



# AFRICAN RENAISSANCE AND DIASPORA NETWORK

## SUSTAINABLE DEVELOPMENT GOALS



## A PATHWAY TO SOLUTIONS: POPULARIZING THE SUSTAINABLE DEVELOPMENT GOALS STRATEGIC PLAN FOR 2017–2021

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# **A PATHWAY TO SOLUTIONS: POPULARIZING THE SUSTAINABLE DEVELOPMENT GOALS STRATEGIC PLAN FOR 2017–2021**

## **EXECUTIVE SUMMARY**

Under the auspices of the United Nations Deputy-Secretary-General, and in consultation with the United Nations Senior Africans Group, the African Renaissance and Diaspora Network has been tasked with developing and then implementing a broad initiative to amplify the vision of the United Nations Secretary-General for global development. Our initiative consists of two components: popularizing the United Nations Sustainable Development Goals, and increasing public awareness and understanding of the United Nations, its strategies and its positive force for the planet.

The African Renaissance and Diaspora Network is a United States 501(c)(3) Nonprofit Public Charity, initially conceived as an informal network in the early 1990s. Our goal is to accelerate the attainment of the African Renaissance on the continent and in the diaspora by supporting, and advocating for, the development objectives of the United Nations. To achieve this goal, we mobilize and leverage the passion and comparative advantages of government, educators, artists, intellectuals, journalists, the private sector, civil society, youth and other stakeholders; and harness the power of art, sport and culture to unite and induce action.

While our world is growing ever interconnected through technology, a decrease in personal interaction and an increased sense of spectatorship has led to the unintended result of a growing and perpetuating indifference and apathy. Our initiative aims to create a movement to break out of this holding pattern, guided by the vision of a world defined by the virtues enshrined in the United Nations Charter: peace, justice, freedom, respect, social progress, equal rights and human dignity, human rights, tolerance and solidarity.

Beginning with Africa and the African diaspora, our initiative will facilitate and encourage collaboration between and amongst youth, local governments, academia, the media, the private sector, civil society, international organizations and other stakeholders, to create understanding and awareness about the United Nations and its work, and to create an enabling environment for implementation and ownership of the Sustainable Development Goals framework.

We have one common home – one planet earth. We are all partners in this world, and we all have a stake in making the Sustainable Development Goals a reality and creating the world we want for our children and their children. We invite you to join us in creating a better world.

# DEFINITIONS, ABBREVIATIONS & ACRONYMS

The following words, abbreviations and acronyms have the following meanings in this document, unless the context clearly indicates otherwise:

<b>ARDN:</b>	African Renaissance and Diaspora Network, Inc.
<b>AU:</b>	African Union
<b>Chief of Staff:</b>	Chief of Staff to the DSG.
<b>Coordinator:</b>	Coordinator of UNSAG.
<b>DSG:</b>	United Nations Deputy-Secretary-General.
<b>GAMAD:</b>	Global Alliance of Mayors and Leaders from Africa and of African Descent.
<b>President:</b>	President of ARDN.
<b>SDGs:</b>	Sustainable Development Goals of the United Nations.
<b>SG:</b>	United Nations Secretary-General.
<b>UN:</b>	United Nations.
<b>UNDP:</b>	United Nations Development Programme.
<b>UNFPA:</b>	United Nations Population Fund.
<b>UNICEF:</b>	United Nations Children's Fund.
<b>UNSAG:</b>	United Nations Senior Africans Group.
<b>UN Women:</b>	United Nations Entity for Gender Equality & the Empowerment of Women.
<b>US:</b>	United States.



# **BACKGROUND**

## **PRELIMINARY DISCUSSIONS**

On 3 May 2017, the Coordinator of UNSAG met with the DSG to discuss follow up with regard to a UNSAG dinner that was held in her honour on 1 May 2017. During the meeting, the possibility of mobilizing African American community leaders to help make the SG's vision for the world a reality was discussed.

Following his meeting with the DSG, and after consultation with the late Dr. Babatunde Osotimehin, who then served as Executive Director of UNFPA and Chair of UNSAG, and who expressed his strong approval for the initiative, the Coordinator consulted with the Hon. Ms. Constance B. Newman, based on her strong U.S. public service record, which include the positions of U.S. Assistant Secretary of State for African Affairs and Assistant Administrator of the U.S. Agency for International Development (USAID); her bipartisan support from both U.S. Democratic and Republican parties; and her role as President of the ARDN.

ARDN was requested to assist in identifying appropriate individuals for the constituency building initiative. It was suggested that the office of the DSG be consulted to determine where ARDN could be most helpful. On 17 July 2017, a teleconference between the Chief of Staff to the DSG and ARDN's leadership was held. The Chief of Staff provided helpful guidance and counsel with regard to the areas where ARDN could pay most attention to. After follow-up discussions, a meeting between DSG and ARDN was scheduled for 14 August 2017.

## **MEETING BETWEEN UN AND ARDN**

On 14 August 2017, DSG and the President met as scheduled. A significant portion of the meeting involved discussion around the SDGs.

During discussions, it was expressed that implementation of the SDGs rests on the twin pillars of governance and partnership. With emphasis on the partnership aspect, it was noted that everyone has a role, and that it was important for people to be engaged and take collective responsibility. It was also emphasized that the world is missing a voice that would prompt leaders to put core issues on the agenda and speak out about the threat to humanity, and that the greatest challenge was a tendency toward indifference.

It was noted that the UN is looking for new narratives, which try to explain what the reality is without losing the aspiration, with the overall goal of closing the gap between reality and aspiration. ARDN's substantial involvement with advocacy through youth, sport and culture was discussed, and there was strong positive response to engaging and listening to youth, and to using art, culture and sport as entry points. An emphasis was placed on the importance of creating new and accessible fora in which the average person could participate. It was also noted that today's youth would comprise the elderly in the future, and that it was important to identify how the elderly could also contribute.

Concern was raised at the strong need to increase public awareness and understanding of the UN. The need to connect the story to reality was emphasized, and it was suggested that twinning institutions in Africa and the diaspora could help to create positive stories to be told. ARDN's special relationship with the U.S. black press was also discussed in this regard.

The DSG expressed her hope that the UN's collaboration with ARDN would bring forth an initiative. At the close of the meeting, the DSG asked ARDN to put together a proposal keyed to the SG's term (2017–2021), giving due regard to what can be done in this timeframe, scale, how to seed an initiative that would gain momentum over time, and where success is likely in order to spur hope. A copy of DSG's response letter is included in Annex A.

## **SUBSEQUENT ACTIONS**

Following the initial meeting on 14 August 2017, ARDN has held ongoing internal discussions to determine the scope and content of the two-pronged programme for amplifying the vision of the SG for the 2030 Development Agenda by popularizing the SDGs, and increasing public awareness and understanding of the UN.

Through the good offices of the Coordinator, ARDN has received further guidance from the DSG and her office, as well as from UNSAG membership. Informal consultations with UN system entities and governments have also been held, including during the 72nd UN General Assembly session. The Center for Sustainable Development at Columbia University has also been consulted.

In the area of media outreach, a number of consultations have been held with the National Association of Black Journalists (NABJ) and the National Newspaper Publishers Association (NNPA) in the United States and the International Press Institute (IPI) in Vienna, Austria. Additionally, on 30–31 October 2017, during the UNAIDS West and Central Africa Media Workshop on the WCA HIV Catch-Up Plan in Dakar, Senegal, ARDN representatives made presentations to and moderated discussions with journalists from Africa on the role of sport, and on partnerships for and increasing public awareness of the SDGs. The workshop also provided an opportunity to hold consultations with civil society, the private sector, UNAIDS staff, youth leaders and select media leaders.

In the area of sport and culture, initial consultations were held with the Confederation of African Football (CAF), on the occasion of its Heads of State and Government Report Meeting in Morocco. A meeting with the Secretary-General of Fédération Internationale de Football Association (FIFA) has also been scheduled and confirmed. ARDN is in the process of identifying relevant and appropriate celebrities to lend their image to the initiative.

In the area of youth involvement, members of the Pan-African Youth Leadership Network, which serves as the youth arm of ARDN, have been actively involved in discussions. Select youth leaders from Africa and the diaspora have also been engaged. Additionally, ARDN has activated

its University partners in Africa and the diaspora, and in this regard, a meeting between US Universities and West African Universities, led by Webster University, is planned for early 2018.

In the area of government relations, consultations were held with members of the Congressional Black Caucus, including during their Prayer Breakfast in Washington D.C. in September 2017. The President and some members of the GAMAD, whose membership consists of mayors and other elected officials from Africa and the diaspora, and which has ARDN as its Secretariat, have also been consulted. A special meeting of the Executive Board of GAMAD was planned for November 2017, in Accra, Ghana, to discuss the roles of GAMAD and its membership in the initiative. It was anticipated that ARDN and GAMAD would meet with the current and former Presidents of the Republic of Ghana, in their capacities as current and former SDG advocates, to receive their guidance with respect to the initiative, on the occasion of the special meeting. The special meeting has been postponed to early 2018 due to logistics issues in Ghana.

## **COORDINATION MEETING AT THE UNITED NATIONS**

On 19 December 2017, a meeting of ARDN partners and other stakeholders was convened at the headquarters of the United Nations in New York. The purpose of the meeting was to organize and streamline the different parts of ARDN's initiative, and to receive the DSG's wisdom and guidance. A copy of this strategic plan was presented to the DSG at the meeting.

During the meeting, the DSG expressed that the SDGs is a universal agenda. She emphasized the importance of engaging and sustaining the engagement of business, academia, civil society and young people, and leaving no one behind. She described the SDGs to be about partnership, about socializing the agenda, and about creating a paradigm shift.

The DSG commended the strategic plan as one which touches on issues that can galvanize more support, and create a movement for engaging youth. She appreciated the art, culture and sport dimensions of the plan, noting that it would help people to channel their energies and see success, and that it was a good way of building teamwork. She noted the importance of balancing technology with the human touch, emphasizing that there is nothing better than connecting human being to human being.

The DSG emphasized the need to be specific in the results sought in every collaboration. She reiterated that each SDG is interconnected and should serve as a docking station for the others. She also identified the important role of media in accountability, and welcomed the idea of media lunches, suggesting that some correspondents from Africa also be involved.

The DSG urged businesses to go beyond corporate social responsibility, and called on those with the means to give to give a little. She cautioned that current trends are creating an imbalance in the world, and noted that businesses could play a role in affecting a change of behaviour in the way things are done, and help make a difference in production and consumption. She also emphasized the importance of finding a way to market for the poor, for young people and for the oppressed.

The DSG emphasized the important role of local government, envisioning local governments to become a locus of service delivery that can be invested in for education, health and agriculture. She also recognized the importance of Heads of State in providing an enabling environment, and noted the contribution that women could make in good governance.

The DSG expressed the importance of supporting young people, while also emphasizing the need to ensure that the elderly also have a role. She emphasized the difference between receiving education and a quality education, noting that education should ensure that young people have the skills to engage with society and the economy. She also noted that an intergenerational approach could help in this context. She expressed her concern that young people are not merely faced with glass ceilings, but concrete ceilings. She also requested for support for the United Nations youth envoy.

The DSG thanked all present for their contributions, and reiterated her support and that of the United Nations for the initiative.

## **PRIORITY AFRICA**

The SG has emphasized the importance of making Africa a priority. On the eve of the 28th AU Summit the SG cautioned that if the UN fails in Africa, it fails in the world. Echoing the SG's vision, during her remarks at the 2017 ECOSOC Segment on Operational Activities for Development, the DSG emphasized that success in Africa is success for the world.

In his vision statement, which was submitted for his candidacy, he identified the importance of cooperation with regional organizations who "are essential actors in conflict prevention and resolution, in peace operations and promotion of development and human rights," and stressed that the "relationship with the African Union deserves particular commitment." In response to the SG's appointment, the late Dr. Babatunde Osotimehin, in his capacity as Chair of UNSAG, wrote to the SG, emphasizing that more than ever, Africa and the world needed a champion and UNSAG believed strongly that the SG would be that champion. From his first day in office, the SG has proven, by both word and action, that he has been that champion.

During his address during the 28th AU Summit, in January 2017, the SG underscored the importance with partnership with the continent to strengthen and promote good governance, peace and security, and sustainable development. In April 2017, true to his commitments to Africa, the SG joined with the Chairman of the AU Commission to sign a landmark Joint UN-AU Framework for Enhanced Partnership in Peace and Security.

In July 2017, addressing the UN Security Council, the SG reiterated his belief that "the international community needs to change the narrative about Africa and to establish a higher platform of cooperation that recognizes Africa's enormous potential and promise", and emphasized the importance of enhancing African capacities both in the context of international peace and security and for the self-reliance of the African continent. At his UN Security Council

address, the SG pledged to elevate the platform for cooperation for sustainable peace, stability and development throughout Africa.

During the 72nd UN General Assembly in September 2017, at a high-level event on the Demographic Roadmap for Africa in September 2017, the SG underscored the enormous potential of the young people of Africa, recognized their power as peace builders, and emphasized that everyone wins when Africa's young women and girls are empowered. Also during the General Assembly, the AU and UNSAG co-sponsored the first ever African Union Dialogue with Africans in the United Nations, during which the DSG outlined the SG's vision for a UN strongly partnered with Africa.

In October 2017, during Africa Week at the UN, the SG recalled the "deep and growing partnership between the African Union and the United Nations", referred to by the President of the UN General Assembly. In this context, the SG emphasized the importance of having strategic alignment of the 2030 Agenda for Sustainable Development and the Agenda 2063 of the AU. During his remarks, he announced that a joint UN-AU framework on sustainable development and aligned implementation of the two agendas is scheduled to be completed and signed in April 2018. He also expressed three areas of focus to strengthen and promote sustainable development: focusing on young people, empowering women and girls, and innovation in leveraging resources and financing for development. Reiterating the SG's sentiments, the DSG expressed the strong support and commitment of the United Nations to help realize Africa's vision of "an integrated continent, politically united and based on the ideals of Pan-Africanism and the vision of Africa's renaissance" as encapsulated in Agenda 2063.

# **A PATHWAY TO SOLUTIONS**

## **GLOBAL COLLABORATION FOR GLOBAL SOLUTIONS**

We live in a new global world. Cultures, communities and continents are more interconnected than ever. Innovative entrepreneurs, scientific breakthroughs, emerging circular economies and new technologies are swiftly pushing the world into the future. Change is ubiquitous. Africa exemplifies the impact global shifts have on policies, production and people. The continent is rapidly changing fuelled by a growing young, educated population.

In Africa, and throughout the world, swift change comes with unpredictable challenges. Technological advances drive the benefits and burdens in this fast-paced, connected global world. As a result, a multitude of complex problems exist. Global collaborations are needed to tackle those problems. Collaborations are needed to find solutions.

Every person and every organization is a partner in this world, whether or not they know it or accept it. All of us depend on our mother earth as our common home, and we therefore have a responsibility to safeguard it and uplift its children. The SDGs provide a holistic framework to achieve the world we want – a world defined by the values enshrined in the UN Charter: peace, justice, freedom, respect, social progress, equal rights and human dignity, human rights, tolerance and solidarity.

Together, as partners for the SDGs, we can create a better world.

## **SCOPE**

Under the auspices of the DSG, ARDN was tasked with developing, and then implementing, an initiative, with a focus on youth, sport and culture, to (a) amplify the vision of the SG through popularizing the SDGs, and (b) increase public awareness and understanding of the UN and its role. Within these parameters, in consultation with UNSAG, it is understood that ARDN has a broad mandate in the design and implementation of the initiative.

ARDN envisions the initiative to consist of the following:

1. Engaging and encouraging youth, and providing them with hope and a voice, while giving due regard to the contributions that previous generations have made and can still make.
2. Harnessing the power of art, culture and sport to mobilize people and organizations to work towards defined objectives of the UN as articulated by the SG, with special consideration towards developing alternative sports and cultural fora that are broadly accessible.
3. Encouraging people and organizations from all sectors of society to be active – rather than silent – SDGs partners by engaging and taking individual and collective responsibility towards achieving the world we want, as envisioned in the SDGs and its targets.
4. Developing and steering cross-border partnerships between entities in more developed and less developed countries, with the dual goals of (a) accelerating infrastructure building and

sustainable development; and (b) showcasing the relevance and purpose of the UN, and the wisdom in its methodologies.

5. Mobilizing journalists to shape understanding and appreciation for the UN based on real stories driven by the other components of the initiative, and to play an active role in the promotion of the SDGs and actions that will accelerate their achievement.
6. Building momentum and showcasing successes, taking into consideration scalability, accountability, and impact follow-up and review, during the term of the SG, giving emphasis to the current term of the SG, which ends in 2021.

Within the framework of the SG's commitment to making Africa a priority, activities and implementations of the initiative will first be focused on Africa and the African diaspora, and scaled as necessary.

## METHODOLOGY

Within the scope of the initiative, ARDN has adopted a fourfold methodology to popularize the SDGs, and increase public awareness and understanding of the UN:

- A. **Method:** Developing collaboration and closer relations between the UN and (a) opinion leaders, (b) community leaders, (c) the media.

**Strategy:** Establish a constituency of influential community leaders, starting from the African-American community, who are well positioned to serve as unofficial advisers, advocates and foot soldiers for the amplifying the SG's vision for the SDGs and identified areas of priority – the constituency should be bipartisan, but all focal persons should be able to demonstrate commitment to the values enshrined in the UN charter. Engage diverse influential leaders from public and private sectors, including business, politics, media, science, sports, entertainment, academia, civil society, faith-based organizations, and art and culture, starting with those from Africa and the diaspora, in shaping a framework of global development policies and programmes. Facilitate meetings between the UN and influential leaders from key public and private institutions, organizations and associations – US examples may include the National Urban League, National African-American Clergy Network, National Council of Negro Women, American Association of Retired Persons (AARP), The Black Women's Roundtable, The Joint Center for Political and Economic Studies, African American Mayors Association, The National Coalition on Black Civic Participation, National African American Sororities and Fraternities –, and from sectors of influence such as academicians, NGOs, issue advocacy groups, elected officials, representatives from political parties and diverse media organizations and journalists. Facilitate meetings between the UN and media leaders – it is proposed that the

first in series of such meetings be with African American women journalists. Institute training for journalists on the SDGs.

**Expected Outcome:** The constituency would serve as advocates able to give voice to the vision of the SDGs. Leaders will have better understanding of the work of the UN, the good it promotes, and its leading role in global governance and the maintenance of peace and security; are better able to articulate knowledgeably and positively about the UN to its constituencies, supporters and stakeholders; and are able to provide knowledge of best practices to get cooperation in achieving the required goals. Journalists have a better knowledge and understanding of the UN and the good it promotes, and are able to articulately transmit them to their readers, listeners, viewers and followers, thereby increasing visibility for the UN and SDGs through enhanced media coverage and placement. Increased investment in the UN and its objectives.

- B. **Method:** Create and disseminate systems and models for implementation and promotion of SDGs.

**Strategy:** Engage with leaders, UN system entities, and other international organizations, such as the African Union and Organization of American States, to develop optimized systems, best practices, frameworks and models to assist groups and governments with implementation and promotion of targeted SDGs or the SDGs in general.

**Expected Outcome:** Increased buy-in from communities, groups, governments and other stakeholders as a result of the availability of ready-made systems and models which will lower the opportunity costs of work toward achieving and promoting the SDGs, and which are optimized to leverage comparative advantages. More efficient and effective implementation and promotion of efforts, which are fit for purpose and also mutually unified in purpose, by said stakeholders.

- C. **Method:** Develop and promote SDG initiatives in educational institutions and governments; and mobilize the world of sport, art and culture to strengthen advocacy and action related to the SDGs, and encourage ownership of the SDGs.

**Strategy:** Engage and energize elected officials, particularly from local governments, to develop and implement plans to promote and achieve the SDGs (see Letter from Jeffrey Sachs in Annex B). Mobilize Heads of State and Governments to become advocates for the SDGs and support the efforts of local governments. Establish SDG partnerships between educational institutions, such as universities, and subdivisions or subsidiaries of said institutions, such as law schools and hospitals, in Africa and the African Diaspora, and encourage knowledge exchange, cooperation and technology transfer. Improve the standing of sub-Saharan African Universities, with a goal toward elevating several such



Universities into the top global 500 rankings of accredited institutions of higher learning (see Letter from Jeffrey Sachs in Annex B). Cooperate with UN system entities, and international, regional and national sport and cultural organizations, to design and implement campaigns to promote targeted SDGs or the SDGs in general, around sports and cultural events, which will serve as platforms for fans, athletes and celebrities to take positive actions that will accelerate the achievement of the SDGs and, importantly, share the actions taken with others, for example, through social media (see, for example, the Protect the Goal Campaign, in Annex C).

**Expected Outcome:** SDG framework incorporated into all levels of local government, which will facilitate the promotion and popularization of the SDGs amongst their constituencies – specifically, “cities” will create enabling environments for action conducive to advancing the achievement of the SDGs. Acceleration of infrastructure building and sustainable development in less developed countries. Creation of a growing corpus of knowledge related to the SDGs such as in relation to rule of law, climate change and health. Increase in quality of education, and availability of study abroad scholarships with sister institutions. Increased public awareness for the SDGs through active promotion in government and educational institutions, and through harnessing the convening power of sport, art and culture.

- D. **Method:** Encourage ownership of the SDGs, amongst people, organizations, communities and youth.

**Strategy:** Provide knowledge and support for people and organizations to form groups to create and implement plans for accelerating the achievement of one or more of the SDGs in their communities. Promote visibility of efforts of said groups by showcasing them via a technology platform with wide visibility – such as at cultural and sport events –, and through international conferences – such as a 2021 summit where groups can present results of the plans at the UN, perhaps in the presence of the SG or DSG or both. Collaborate with corporate partners to gamify SDG positive actions, such as through token rewards in exchange for taking SDG positive actions evidenced by social media photo postings. Set up an SDG Global Youth Core under the leadership of the UN to energize today’s global youth to take an active interest in the 2030 agenda and inspire the world (see Letter from Jeffrey Sachs in Annex B). Engage with youth and existing youth networks (see, for example, Youth & the SDGs in Annex D). Create an idea lab connecting students in secondary education and higher, and providing them opportunities to discuss and develop solutions to specific global issues, such as polarization, health or human rights – in the “idea lab,” participants will be asked to frame solutions around engaging sports, the arts or storytelling to expand engagement and amplify the messages.

**Expected Outcome:** Increased public awareness for the SDGs from a concrete, rather than conceptual, perspective. Creation of a movement where doing things to promote the SDGs

are the “in” thing to do. Groups and communities encouraged and invigorated to take collective responsibility for taking positive action to implement the SDGs as a result of knowledge that their efforts and voices are relevant and would be heard. Young people taking responsibility over their own future by providing fresh, cross-cultural and broad-based solutions.

## REVERSE TIMELINE

*Alphabets in square brackets refer to the applicable method in the methodologies section.*

### 2021

#### **December**

SDGs summit at the UN [A, B, C, D]

#### **November**

Media/Journalist Training [A]

#### **September**

Progress, Impact and Outcome Report at UN General Assembly [A, B, C, D]

#### **August**

Journalist Lunch (*Focus Group to be Determined*) [A]

#### **July**

Finalization of participants to December SDGs summit [C, D]

#### **May**

Media/Journalist Training [A]

#### **March**

Journalist Lunch (*Focus Group to be Determined*) [A]

#### **January–December**

General Promotion of Initiative [A, B, C, D]

2021 SDGs Social Media Campaign [A, C, D]

#### **January**

Review of Reports by Stakeholders [A, B, C, D]

Progress, Impact and Outcome Report at AU Summit [A, B, C, D]

### 2020

#### **December**

Global SDG Partners Summit [A, B, C, D]

**November**

Media/Journalist Training [A]

**September**

Progress, Impact and Outcome Report at UN General Assembly [A, B, C, D]

**August**

Journalist Lunch (*Focus Group to be Determined*) [A]

**July–August**

Art, Culture and Sport Campaign at the 2020 Summer Olympics [A, C, D]

**May**

Media/Journalist Training [A]

**March**

Journalist Lunch (*Focus Group to be Determined*) [A]

**February–March**

Art and Culture Campaign at the 2020 Carnivale in Brazil [A, C, D]

**January–December**

General Promotion of Initiative [A, B, C, D]

2020 SDGs Social Media Campaign [A, C, D]

**January**

Review of Reports by Stakeholders [A, B, C, D]

Progress, Impact and Outcome Report at AU Summit [A, B, C, D]

**2019****December**

Global Youth for the SDGs Summit [A, B, C, D]

**November**

Media/Journalist Training [A]

**October–November**

Presentation at UNESCO General Conference [A, B, C, D]

**September**

Progress, Impact and Outcome Report at UN General Assembly [A, B, C, D]

**August**

Journalist Lunch (*Focus Group to be Determined*) [A]

**June–July**

Art, Culture and Sport Campaign at the 2019 FIFA Women's World Cup [A, C, D]

**May**

Media/Journalist Training [A]

**March**

Journalist Lunch (*Focus Group to be Determined*) [A]

**February–March**

Art and Culture Campaign at the 2019 Carnivale in Brazil [A, C, D]

**January–December**

General Promotion of Initiative [A, B, C, D]

2019 SDGs Social Media Campaign [A, C, D]

**January**

Review of Reports by Stakeholders [A, B, C, D]

Progress, Impact and Outcome Report at AU Summit [A, B, C, D]

Launch of SDG Gamification Campaign [A, B, C, D]

**2018****December**

Global Cities for the SDGs Summit [A, B, C, D]

**November**

Media/Journalist Training [A]

Parameters for SDG Gamification Finalized [C, D]

**September**

Progress, Impact and Outcome Report at UN General Assembly [A, B, C, D]

**August**

Journalist Lunch (*Focus Group to be Determined*) [A]

Invitation to Partners to Contribute to SDG Gamification [C, D]

**July**

Launch of Initiative at AU Summit [A, B, C, D]

**June–July**

Art, Culture and Sport Campaign at the 2018 FIFA World Cup [A, C, D]

**May**

Launch of SDG Youth Corps [D]

Media/Journalist Training [A]

**April**

Launch of Initiative at United Nations [A, B, C, D]

Launch of Initiative at OAS Summit [A, B, C, D]

**March–December**

General Promotion of Initiative [A, B, C, D]

2018 SDGs Social Media Campaign [A, C, D]

**March–May**

Promotion of SDG Youth Corps and Call for Participants [D]

**March**

African-American Women Journalist Lunch [A]

Press conference [A, B, C, D]

**February**

US University Visit with West African Universities [B, C, D]

Special Meeting of GAMAD [A, B, C, D]

**January–March**

Finalization of Initiative Specifics [A, B, C, D]

Development of Models and Systems for Implementing and Promoting the SDGs [B]

**January**

Consultations and Promotion of Initiative at AU Summit [A, B, C, D]

**BUDGET**

After consultations with relevant partners, a budget for the year of 2018 will be prepared.

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**A PATHWAY TO SOLUTIONS:  
POPULARIZING THE  
SUSTAINABLE DEVELOPMENT GOALS  
STRATEGIC PLAN FOR 2017–2021**

**ANNEXES**

**ANNEX A:**  
**RESPONSE LETTER FROM DSG TO ARDN**



THE DEPUTY SECRETARY-GENERAL

15 September 2017

Dear Ms. Newman,

I wish to thank you for your letter dated 12 September 2017, in particular for your thoughtful words regarding the fruitful meeting we had on 14 August 2017.

I was delighted to meet you and to know more about the important work and activities of the African Renaissance and Diaspora Network (ARDN) to help raise global awareness of Africa and African issues, as well as its collaboration with the United Nations to help accelerate the achievement of the Sustainable Development Goals. I encourage ARDN to continue its commitment and efforts towards these initiatives.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'A. J. Mohammed', is placed above the printed name.

Amina J. Mohammed

Ms. Constance B. Newman  
President  
African Renaissance and Diaspora Network  
Washington, D.C.



## ANNEX B: LETTER FROM JEFFREY SACHS

Center for Sustainable Development  
EARTH INSTITUTE | COLUMBIA UNIVERSITY



10 June 2017

Djibril Diallo, PhD  
Director  
Regional Support Team for West & Central Africa  
Senior Advisor to the Executive Director  
UNAIDS  
Dakar, Senegal

Dear Djibril,

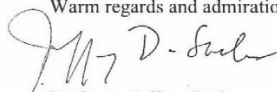
Thank you as always for your superb global leadership. It is inspiring and remarkable and it is always a pleasure to work with you in any way!

Following our joint meeting on the afternoon of 2 May 2017, I am pleased to formalize and extend to you, for your acknowledgement, this letter memorializing our areas of mutual interest and collaboration for our action throughout 2017 and beyond:

- To develop and promote the establishment of a "SDG Global Youth Core" for the purpose of energizing today's global youth to take an active interest in the 2030 Agenda for Sustainable Development, and inspire the world's next generation to realize the vast potential of the Sustainable Development Goals ("SDGs");
- To support the SDG Center for Africa (Kigali) in developing and promoting a "SDG Initiatives in Higher Education" program, for the purpose of improving the standing of sub-Saharan universities and elevating several throughout Africa into the top global 500 rankings of accredited institutions of higher learning;
- To develop and promote a SDGs initiative on local governance, for the purpose of energizing the world's mayors to adopt the SDG framework and incorporate its tenets into all levels of local governance.

It was truly a pleasure to see you recently on two occasions, in Conakry and NYC. I look forward to seeing you again soon to continue our close collaboration.

Warm regards and admiration,

  
Professor Jeffrey Sachs

  
Acknowledged: Djibril Diallo, PhD

  
Date:

## **ANNEX C: THE PROTECT THE GOAL CAMPAIGN**

Building on the successful outcome of the “Protect the Goal” (PtG) campaign in the framework of the 2014 FIFA World Cup in Brazil, ARDN in cooperation with UN system entities, intends to continue using the popularity and convening power of sports as an advocacy and communications platform to reach out to millions of people with SDGs messages.

Launched by UNAIDS Executive Director Michel Sidibe, South African President Jacob Zuma, and the former president of the Confederation of African Football Issa Hayatou at the opening of the 2013 Orange Africa Cup of Nations in Johannesburg, the PtG campaign aims to raise awareness of HIV and mobilize young people to commit to HIV prevention. Under the leadership of Dr. Djibril Diallo, Director of the UNAIDS Regional Support Team for West and Central Africa, the Russia 2018 FIFA World Cup could provide an exceptional opportunity to mobilize the public on *le bien-fondé* of the SDGs, and re-energize the sporting world as hundreds of millions tune in and turn up to support their teams.

### **Roadmap to Russia 2018**

- It is worth noting that five (5) African nations are expected to participate in the 2018 FIFA World Cup in Russia. The World Cup is the most prestigious soccer tournament in the world as well as the most widely viewed and followed sporting event in the world.
- The nations of Nigeria, Egypt, Tunisia, Senegal and Morocco have qualified for Russia 2018.
- As part of past advocacy activities, the PtG campaign has been able to enlist high-level political support in Nigeria and Senegal.
- Planned activities could include cooperation with partners to disseminate information on the SDGs, global launch of Mosaic, distribution of condoms, voluntary testing of HIV, and international media and communication activities.

Messages could include the integration of HIV awareness and treatment and support for the Fast-Track initiative to eliminate AIDS as a public health threat by 2030, child survival, protection and development with low-cost and high-impact life saving measures, and the relevance of the demographic dividend into national poverty reduction strategies.

### **The Mosaic**

Creation of a series of stories that will explore awareness, educate, and share via social media channels, and foster interaction and promote screening and health (via a global digital and social media platform).

## **ANNEX D: YOUTH AND THE SDGs**

The UN, its member states and their partners hope to see the world achieve the SDGs; but it is the young people, the women and millions of people who are to live the SDGs in their daily lives. For these to be achieved, people must own them and must adapt them to their household goals; family goals, community goals.

There is an opportunity to make SDGs a reality and a constant subject of discussion among young people at the grass root level; to drive action by young people to create a better world, and move beyond their traditional world in advocacy. Activating youth can happen in three stages: Awareness, Understanding and Action.

### **Awareness**

- There a website with resources called the SDG knowledge platform: <https://sustainabledevelopment.un.org/sdinaction>
- In addition to online and technical documents, youth must be made aware that their country leaders ratified and commitment to work towards 17 SDGs.
- Youth must be made aware of where they can learn about their country's targets.
- Youth must give due regard to the SDGs and its history as they think, create and innovate solutions, businesses in their communities and villages; the youth entrepreneurial spirit should align with SDGs
- Awareness can be built through educational institutions via classes, lectures, debates and actions; through students' association activities; through youth clubs & networks such as the boy scouts and girl guides; and through media, particularly social media.

### **Understanding**

- This is developed through discussions and other activities to instil deep knowledge on issues
- Education systems, schools, clubs, associations and faith groups each have a role in developing understanding.

### **Action**

- It is anticipated that once there is awareness and understanding, action will follow.
- It is hoped that young people will start to take a lead in taking action in line with SDGs framework, and will work towards achieving the global goals through behavioural change.
- Some examples of action that can be taken by youth include responsible fishing; intentionally protecting the environment; advocating for decent working conditions; encouraging and supporting juniors towards formal education; and taking positive action aimed at getting out of poverty.

**ANNEX E:**  
**INTRODUCTION OF THE UN TO PROMINENT**  
**AFRICAN-AMERICAN WOMEN JOURNALISTS**

**Summary**

Over the coming months, ARDN will begin a series of strategic lunches to introduce the SG or DSG to influential African-American journalists. The lunches will be held in New York and the journalists will be drawn from across the country. The main objective is to introduce the SG's main goals over the next five years to a broader audience, one that is more likely to embrace it because it is being promoted by someone with whom they can more easily relate. The first lunch, expected to take place in October, will consist of 12 journalists. Others will follow quarterly.

The budget for the lunches and other funding needs will be forthcoming.

**Potential Participants**

Sarah Glover, President, NABJ; social media editor, NBC Universal

Barbara Ciara, former president, NABJ; managing editor/anchor, WTKR-TV

Lydia Polgreen, Editor-in-Chief, HuffPost

Dorothy Leavell, publisher of the Chicago Crusader and the Gary (IN) Crusader and chair, National Newspaper Publishers Association

Elinor Tatum, publisher, New York Amsterdam News

Rehema Ellis, Correspondent, NBC Universal

Callie Crossley, Host and Executive Editor, The Callie Crossley Show, WGBH 89.7

Tamron Hall, television journalists, formerly NBC and MSNBC anchor

Danielle Benton, editor, TheRoot.com

Morgan DeBaun, CEO/Co-founder, Blavity.com

Cheryl Willis, Weekend Evening Anchor and Sunday talk show host, NY1, New York

Marcia Davis, articles editor, Washington Post

Rochelle Riley, columnist, Detroit Free Press and radio talk show host

Shani Hilton, Executive Editor for News, BuzzFeed.com, New York

Lauren Williams, Executive Editor, Vox.com, Washington, DC

Camille Edwards, vice president and news director, WABC-TV

Rashida Jones, senior vice president – specials, NBC News/MSNBC

Paula Madison, partner, owner and CEO, Williams Group Holdings, LLC, Africa Channel

Yvette Miley, Vice President and Executive Editor, MSNBC

Sheila Brooks, founder, President and CEO, SRB Communications

Cheryl Smith, publisher iMessenger, Dallas

Floydetta McAfee, ARDN Media co-chair

Vanessa De Luca, Editor-in-Chief, Essence magazine

Soledad O'Brien, anchor, Matter of Fact with Soledad O'Brien, Hearst Network

Yvonne Latty, Director, Reporting New York and Reporting The Nation, NYU-Arthur L. Carter Journalism Institute

June Cross, professor and documentarian, Columbia University

Ann Simmons, global affairs correspondent, LA Times

Sonya Ross, Editor, Race in America, Associated Press, and former White House Correspondent

Joy Reed, MSNBC host

Yolanda Cabe, media director, Walt Disney Company

Yamiche Alcindor, reporter, New York Times

## **ANNEX F:**

### **THE AFRICAN RENAISSANCE AND DIASPORA NETWORK**

ARDN is an internationally operating NGO, headquartered in New York, with the status of a United States 501(c)(3) public charity. ARDN has been active since the 1990s.

According to its official charter, ARDN's purposes include to "accelerate the attainment of the United Nations' Millennium Development Goals and Sustainable Development Goals" and to "support, sustain and further the United Nations' Post-2015 Development Agenda, and the results of the MDGs and SDGs attained, in Africa and the African Diaspora." In order to achieve these purposes, ARDN serves as a hub for consultation, collaboration and the pooling of resources; and mobilizes the passion of government, educators, artists, intellectuals, the private sector, civil society and youth, using the power of sport and culture as vectors for creating a better world.

ARDN is familiar with working within the framework of the United Nations. Over 40% of ARDN's governing body consists of former United Nations staff. Under the auspices of the late Dr. Babatunde Osotimehin, who served as Chair of UNSAG until his passing, ARDN has enjoyed a longstanding relationship with UNSAG, and has consistently provided the UNSAG secretariat and technical support. More recently, as secretariat for GAMAD, ARDN provided support for activities focused on mayoral mobilization during the 2016 High Level Meeting of the UN General Assembly on HIV/AIDS.

#### **2010–2016 HIGHLIGHTS**

**2010:** ARDN served as coordinator of the US delegation to the Third World Festival of Black Arts and Culture, the largest global gathering of luminaries of African descent, including artists, writers, filmmakers, intellectuals, government officials, and scientists. About 80 US delegates were appointed as "United States of Africa" Goodwill Ambassadors, and three African-American women received the African Renaissance Award which honoured Outstanding Women of Africa and its Diaspora.

**2011:** ARDN led a US delegation to Senegal and facilitated the signing of two partnership agreements with the Government of Senegal and US based participating organizations. The first memorialized cooperation between mayors from Senegal and the US in seven areas of development: energy, youth, education, HIV/AIDS, agriculture, culture and twinning of cities. The second created a framework for cooperation between Universities in Senegal and the US in the areas of academia, research, development and exchanges.

**2012:** ARDN, through its youth arm, the Pan-African Youth Leadership Network, co-organized the Third Pan-African Youth Leadership Summit in Burkina Faso with a UN system entity, convening over 250 young people from Africa and the Diaspora. The Ouagadougou Declaration, the Summit's primary outcome document, has served as a springboard for several Youth Leaders to implement sustainable development projects in their communities.

**2013:** ARDN, with the support of a UN system entity, coordinated the Africa dimension of the Third World Summit of Mayors and Leaders from Africa and of African Descent, which was organized by the Government of the Republic of Colombia. The Summit convened over 2,850 delegates from over 80 countries, including Heads of State, mayors, governors, legislators, business leaders, academics and artists. In addition to agreements between businesses, municipalities and communities valued at USD 1.8 million, the Summit resulted in the formal creation of an Africa-Diaspora international alliance, the Global Alliance of Mayors and Leaders from Africa and of African Descent (the “Global Alliance”).

**2014:** The Pan-African Youth Leadership Network co-organized the Fourth Pan-African Youth Leadership Summit in Senegal in cooperation with two UN system entities. The Summit resulted in the formation of two partnerships: first, a partnership between youth of Africa and the Diaspora; and second, a partnership between the Pan-African Youth Leadership Network and the Millennium Villages Project.

**2014:** ARDN supported the steering of a global HIV/AIDS awareness, advocacy and prevention campaign of a UN system entity, organized around the occasion of the 2014 FIFA World Cup. The campaign utilized the passion and power of sport and culture towards raising global awareness of HIV, encouraging young people to commit to HIV prevention, and emphasize the importance of antiretroviral treatment. The campaign also utilized the HIV/AIDS response as an entry-point to addressing the wider sustainable human development goals of the UN.

**2015:** ARDN, in partnership with the Global Alliance and the Government of Ghana, organized the Fourth World Summit of Mayors. The Summit convened high-level officials from government and intergovernmental organizations, and leaders in the fields of academia, business, civil society, media and culture, from Africa, Latin America and the United States of America to discuss and share sustainable human development strategies, and develop effective partnerships between municipalities and other stakeholders. It was convened within the framework of the International Decade for People of African Descent (UN General Assembly Resolution 68/237), and included thematic topics such as empowerment of girls and women, youth employment, health, education and infrastructure.

**2016:** ARDN provided strategic support to events centred around the 2016 High Level Meeting of the UN General Assembly on HIV/AIDS. ARDN’s work included facilitating the discussion of and commitment by municipal leaders towards achieving UN HIV/AIDS related objectives in the years 2020 and 2030, and supporting the organization of a discussion on the accessibility of HIV/AIDS medicines in Africa.

## **ANNEX G: ABOUT THE SUSTAINABLE DEVELOPMENT GOALS**

The 2030 Agenda for Sustainable Development, commonly referred to as “the Sustainable Development Goals” or “the SDGs,” is a set of 17 global goals with 169 targets that cover a broad range of development issues that were adopted unanimously by the 193 member states of the United Nations. They build on the Millennium Development Goals (MDGs) which were a series of eight (8) goals that were to be reached by 2015. The objective is to reach the goals of ending poverty, protecting the planet and ensuring prosperity for all within the next 15 years (See [www.un.org/sustainabledevelopment](http://www.un.org/sustainabledevelopment) for further information.)

### **YOUTH AND THE SDGS**

The SDGs are an expansion of the vision embedded in the principles and targets of former Millennium Development Goals (MDGs) all of which were aimed at the goal of helping to reduce poverty and improve lives by 2015. One of the criticisms of the MDGs was they did not fully include the concerns and voices of the young people. In contrast, the SDGs fully affirm the critical role that young people must play if the goals are to be achieved. This is a vital realization. In a world of some 7 billion people, young people between ages 15-24 account for 22% of the population. In Africa this number is higher, as much as 25% by some statistics. It’s estimated that of Africa’s 1.2 billion population around 60% is under age 25. The SDGs look to promote economic and civic engagement that provides sustainable livelihoods, economic and financial well-being and a reduction in poverty and rights for all. It is essential for young people to become aware of and fully engaged in efforts to achieve the SDGs, which are so important for their future.



## **ANNEX H: RESOURCE PERSONS**

### **ARDN Directors and Officers**

**Hon. Ms. Constance B. Newman**, President & Director

*Special Counsel for African Affairs, Carmen Group; former US Assistant Secretary of State for African Affairs; former Assistant Administrator for Africa, USAID*

**Mr. Richard Leonard**, Secretary & Director

*Former UNAIDS Staff*

**Ms. Arlene Katzive**, Secretary & Director

*Principal, ARKAT PDL, Inc.; UNAIDS Consultant; former UNICEF Staff*

**Mr. Gordon Tapper**, Treasurer & Director, Caribbean Engagement Chair

*Founder, Give Them a Hand Foundation; former UN Chief of Special Section*

**Dr. Leonard Jeffries**, Chaplain & Director, Education Chair

*Professor of Black Studies*

**Ds. Shelby Lewis**, Director, Women's Empowerment Chair

*Professor Emeritus, Clark University; Member, Fulbright Scholarship Board*

**Mme. Asthou Mbaye**, Director, Private Sector Engagement Chair

*Manager of Corporate Affairs and Social Responsibility, Dangote Industries*

**Mr. James Hsui**, Legal Counsel

*Commercial, Nonprofit/NGO & International Law Attorney; UNAIDS International Consultant*

### **ARDN Advisers**

**Ms. Floydetta (Flo) McAfee**, Media and Communications Co-Chair

*President, Summerland Studio LLC; former Special Assistant to President Clinton, White House Office of Public Liaison*

**Mr. John Yearwood**, Media and Communications Co-Chair

*President, Yearwood Media Group; Chair, International Press Institute Executive Board; former World Editor, Miami Herald*

**Hon. Mr. Rodney Ellis**, International Outreach and Political Affairs Chair

*Commissioner, Harris County District One, Texas; former Texas State Senator*

**Mr. Richard Gant**, Art, Culture and Sports Chair

*Actor, Screenwriter and Director, Hollywood*

**Dr. Julius Garvey**, Health and Science Chair

*Medical Doctor; former Cardiologist*

**Rev. Clement Achim-Gyimah**, Youth Leadership Chair

*Pastor; West Africa Focal Point, Pan African Youth Leadership Network*

**Hon. Mr. Cloves Campbell**, Media, Communications, and Political Affairs Adviser

*Executive Director, Arizona Commission of African American Affairs; Chairman Emeritus, National Newspaper Publishers' Association; former Member, Arizona House of Representatives*

**Mr. Nicholas Gouede**, Media & Communications Adviser

*International Development Consultant; former UNAIDS Staff*

**Mr. Bob Butler**, Media & Communications Adviser

*Executive Director, Butler Media; Reporter, KCBS Radio; former President, National Association of Black Journalists*

**Mr. James Gomez**, International Outreach and Political Affairs Adviser

*Director for International Affairs, Rainbow/PUSH Coalition*

**Ms. Gloria Herndon**, US Mayoral Outreach and Private Sector Engagement Adviser

*CEO, GB Global Group*

**Ms. Ngozi Nmezi**, US Mayoral Outreach Focal Point

*Managing Principal, Portier Agency; former Executive Director, Washington D.C. Mayor's Office of African Affairs*

### **GAMAD Officers**

**Hon. Mr. Alfred Vanderpuije**, President

*Member of Parliament, Ghana*

**Hon. Ms. Celia Sacramento**, Vice-President

*Former Mayor, Salvador da Bahia, Brazil*

**Mr. Oscar Gamboa**, Executive Director

**Hon. Mr. Alfred Martin Aruo**, East Africa Chair

*Mayor of Soroti, Uganda*

**Hon. Mr. Kagiso Thutlwe**, Southern Africa Chair

*Mayor of Gaborone, Botswana*

**Hon. Mr. Yeo Klotioloma**, West Africa Chair

*Vice-Governor of Abidjan, Cote d'Ivoire*

**Hon. Mr. Nassereddine Zenasni**, North Africa Chair

*Mayor of Sidi M'Hamed, Algiers, Algeria*

**Hon. Ms. Rose Christiane Raponda**, Central Africa Chair

*Mayor of Libreville, Gabon*

**Hon. Ms. Angela Brown-Burke**, Caribbean Chair  
*Former Mayor of Kingston, Jamaica*

**GAMAD Advisers**

**H.E. Mrs. Lorena Enriqueta Herrera Estevez**  
*Vice-President (Third Presidential Designate), Honduras*

**Hon. Mr. Eugene W. Grant**  
*Mayor, Seat Pleasant, Maryland*

**UN Resource Persons**

**Mr. Nelson Muffuh**  
*Chief of Staff, Office of the United Nations Deputy-Secretary-General*

**Dr. Jeffrey Sachs**  
*Director, Center for Sustainable Development at Columbia University*

**Dr. Sonia Sachs**  
*Director, Center for Sustainable Development at Columbia University*

**Dr. Natalia Kanem**  
*Executive Director, United Nations Population Fund*

**Dr. David Hammam**  
*Chief, Office of the Special Adviser to the United Nations Secretary-General on Africa*

**Mr. Omar Abdi**  
*Deputy Executive Director, United Nations Children's Fund*

**Mr. Ayodele Odusola**  
*Chief Economist, Africa Bureau, United Nations Development Programme*

**Dr. Djibril Diallo**  
*Regional Director for West & Central Africa, Joint United Nations Programme on HIV/AIDS;  
Coordinator, United Nations Senior Africans Group*

**Ms. Teresa Liu**  
*Chief, Division of Development Solutions and Technology Exchange, Office for South-South  
Cooperation, United Nations Development Programme*

**Ms. Angela-Trenton Mbonde**  
*Country Director for Ghana, Joint United Nations Programme on HIV/AIDS*

**Mr. Kodo Ngabane**  
*Youth Adviser for West & Central Africa, Joint United Nations Programme on HIV/AIDS*

**Ms. Wilma Randle**

*International Consultant*

**Civil Society, Academia and Private Sector Resource Persons**

**Mr. Darren Walker**

*President, Ford Foundation*

**Dr. Elizabeth Stroble**

*President, Webster University*

**Ms. Elisa Desbordes-Cisse**

*Director, Diam Partners*

**Ms. Mariame Diakite**

*Director, Diam Partners*

**Ms. Yacine Borro Bourgault**

*Country Manager for West & Central Africa, Microsoft*

## **ANNEX I: PERSPECTIVES OF DSG ON SDGs**



**United Nations  
Secretary-General**

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**New York**

**21 September 2017**

### **Deputy Secretary-General's remarks at General Assembly Side Event "The SDGs In Action Country-owned, Country Led" [as prepared for delivery]**

I am pleased to join you today.

National ownership and leadership are the keys that will unlock the Sustainable Development Goals.

Two years have passed since the adoption of the 2030 Agenda.

Since then, there has been very promising momentum around the world.

Member States are taking vigorous action to implement our SDGs.

We saw this most recently here at the United Nations, when 43 countries – twice the number of 2016 – presented their voluntary national reviews at the High Level Political Forum on Sustainable Development.

The list of countries for next year's voluntary review process has already reached its maximum of 44.

To me, this is an unmistakable signal of commitment by governments.

They are walking the talk in terms of national coordination, resource mobilization and budget allocation, and engaging parliaments and local authorities.

And, in many countries, Heads of State and Government are personally leading the charge –

Excellencies Barrow and Atambayev, you are a case in point.

Of course, country-led action to achieve the SDGs extends beyond governments.

It is also being carried by a multitude of engaged national actors.

It is great to see an increasing number of businesses, NGOs and the scientific community engaging in SDG implementation.

At the HLPF, which attracted over 5,000 participants this year, I was pleased to see so many informed and enthusiastic actors.

The UN Development System, too, has shown its firm commitment to implementing the 2030 Agenda.

First, by continuing to provide strong country-level support.

To date, 114 governments have requested support from UN Country Teams on SDG implementation.

Second, in contributing to the general thinking on how the system needs to be retooled to be fit to deliver on the complex and transformative 2030 Agenda.

This is a priority for the Secretary-general and myself.

We are still in the early stages of this journey.

The way ahead is complex and requires action to be taken to a different scale.

As I have said before, we have hit the SDGs walking – not yet running – and we need to pick up the pace.

Inequalities remain significant, both within and among countries.

Children and youth, women and girls, indigenous groups, older people, rural workers, people with disabilities, migrants and people affected by conflict remain vulnerable, deprived of their rights and opportunities.

They must be empowered and experience the improvements embodied in the SDGs if we are to be true to our commitment to leave no one behind.

To eradicate poverty, address climate change and build peaceful and inclusive societies for all by 2030, countries, with governments at the helm, must drive SDG implementation at a much faster rate and at much larger scale.

The latest data show that extreme poverty is down to 11 per cent, but this translates to an estimated 767 million people still living with severe deprivation.

The environment continues to bear the brunt of humanity's actions, leaving more than 2 billion people to confront water stress and nine out of 10 city dwellers breathing polluted air.

And there has been a significant increase in violent deaths in recent years, despite a decline in homicides and better access to justice for more citizens around the world.

The 2030 Agenda includes many entry points for promoting peaceful, just and inclusive societies.

But it is not just about SDG 16 on peace, justice and strong institutions.

We need the full set of SDGs – implemented in an integrated and comprehensive manner – to enable countries to reduce inequalities, create jobs, improve natural resource management, empower women and youth, and fight climate change.

Sustainable and inclusive development is our best form of preventing violent conflict and sustaining peace.

This is reflected in the Secretary-General's prioritization of prevention across the work of the entire organization.

Increasing focus on the poorest, most vulnerable, furthest behind and hardest to reach is critical.

We need to emphasise data to identify those being left behind.

And we need to monitor progress through disaggregated data, by building the capacity of national statistical systems and by improving data availability.

We know what a strong multiplier effect the empowerment of women and girls has for the whole 2030 Agenda.

Currently, gender inequality is deeply entrenched.

We see it in the slow progress in women's representation in public and private spheres.

We see it as well in the violence women and girls face, most often with impunity, in all societies.

Therefore, we must reinvigorate our efforts to advance gender equality.

Excellencies,

The financing requirements for realising the SDGs are considerable.

Development banks have significant potential to scale up their contributions to sustainable development financing.

Countries must meet their Official Development Assistance commitments.

We need to leverage South-South cooperation.

But public finance alone is not sufficient.

All sources of domestic financing need to be leveraged in service of the Agenda.

We need to partner with the private sector to ensure that all financing and investment becomes sustainable and contributes to the SDGs.

A growing number of businesses are considering social and environmental factors in their investment decisions.

But here again, we need to go to scale.

A key message is that progress will only be achieved through genuine and meaningful partnerships.

Bringing stakeholders together is a critical role the UN plays in support of countries' efforts to achieve the SDGs.

But the UN too must change to remain an effective, cohesive, accountable and responsive partner.

Our bold agenda requires equally bold changes to the UN development system.

The UN has a proud record of generating ideas and solutions to improve the lives of millions of the poorest and most vulnerable.

Yet, the current model of the UN development system is insufficient to match the ambition of the new agenda.

In June, the Secretary-General put forward 38 concrete ideas and actions to reposition the UN development system to deliver the integrated support needed to achieve the Sustainable Development Goals.

In the coming months, we will continue to confer with Member States and the UN development system on changes needed to meet the ambition of the 2030 Agenda.

The 2030 Agenda is the international community's best tool for a more prosperous and peaceful world.

It is more than a dream. It is a dream with targets and deadlines.

We are all accountable -- governments to their people; the UN to the countries and communities we serve.

We are here to support nationally-led action.

Today, let us renew our collective promise to deliver a future of peace, dignity, prosperity and opportunity for all.

Thank you.



**United Nations  
Secretary-General**

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**New York**

**25 October 2017**

**Deputy Secretary-General's remarks to the Second Committee [as prepared for delivery]**

Your Excellency, Mr. Sven Jürgenson, Chair of the Second Committee  
Excellencies,  
Ladies and Gentlemen,

I am pleased to be with you today to discuss the operational activities for development of the United Nations system.

The Second Committee remains at the forefront of the multilateral cooperation for sustainable development.

Most recently, you demonstrated decisive leadership in driving forward the landmark 2016 resolution on the quadrennial comprehensive policy review.

The QCPR has established the groundwork for a fundamental repositioning of the United Nations development system to meet today's challenges and better support implementation of the 2030 Agenda.

The repositioning the UN development system is taking place against a backdrop of monumental shifts in the global development landscape.

These shifts have given rise to new opportunities but have also posed serious challenges to our work.

Demographic trends, advances in technologies and the sciences, new knowledge networks and big data hold great potential for sustainable development and are already yielding exciting results.

At the same time, the international community continues to contend with a series of challenges that have put stress on our interconnected societies and economies, and on the multilateral system.

Key "stressors" include persistent inequalities within and between countries; unprecedented rates of migration and urbanization; climate change; conflict and violence, and growing dissatisfaction with political institutions.

The global financial and economic crisis of 2008-2009 revealed systemic imbalances in the financial system and overturned many assumptions in mainstream economic thinking. It has also slowed down the financing of poverty eradication and sustainable development. First, the crisis itself restricted financing as market actors pulled back, and government fiscal instruments were deployed to save the banking system. Second, many of the policy solutions that were used to stabilize the financial system have had the unintended effects of discouraging longer-term lending and investment, and leading many global financial actors to draw back from developing countries.

There is an obvious need to re-establish the role of the financial sector in financing an inclusive, sustainable, real economy. It is time to usher in an era of fair globalization, with better financial policy and regulatory frameworks to ensure that the financial system is aligned to the 2030 Agenda and climate commitments.

The reality of climate change is irrefutable and has raised questions about standard growth and development pathways.

As the world faces unprecedented movements of people and urbanization rates, it is critical to shift away from high-emission energy sources and consumption and production patterns.



The poorest countries and communities suffer most from the adverse effects of climate change.

Droughts in Africa are increasingly prevalent, while dry conditions related to El Niño have negatively affected crop production in Africa, Asia and Latin America.

Small Island Developing States and coastal areas are particularly vulnerable.

And of course, risk and hazard levels are expected to worsen in the decades ahead.

There has also been a growing crisis of confidence in the Governments and institutions entrusted to navigate these extreme and complex challenges.

In recent decades, rising prosperity and standards of living raised expectations for greater economic and political inclusion world-wide.

Far too many people have been left behind. A handful of rich men hold as much wealth as half of humanity.

Across the globe, citizens are demanding a new relationship with governments and institutions – one based on increased effectiveness, transparency and accountability. One notable recent survey showed that only 14 per cent of people fully trust their Governments to do what is right for their country.

Despite growth and the expansion of opportunities in many regions, gender and social inequality and youth unemployment remained stubbornly slow to change. Meanwhile, the vulnerabilities triggered by the increasing number of interrelated global crises has exacerbated citizens' discontent with rapid change in the economic, social and environmental spheres.

The United Nations itself has not been immune from such feelings.

Excellencies,

The 2030 Agenda is the international community's best tool for changing this alarming narrative and building a world of prosperity, peace and dignity for all.

This Committee is uniquely placed to provide guidance and unity of purpose across the membership to accelerate progress towards the Sustainable Development Goals.

This will require us to reflect on how best to ensure that the Second Committee -- alongside the other committees of the General Assembly and the Economic and Social Council -- can effectively deliver on the heightened demands and integrated nature of the new development agenda. In this regard, I welcome the efforts of Member States over the past two sessions of the Assembly, both in this committee and in the plenary, to align with the 2030 Agenda. I encourage you to continue to move forward in the coming months.

The UN development system, for its part, is exploring what changes are required to remain a partner of choice as countries localize and implement the SDGs.

The Secretary-General's report released in June responded to Member States' requests and outlined his vision on repositioning the UN development system to deliver on the 2030 Agenda.

Throughout this process, the Secretary-General has sought to be as concrete and forthcoming as possible regarding his proposals and recommendations for change.

We envision a new generation of country teams, to service the 2030 Agenda with a greater level of coherence, effectiveness and accountability.

Our objective is to have stronger leadership, reduce fragmentation and ensure that the UN's support is calibrated to the specific SDG needs and priorities of each country.

Traditional coordination tools are no longer enough.

We are therefore devising proposals to strengthen the authority and impartiality of the Resident Coordinators, while ensuring that they have the right profiles and expertise.

We want Resident Coordinators to be the highly skilled individuals who connect the global and local to serve one agenda on the ground, and who help governments unlock the potential of partnerships and financing.

We are taking steps to be more effective in supporting financing strategies, and engaging upstream, particularly internationally, to uphold commitments on official development assistance and to shape the policy context within which financing decisions are made.

We also need to step up our capacities to help countries crowd in all resources – public and private – which are required to take action to scale. We must support and leverage the role of south-south cooperation, which is a unique source of knowledge and development solutions at the service of countries.

We also must improve our work in urban environments. Your discussions on strengthening UN Habitat are critical in this regard.

We must also do more to increase the meaningful participation of women. Gender equality is not just a goal in its own right but is also a strategy for success in all our efforts for sustainable development.

Results at the country level must be the litmus test for success. That means we must strengthen the accountability of the UN development system – from the Boards of the Funds and Programmes to the ECOSOC Operational Activities segment and, indeed, back to the Second Committee for its overarching policy guidance.

In December, the Secretary-General will deliver his second report. I am in contact with the President of ECOSOC, the Chair of this committee and the President of the General Assembly on the consideration of these issues by the ECOSOC in February 2018 and, subsequently, the General Assembly itself.

In the meantime, my doors are always open to this committee and its members. We want to build -- together with you - the UN system of the future.

Excellencies,

I have outlined today some of the profound changes which have affected the world and the sustainable development landscape in recent years.

The UN development system has been on your side as you responded and adapted to this changing context - as it had been in the decades before that. -

We have been with you as funding partner, convener, provider of technical support and much else. Whatever our role, it is the UN development system's ability to combine normative functions and operational capacities that makes it so useful and unique.

We take great pride in your continued trust.

But we know we must earn it every single day.

The system is now facing new challenges, and our boldest agenda yet. It is time to look forward.

Much like devising the 2030 Agenda itself, repositioning the UN development system is our shared responsibility.

We will need to remain focused and move quickly. The clock is ticking. Everyday lost is a wasted opportunity in upholding our collective promise to the people we serve.

I look forward to continuing to engage with all of you on the path forward.

Thank you.

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