Public and Lightspeed) led to the development of a customized survey for the 2017 High-level Political Forum. 20 of the most pertinent questions from the MY World Scientific Library were selected based on the focus Goals for HLPF. The survey was conducted in 11 of the voluntary reporting countries for 2017 and the results are representative of the online population, based upon a weighted samples across the countries.

11 Countries were included: Argentina, Belgium, Czech Republic, Denmark, Italy, Japan, Malaysia, The Netherlands, Portugal, Sweden, and Thailand.

**PHILIPPINES**

The UN SDG Action Campaign, PepsiCo and Paragon Partnerships conducted a representative survey among 10,000 people in the Philippines to look at their awareness of the SDGs, and their perception on how the situation on the most important issues for them and their families has developed in the past year. The survey revealed that awareness of the SDGs was very low among people in the Philippines, at just 5.9% of the total numbers interviewed. And more importantly, the lower the socio economic demographic, the awareness decreased further.

The survey also indicated that SDG 1 - No Poverty, SDG2 - Zero Hunger and and SDG3 - Good Health & Well Being are the primary concerns to Filipinos. When asked about how the situation has evolved for these specific Goals, the vast majority (68.2%) felt that the goals of most concerns to them had not changed in the past 12

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39 MY World Scientific Library: [https://sdgaction.typeform.com/to/MnGWTA](https://sdgaction.typeform.com/to/MnGWTA)

40 Survey results: [http://about.myworld2030.org/scientific-paragon](http://about.myworld2030.org/scientific-paragon)

41 See [http://sdgactioncampaign.org/2017/07/13/citizen-scorecard-two-years-on-how-have-peoples-lives-changed-on-key-sdg-targets/](http://sdgactioncampaign.org/2017/07/13/citizen-scorecard-two-years-on-how-have-peoples-lives-changed-on-key-sdg-targets/)

months, while just over a quarter (28%) thought they had improved over the same period, and only a small percentage 3.8% of Filipinos we interviewed felt the Goals that they were most concerned about had got worse, with the lowest socio economic classes being the least optimistic about any positive changes. The survey was conducted as part of PepsiCo’s Demand Science project in the Philippines. PepsiCo included three MY World 2030 questions in partnership with the UN SDG Action Campaign for this Paragon Partnerships project.

**BHUTAN**

Responding to interest to bring civil society voices into the SDG process in Bhutan, the UNDP Country Team requested the services of the UN SDG Action Campaign to support national implementation of the MY World 2030 survey. The Royal Government of Bhutan stressed the importance of raising awareness and engaging citizens around its national plan, and how it is linked to the SDGs. Therefore a thematic custom version of the MY World 2030 survey was built for Bhutan with a custom urls and landing page with a thematic focus on 16 National Key Result Areas established by the Royal Government of Bhutan.

**COP23 SURVEY FOCUSED ON CLIMATE CHANGE**

A Facebook poll was published in the lead up to COP23 on the Campaign’s corporate Facebook group collecting social media user’s perception on Climate Action. The poll included three questions from the MY World 203 Scientific Questions Library related to SDG 13.

**CHINA**

CNNIC has completed the first MY World 2030 customized questions in China, and has rolled out the questions in all provinces.

Youthink Center, a youth “think+do” tank in Beijing that supports youth awareness and engagement in the SDGs, has committed to launching a custom Chinese MY World 2030 survey platform in partnership with the UN SDG Action Campaign.

**ASEAN**

A custom version of the MY World 2030 community survey has been developed for the 10 ASEAN Member States to promote inclusive participation for the people of ASEAN in the 2030 Agenda and the ASEAN Vision 2025. The survey aims to capture public awareness, priorities and perceptions around both agendas. The custom platform is available in 10 languages.

The ASEAN MY World 2030 community survey was launched by the UNDP Administrator Achim Steiner and the Foreign Ministers of the ASEAN countries during the UN General Assembly in September 2017.

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43 See [https://bhutan.myworld2030.org/](https://bhutan.myworld2030.org/)


MALDIVES

The UNDP Regional Centre has provided funding to produce a custom MY World 2030 platform in Dhivehi, to help with UN Country Team efforts at gathering citizen voices and raising awareness mobilizing civil society around the SDGs.

VIET NAM

A MY World 2030 survey page have been custom built for Vietnam, with a custom URL and landing page to nationalize the survey and target domestic participants. Additionally, an offline mobile application to collect MY World 2030 votes has been developed and introduced for piloting in Viet Nam.

SRI LANKA

The UNDP Regional Centre has provided funding to produce a custom MY World 2030 online platform for Sri Lanka, to assist with gathering citizen voices as inputs to the upcoming Voluntary National Review at the HLPF in 2018.

SWEDEN

With the collaboration of UNDP Sweden, a Swedish version of the MY World 2030 survey has been incorporated into the new Swedish Global goals website to bring the survey to a national audience.

KOSOVO

With the collaboration of UNDP Kosovo, an Albanian version of the MY World 2030 survey has been incorporated into the UN Kosovo website to bring the survey to a national audience.

3.4. BUILD AN SDG TAXONOMY AND REPURPOSING OF THE BIG DATA PLATFORM

UNCt UNDG “UN INFO” PLATFORM

The UN SDG Action Campaign is working with the UN Development Operations Coordination Office (UN DOCO) to

1. Support the development of a new big data digital platform called UN Info, which will gather over 5,000 data points of information, including SDG targets and indicators, from the whole UN system, allowing the UN Country Teams (UNCTs) in 131 countries to present transparent information on an external portal to convey what the UN is doing at the country-level

2. Support the development of a coherent web platform with unified branding, which will provide the website structure and content for the 131 UN Country Team individual websites, including feeding into a special section called “Take Action” featuring content and tools from the UN SDG Action Campaign

13 pilot UNCTs will use the new platform in 2Q 2018, with the complete roll out strategy happening throughout 2018 for all UNCTs.

48 See https://vietnam.myworld2030.org/
49 Sweden Global Goals: http://www.globalamalen.se/
50 UN Kosovo Team: http://unkt.org/
SDG DATA VISUALIZATION PLATFORM FOR HLPF-REPORTING COUNTRIES

The UN SDG Action Campaign is working with UNDP, UN Department of Economic and Social Affairs (UN DESA) and the UN DOCO to develop an analysis platform featuring dynamic data visualizations for HLPF-reporting countries.\(^{51}\)

Through machine learning and visualizing keywords this platform allows users to explore reports that contribute to the follow-up and review process of the 2030 Agenda, including Voluntary National Reviews (VNRs) and Country Progress Reports. This tool will show how countries are presenting progress, sharing experiences, lessons learned and challenges in achieving the Sustainable Development Goals (SDGs).

The Campaign is serving as the main technical advisor to the platform and will use the platform to further engage citizens, monitoring SDG commitments and progress.

3.5. DEVELOP A PROTOTYPE AND DESIGN WIREFRAMES FOR THE PEOPLE’S VOICES DASHBOARD

The Campaign has a partnership with Tableau Public and has developed the prototype and design wireframes for the Peoples’ Voice dashboard, showcasing data visualizations and interactive SDG content. The beta version of the platform, using MY World 2030 data, is publicly available.\(^{52}\)

The platform facilitates the creation and sharing of custom visualizations with the data disaggregated along national and demographic indicators. This enables users to create their own People’s Voices reporting to their respective local or national governments or to target custom messaging related to specific SDG thematic areas (e.g. reporting on SDG 16 on Peace Day).

A custom Peoples’ Voices Dashboard was also created for the HLPF to showcase the MY World 2030 scientific data from 11 pilot countries.\(^{53}\)

Over 270 institutional partners are using the Dashboard.

3.6. PILOT SDG FOCUSED SOCIAL MEDIA POLLING

The Campaign conducted 11 social media polls, each with a duration of 24-48 hours. Each multiple choice question focused on polling participants on knowledge and awareness of facts related to specific SDGs:

<table>
<thead>
<tr>
<th>SDG</th>
<th>QUESTION</th>
<th>VOTES</th>
<th>VIEWS</th>
<th>ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How many people in developing regions still live on less than $1.25 a day?(^{54})</td>
<td>39</td>
<td>3,427</td>
<td>104</td>
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</tbody>
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\(^{51}\) See beta platform here: [http://sdgreports.org/](http://sdgreports.org/)

\(^{52}\) MY World 2030 data platform: [http://data.myworld2030.org](http://data.myworld2030.org)

\(^{53}\) HLPF platform: [http://about.myworld2030.org/scientific-paragon/](http://about.myworld2030.org/scientific-paragon/)

\(^{54}\) See [https://twitter.com/SDGaction/status/920224080195973121](https://twitter.com/SDGaction/status/920224080195973121) and [https://twitter.com/SDGaction/status/93588988618337984](https://twitter.com/SDGaction/status/93588988618337984)
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<th>93</th>
<th>3,170</th>
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<th>14,742</th>
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<tr>
<td>13</td>
<td>Global emissions of carbon dioxide (CO2) have increased by how much percent since 1990? 55</td>
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<td>5</td>
<td>Women now hold more than 30% of seats in the national parliament of at least one chamber in how many countries? 56</td>
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<td>16</td>
<td>Corruption, bribery, theft and tax evasion cost how much money ($USD) for developing countries per year? 57</td>
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<td>15</td>
<td>Approximately how much percent of the poor are directly affected by land degradation globally? 58</td>
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<td>8</td>
<td>How many people live below the US$2 poverty line? 59</td>
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<td>2</td>
<td>How many people in the world are undernourished? 60</td>
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<tr>
<td>11</td>
<td>The world’s cities occupy just 3% of the Earth’s land, but account for what percentage of the world’s carbon emissions? 61</td>
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<td>3</td>
<td>Worldwide, 17,000 fewer children die each day than in 1990. But how many children still die before their 5th birthday each year? 62</td>
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<tr>
<td>6</td>
<td>Worldwide, how many people lack access to basic sanitation services, such as toilets or latrines? 63</td>
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<td>10</td>
<td>This is a target of which of the SDGs? -- Facilitate orderly, safe, regular &amp; responsible #migration &amp; mobility of people, including through the implementation of planned &amp; well-managed migration policies. 64</td>
<td></td>
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55 See [https://twitter.com/SDGaction/status/929314892527603713](https://twitter.com/SDGaction/status/929314892527603713) and [https://twitter.com/SDGaction/status/935156425743044608](https://twitter.com/SDGaction/status/935156425743044608)
56 See [https://twitter.com/SDGaction/status/935156101850466261](https://twitter.com/SDGaction/status/935156101850466261) and [https://twitter.com/SDGaction/status/93588782111887672](https://twitter.com/SDGaction/status/93588782111887672)
57 See [https://twitter.com/SDGaction/status/935889861833379818](https://twitter.com/SDGaction/status/935889861833379818) and [https://twitter.com/SDGaction/status/937689372023017472](https://twitter.com/SDGaction/status/937689372023017472)
58 See [https://twitter.com/SDGaction/status/937690404715438080](https://twitter.com/SDGaction/status/937690404715438080) and [https://twitter.com/SDGaction/status/938081309712363520](https://twitter.com/SDGaction/status/938081309712363520)
59 See [https://twitter.com/SDGaction/status/938082535195774976](https://twitter.com/SDGaction/status/938082535195774976) and [https://twitter.com/SDGaction/status/938470458021773312](https://twitter.com/SDGaction/status/938470458021773312)
60 See [https://twitter.com/SDGaction/status/938471231058399427](https://twitter.com/SDGaction/status/938471231058399427) and [https://twitter.com/SDGaction/status/939125555332199272](https://twitter.com/SDGaction/status/939125555332199272)
61 See [https://twitter.com/SDGaction/status/939126934763601920](https://twitter.com/SDGaction/status/939126934763601920) and [https://twitter.com/SDGaction/status/940182094474510337](https://twitter.com/SDGaction/status/940182094474510337)
62 See [https://twitter.com/SDGaction/status/940183962189787136](https://twitter.com/SDGaction/status/940183962189787136) and [https://twitter.com/SDGaction/status/940552755999100928](https://twitter.com/SDGaction/status/940552755999100928)
63 See [https://twitter.com/SDGaction/status/940924156291502080](https://twitter.com/SDGaction/status/940924156291502080) and [https://twitter.com/SDGaction/status/94135946188876545](https://twitter.com/SDGaction/status/94135946188876545)
64 See [https://twitter.com/SDGaction/status/942827502954864646](https://twitter.com/SDGaction/status/942827502954864646) and [https://twitter.com/SDGaction/status/943193356238295045](https://twitter.com/SDGaction/status/943193356238295045)
OUTPUT 4. ADVOCACY AND PUBLIC ENGAGEMENT PLATFORM FOR SDG DECISION MAKING LAUNCHED AND EFFECTIVELY MAINTAINED

4.1. REPURPOSING AND SCALING UP OF THE HUMANS OF MY WORLD PHOTO-NARRATIVE SERIES

Since 2014, the Humans of MY World series has partnered with individuals, UN Agencies, NGOs and youth advocates to capture the sentiment of individuals around the world, especially focusing on the most vulnerable.

This series is shared in mini campaigns on social media, and the content is also integrated into our portfolio and exhibited alongside MY World Data throughout the world. Humans of MY World content was featured at over 22 UN SDG Action Campaign events and exhibits in 2017.

Humans of MY World stories were curated and selected for publication.

15 partner-led localized and curated versions were held in 2017 at the following locations:
- Bonn, Germany
- Krefield, Germany
- Cologne, Germany
- Kenya
- Sweden
- Mexico
- Peru
- Yemen
- Finland
- Poland
- Italy
- High-Level Political Forum curated series
- COP23 curated series
- EDD curated series
- UN General Assembly curated series

There are future plans to expand the Humans of MY World initiative to other platforms, such as Video, Virtual and Augmented Reality.

4.2. ORGANIZATION OF MULTI-STAKEHOLDER GLOBAL OPEN CONSULTATION

In support of the 2017 session of ECOSOC, the Department of Economic and Social Affairs (DESA) and the United Nations Development Programme (UNDP) convened an e-Discussion on the 2017 main ECOSOC theme from 20 March to 17 April 2017. The UN SDG Action Campaign facilitated the discussions through the online portal. The discussions focused on:

1. Eradicating poverty and leaving no one behind, moderated by Mr. Pedro Conceição, Director, Strategic Policy, Bureau for Policy and Programme Support, UNDP;
2. New evidence and innovations in poverty eradication efforts, moderated by Ms. Wenyan Yang, Chief, Social Perspective on Development Branch, Division for Social Policy and Development, DESA; and
3. Systemic challenges and opportunities in eradicating poverty, moderated by Mr. Vinicius Pinheiro, Special Representative to the United Nations and Director, ILO Office for the United Nations.

The e-Discussion generated approximately 330 contributions from 137 countries. The Discussion engaged 5,510 participants from civil society, the private sector, academia and the UN system. Many shared best practices and provided concrete suggestions for eradicating poverty, especially at the national and local levels.

4.3. REVAMPING OF THE WORLD WE WANT PLATFORM AND ORGANIZATION OF CONSULTATIONS ON THE PLATFORM

The new World We Want platform was launched on 19 July 2017 during the High-Level Political Forum at the UN Headquarters with UN representatives and leaders from civil society from the Policy and Strategy Group. The new platform serves as an interactive knowledge and networking platform for SDG action at the local, regional and global level.

The platform has 12,241 users.

World We Want web platform stats:

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,405</td>
<td>12,241</td>
<td>41,424</td>
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<table>
<thead>
<tr>
<th>% New Sessions</th>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>78.47%</td>
<td>00:01:52</td>
<td>70.21%</td>
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</table>

4.4. INSTALLATION OF WE THE PEOPLES HUBS AND DATA PLAYGROUNDS

In 2017, the Campaign organized 25 We the Peoples Hubs and Data Playgrounds in 10 countries (Germany, France, United States, Belgium, Luxembourg, Sweden, the Philippines, Netherlands, Qatar, Morocco) to showcase people’s voices and bring citizen-generated big data and storytelling assets to decision-makers from Member States.

1. 1-3 March: Global Festival of Ideas for Sustainable Development, Bonn:
The Campaign featured the MY World 2030 survey, Humans of MY World, United Nations Virtual Reality, the SDG Studio, and SDG tools and materials as main highlights of the Festival.

2. April-May, Exhibit at the Ministry of Foreign Affairs in Berlin:
The Campaign partnered with the German Federal Foreign Office for the exhibition “The United Nations in Germany: Commitment to Agenda 2030”, which was launched at the Federal Foreign Office in Berlin.

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65 See https://twitter.com/WorldWeWant2030/status/887694517704556544
66 http://2017.globalfestivalofaction.org/recap/
67 http://sdgactioncampaign.org/2017/04/10/20-years-of-the-united-nations-in-germany/
3. 9-10 May, Ministry of Education and Research (BMBF) - Conference, Scientific Platform - "What's to be done with Agenda 2030" in Berlin:
The Campaign supported the SDG exhibit with SDG material and United Nations Virtual Reality.

4. 15 May, OECD “Refugees Realities” Exhibit, Paris:
The Campaign supported OECD’s exhibit with United Nations Virtual Reality.

5. 16 May: Climate Change Conference, Bonn:
The Campaign supported the SDG Studio, displayed a Humans of MY World exhibit, and contributed with speakers for the panels.

6. 22-24 May, Global Soil Week Conference, Berlin:
The Campaign hosted an exhibit showcasing the MY World 2030 survey, United Nations Virtual Reality and participated with speakers on various panels.

7. 5-9 June, Oceans Conference, New York:
The Campaign hosted a new media/virtual reality exhibit at the UN Headquarters.

8. 6-8 June, European Development Days, Brussels:
The SDG Action Zone was organized by the UN SDG Action Campaign, the UN in Brussels (25 UN entities), UNECE and the World Bank. Occupying a central space at the European Development Days global village, the UN SDG stand and SDG studio was a convening space to engage thousands of visitors on the SDGs.

9. 19-21 June, Global Media Forum, Bonn:
The Campaign hosted an SDG Action Hub and a session on engaging ways to shift the spotlight to those left behind, and mobilize everyone to take action for the SDGs.

10. 28-30 June, SDG exhibit at the European Investment Bank Headquarters, Luxembourg:
The Campaign hosted an interactive SDG exhibition for EIB leadership and staff.

11. 2-6 July, Swedish High-Level Political Week, Almedalen, Gotland, Sweden:
The Campaign supported an SDG exhibit with UNDP Sweden with Humans of MY World and MY World.

12. 21-27 August, Stockholm Act Global Foals Festival, Stockholm, Sweden:
The Campaign supported an SDG exhibit with UNDP Sweden with Humans of MY World and the MY World 2030 survey.

13. 26-27 August: Open House at the German Ministry of Foreign Affairs, Berlin:
The Campaign supported an SDG exhibit with the MY World 2030 survey and United Nations Virtual Reality.

14. 26-27 August: Open House of the German Federal Government Chancellery, Berlin:
The Campaign supported an SDG exhibit with the MY World 2030 survey and United Nations Virtual Reality.

15. 18-22 September: SDG Action Zone during the UN General Assembly, New York:
The Campaign hosted an SDG interactive exhibition at the UN Lobby and a high-level event on Innovation and Technology, programmed and participated in 2 sessions at the SDG Media Zone, hosted a Data Playground event, participated in the Global People’s Summit, launched the ASEAN MY World 2030 survey, and organized the Global Day of Action for the SDGs.

16. 27-30 September, Swedish Book Fair, Stockholm, Sweden:
The Campaign supported an SDG exhibit with UNDP Sweden with Humans of MY World and the MY World 2030 survey.

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68 http://sdgactioncampaign.org/2017/06/14/refugee-realities-bringing-individual-refugee-stories-to-the-oecd/
69 http://sdgactioncampaign.org/2017/06/07/unvr-curates-exhibition-for-the-ocean-conference/
70 http://sdgactioncampaign.org/2017/06/21/european-development-days-edd17-celebrating-the-sdgs-and-one-un/
72 http://sdgactioncampaign.org/2017/07/24/sds-at-the-european-investment-bank/
73 http://www.globalamalen.se/undp-och-globala-malen-almedalen/
17. **30 Sept - 6 October, UNDP Regional Knowledge Exchange, Manila:**
The Campaign participated in panels and also hosted an SDG exhibit with the MY World 2030 survey and United Nations Virtual Reality.

18. **14 October: UN Day at Marktplatz, Bonn:**
The Campaign hosted an exhibit with the MY World 2030 survey, Humans of MY World, United Nations Virtual Reality and SDG materials.

19. **6-10 November: JCI World Congress, Amsterdam:**
The Campaign participated in panels and hosted an SDG exhibit with the MY World 2030 survey, United Nations Virtual Reality and SDG materials.

20. **6-17 November: COP23 Climate Conference, Bonn:**
The campaign hosted three events: "Change-making through new media and virtual reality", "Innovative leadership: Engaging everyone in driving local action for SDGs and climate change" and "Innovation for SDGs and climate action." The campaign also hosted an SDG exhibition featuring United Nations Virtual Reality, the MY World 2030 survey and SDG materials. The campaign also had a new Humans of MY World exhibition in the Bonn Zone.76

21. **11 November - 2 December, Global weeks, Norrköping, Sweden:**
The Campaign supported an SDG exhibit with UNDP Sweden with Humans of MY World and the MY World 2030 survey.

22. **14-16 November: World Innovation Summit for Education (WISE), Doha:**
The campaign hosted an SDG action booth featuring the MY World 2030 survey and United Nations Virtual Reality and supported the SDGs being highly prominent during the Summit.77

23. **16-19 November: 9th Annual Millennium Campus Conference, Rabat, Morocco:**
The Campaign participated and hosted high-level panels discussing youth engagement with the SDGs in Africa.

24. **22 November: Belgian Inter-Ministerial Conference on SDGs, Brussels:**
The UN SDG Action Campaign, along with the UN and UNDP in Brussels, organized a SDG Action Zone, occupying a central space to engage visitors on the Sustainable Development Goal during a Belgian inter-ministerial conference.78

25. **7-8 December: Germany Sustainability Awards, Düsseldorf:**
The campaign organized a prominent SDG hub with the MY World 2030 survey and United Nations Virtual Reality.79


III. EXTERNAL INDEPENDENT ASSESSMENT OF THE UN SDG ACTION CAMPAIGN

This report of the external independent assessment exercise was commissioned by the German Federal Ministry for Economic Cooperation and Development and designed to evaluate the progress on the implementation of the Campaign programme by gathering data and feedback from UN SDG Action Campaign partners and beneficiaries; in order to identify both success factors and areas of improvement.

1. MISSION AND MANDATE OF THE UN SDG ACTION CAMPAIGN

The Sustainable Development Goals (SDG) embody a universal, inclusive and transformative vision for development, calling on all member states of the United Nations to make it possible for all human beings to live in dignity and to "leave no one behind". In order to achieve the SDG and in order to make effective development solutions possible, it is essential to raise the general awareness of the need to implement the SDG and, together with active citizen engagement, to create the political will and the responsible coexistence of state and citizens.

The UN SDG Action Campaign is a UN unit administered and supported by the UN Development Programme (UNDP), and mandated by the Secretary-General of the United Nations to provide knowledge, experience, and tools to the UN system and governments, ensuring civil society’s involvement in the implementation of the SDG, and creating a global framework for civic engagement in support of the SDG. The UN SDG Action Campaign thus has a unique feature within the UN system.

The office of the UN SDG Action Campaign is based in Bonn and is currently made up of a team of 15 employees. The Federal Ministry for Economic Cooperation and Development (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung) supports the work of the UN SDG Action Campaign with an amount of around EUR 3.5 million for the period of 2016 – 2018. These funds will be used to develop and implement focused strategies to achieve greater awareness of the SDG as well as the public approval (popularization) and positioning of the SDG at the local level (localization).

EXPECTED GOALS

- The ownership approach of the SDG was understood and reinforced by all interest groups and stakeholders
- Forms of public engagement for participation, monitoring and accountability within the context of the SDG have been developed and strengthened
- A people’s action platform has been developed and operated

EXPECTED GOALS

- Starter packages for communication, advocacy, data analysis and cooperation as well as toolboxes for SDG mainstreaming have been developed and distributed
- Creative and innovative communication formats and concepts including new media have been developed, produced and tested
- Direct citizen engagement in the implementation of the SDG using the My World 2030 platform has been made possible
- The decision regarding a platform for advocacy and citizen engagement for the SDG has been initiated and will be pursued
EXPECTED OBJECTIVES

1. Ownership and buy-in of the SDGs has increased among all stakeholders
2. Mechanisms for public engagement in SDGs participatory monitoring and accountability developed and sustained
3. Open SDG people action platform developed and sustained

EXPECTED OUTPUTS

1. Starter packages for communications, advocacy, data analysis and partnerships, and engagement toolboxes for mainstreaming the SDGs developed and shared
2. Creative and innovative communications mechanisms and approaches, including new media, produced and tested
3. Direct citizen engagement in SDG implementation facilitated through the MY World 2030 platform
4. Advocacy and public engagement platform for SDG decision making launched and effectively maintained

2. ANALYSIS OF THE INTERVIEWS WITH ELEVEN PARTNERS OF THE UN SDG ACTION CAMPAIGN

In order to identify experiences, assessments and evaluations of partner institutions in cooperation with the UN SDG Action Campaign as well as the analysis of the provided communication tools at partner institutions, an exploratory survey was conducted among representatives of eleven partner institutions of the UN SDG Action Campaign (four non-governmental organizations, UN institutions in four countries, three state or government-related organizations). The interviews were conducted over the phone. The results are not representative, but give a certain overview of the range of statements.

The non-governmental organizations surveyed in their respective countries with the Information and Awareness work on the 2030 Agenda/Sustainable Development Goals and generally target national or local civil society initiatives as well as universities and schools, and in part municipalities, cultural and scientific institutions, foundations. In individual cases, private companies are also looking to set up so-called private-public partnerships.

The target groups of the NGOs are generally adolescents, young adults with a higher educational background, and in part also young families. Some organizations address the general public (e.g. Morocco) or focus on indigenous communities (e.g.: Colombia). All of the organizations are in dialogue with their respective governments. The nature and extent of the advocacy work depends on the political situation. The SDG Action Campaign provides organizations with baseline material to roll out the campaign in each country.

UN organizations: The SDG Action Campaign works with UN country teams in order to equip them with the starter kit for communication, advocacy, data analysis and collaboration, as well as toolboxes for SDG mainstreaming. The UNDP works with governments of the respective countries and, within the context of the Agenda 2030 / Sustainable Development Goals, is primarily responsible for providing information and advice on the implementation of the SDG. In addition to this, the UN country teams are addressing the private sector, large foundations and civil society organizations with the goal of convincing them to support the implementation of the SDG and information work.

The UNDP Representation Office in Brussels, which is also the responsible point of contact with the EU, performs information tasks, including those done at EU events such as the European Development Days. The UN Information Center for Colombia, Ecuador and Venezuela, is responsible for advocacy, support of the implementation of the SDG, and information work aimed specifically at children and adolescents as well as the general public.
The surveyed state or government-related organizations direct their information and education work to social and economic actors, and in particular to schools, universities, youth organizations and local structures. These organizations work closely with the respective UN country teams and also receive the information material produced by the SDG Action Campaign.

2.1 ASSESSMENT OF THE UN SDG ACTION CAMPAIGN BY THE PARTNERS

2.1.1 ASSESSMENT OF THE COOPERATION

The cooperation with the UN SDG Action Campaign Bonn-based office evaluated all interviewees in the survey as being highly positive. The stated criteria were:

- the availability
- the quality of advice
- a service-oriented, professional exchange
- the personal commitment and dedication of the employees
- the willingness to include suggestions, ideas and feedback from the circle of partners
- openness and friendliness

Some interviewees criticized the duration of the feedback loops, but also showed understanding for the high workload of the office.

2.1.2 ASSESSMENT OF THE RELEVANCE OF THE UN SDG ACTION CAMPAIGN

Particularly from the perspective of non-governmental organizations, the UN SDG Action Campaign has an important role to play in supporting and advising public relations and awareness-raising activities as well as advocacy (help-desk). The organizations value Bonn's Campaign Office as a single point of contact, helping to translate the complexity of the SDG and to make the topic manageable for publicity and awareness-raising. The same applies to state organizations. The following exemplary interview statements demonstrate the practical importance of the SDG Action Campaign as well as the materials provided:

- "The NGO's cooperation with the UN is much more intense than it was with the MDG campaign. The SDG Action Campaign is a key factor here. There is more openness for civil society and there is cooperation on a partnership basis." (NGO)
- "Without their support and the cooperation with the campaign, it would not have been possible for us to successfully organize a planned exhibition. We have integrated them into the development of information material and social media." (NGO)
- "At first we did not know anything about the SDG Action Campaign. When my team and I found information by them, we realized that they were extremely important to our work." (UNIC)
- "We realized that the advice provided by the SDG Action Campaign has helped to empower local development workers to spread the message of the SDG. On the other hand, we also have to say that the website and the tweets are not directly usable for people who have never heard of SDG. We cannot reach them with these tools." (Government advisor)
2.1.3 REVIEW OF OFFERS OF THE UN SDG ACTION CAMPAIGN

The most common mention and highest approval from the SDG Action Campaign offerings is the https://myworld2030.org/ and the My World Survey. The platform is, for example, analyzed as:

- An appropriate way to raise citizen feedback
- The possibility of considering citizens' perspective and informing them about the SDG
- As an instrument of partnership: "We collect data for the SDG Action Campaign."
- Appropriate for building a network and more visibility for the campaign: "Someone made us aware of the My World Survey via LinkedIn. This is a great instrument. I then posted the link on Facebook and Twitter and shared it with other organizations. This is how we achieve greater visibility."
- Appropriate for more attention to the campaign: "People spread the results via social media. More people are involved. Ten turn into one hundred, one hundred become a thousand. We want to reach 100,000 votes this year."
- Platform that uses scientific methods to evaluate the feedback of our citizens

The Facebook page Humans of MY World (facebook.com/humansofmyworld) also finds positive feedback, though less frequently. This platform is considered to be helpful for the "translation" of the SDG, since it shows in a visible and understandable way "what the SDG have to do with me".

Equally positive are the Action Toolkits, which form an important foundation for implementing campaign activity: "Toolkits are very important for us because they help us to convey the complex SDG to our target groups, even in remote areas." Occasionally, however, there are difficulties with the use of the toolkits, because these are only available in English. The cost of translating into Spanish, which cannot be covered by the organization's budget, is the reason why the toolkits could not be used more widely. The same is true for indigenous languages.

The Global Festival of Ideas 2017 and Global Festival of Action 2018 events are often viewed as a source of inspiration, an important element for the exchange of ideas and experiences and networking, as well as an opportunity to get to know methods and tools for teaching the SDG and advocacy work. Examples of this are, among other things, the contributions of local and national NGOs submitted in 2018 to the SDG Action Awards, which are quite impressive and partially replicable examples of successful SDG campaign work.

A random survey among visitors to the Global Festival on Action 2018 supports this analysis. For example, the representative of a major international organization said the festival was a great contribution to popularizing the SDG. The festival was the best among all UN events in terms of the creative exchange for implementing the SDG.

2.1.4 ASSESSMENT OF THE IMPACT OF SDG INITIATIVES AND ACTIVITIES

According to a study by the international consulting firm GlobalScan, public awareness of the Sustainable Development Goals is high in 11 out of 13 selected countries. The study compares surveys from 2007 on the awareness of the Millennium Development Goals (MDG) and from 2016, one year after the adoption of the 2030 Agenda by the UN member states, regarding the prominence of the SDG. People in emerging economies such as India, Indonesia and Kenya are particularly attentive to the SDG, where more than 30 percent of people say they know the targets. In 2007, about 20 percent of respondents in these countries indicated that they knew the MDG. The level of awareness regarding the SDG in the USA is similar. In contrast, the SDG are perceived to a lesser extent in China or Germany. The study concludes that public relations efforts for the SDG are significantly more successful than those for the MDG.

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80 The interview questions after the analysis of the communication materials and tools took place in an unsupported way in order to determine the strongest memory values. [Questions about the prominence of a product that’s named are called “supported.” Unsupported awareness is commonly asked about.]
In the analysis presented here, the results of the exploratory survey of selected partners of the UN SDG Action Campaign cannot be used to comment on the direct impact of the SDG initiatives and activities in terms of changing the level of information, attitudes, opinions and behavior among the ultimate target groups (here often mentioned: students, local development scouts or the wider public). This requires immediate feedback from local structures as well as local data collection. The collection of this data was not possible in the present analysis due to the given structures.

However, an indirect impact assessment can be made using quantitative parameters. For this purpose, the data from the annual report of the SDG Action Campaign 2017, which refer to the expected results listed in the proposal 2016 – 2018, are used.

2.2 QUANTITATIVE EFFECT PARAMETERS

Highlights of the campaign in 2017

- **Worldwide Mass Mobilization**: on 25 September 2017, the SDG Action Campaign mobilized 670 partner organizations from 380 cities in 116 countries, which organized over 1,000 local events and actions. 84 million people were reached through communications channels.

- **Catalyzing National SDG Campaigns**: The UN SDG Action Campaign’s SDG tools and initiatives are deployed in 53 countries (Africa and the Arab States: 13 countries; Asia and the Pacific: 18 countries; Europe: 13 countries; The Americas and the Caribbean: 9 countries) by UN Country Teams, National and Local Governments, Civil Society and the Private Sector actors.

- **SDG Global Tour**: In 2016 and 2017, the Campaign collaborated with partners to convene over 50 SDG Action Hubs in 14 countries.

- **Formalizing a global community**: The Global Festival of Action for Sustainable Development is a ground-breaking annual event in March 2017, over 800 delegates from over 80 countries attended the inaugural Festival, and participated in over 50 sessions and 60 live events.

- **Citizen Engagement for Agenda 2030**: A quarter of a million people from 170 countries have shared their voices on MY World. MY World Scientific was undertaken in 11 countries.

- **Online Communication Reach**: The Campaign and its initiatives have an influential social media presence with 6 Twitter Accounts, 7 Facebook pages, 2 Instagram Accounts 1 LinkedIn Page and 3 YouTube Channels. The combined total of all social media channels is over 407,000 followers. The global @SDGAction Twitter account has the most reach, generating nearly 4.6 million Twitter impressions in 2017.

- **Create Attention-getting content**: Using virtual reality to inspire and engage: Since 2015, the Campaign has implemented the United Nations Virtual Reality (UNVR) initiative, The Campaign has produced five films with 100 VR viewings in 17 countries in 2016 and 2017.

- **Sharing inspiring and informative stories and inspiring voices and amplifying voices**: We have helped partners produce over 100 SDG Studio sessions, creating live and “evergreen” on-demand content, which reaches millions of viewers.

- **Bringing together the best in social enterprise to undertake and crowdsource attention-getting mobilizations for the SDGs**: In March 2017, 750 social innovators completed a 48 hour hackathon, organized simultaneously in 9 cities (Manama, Bali, Chandigarh, Geneva, Lagos, Lisbon, London, New York and Rio de Janeiro) on 5 continents.
In Annex 1, the **structured outcomes** are listed under the UN SDG Action Campaign Proposal. They provide a very detailed picture of the nature and circulation of the materials and tools produced, as well as the measures taken in the period from July 2016 to December 2017. Given the quantitative inventory available, it can be assumed that the UN SDG Action Campaign has had the following effects:

- Global perception of the campaign among the defined target groups and active partners
- Providing information on the SDG and the goals and tasks of the campaign (public awareness)
- Arranging handouts for information, awareness and advocacy work (public awareness + advocacy)
- Activation of people, organizations and institutions (public engagement)
- Qualification of actors (public awareness + public engagement)
- Gaining supporters and partners (public engagement)
- Positioning of the SDG Action Campaign as the central player in international campaign work

### 2.3 LIMITATION OF THE UN SDG ACTION CAMPAIGN IN THE CIVIL SOCIETY SECTOR

Due to its mandate and because of its limited human and financial resources, the UN SDG Action Campaign has limited ability to directly reach local civil society organizations on a global scale. In fact, the campaign works with umbrella associations of non-governmental organizations or international and national structures, which can be seen as intermediate and mediating levels between the campaign and local structures. Examples of this are the Youth SDG Action Campaign Morocco, White Band Global Call to Action Against Hunger or My World Mexico.

Similar placement functions are also provided by country offices of UN organizations such as UNDP, UNICEF or the UN Information Centers (UNIC).

At least some of the NGO partners of the UN SDG Action Campaign seem to want closer cooperation with the campaign office, and in some cases guidance, as a random survey among visitors of the Global Festival of Action 2018 in Bonn shows. Some statements make this clear:

- "A number of initiatives in many countries are already working on topics covered by the SDG, but they do not use the SDG umbrella brand. Action Campaign should convince such initiatives to put their work under the umbrella of the SDG."
- "Greater localization of the SDG and a multi-stakeholder approach are needed so that national initiatives can urge their governments to implement the SDG."
- "The Action Campaign does not have enough resources to support all its partners. It should therefore encourage the formation of partnerships between national organizations working on the implementation of the SDG."
- "The Action Campaign should ensure that national initiatives that implement the SDG are sustainable and give these initiatives more visibility."

### 3. SUCCESS FACTORS AND OPPORTUNITIES FOR IMPROVEMENT

From the analysis, we can derive the following **factors**, which are **central to the success** of the work of the SDG Action Campaign, some of which are already in use or are starting points for further development:

1. The SDG as an issue and the acceptance and relative attention that the SDG have in states and civil societies.
2. The campaign’s proposal, which includes numerous products and services that are adaptable and can be tailored to the needs of partners and other stakeholders around the world.
3. Expertise, goal and service orientation of the members of the campaign team, who cover the areas of communication, advocacy, campaigning, mobilization and civic engagement, and are therefore suitable consultants and service partners.

4. The potential leverage of the campaign within the United Nations framework, combined with the presence of UN agencies in countries and regions.

5. In this context, the direct cooperation with other UN organizations should be mentioned, which, however, can be expanded. For example, the climate conference COP23 in November 2017 in Bonn can be cited, where the campaign supported the UNFCCC and drew attention to the integration of the SDG and climate protection.

6. The use of a wide range of digital platforms, including web platforms and social media channels, that can be used for global communication within the campaign network.

7. The Festival of Action in Bonn as an instrument for networking of the driving forces and as a place for the global exchange of experience and ideas with global effectiveness. The multipliers and actors can be found here once again.

8. The SDG Action Challenge and Award program as a showcase and site of recognition for the efforts of network partners. The result is a culture of appreciation and an incentive that contributes to partner engagement and acquisition.

9. The collection, analysis and use of data provided by dedicated citizens worldwide (survey). The result is a unique set of arguments for supporting the SDG and its implementation, which can be used for advocacy work and can provide service to decision-makers.

We see the following possibilities for improvements:

1. The potential for impact resulting from the embedding of the SDG Action Campaign into the UN system can only be used effectively if the campaign is better known and connected within the UN system. The Campaign's role as a global information and action platform for mobilizing the public engagement and involvement of civil society, scientific institutions, foundations and private companies in the implementation of the SDG has not been adequately acknowledged and exploited in the UN system. This is shown, for example, in a series of SDG web platforms launched by UN organizations that are unrelated to the campaign, some of which even provide their own toolkits and information materials that are in competition with the campaign materials. Example: http://www.localizingthesdgs.org/terms, by UN-Habitat, UNDP and Global Taskforce of Local and Regional Governments. Likewise http://17goals.org/toolbox-for-localizing-the-sdgs/

   Duplication of work within the UN system should be avoided. If closer cooperation of the UN organizations with regard to information, education and awareness-raising is not possible, at a minimum the clear demarcation of target groups, topics and materials should be sought. Mutual references to the respective websites of the organizations could meet the concerns of all and increase the breadth of the impact.

2. The campaign's staff capacity no longer meets the growing support and consultancy requirements of its partners. Here, the need for the expansion of the staff is foreseeable, if all inquiries are to continue being addressed within a reasonable time frame.

3. The regular exchange between the campaign and its partner network can be improved. This also applies to the campaign’s pro-active and regular feedback regarding its partners. These partially miss a timely feedback.

4. Data collection, analysis and visualization of public SDG engagement as well as awareness-raising result in insufficient capacity of the UN SDG Action Campaign as a downside of its success.

5. The budget volume of the campaign and the diversification of donors are behind the requirements and are key factors in further developing the potential of the campaign.
4. OVERALL RATING AND RECOMMENDATIONS

From the findings obtained, the following overall analysis and recommendations can be derived:

1. The assessment of the UN SDG Action Campaign by the interviewed partners is consistently positive. The analysis refers to the cooperation with the Bonn office of the campaign as well as its technical expertise, the relevance of the campaign, and their proposals. The campaign has attributed a high degree of relevance to the support and consultation of public awareness and advocacy work. The proposals are evaluated as being useful and helpful.

2. The campaign draws on a broad, digital pool of resources, including social media, websites, events, etc., which enable the targeting of audiences in 116 countries and greatly facilitate the mobilization and networking of multipliers and actors.

3. A measurement or evaluation of the immediate impact of SDG initiatives and activities amongst individual groups in the project countries cannot be done, due to the fact that the campaign has no direct connection to the local level in these countries. For this reason, the most important parameters for measuring the success of a communication campaign (qualitative impact parameters information status, attitudes, opinions and behavior in the final target groups in the before-and-after comparison) cannot be examined.

4. However, the quantitative impact parameters can be estimated as being positive: Type and circulation of materials and tools as well as the number of measures taken, the resulting global perception of defined target groups, the qualification of actors and multipliers in the partner countries, the gaining of partners, activation of people, institutions and organizations, the positioning of the campaign as a central player in international campaigning.

5. In light of the campaign’s quite substantial quantitative performance, its limited financial and human resources, as well as the capacity and budget available for the information, education, and campaigning work of larger non-governmental organizations, the campaign has made effective and efficient use of its funds.

6. A key campaign success factor is the potential leverage of the campaign through the presence of UN organizations in partner countries and regions within the United Nations organizational framework. This potential is not yet be fully developed and used by the campaign because it has not yet been sufficiently used or acknowledged for its achievements and function as a global information and action platform for mobilizing public engagement for the SDG within the UN system.

7. The campaign's tasks include providing knowledge, experience and tools to the UN system and governments to ensure the involvement of civil society in the implementation of the SDG and to create a global civic engagement framework for the SDG. Given the scale of these tasks, the campaign needs significantly more financial resources and manpower than is currently available in order to generate global impact. In addition to this, the campaign generally relies on cooperation with UN agencies, state institutions and umbrella associations of non-governmental organizations at the international and national level. These structures provide a necessary intermediate and mediating level between the campaign and the respective local structures in which civic and citizen engagement manifests itself.

8. The funding base of the campaign’s operational work, provided by the governments of Germany and Nigeria is extremely tight. These contributions have a central function as seed capital, which must be increased in the foreseeable future by further donations or donations from other donor countries, but
also by contributions from private foundations and corporate sponsorship, if the campaign is to fulfill its mandate in a sustainable manner.

ANNEX 1: STRUCTURED RESULTS ANALOGOUS TO THE UN SDG ACTION CAMPAIGN PROPOSAL

OUTPUT 1

Starter packages for communications, advocacy, data analysis and partnerships, and engagement toolboxes for mainstreaming the SDGs developed and shared

- **20 UN Country Teams use the toolbox (5 per region)**
- **53 countries** are deploying SDG engagement toolboxes.

- **Production and distribution of SDG toolkit modules for key global constituencies**
  - **670 organizations from 380 cities in 116 countries** from civil society, youth organizations, UN, academia, foundations, and private sector around the world used the Act4SDGs toolkit which featured Campaign SDG toolkit modules.

- **Management of the SDG action partner management platform**
  - **1,500 partners** managed in the SDG Action platform
    - The web portal has attracted over **2,350 users from 139 different countries**.
    - Additionally, **670 organizations from 380 cities in 116 countries** registered as partners with the ACT4SDGs Global Day of Action campaign.
    - **Database**. In addition to above partners, the Campaign manages a database of 50,000 contacts for distribution of the “SDGs in Action Digest” newsletter.

- **Organization of annual SDG Bonn Conference**
  - 800+ Participants
  - 80+ Countries represented
  - 139 Speakers
  - 50+ Sessions
  - 10 Knowledge sharing sessions
  - 8 Virtual reality films
  - 60+ Live events
  - 50 Initiatives showcased
  - 445 Participants turned into policy makers through 2030 Hive Mind
  - 120+ Media mentions
  - 2.8 Million mentions on social media and over 2 million people reached

- **Establishment of a global SDG Action Campaign helpdesk**

  **Over 5,581 cases** have been processed in 2017

- **UN SDG Action Challenge and Awards**
  - 100,000 visits to the Challenge online platform
  - At least 100 nominations submitted
  - 5 localized versions of the SDG Action Challenge and Awards developed.

- **SDG Action Hackathon Challenge**

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[^81]: SDGs in Action Digest: [https://us15.campaign-archive.com/home/?u=c9ddf1ac88c00a7343c10df04&id=d050cbf4bb](https://us15.campaign-archive.com/home/?u=c9ddf1ac88c00a7343c10df04&id=d050cbf4bb)
* 750 social entrepreneurs, tech experts, UN experts and mentors participated in 90 pitches, with 9 regional winners and 3 global winners.
* 20,000 Facebook followers, 3 million impressions of #Connect2Effect and 200,000 views of the President of the General Assembly’s public endorsement video.

**OUTPUT 2**

**Creative and innovative communications mechanisms and approaches, including new media, produced and tested**

- **40 Virtual Reality screenings**
  facilitated (baseline: 27 in 2015)

- **Dissemination of new media Change Ambassadors programme**
  50 youth organizations engaged in the programme

**Partnerships:** The Campaign has developed a series of partnerships to secure broadcasting of the SDG Studio and media outcomes of the Campaigns activities with eight of media outlets and communications networks:
  - Deutsche Welle
  - Hashtag Our SDG Media
  - VICE Impact
  - Goalcast
  - The UN Department of Public Information and UN webcast
  - UN Bonn Communications Group and UN Regional Information Center (UNRIC)
  - UNFCCC

- **Bonn May Climate Conference**
  - 15+ sessions
  - 2 specific SDG dedicated events were curated

- **European Development Days**
  - 35 sessions
  - 40+ high-level speakers
  - 12+ UN organizations represented
  - Youth participating in the SDG Studio at EDD: 12 EDD Young Leaders, 2 ONE Youth Ambassadors and 4 World Vision Youth Ambassadors

- **23rd UN Climate Conference - COP23**
  Over 25 SDG Studio sessions

  - **Curation of open creative assets and best practices make them available to partners at the country level**
  50 assets and best practices curated - 200 partners access the assets

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OUTPUT 3

Direct citizen engagement in SDG implementation facilitated through the MY World 2030 platform

- **MY World 2030**
  available in 10 languages - 250,000 votes collected - 100 outreach partners secured

- **Production and dissemination of MY World 2030 partner toolkit and question library**
  Toolkit available in 6 languages - 50 partners use the toolkit - At least 50 questions available in the question library (3 per SDG)

- **Development of a platform for customized national, sub-national and thematic MY World 2030 bespoke surveys and development of the surveys**
  10 country surveys created - 3 thematic survey created

- **Build an SDG taxonomy and repurposing of the big data twitter platform developed in partnership with UN Global Pulse**
  SDG targets and indicators tracked - All UN official languages available on the platform - 30-40 countries with institutional users reached

- **Develop a prototype and design wireframes for the People's Voices dashboard**
  All UN languages available on the dashboard - 50 institutional users reached

- **Pilot SDG focused Twitter and Facebook polling**
  At least 10 Twitter / Facebook polls set up

OUTPUT 4

Advocacy and public engagement platform for SDG decision making launched and effectively maintained

- **Repurposing and scaling up of the Humans of MY World photo-narrative series**
  1,000 stories collected - 15 partner-led localized versions of Humans of MY World (baseline: 19 localized versions in 2015)

- **Revamping of the World We Want platform and organization of consultations on the platform**
  200,000 users of the World We Want platform (baseline: 171,649 users) - 10 consultations organized on the World We Want platform (baseline: 7 consultations)

- **Installation of We the Peoples Hubs and Data Playgrounds**
  in at least 12 venues/events (baseline: 15 in 2015)