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New Agenda, New Mandate

2015 was a culminating year for many global processes led by the United Nations. The MDGs came to an end, and so, after three years of consultations and negotiations, the new Agenda 2030 finally became a highly applauded reality by Member States, Civil Society, and people around the world. In particular for United Nations Millennium Campaign (UNMC), 2015 meant the end of an era and mandate and the conversion into a new phase as the United Nations Sustainable Development Goals Action Campaign (the Campaign).

On September 25th, 2015, countries ratified the new global Sustainable Development Agenda. The Campaign paid homage to the millions of people who helped build the agenda by sharing their stories during the United Nations General Assembly at the We the Peoples Hub.

In October 2015, the Secretary-General Ban Ki-moon mandated the new Campaign to serve as a catalyst to rally stakeholder engagement, and to support a coherent and integrated approach around ensuring the widest possible effort to take action, encouraging active participation in the SDG implementation process, and offering a wide-angle lens reflecting citizen sentiment and feedback on the progress towards achieving the goals from their perspectives.

Data collection; From MY World 2015 to MY World 2030 and the World We Want

During 2015, UNMC was able to continue gathering peoples’ driven data through the MY World 2015 Survey to influence the final output of the negotiations leading to the new agenda. Over 2.7 million votes were collected in 2015, thanks to peoples’ active participation. Throughout the negotiation process, a total of 9.7 million voices were collected via more than 1,000 partners in 194 Countries, out of which 80% were offline votes (collected using pen and paper), with the majority of votes coming from people 30 years old and under (78%).

In the words of the Secretary-General Ban Ki-moon, “MY World has shown how
international organizations, together with civil society groups, can use data to feed people’s perceptions and priorities into the heart of political processes."

As a continuation of MY World 2015, in 2015 the Campaign embarked in the design of a new platform: MY World 2030. The beta version of MY World 2030 was presented during the General Assembly in September 2015. The successor of MY World 2015 will continue to be an open source platform featuring people-driven data, but will move from being a consultative platform to a SDGs’ tracking mechanism.

Specifically, MY World 2030 intends to track awareness on SDGs and progress according to peoples’ satisfaction until 2030, through data generated on-line, off-line and via mobiles phones. The new platform has been designed to generate other sets of data (representative, behavioral, and localized in-depth sectoral surveys) focusing on the most vulnerable populations.

Both the MY World 2015 and 2030 platforms are conceptualized and produced not just as mere extractive exercise, but rather as opportunities to create awareness around the Goals, develop local and global partnerships and mobilize people into taking concrete action. The evidence generate was and will continue to be used to influence policy at the global, regional and local level.

Likewise, in 2015, The World We Want 2015 enabled an online environment where individuals and stakeholders could contribute to specific discussions and own and contribute content, as well as a technical mechanism to synthesize and contextualize contributions to the platform. This includes methods for visualizing all the World We Want...
2015 contributions in a dynamic crosscutting manner to show overall trends and break them down into a combination of regional, country and demographic groupings.

Various UN departments, funds and programmes as well as external partners continue to use the platform to host online consultations. In addition, a number of partners are in the process of planning and creating consultations, and a second phase of the UNDG online global conversation is now planned. The platform was used to host a series of public events that hosted thematic discussions on important topics relevant to post-2015, but with an overarching theme of encouraging participation of people and marginalized groups in the post-2015 process. These events also serve to highlight the outcomes from the online consultations and are used to conduct outreach and partnerships with relevant post-2015 stakeholders. Finally, the World We Want 2015 process has produced extensive communications and outreach products and inspired new platform features that allow individuals and organizations to engage in the post-2015 conversation more easily.

During 2015, 7 e-consultations were hosted on the World We Want

- E-consultation with children and youth on Child Online Protection 2015-09-11
- E-consultation for Pathway to Paris 2015-08-10
- E-consultation for UNDG on Promise 2015 2015-07-10
- E-consultation on Comics Uniting Nations 2015-05-19
- E-consulta Regional sobre Financiación para el Desarrollo 2015-05-13
- E-consultation on Nepal Earthquake Response 2015-04-28
- E-consultation on The Future of Social Development in the Post-2015 Era 2015-04-06

Among other comprehensive data sets, in 2015, for the first time, The World We Want allowed the possibility to visualize Member States’ statements during the negotiation.

The platform with more than 4,000,000 pageviews, 900,000 users, 1,000,000 qualitative inputs, and 21,000 social media followers will continue to serve as a consultation and dialogue mechanism to open spaces and bring multi-stakeholders together for the realization of the SDGs at the local and global level. Specifically for 2015, the World We Want attracted over 500,000 views, with almost 200,000 users.
Qualitative data and storytelling

In 2015, UNMC continued to use innovative approaches to develop qualitative data and storytelling with the final objective of reaching out to larger audiences, raise public awareness on MDGs and SDGs, create empathy and mobilize people into taking action.

Humans of MY World

Humans of MY World (HOMY) is an initiative created in early 2014 to show some of the real human stories of people behind the MY World’s data. As part of the MY World campaign, youth advocates traveled around the world to gather photo-testimonies on what matters most to anonymous individuals. In addition to the Facebook page, which has over 33,000 followers, and social media campaigns, in 2015 the testimonies were used in 11 High-level meetings to bring the voices of the people directly to the minds of the decision makers.

A total of 30 countries have been covered through this initiative: eleven in 2014 (Mexico, Colombia, Argentina, Sri Lanka, Philippines, Thailand, Kosovo, Turkey, South Africa, Rwanda, Iceland) and thanks to a partnership with Building Bridges – a cycling tour supported by the government of Netherlands- a total of 19 countries were covered in 2015 (Netherlands, Germany, Belgium, France, Spain, Morocco, Mauritania, Senegal, Ivory Coast, Ghana, Togo, Benin, Nigeria, Cameroon, Gabon, Congo, Angola, Namibia, South Africa).

Virtual reality series

The initiative seeks to show the human story behind development challenges, allowing people with the power to make a difference, have a deeper understanding of their world, and hopefully act to make a difference.
In addition to showcasing the VR experience at high-level UN meetings, in 2015 the Campaign started working with partners to create advocacy platforms, awareness and fundraising campaigns. By sharing these VR experiences the Campaign is searching for partners who similarly hope to inspire change that improves peoples’ lives and creates the world we all want.

In 2015, films were co-produced with a Hollywood production studio, Within (formerly known as Vrse), among other partners:

Clouds Over Sidra – Jordan (January 2015)

is the story of a 12 year old Syrian refugee living in the Za’atri Refugee Camp in Jordan. She has been there since the summer of 2013. The experience follows her to school, to her makeshift tent and even to the football pitch. The film is the recipient of the Interactive Award at the Sheffield International Doc/Fest. It was released on the VRSE application and iTunes and screened at the Sundance Film Festival, the Tribeca Film Festival, SXSW, the Museum of the Moving Image and countless UN forums and conferences.

Waves of Grace – Liberia (July 2015)

captures a young woman’s struggle for life amid an Ebola epidemic. After surviving a bout with the deadly disease that stole the lives of her family, Decontee, a Liberian native, uses her immunity to help children orphaned by Ebola.

Virtual portals

The portals are global networks of interconnected shipping containers that form a community center where people can engage with one another in ways that are impossible otherwise. More than three portals were installed in 2015 for different High-level meetings to provide individuals the unique opportunity to have a conversation with and gain insight from someone living in the Za’atari Refugee Camp. These conversations emphasize the human element for global development issues, helping to bridge the gap between what we hear on the news and what is actually happening on the ground.

Social media campaigns

To pursue all the online campaign, the Campaign has a large social media presence with 5 Twitter Accounts, 5 Facebook pages and 1 LinkedIn Page. The combined total of all these social media channels is 334,441 followers. The global @SDGAction Twitter account has the most reach, generating over 414,000 Twitter impressions over the past month.

Advocacy for policy impact

In terms of advocacy and policy impact, the Campaign continued to perform groundbreaking innovative advocacy tools to promote citizen perspectives by leveraging cutting-edge communication technologies to ensure a transparent dialogue between world influencers and their constituencies.

Some of the initiatives during 2015 were:

At the global level

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

• Open letter from citizens to world leaders in the Economist and The Financial Times & Time Magazine, The Guardian, Huffington Post etc. to influence the negotiations of the Agenda

• Partnership with Microsoft for Data playgrounds & showing the goals at their headquarters in Times Square

• Direct interaction and campaigns with post 2015 negotiators at HQ to inform
the priorities selected by the people of their countries.

- In-hand delivery of MY World 7 million report and MY World 8 million report.

### At the local level

- National send-off event: ahead of the SDG summit in New York, in collaboration with local partners, and in some cases in partnership with the CSO platform Action/2015, the Campaign organized presentations of the MY World results with two objectives: 1) inform negotiators the peoples’ priorities and 2) advocate to localize selected national priorities into local plans and policies. The “send-off/hand-in” events have been designed as media-friendly opportunities to showcase the citizen voices from the Post-2015 global conversation and directly engage decision makers, urging them to raise their ambitions as well as remind them that citizens will be holding them accountable on the commitments around the new sustainable development agenda.

The send-off events included:

- **Argentina** – Event to present the results of MY World to the Congress in Argentina.
- **Mexico** – Handover of the MY World results to the Federal Government and to the Regional Government of Jalisco.
- **Peru** – Send off and MY World partner recognition event with the expected participation of the Vice-President of Peru and members of the delegation to the Post-2015 Summit.
- **Dominican Republic** – Send off and MY World handover and partner recognition event with the participation of members of the Dominican Government, the UN Country Team and all the partners that have contributed to promote MY World in the Dominican Republic.
- **Philippines** – Celebration of the International Youth Day featuring MY World and with the participation of Parliamentarians
- Important decision makers participated in the hand-off moments and in some cases, like Peru and Mexico, have
publicly announced that the results will influence the prioritization of their planning and fund allocation.

**We the Peoples Global Tour**

As part of the feedback loop, during 2015 the Campaign brought the results and data collected during the post-2015 consultations to the capital cities in collaboration with partners from the UN, private sector, academia, civil society and you-led organizations, and international organizations among others aiming to influencing policy.

In 2015, a total of 15 “We the Peoples” exhibitions and related activities were conducted during high-level events, covering major cities, both from developed and developing countries, in all the continents:

- Switzerland, [World Economic Forum in Davos](#) (21-24 January)
- Colombia, [Cartagena Data Festival](#) (20-22 April)
- Colombia, “Nosotros los Pueblos” exhibit (1-20 August)
- Thailand, [Asia Pacific Forum on Sustainable Development](#) (21-22 May)
- Korea, [World Education Forum 2015](#) (19-22 May)
- Italy, [Milan Expo](#) (May-October)
- China, [Eco Forum Global Annual Conference Guiyang](#) (June)
- Switzerland, [Humanitarian Affairs Segment](#) (HAS) (17-19 June)
- Kosovo, [Dokufest Film Festival in Prizren](#) (8-14 August)
- South Africa “Humans of MY World exhibition” (12 August)
- China [World Economic Forum on China 2015](#) (10-12 September)
- Spain Telefónica Flagship Store, “[Voces de la Gente](#)” Exhibit (4-18 September)
• Spain UN day Celebration exhibit “Naciones Unidas, un Barrio Global” (24 October)
• Spain La Caixa Foundation exhibit “MY WORLD: Retos para un mundo mejor” (October- December)

The content displayed included:

• Interactive screens with the wealth of data collected, as part of the post 2015 process from MY World / World We Want / social media analysis, among others
• High quality pictures from Humans of MY World – People around the world who took the MY World survey and their testimonies
• Virtual Reality Films produced by UNMC that show the reality and aspirations of people in places like a Syrian refugee camp in Jordan and an Ebola affected community in Liberia.

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The campaign also reformed the Network of African parliamentarians on MDGs into a parliamentary network on SDGs. With a new constitution, parliamentary guide and strategic plan for engagement in the implementation of the SDGs. The Campaign carried out orientation for the new parliament of the Federal republic of Nigeria who are a main partner of the campaign and they committed to continuing to provide financial support to the campaign to continue support the network of African parliamentarians on the SDGs. They agreed to finance an African Parliamentary conference on the SDGs in March 2016.

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Faith based organizations

As part of the multi-stakeholder engagement, the Campaign convened a meeting of parliamentarians and Faith leaders during the Addis financing for development conference and the two constituents agreed to work together to ensure that governments honor their commitments in the Addis Agenda for action; faith leaders committed to campaign and advocate for financing based on their moral imperative whilst parliamentarians committed to using their fiduciary roles to ensure that adequate financing for the SDGs is in place.

Media

In 2015, the Campaign organized trainings on SDGs, one in Kenya for East African journalists and one in Nigeria for West African journalists. Media executives were brought together to raise their awareness of the new Agenda and work towards popularizing the Goals through their respective media outlets as well as get the journalists interested in MDG implementation and use their outlets to build interest and create momentum for the SDGs. From these two events, a strategic approach for media engagement on SDGs is in process of being developed for Africa.
5 Financing for development

Contributions towards the Third International Financing for Development (FfD) Conference in Addis Ababa

The Campaign was one of the first organizations in Africa to hold deliberations on how the post-2015 agenda will be financed on the continent. In November 2013, the Campaign held a series of deliberations which preceded the Global Thematic Consultation on Governance held at the Pan-Africa Parliament in Midrand, South Africa. At the continental/national level the recommendations looked at: domestic resources mobilization, addressing the structural factors that create a domestic environment that is conducive to illicit financial flows, establishing/improving existing registry of company ownership, making tax systems more accountable to the people, and managing remittances.

The outcomes also highlighted some of the challenges in improving financing for development such as: maximizing the benefits of natural resource rents, matching tax potential to revenue needs and raising taxes in a progressive way, curbing illicit financial flows, and transforming foreign direct investment into tax revenues. On the way towards the Addis Conference, the Campaign continued to support stakeholders to define their roles in the implementation and monitoring of the outcomes of Addis conference within the context of the Sustainable Development Goals.

- Provided support to UNESCAP in hosting an online consultation on FfD ahead of the Addis Meeting.
- Organized a Side Event at the FfD Conference in Partnership with the Governments of the Federal Republic of Nigeria and the Republic of Uganda, DESA, UNECA, Ford Foundation, Women in Parliament Forum, UNDP Africa Regional Service Center and UNV on Multi-stakeholder voices and position: FfD side event to further disseminate the results and findings of our work on financing in Africa and Asia and explore the roles of different stakeholders in (i) supporting the implementation of the outcomes, (ii) contribute to monitoring the outcomes within the context of both official and unofficial process.

6 Celebration and recognition of achievements

As a culmination of the post-2015 consultations and to celebrate the adoption of the new Agenda, the Campaign, in collaboration with UNICEF and in partnership with Facebook, produced the “We the Peoples Hub” a dynamic space organized in...
the framework of the UN post-2015 Summit and the 70th General Assembly in New York to facilitate a bridge between the decision makers attending the summit and their constituents, especially children and youth around the world who will be carrying this agenda forward.

The Hub featured a multi-media exhibition of innovative and interactive data-visualizations on post-2015; launched participatory tools like MY World 2030 and featured new data on real time SDG’s perceptions from the ground via U-Repot; included Virtual Reality films; portals; produced interviews with youth, hosted more than twenty SDGs’ related events and mobilized youth and other constituencies beyond UN grounds through an in-house social media studio.

From September 19th to October 3rd, the Campaign organized and/or hosted an average of three High-level events including Facebook Chat with UNDP Administrator, Helen Clark, BBC Radio interview with Helen Clark and SG Special Advisor on post-2015, Amina Mohamed, several walkthroughs with world leaders, senior officers, celebrities and Member States representatives, CSOs, academia, privat sector and others, including Thai Prime Minister Prayut Chan-o-cha, the King of Netherlands, Willem-Alexander, UNICEF Goodwill Ambassador Shakira, and Facebook founder and CEO Mark Zuckerberg. Watch the “We the Peoples Hub” video.

Peoples’ Voices Challenge

In recognition of the unprecedented effort of the committed partners that collected the voices of the poorest, digitally disconnected and other marginalized communities, as part of the SDGs summit during the 2015 General Assembly, the Campaign hosted the Peoples’ Voices Award Ceremony. The event was the third iteration of a series of awards, a pioneering initiative led by the Campaign in collaboration with UN Volunteers and other strategic partners, which aims to incentivize and recognize the efforts of peoples and stakeholders around the world who contributed to define the new development agenda and made a critical contribution towards the achievement of the MDGs.