

# 57<sup>th</sup> Annual DPI/NGO Conference, United Nations, New York

## Millennium Development Goals: Civil Society Takes Action

### Conference Notes

*Notes taken by Darlyne G. Nemeth, Ph.D., M.P., Delegate, World Council for Psychotherapy, Transcribed Sneha M. Raj, B.A.*

**Millennium Development Goals:** *At the Millennium Summit in September 2000, United Nations Member States agreed to the following eight goals to reduce poverty and improve people's lives:*

1. Eradicate extreme poverty and hunger:  
Target: 2015: Halve the proportion of people living on less than a dollar a day and those who suffer from hunger.
2. Achieve universal primary education:  
Target: 2015: Ensure that all boys and girls complete primary school.
3. Promote gender equality and empower women:  
Targets for 2005 and 2015: Eliminate gender disparities in primary and secondary education preferably by 2005, and at all levels by 2015.
4. Reduce child mortality:  
Target: 2015: Reduce by two-thirds the mortality rate among children under the age of five.
5. Improve maternal health:  
Target: 2015: Reduce by three-quarters the ratio of women dying in childbirth.
6. Combat HIV/AIDS, malaria, and other diseases:  
Target: 2015: Halt and begin to reverse the spread of HIV/AIDS and the incidence of malaria and other major diseases.
7. Ensure environmental sustainability:  
Target for 2015: Halve the proportion of people without access to safe drinking water  
Target for 2020: Achieve significant improvement in the lives of at least 100 million slum-dwellers.
8. Develop a global partnership:  
Target: Develop further an open trading and financial system that includes a commitment to good government, development and poverty reduction – nationally and internationally

Address the special needs of least developing countries, landlocked developing countries, and small island developing States.

Deal comprehensively with developing countries' debt problems

Develop decent and productive work for youth

In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries.

In cooperation with the private sector, make available the benefits of new technologies – especially information and communications technologies.

September 8, 2004

*I. Key Note Address*

**Eveline Herkins**, Executive Coordinator, UN Millennium Development Goals Campaign, UN Development Programme (UNDP)

- Political will shifts at the local level. [While it is important for us to pay attention to political shifts on a global level, we must also recognize that these massive shifts begin on a local level. Therefore, it is on the local level that we must become proactive.]
- 1<sup>st</sup> Non-Governmental Organization (NGO) Conference in 1947; [look how far we have come since that time.]
- We need to get journalists to write more pieces related to these developmental issues [to implement further progression of these conferences so that a positive difference can be made.]
- Tragedy in Iraq: Created a crisis in confidence for the United Nations (U.N.), partly because there was no [unity in] support of this war and partly because the U.N. was incapable of preventing the war. [This crisis in confidence has stunted the ability of the U.N. to implement the changes needed to help these developing countries.]

*II. NGO Welcome*

**Joan Levy**, Chair, NGO/DPI Executive Committee

- The need to develop the 8<sup>th</sup> Developmental Goal is crucial. This is developing a global partnership for further development. The goal is to create and open trading and financial systems that encourage good governance, development, and poverty reduction on a national and international level. By encouraging global development, we will be addressing greater issues in the process:
  1. [Addressing the special needs of landlocked countries and islands

2. Addressing the financial debt of developing countries without stunting their growth excessively
  3. Developing a productive, youth driven, labor force
  4. Providing essential drugs to developing countries with the help of Pharmaceutical companies
  5. Making the benefits of new technology more readily available with help from the private sector, especially information and communication technology.]
- [www.undpingoconference.org](http://www.undpingoconference.org) - interactive website in English, Spanish, and French includes an on-line discussion forum during and after the plenary sessions, daily bulletins on Enhanced Youth Participation and NGO Interactive Workshops, Enhanced Networking Opportunities, and a Public Hearing where a panel of experts will address key issues being raised during the workshops and on the forum.
  - NGO Reporter – a quarterly newsletter

**Joan Kirby, Chair, 57<sup>th</sup> Annual DPI/NGO Conference**

- There are 2700 Non-Governmental Organizations from 90 countries present at this conference.
- Change comes when multi-diverse constituencies come together
- The purpose of this conference is to ensure that the Millennium Development Goals (MGDs) are on the minds of Policy Makers.

**Midday NGO Interactive Workshops – September 8, 2004**

*Winning ways: Media Approaches that Work*, sponsored by the international Public Relations Association, the Media Subcommittee of the 57<sup>th</sup> Annual DPI/NGO Conference Planning Committee, the International Association of Applied Psychology, the World Association of Girl Guides and Girl Scouts, and the World Council for Psychotherapy

Designed to help NGO's publicize their MDG work in print and electronic outlets, this workshop will focus on best practices for writing media releases, forming and maintaining media contacts, clarifying one's own message, handling diverse events and conducting follow-up. Speakers will use MDG-related material in order to demonstrate successful techniques.

- In order for NGO's to publicize their MGD work, they need a Media Kit:
  1. News Releases: We must change the pyramid style. Because the first two paragraphs are what will hold the reader's interest for the longest period of time, it important to fit as much information as is possible about the NGO and the type of MGD work they are accomplishing

2. Photo Opportunity: [By giving a face to the type of MGD work being accomplished and the people who are involved with the NGO, the work is personalized and interested parties will be able to get in contact with participating members.]
3. Story: [Address the problem. Bring to light any possible solutions. Make a call to action, by encouraging volunteers to bring the solutions to fruition.]
4. Spokesperson: Choose somebody who is a compelling speaker to represent your NGO. Invest in training, practicing and role playing [to ensure that the issues are compelling enough to inspire proactivity.]

**Moderator, Judy Kuriansky**, Journalist and Professor of Psychology, Columbia Teachers College; Representative to the United Nations, International Association of Applied Psychology and the Representative to the United Nations, World Council for Psychotherapy

- “If it bleeds, it leads.” We must get the attention of the media in order to make global changes. [The only way to get people involved in these changes is by sending out the message that proactivity is vital to the positive growth of developing countries.]
- What leads in the news is what leads on the wire service – stories need a local hook
- Every media kit must have visual cues to help people remember the NGO and the type of work that is being done. This includes:
  1. Brand: [a visual logo that people can relate to a particular NGO]
  2. Organizations Name: [expresses the type of work being accomplished by an NGO]
  3. Contact Person: [the person who is specifically representing the NGO and encouraging volunteerism/activism through interviews.]
- There are two ways of permeating information:
  1. Print
  2. Electronically – [via CD’s, which can various fonts and interactive sites and links within it]
- Permeation of information can also be done through the messaging of questions and answers.
- [There are three things that must be done in order for the media kit to be useful:]
  1. Release of Information
  2. Giving a short background bio [to build a credible reputation for the NGO and its representative]
  3. [Volunteering (in the form of FAQ’s) and answering] Questions and Answers

**Estelle Perry, Media Committee**

- In the United States, the traditional form of Question and Answer, as well as, opinions is the letter to the editor.
- Associated Press: their stories are used in community papers, nationally. When there is a story, it is usually released to the Associated Press first.
- We must train journalists
  1. Build relationships with the media in this way
  2. Create a list of international connections in order to spread information further.

**Afternoon Session – September 8, 2004**

***Towards 2015: MDG Progress to Date***

This panel focuses on the current state of the Millennium Development Goals (MDGs) campaigns around the world and provides candid assessments of progress within the United Nations system and among governments and civil society partners, particularly NGOs. United Nations Member States set 2015 as a target for achieving most of the MDGs, using data from 1990 as a benchmark. They agreed to chronicle their achievements in 2005 in a five-year comprehensive review. This panel will outline the national reporting process and other feedback mechanisms that governments, institutions, and non-governmental organizations use to monitor information, cart process and guide policymaking.

The discussion will assess the status of MDGs such as poverty eradication, universal primary education, food security, gender equality, good governance, reduced child mortality, improved maternal health care, halting the spread of HIV/AIDS and development assistance. Panelists will provide insights into those goals and regions that are on track and those that are behind schedule or particularly problematic.

**Farida Allaghi, Senior Advisor to the President of the Arab Gulf Programme for United Nations Development Organizations (AGFUND)**

- Lived in Saudi Arabia for 20 years.
- 5% to 10% of the representatives at this conference are Arab, yet the MDGs are not well known in the Arab region, comprising of 20 nations. There need to be more representatives from this region.
- In the 1990's there was little or no reduction in poverty rates in the Arab world. This problem is further worsened by male domination and corruption of politics. "If you don't have a stable political environment, you can no longer make your millions."

- There are two main corridors of power:
  1. Government
  2. Business

**Leonor Briones**, Co-convenor, Social Watch, Philippines

- We must look at how science and technology have had a hand in the developmental changes in Asia:
  1. China: has been miraculous in the positive socio-economic changes nation wide.
  2. India: has helped in reducing poverty rates.
  3. Asia Pacific: These are small, landlocked countries and islands → we are dealing with a wide range of countries here that span both extremes of poverty and enrichment. It is for this reason that the MDGs can seem lofty in these areas. These goals must set a minimum rather than a maximum in terms of how efficiently these goals are met.
- We must political elections as a means of refuting resolutions against the MDGs. This is how we learn about what parities have ownership over these goals; the government organizations or the people.
- Another issue vital to making MDGs a reality is the problem of security. “Children do not have time to go to school when they are busy carrying guns”
- We must look at regional, as well as, national data in order to find where the best funding for the MDGs will come from. Sectors such as trading have the potential to provide this funding.
- In the Philippines, more than 60% of government funding is going into debt reduction

**John Richardson**, Ambassador and Head of the Delegation of the European Commission to the United Nations

- Felt that women particularly dominated conference.
- The Millennium Development Goals serve as a natural framework for monitoring the development of the European Union; it will maintain a history of “prosperity, peace and security, which is an intertwined basic belief and cannot be achieved by force of arms.”
- John Richardson represents the European Commission of 25 states.

**Albert Likhanov**

- “Russia is burying its children who have fallen innocent victims of terror...Terror has become a force that kills kids.”
- “The world is getting no kinder. It is getting more merciless and merciless adults produce merciless children.”
- The number of children in Russia has dropped by 10 million, from 40 million to 30 million. In 2003, the number of people who have stopped having children has raised substantially.
- 57% of all families with children in Russia are currently living below the poverty line while we see growth in drug addiction.
- 23% of all children receiving financial assistance of any kind uses that money to pay income taxes to the state.
- Solution: “One person towards another.” This means that there has more individual care for these children; giving one-on-one assistance.

### **Question and Answer**

- There must be a reduction in religious fundamentalism, not just in terms of Islamic Fundamentalism. Exposing children to different religions from a young age onwards can produce a reduction in fundamentalism.
- Fundamentalism leads directly into state issue, which can be very problematic, especially when trying to keep church and state separate.
- European Union’s financial support for security versus that of the MDGs will come from the Tobin Tax. They will have a budget for global warming that should not be taken out of Global Development Policy.
- Democracy follows the will of civil society. “We live in a consensus building world.” The consensus is not in favor of the Tobin Tax.
- Goal #8 is the most difficult goal to define or qualify...”at the moment we are on track.”
- Russia needs solidarity and support in reaching the goals.
- Reproductive health is not included in the MDGs.
- In order to make the MDGs a success, the people must own them, not the state; “We believe in social watch.”
- We must create grass root alternatives to poverty.

- To ensure that these goals are met, the WCP must campaign on the behalf of the United Nations for the MDGs on its website and at the next conference.
- When campaigning for the MDGs, the following issues must be addressed:
  1. Distribution of Wealth
  2. Power
  3. Status of Women
  4. Human Rights
- In Asia, there is a rising trend towards malnutrition and hunger. Incomes are rising at the same rate as food and gas prices, so nothing has changed. When poverty increases, hunger automatically increases with it as well.
- Morocco has more women in Parliament. The percentage of women enrolled in college has risen by 70%. Rich women in the private sector are pushing poor women to move up socio-economically. However, the real key to producing this kind of success is found in democratization.
- 50% of all families in Russia are living below the poverty line. Before, everybody was poor but no one died of hunger. Now, 20 to 30 people are in control of most of the Russian resources. Rather than using these resources these resources to remove pressure from Russia's distressed economy, they are using these resources to catch up with American billionaires, in terms of their own socio-economic status.
- Lenin said, "New conditions will be created in the most surprising ways."
- The European Union does not indulge in poverty politics. The more people there are in the world that indulge in politics of peace and prosperity, the better off the EU will be.
- Does the World Bank have programs to enhance NOG initiatives?
  - The World Bank was created for governments, not NGOs.
- One area of development in the market place that needs to further established is in the area of grant funding.

**Jeffrey Sachs**, Special Adviser to the United Nations Secretary-General on the Millennium Development Goals; Economist, Director, The Earth Institute, Columbia University

**Closing Address**

- The United States of America had made promises to the MDGs seriously, however, no concrete effort has been made to accomplish these goals. The U.S. is

spending 300% more on the military than on economic development of goals for the world; “We are funding war; we are not funding peace...Everything that needs to be made has been promised.”

- These promises have been seen in the forms of the Monterrey Consensus and the Johannesburg Communiqué, but there has not been any follow through on the promises made at either of these functions.
- Many African children are dying before their 5<sup>th</sup> birthday, and yet Africa has not been allotted any funds to prevent this.
- In many Kenyan villages is the resulting sentiment is “Why does nobody help us?” Simple things such as bed nets (aid in the prevention of mosquito-borne malaria) are not affordable in these villages. As a result, we see a new form of social marketing, where donors are selling the bed nets, rather than donating them in order to survive. The people are not earning cash income and cannot buy fertilizers to produce enough to feed themselves.
- 11 years is enough time everywhere to achieve the MDGs.
- In the U.S., we see an increasing rate of dependence as 500 million people depend on the food that 5 million people in the U.S. produce.
- The rich countries are not providing resources or funding to the International Monetary Fund (IMF) or to the World Bank (WB) to achieve the MDGs.
- Through the Monterrey Consensus, an agreement was made to remove pressure from distressed markets: “Markets can solve problems because people are impressed upon to buy [goods].” However, this idea did not work due to beginning of the war in Iraq.
- \$100 billion was spent on the war in Iraq where as \$1 billion was spent on accomplishing the MDGs. Millions of lives have been squandered every year, because the rich countries are not following through on their commitment to the MDGs. “If life is so devalued, how are we going to win a war against terrorism?”
- We must make a breakthrough in the next 11 months. The MDGs can be accomplished by 2005 (which is the follow up year) so long as rich countries follow through on their commitment establishing success. Less than 1% of the Gross National Product (GNP) produced by all the rich countries of the world can accomplish the MDGs. Allies in this project include Prime Minister, Tony Blair and Chancellor Gordon Brown who are very committed and will play a key role in bringing up the issues of the MDGs at the next G8 Summit. This summit is being held in Scotland from July 6 to July 8, 2005.

- “A safe world is going to come when we take each other’s lives seriously. Squandering lives puts us all at risk.
- Target goal for 2020: no extreme poverty in our generation if we get on track by next year.
- 4 Rules/ Reality Checks for NGOs:
  1. The Planning Role: working together with the government and international organizations to create goals that make sense
  2. The Watch-Dog Role: Ensures that government is fighting to achieve goals under specific conditions
    - a. The support must be forthcoming from the rich world
    - b. National governments must be behaving; Watch dogs are needed to make the distinction between
      - Governments that are volitionally poor (majority of country’s resources are held by a few bureaucrats that do not take the good of the people into consideration when spending resources) and are ripping off the people they are meant to serve
      - Governments that are poor and are too broke to be effective and need help in accomplishing the MDGs.
  3. Delivery of services in India – ensuring that the MDGs are at the heart of new policies. This can be done through empowerment.
  4. Using the voice of rich countries on an everyday basis to make responsibility that is entailed in accomplishing the MDGs understood.
- The U.S. is running an “anti-national security program.” They are spending 30 times the amount of funding used for economic development on militaristic enhancements. The problem is that Americans are not aware of this because they do not hear this information from their leadership. This is an issue of ethics not being used very practically, rather than creating a safe environment for all people.
- We need to create MDG-driven poverty reduction strategies that create proactivity with results while maintaining a system of checks and balances for accountability.
- When implementing the MDGs, we should advocate the concept of African Peer Reviews: This creates a system of mutual responsibility by having groups that oversee the lending of money on micro financing to ensure that the money is being used wisely and efficiently. The other choice is allowing the aid money to go to politics rather than into development.
- Examples of what happens when there is no form of checks and balance can be seen in the following countries – in either situation there is no “mutual accountability and care.”
  1. U.S.: Aid money is being spent on politics in Iraq in the form of American militaristic enhancements.

2. Ganna: There is no aid money being sent at all.
  3. Poland: In the past, when the government was ruled by socialism, “we pretended to work and you pretended to pay us.”
- We must encourage pharmaceutical companies to help accomplish the MDGs. Good participation will automatically come from these companies when there are good programs to participate in; programs that will allow the companies to make medications affordable to developing countries while not losing out on profit at the same time. This is creating a sensible business plan that does not recognize poor, developing countries as being charities. [By not giving these countries “hand outs,” these countries will be forced to act like developing countries - not like charities – and make financial adjustments to pay for medications while allowing for financial growth through cost affordability provided by these pharmaceutical companies.]
  - Bad privatization (resources being hoarded from the people in the interest of individual socio-economic growth) is a disaster for the world’s poorest people, ensuring that they will not survive in the market place. Allowing bad privatization is irresponsible of rich governments, even though most of them understand the limits of doing this.
  - Good Privatization impresses the importance adhering to honesty rather than ideology to accomplish these goals. Adam Smith said, “Ideology is frightening. It’s practical solutions that we really need.”

## Morning Session - September 9, 2004

### *Strategies to Overcome MDG Obstacles*

The United Nations has embraced the Millennium Declaration and the MDGs as the blueprint for its work in economic and social development in the coming decade. In many cases, however, the general public is still not well informed about the MDGs nor prepared to mobilize the level of support needed to implement them. This panel will highlight the most serious obstacles for the United Nations, governments and civil society alike to achieving the MDGs, and will provide specific examples of how these roadblocks are being overcome.

These obstacles include: the absence of political will among governments to provide the resources, policies and information needed to make the goals a national priority; a lack of commitment and involvement of the private sector and individual citizens; inadequate financial resources caused by shortfalls in Official Development Assistance (ODA), corruption or the misallocation of funds; and the difficulty of implementation in areas mired in armed conflict. Insufficient public awareness and a failure to mobilize community-level understanding and support through civil society

organizations and the media also thwart progress. Each speaker will focus on a major obstacle and provide specific recommendations and strategies for success.

**Moderator, Nicholas Kristof**, Op-Ed Columnist, *The New York Times*

- China and India have experienced major turnarounds in the following areas:
  1. Security
  2. Good Government
  3. Economic Development through Economic Policies

**Bineta Diop**, Executive Director, Femmes Africa Solidarité (FAS), Senegal

- Sub-Saharan Africa has not achieved any of the 8 MDGs in the past 5 years.
- Problems that have historically kept Africa from accomplishing these goals (especially goal #8) include:
  1. Slavery
  2. Colonization
  3. Independence
  4. Cold War
  5. Determination of African Borders
- Women make up 60% in the Parliament. They have met with leaders of two African countries and have helped to stop war and violence in those two areas.
- African Union (AU) is comprised of 5 women and 5 men, who did not wait to be invited, but were proactive in bringing about creating the type of change that would form a basis for gender equality.

**Miklos Marschall**, Regional Director for Europe and Central Asia, Transparency International

- Corruption is a crime against humanity, where the ultimate victims are always the impoverished. The poor are targeted in the following (true) examples:
  1. Country A\* had too many tractors, where Country B did not have enough. Country B used their farms as collateral to buy tractors from Country A. However, upon receiving these tractors, Country B realized that the machinery did not work. Knowing that they could not go to the city and find work that utilized their skills because of Country B's distressed economy, more than 50% of these newly impoverished farmers ended up committing suicide as opposed to witnessing their inability to provide for their families. (\* Names have been changed to maintain anonymity of countries).
  2. Collapsing Buildings: Housing for the impoverished is made very cheaply, using weak materials. As a result, the buildings collapse from the strain of the people, usually with the people still in them

### 3. Terrorism

- We think of corruption as something that we must simply deal with as a part of everyday life, but this is not so. MDG #8 is extremely important because it sets the condition for everything else to be accomplished. It allows for the key component, democracy, to be realized.

**Sir Emyr Jones Parry**, Ambassador and Permanent Representative of the United Kingdom to the United Nations

- These are the challenges we face in trying to accomplish the MDGs:
  1. Ensuring the delivery of services is done properly. For this reason we need to come up with new approaches
  2. Creating new development without security
  3. We need to deliver a political will that is tailored made for each country.
- The MDGs are a breakthrough for development and the U.K. is committed in bringing these goals to fruition. The global vision links development to security and the U.K. is doing its parts in regards to funding in both of these areas.
- It is the role of the NGOs to be the guardians by holding governmental bureaucrats and society accountable for what is and is not done.
- Meetings will be held in October 2004 in regards to development and security in order to open a line of discussion between NGOs and the Security Council.
- “Strong states without strong people can quickly turn bad.”

**Wu Qing**, Director, Cultural Development Centre for Rural Women, China

- China has made tremendous strides, considering that it was not until 1979 that China opened itself up to commercial trade with the modern world. China has used proactive strategies advance the empowerment of women by:
  1. Helping women in rural areas to become literate and educated
  2. Emphasize that they are people first and women second.
  3. Training women to be proactive in their own empowerment through the use of empowerment workshops.
  4. Creating empowerment circles, rather than a hierarchical chain of command – when no one person is in charge, then there is no challenge of authority.
  5. Encourage women to think of citizenship as a strong part of gender empowerment.
- China’s goal to be a country ruled by law, not by men.

- A World Bank official who was tired of the corruption within the World Bank being tolerated started Transparency International. He incorporated the idea that voice of civil society is crucial to ending this type of corruption in the following ways:
  1. Naming/Shaming Strategy: Compiling an annual list corrupt leaders and countries.
  2. Creating high visibility through the T.I. Index.
  3. Creating awareness of corruption through the dissemination of information and creating a forum to discuss corruption.
  
- Sudan is facing a humanitarian crisis, the likes of which has never been seen before. As a result, the U.N. has failed the people of Darfur. The U.N. has always taken a pacifistic stance with other countries so as not to ruffle any feathers. However, the price of pacifism and noninterference as a form of political policy is very high; “If we don’t go to Afghanistan, Afghanistan will come to us.” [Taking a laissez-fair approach to countries in need of help or protection will inevitably incur the resentment and retribution of those countries.]
  
- The trafficking of women children, drugs, and arms is also a major problem in China. It is these types of evils that need to be intrinsically targeted, as it is a threat to humanity. Especially with arms trafficking, the U.N. needs to be more proactive in monitoring where these arms are coming from and to whom they are being sold (this goes back to the idea of understanding how Al Qaeda received its arms and who gave those arms to them).
  
- AIDS has been the scourge of development for Africa and Asia is next, especially China. Several years ago, the Chinese government refused to acknowledge this as a problem. A female activist who brought the issue to light was not allowed to make any advancement in correcting this problem. It was not until recently that she was recognized for her efforts. The major victims of the AIDS epidemic in China are blood donors whose blood is extracted with needles that had been used several time prior.
  
- Three ways in which the U.K. has written off 100% of its aid payback, that have not been tried by other countries:
  1. Development Aid
  2. Trade
  3. Debt Reduction
  
- Other obstacles to achieving MDGs:
  1. Media coverage of MDGs is scant
  2. Police corruption is rampant due to low salaries – solutions include raising police salaries
  
- Corruption is diminishing in Eastern and Central Europe. There are less bribe transactions within government and law enforcement today than five years ago.

One example of how this was done can be seen in Georgia. All police officials were fired and new people were hired at higher salaries only five months ago, but the new government is on the right track. [When one feels contentment with the amount of money being paid for employment, he or she is less likely to participate in bureaucratic corruption.]

- It is important for the voices of civil society to be heard, especially in authoritative countries, where networking is crucial to accomplishing the MDGs.
- NGO's are the catalyst for change. As Sir Emyr Jones Parry said, "Proper due pressure on government will change the balance of will."
- We need to motivate the G8 to do better in regards to economic, financial issues such as trade and subsidies in order to make these policies transparent and affordable for all countries.
- The question is, how do we go from discussion in conferences and declarations to actually making a difference? We use these conferences to empower women and buttress that with NGO representation and implementation of their input.

## Afternoon Session – September 9, 2004

### *North/South Partnerships: Different Responsibilities and Opportunities*

This panel looks at different roles of civil society organizations vis à vis the MDGs from the perspective of both industrialized and developing nations. It will be guided by MDG number eight, which emphasizes the role of the international community in addressing major global development concerns, such as trade barriers and Northern agricultural subsidies, debt forgiveness for heavily indebted, poor countries, the special needs of landlocked and small island developing states, and cooperation with the private sector.

While the MDGs address problems of poor and marginalized populations in both the global North and South, the emphasis is on developing countries, especially the Least Developed Countries (LDCs). Campaigns to mobilize public support must be tailored to a target group's needs and the availability of NGO infrastructure and funding. Panellists will discuss sustainable consumer and corporate campaigns, local and national government capacities, media strategies, and the disparities in public awareness of poverty reduction initiatives, sustainable consumerism, women's economic empowerment, agricultural development, debt relief and foreign aid.

**Moderator, Alicia Barcena**, Deputy Executive Secretary, United Nations Economic Commission for Latin America and the Caribbean (ECLAC)

- "Women are sharing partners, we don't look for power usually."

- We need to look at regional approaches, such important ethnic groups that are more marginalized than the rest of impoverished population.
- Gender Equality is a major problem in Latin America and in the Caribbean and is a contributing factor to rising unemployment rates. Currently unemployment is at 11%, most of which affects women. In addition to this, women get aid less than men do in the same fields of employment.
- However, progress is being made in primary education.
- There are certain topics that must be addressed:
  1. Specifications of what public expenditures are being used on – there is no form of social security, health, or pension systems.
  2. Migration – we must address the issue of international asymmetries. The idea that a country can open to trade with a foreign country but cannot accept labor from that foreign country is unacceptable.
  3. There are 3 concepts of action that have to change in order to realistically achieve the MDGs. These changes are crucial to development because differences stemming from diversity need to be taken into account:
    - a. MDG #2 has to be modified in order to recognize international asymmetries and therefore be a realistic goal.
    - b. Public policy in regards to the MDGs has to be created from cooperation between NGOs and global citizenry because governments will not make the MDGs as the basis for their policy making.
    - c. We need to create a trade agenda that is accepted and used on an international level.
- Alicia Barcena praised Switzerland for their report on the implementation of MDGs.

**Sarala Gopalan**, Member, International Federation of Agricultural Producers (IFAP)

- From India, is an expert in the fields of science and technology
- “For developing countries, agriculture is a way of life.” In India, farmers are in debt and cannot repay their loans. Rather than watch their businesses fail, they commit suicide.
- 49% of all developing countries depend on agricultural exports and are absolutely ruined when things go wrong. Additionally, Global trade of agricultural goods is inhibited by agricultural monopolies that do not allow for developing counties to compete. An example of this can be seen in Africa, where cotton farmers have been ruined because they cannot compete with American cotton farmers, who benefit from subsidies.

- We need to be aware of how interdependent we are on a global level in order to break down agricultural monopolies. When this is realized, then there will be no justification for allowing conglomerates to enjoy benefits of subsidies that are meant specifically to help individual farming businesses. There needs to be more emphasis on community rights as opposed to individual property rights. This is not advocating for communism, but for Community-ism. Recognizing the need for interdependence will play a great role in reducing economic disparities.
- On September 20, 2004, four presidents will be attending the NGO meeting to focus on MDG #1.

**Barbara M. Kalima**, Coordinator, African Forum and Network on Debt and Development, Zimbabwe

- Debt is the major obstacle for developing countries
- Partnerships between NGOs and governments of different countries must be diverse in that the countries should not pair up on the basis of hemispheric location. This system of partnership has resulted in a power struggle between the Haves (Northern partnerships) and the Have Nots (Southern partnerships). The only way to eliminate this type of disparity is to create North-South partnerships to maintain economic balance.
- MDG #8 works on two assumptions:
  1. Developing countries must form new partnerships specifically with the assumption that
  2. Current partnerships were a failure because developmental issues were local, rather than global, in nature.
- Donors usually control the how trade is done and where competitors fit into the global marketplace. It is for this reason that the private sector needs to practice higher ethical standards in terms of foreign, competitive trading.
- We must recognize that the Millennium Development Goals are not only for creating a developmental agenda, but also for creating a basic needs agenda.

**Diana Rivington**, Representative, Canadian International Development Agency (CIDA)

- In Canada, the voluntary sector is necessary to the fabric of progress in terms of exemplifying proper values, principles, and commitment maintenance. By doing this there is recognition of the importance of dialogue and debate.
- Canada supports the Cardoso Panel and is currently focusing on MDG #8.
- Global Development requires local ownership.

- Canada is an active supporter of debt relief and is going to (???) instead.
- What is needed for safe, low costing medications from Canadian drug companies:
  1. Inclusion
  2. Accountability
  3. Accompaniment
  4. Freedom to Advocate
- Civil Societies must work to achieve gender equality in their own countries on a local level.
- As Mercedes Canalda said, grass roots movements are far more influential than we think, as in the example of 2<sup>nd</sup> largest micro financing company for women's development. The average loan is \$175. 75% of these loans are intended for businesses that are operating out of homes. Women receive 83% of these micro loans. The significance here is that women no longer need a man to co-sign for loans with them. As a result, micro finance is the first place where jobs are created. Furthermore, it is all about lifestyle choices; 98-99% of all micro loans given to women are paid off.
- Monopolies must be broken down by means of intellectual property rights, so that everybody can have competitive access. Canada is a federal state, meaning that the Canadian government does not have a role on a local level; unlike the U.S. where there is a constant give and take between state and federal governments in terms of access to funding in return for passing certain federal laws on a state level.

## Conclusions

- Joan Kirby: Coming through on civil obligations creates a level playing field for trade.
- Sarala Gopalan: Good governance is realizing that poverty is a result of ignoring the need for interdependence and a challenge to the prosperity of country as a whole.
- Barbara Kalima: MDGs must be localized.
- Diane Rivington: Countries must support one another in their efforts to achieve the MDGs. Countries must actively seek out partnerships with one another while not contributing to global economic disparities.
- Mercedes Canalda: Each country should have a real commitment to the MDGs.

- Alicia Barcena: The MDGs must be the driving force behind economic and political policy making, where women and the youth act as major influences in this process. This generation is going to define the future of humanity.

## Morning Session – September 10, 2004

### *Making MDGs Relevant: Taking the Campaigns Home*

This panel focuses on the specific strategies and campaigns that are proving successful in raising public awareness of the MDGs and enabling citizens at the community and national level to understand and actively support activities for MDG implementation. As public solidarity and involvement vary significantly from one region or sector of society to another, there is no one-size-fits-all approach. The discussion will focus on different campaign philosophies for target groups in developing and industrialized countries.

Panellists will outline their organizations' initiatives to promote MDG-related themes such as youth entrepreneurship and employment, information-technology development, environmental conservation, corporate social responsibility with the private sector, HIV/AIDS treatment and education, women's rights and sustainable development. They will also shed light on the best practices and how Conference participants can replicate or adapt successful campaigns to their own needs.

**Moderator, Salil Shetty**, Director, United Nations Millennium Campaign, United Nations Development Programme (UNDP)

- Over 50% of the world's population is under the age 25. What is the role that young people play in your organization?
- Overcoming communication barriers to promote and achieve the MDGs entails:
  1. Ownership of Understanding: Do not use lingo of the business or jargon; you have to have some knowledge of the local area before introducing the MDGs:
    - a. Language
    - b. Being aware of cultural differences
    - c. Environmental issues important to that area
    - d. Understanding of the indigenous people – recognizing that they may not have a translation for or understanding of key words. Many times, the gist of the message can be lost in the translation. For this reason, an organization should do the following in order to be heard by various groups of people:
      - Language audit
      - Communications audit for the organization

Example: Compost vs. Cobra: A farmer from the American Midwest in trying to help farmers in India to grow vegetables more efficiently, imparted the idea of using compost as a means of nutrition in vegetable gardens. However, the farmer did not realize that in India, cobras find compost heaps to be a suitable environment for nesting. Furthermore,

in the Hindu religion, cobras are deemed to be sacred animals and cannot be removed from their nesting place.

### **Interventions from the Floor**

- Gender must be considered in every conversation. This means utilizing new methods of communication and being able to have flexibility with problem solving.
- More ownership and commitment to the MDGs is needed from governments. This is a major structural issue. In order for NGOs to help governments in this, they need to strengthen their social networking skills. An example of how this can be done is seen in the case of Bosnia, where women started networking while the men remained mentally and physically paralyzed from the war. As a result, it was the women who went on to start non-governmental organizations. The networking skills they acquired from starting NGOs is what now allows these women to run for office in the government.
- How do we motivate people to implement the MDGs in their own communities?
  1. Speaking to the principles that are specifically held in high esteem with that community. This encourages people to work on the principles that already motivate them to engage in civil obligations.
  2. Speaking with candor about the consequences of acting on those principles and encouraging conscientious objection when necessary.
  3. Applying MDGs to communities and showing them how they can be realistically accomplished takes away any abstract qualities that would render the goals ineffective.
  4. Teaching methods of action, such as boycotting and protest organization.
- “Creating the Ball”: Social networking builds genuine relationships between members of an organization and members of a community. Communities can then be empowered to civil action through these relationships. Once individual virtue and goodness is recognized by an organization, then a networking link has been created. Now it is easier to discuss the cost to benefit ratio for achieving the goals and the individual can make a decision.
- Many people are motivated to make a change in their community, but often times do not know how to create those changes. NGOs would benefit from creating media campaigns that show people different ways of causing change. Because these campaigns would reach more people, it is an efficient way to promote the MDGs without “selling” the goals. The idea here is to find methods of action that leave the individual activist with a sense of fulfillment.
- In order for NGOs to adapt the MDGs to individual communities, adaptation has to be done within the boundaries of:
  1. Equality

2. Egalitarianism
3. Acknowledgment of differences
4. Adaptation on the part of NGO to the needs of the community.

In this way a partnership between the NGO and the community is created while community ownership is effectively produced.

- “M.E.G.O.” – “My Eyes Glaze Over.” Give people the truth about what efforts are entailed in accomplishing the MDGs, while saying it in a way that keep their attention. A good example to base this from is the news media, which is motivated by everyday crisis:
  1. Take a story and make it dramatic, as in the case of Sudan, which was deemed as being “the world’s worst humanitarian crisis.”
  2. Side bar stories: follow up a crisis story with a story where a project is implementing the MDGs efficiently. Then explain the link between the two stories. Example: War on Terrorism versus Poverty and Development
  3. Field Picture: Create a visual help personalize the story.
  4. Build the focal point around a story that will be breaking. This shows how implementation of the goals works and how it affects real people.
  5. Specialty Programming: Utilizing high tech methods and airtime to promote your “pitch.”
  6. Be aware that the media is always reading and watching stories being produced from other media sources; use that for your benefit.

**Jacques Attali**, President, PlaNet Finance

- We must consider:
  1. How the world is being managed today.
  2. Individual role in management
  3. Whether or not governments thwart or facilitate individual organizations.
- We see that in the case of Africa, governments are not efficiently helping organizations and things “are going backwards.” G8 needs to be lobbied on their behalf next year at the Scotland/U.K. meeting.
- Networking Groups: There is a disparity between government spending on policies and integration of MDGs:
  1. Raising education about the goals will raise support for MDGs.
  2. Raising education entails integrating the vision of the U.N. with localized areas through universities and colleges.
  3. Look at the historical experiences of disparaged countries to understand how they reconciled their losses and got back on track economically.
  4. Informal networking groups: The MDGs are well known in developing countries, such as Africa or India, then they are in developed worlds, such the United States or China. There needs to be a series of meetings between different class groups and integration of knowledge from developing countries to be imparted to developed countries.

5. Creation of an interactive website hosted by the U.N., but funded by NGOs to focus on media and build a forum.

**Midday Forums:** Key points taken from each midday workshop that was offered

- Interdependency is a natural to the human condition. We must safe guard people with special needs
- Partnerships must learn news ways of working together and networking. They must also respect each other's differences. The idea of partnerships should be a way of living and acting, not just a way of thinking.
- Corporate control blocks progress. The only way to combat this is through community consensus and political will.
- Darlyne G. Nemeth, Ph.D., M.P.: Security is in bonds, not bombs.
- We need a united global nation of NGOs, not just nations.
- We must teach the importance of mutual respect for cultural diversity when teaching the importance of quality education.
- We must acknowledge silence so that children can hear their own unique thoughts and promote cyclical movement rather than linear concepts; we need to show, not just teach. We need to stress the importance of youth participation.
- AIDS is not accepted as global problem. Prescription drugs are too expensive for patients with AIDS. Average expenses are up to \$1000 per month per patient.
- We need better marketing for less expensive prescription drugs.
- The U.N. is a moral force. NGOs and governments must stress the importance of ethical, moral, and spiritual divisions to maintain the value of each individual life.
- [www.millenniumcampaign.org](http://www.millenniumcampaign.org)
- Ways to raise youth participation:
  1. Establish internship training programs
  2. Do not assume that youth is the same thing as being inexperienced
  3. Think about how youth can be included in the decision making process
  4. If we are doing the talking, then we should be doing the walking.
- Extremism in all forms – religious or secular – is danger. Anarchy appeals to extremists.

- We cannot leave education up to the discretion of the private sector. We must protect national culture and identity.
- We need a systematic approach to earth-based values. Governments are not made to serve the poor, but rather serve themselves. The ultimate goal should be to live in a sustainable way while financing the reconstruction of the world in a positive way.
- We must teach environmental education as a part of core curriculum.
- NGOs need to focus on:
  1. Human rights
  2. Peace efforts
  3. War spending
- We must recognize that the 8 MDGs also have a parallel track of negative indicators as well; while the goal is to accomplish most of these goals by 2015, the flip side is that they may not be accomplished by that time.
- The public is only interested in subjects that give rise to fear. We must keep this in mind when asking the question of how to save lives and rendering justice.
- The U.N. must encourage countries to use their economic Indexes to promote democracy and survival in addition to individual success.
- The U.N. creates a safe space for NGOs but the NGOs must create a global safe space.
- The MDGs are only dreams at this moment. We must strive to make them a reality.
- Successful delivery of service requires a partnership between governments and civil society.