

Remarks by Ms. Paloma Villasenor

Fundacion Colosio

At the Panel “Making Millennium Development Goals Relevant: Taking the Campaigns Home”

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I would like to thank on behalf of “Fundacion Colosio”, a non governmental organization linked to activities to enhance the democratic culture, the opportunity to participate in this United Nations Conference: “Millennium Development Goals: Civil Society Takes Action”, which I consider of the highest relevance. Our proposals aim to suggest a series of strategies, for the society as a whole to fully assume the Millennium Development Goals.

These Goals are a feasible alternative for Governments around the World to reposition the human being as the central element of their governmental plans and actions.

For this reason, the commitment assumed by all countries who have endorsed the Millennium Goals, must be followed by actions of society not only to facilitate their compliance, but to make

We have become part of the Goals because we value them as one of the scarce alternatives which privilege the human being, more than mere accumulation or than the unfair balances of macroeconomics.

Some specific proposals:

1. A great campaign through electronic media spreading the Goals of the Millennium and calling the citizenship to promote their achievement. This would require the Regional Governments cooperation. We suggest to begin a negotiation with the international electronic media companies and to compromise States to dedicate some of the time that they have on private TV.
2. A campaign to explain the nature of the Millennium Goals and set agreements between the artistic and the media community.
3. To call to the realization of an “International Essay on the Millennium Goals” through national educational systems. It would be a high school and college level competition and a reward would be offered for each country. One of the rewards could be a visit to the United Nations building.

The purpose would be to get young people to be familiar and committed with the concept of the Millennium Goals; giving an orientation to their natural sense of idealism and solidarity, creating a generation dedicated to the goals achievement and aware of the challenge that their participation in this process would represent.

Today's youth is our best guarantee for the goals to be met by 2015 throughout the international community.

The best strategy to set society in motion is to promote the participation of those that tomorrow will be the adults responsible to consolidate the structural change that the achievement of the goals would bring to the world.

4. In order to assure the knowledge and commitment of the parliamentarians with the Millennium Goals. We suggest at least these 3 points
 - a) We need to define which parliamentary commissions in the different congresses are the most important ones to reach the MDGs.
 - i. The goals should be presented to these commissions, maybe by some of the UN agencies through a specific agenda.
 - ii. Every Parliament should create a group of allies for the achievement of MDGs. These allies should represent different parties to generate plural agreements and these parliamentarians should be known for their activism and compromise with social development.
5. We believe it necessary to promote encounters among the foundations that have contacts with political parties, and the parties, to analyze the Millennium Declaration and the Development Goals, so that Political Parties will include them in their electoral platforms to be presented and they explicitly commit to their fulfillment.
6. It is important to create a Citizen Forum to evaluate on a yearly basis the progress in the achievement of these Goals in each country, and to disseminate the conclusions of this evaluation. This Forum should be integrated with NGO representatives, communicators, academics and parliamentarians, in order for it to have credibility and representativity.

Purposes of such high value as the MDGs assumed by the United Nations, need the widest and most plural forms of participation in society. Achieving the MDGs should be sufficient motive to promote greater links among every expression of participation. The force and impulse of NGOs should be translated in a great civil mobilization that echoes solidarity and compromise in politicians that are in charge of social decisions required to achieve the Goals before 2015.

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