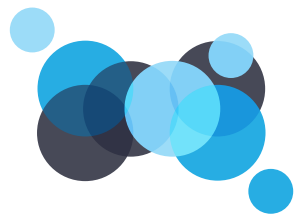


MDG Advocate Quarterly

July 2013





The MDG Advocate Quarterly is a publication of the UN Secretary-General's MDG Advocacy Group reporting recent activities, with an emphasis on progress and opportunities for synergy to achieve the Millennium Development Goals.

The work of the MDG Advocates reflects the vision of the Secretary-General, and builds upon the political support and guidance of the two co-chairs, President Kagame of Rwanda and Former Prime Minister Gillard of Australia.



BACKGROUND

The MDG Advocates endorsed an Action Plan, aimed to accelerate progress as the 2015 deadline approaches. The Action Plan encourages each Advocate to champion at least one specific high-impact MDG initiative and to work in collaboration with UN Agencies on their respective advocacy efforts. The activities of the MDG Advocates will be monitored using a Log Frame approach.

The Advocates will focus their actions on food security, integrated rural development, infrastructure (including water and sanitation, power and ICT connectivity), education, health and innovative financing.

The activities are broadly arranged in two thematic clusters; “Food Security and Sustainable Growth” (covering especially MDGs 1 and 7) facilitated by **Professor Jeffrey Sachs** and **Ms. Graça Machel**, and “Education and Health” (covering especially MDGs 2 and 4-6) facilitated by **Her Highness Sheikha Moza bint Nasser** of Qatar and **Mr. Ray Chambers**. Gender equality and global partnerships, namely MDGs 3 and 8, are defined as cross-cutting themes.

To review the detailed Action Plan please see:

www.un.org/millenniumgoals/advocates/Action_Plan



THE MDG ADVOCACY GROUP

CO-CHAIRS

PAUL KAGAME

President of Rwanda

JULIA GILLARD

Former Prime Minister of Australia

MEMBERS

H.H. SHEIKHA MOZA BINT NASSER

QATAR

First Lady, Chairperson of the Qatar Foundation for Education, Science and Community Development Focus on MDG 2 (universal primary education)

JEFFREY SACHS

UNITED STATES

UN Secretary-General's Special Adviser on the MDGs

Focus on all MDGs

RAY CHAMBERS

UNITED STATES

UN Secretary-General's Special Envoy for Malaria

Focus on MDGs 4, 5, 6 (child mortality, maternal health, HIV/AIDS, malaria and other diseases)



AKIN ADESINA

NIGERIA

Minister of Agriculture and Rural Development in Nigeria,
former Vice President of the Alliance for a Green Revolution in Africa (AGRA)
Focus on MDG 1 (extreme poverty and hunger)

MUKESH D. AMBANI

INDIA

Chairman and Managing Director, Reliance Industries
Focus on MDG 8 (global partnership for development)

STINE BOSSE

DENMARK

Former CEO of Tryg Group, Chairman of Børnefonden (The Children's Fund)
Focus on MDG 3 (gender equality and the empowerment of women)

PHILIPPE DOUSTE-BLAZY

FRANCE

UN Special Advisor on innovative financing for development
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS,
malaria and other diseases, and global partnership for development)

JULIO FRENK

MEXICO

Dean of the Harvard School of Public Health, former Minister of Health in Mexico
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS, malaria and
other diseases, global partnership for development)

BOB GELDOF

UNITED KINGDOM

Singer, songwriter, political activist
Focus on all MDGs

WANGARI MAATHAI (1940-2011)

KENYA

Nobel Peace Prize Laureate, environmental and political activist
Focus on MDG 7 (environmental sustainability)

GRAÇA MACHEL

SOUTH AFRICA / MOZAMBIQUE

Former First Lady, advocate for women's and children's rights
Focus on MDG 3 (gender equality and the empowerment of women)

MARINA SILVA

BRAZIL

Environmentalism and politician
Focus on MDG 7 (environmental sustainability)

TED TURNER

UNITED STATES

Philanthropist, Chairman, UN Foundation
Focus on all MDGs

WANG YINGFAN

CHINA

Vice-Chairman, Foreign Affairs Committee, Chinese National People's Congress
(2003-2008)
Focus on MDG 1 (extreme poverty and hunger)

HIROMASA YONEKURA

JAPAN

Chairman of Sumitomo Chemical and of the Japan Business Federation
(Keidanren)
Focus on MDG 6 (malaria and other diseases)

DHO YOUNG-SHIM


REPUBLIC OF KOREA

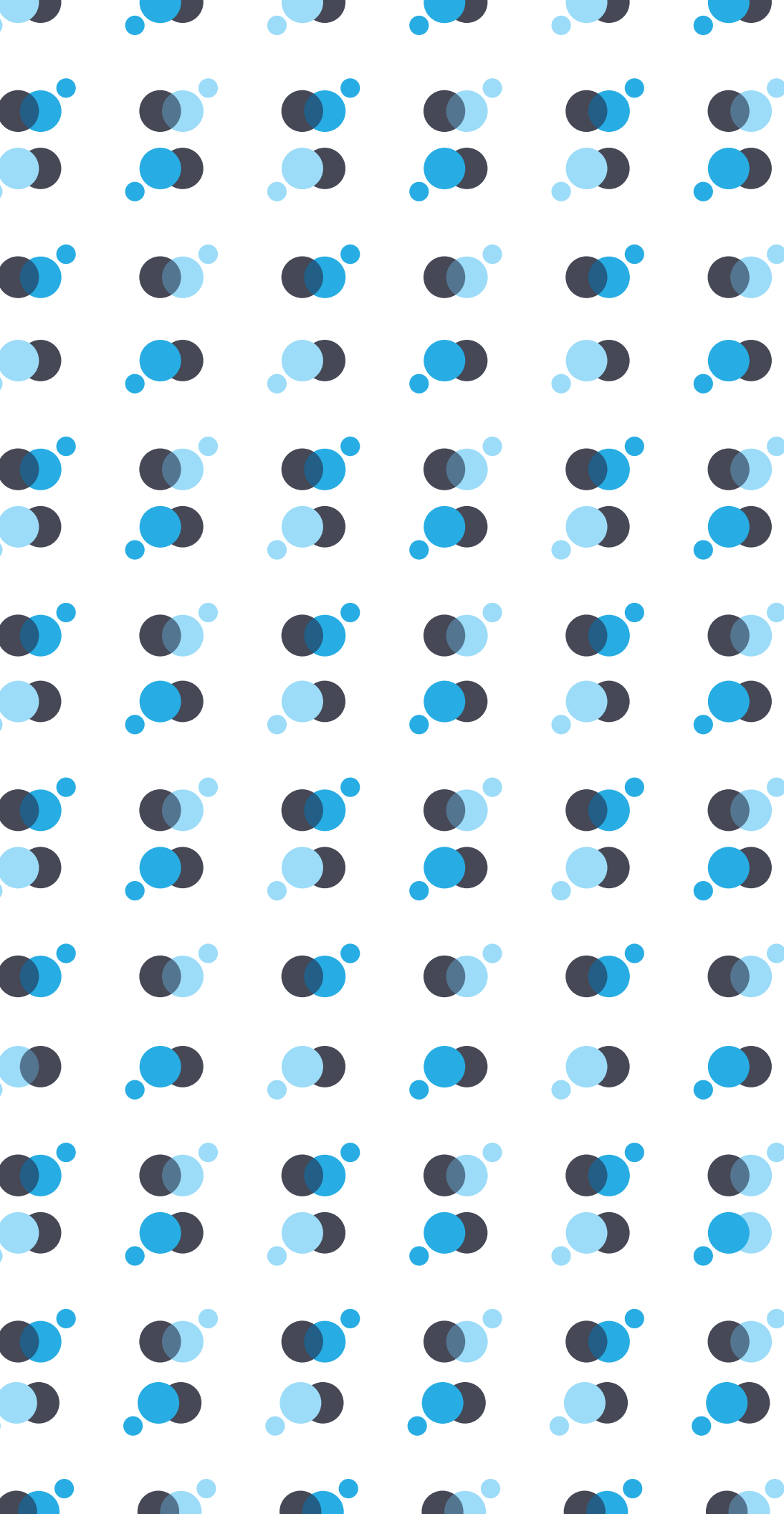
Chairperson of the UN World Tourism Organization's Sustainable Tourism
for Eliminating Poverty (ST-EP) Foundation
Focus on MDG 2 (universal primary education)

MUHAMMAD YUNUS

BANGLADESH

Nobel Peace Prize Laureate, founder of the Grameen Bank
Focus on MDG 8 (global partnership for development)





GUIDING PRINCIPLES

01.

The MDGs will be achieved mainly through country-led plans, taking into account the unique conditions in each country and encouraging broad participation by all sections of the society (government, civil society, NGOs, private sector, professional associations, youth organizations, religious bodies, etc.);

02.

There should be renewed focus on reaching the most disadvantaged groups, ensuring that they benefit from progress towards the MDGs. Such an approach is also highly cost-effective, as where we are lagging the most is where our resources will make the most difference;

03.

The MDGs should be pursued holistically, building upon the synergies in addressing poverty, education, health, hunger and infrastructure comprehensively;

04.

The MDGs require increased financial investments, first by the low-income countries themselves mobilizing their domestic resources, and second by development partners, through both official development assistance and private investments;

05.

MDG strategies should be practical, time-bound, focused on measurable outcomes and based on best practices, including the mobilization of new technologies in agriculture, health, education and infrastructure;

06.

Each country should be encouraged to adopt and implement initiatives to scale up country-led and contextually relevant best-practice interventions.

HH SHEIKHA MOZA BINT NASSER

QATAR
**CHAIRPERSON OF THE QATAR FOUNDATION FOR EDUCATION,
SCIENCE AND COMMUNITY DEVELOPMENT**

THEMATIC AREAS: EDUCATION AND GENDER EQUALITY
[MDG 2, MDG 3]



Her Highness Sheikha Moza bint Nasser, through The Educate A Child (EAC) programme, launched by her in November of 2012, has already found school places for over 600,000 children. In addition, EAC has recently helped UNICEF to keep in school a quarter of a million Syrian children affected by the conflict. EAC is working to help millions more children gain access to schooling in the coming years. The programme is currently exploring programs in new priority countries, including the Democratic Republic of Congo, Yemen and Somalia. It also announced that it has a number of new projects in the pipeline, from getting thousands of children into school in Pakistan to setting up a global monitoring and evaluation system.

CURRENT ACTIVITIES

REDUCING THE NUMBER OF OUT-OF-SCHOOL CHILDREN WORLDWIDE

The Educate A Child (EAC) programme, launched by Her Highness Sheikha Moza bint Nasser in November of 2012, has already found school places for over 600,000 children. In addition, EAC has recently helped UNICEF to keep in school a quarter of a million Syrian children affected by the conflict. EAC is working to help millions more children gain access to schooling in the coming years. The programme is currently exploring programs in new priority countries, including the Democratic Republic of Congo, Yemen and Somalia. It also announced that it has a number of new projects in the pipeline, from getting thousands of children into school in Pakistan to setting up a global monitoring and evaluation system.

Under the auspices of Her Highness, Educate A Child (EAC) convened a High-level strategic meeting to accelerate efforts to reach out of school children. Held in Doha, Qatar, from April 28th to the 30th 2013, the High-level meeting was attended by 246 individuals, including 13 Ministers of Education, and delegations representing 19 countries, with the aim of forging new partnerships and synergies. The invited parties engaged in strategic meetings and interactive sessions to address on-going issues related to out-of-school children. A number of partners representing international organizations, NGOs, development agencies and the private sector contributed to the growing momentum in support of out-

of-school children and the MDGs. Three project execution agreements and eight Memoranda of Understanding were signed during the Doha meeting.

To coincide with the meeting, EAC commissioned its first research publication under the title “A Moral Obligation, an Economic Priority: the urgency of enrolling out of school children” by Dr. Nicholas Burnett, which is now available on the EAC website at: <http://www.educateachild.org.qa/reports>. The paper summarizes the multiple benefits of primary education, it estimates the costs of not educating children, and argues that education is a social process contributing to the development of current and future generations.

PROTECTING AND PROMOTING THE RIGHT TO EDUCATION

For Her Highness Sheikha Moza bint Nasser protection and promotion of the right to education remains a top priority. Over this quarter, Her Highness continued to support initiatives that are bringing education opportunities to children under some of the most difficult circumstances such as poverty, instability and conflict, through the Educate A Child program and Al Fakhoora campaign in Gaza.

In March 2013, Her Highness made the case for preserving and protecting every human’s right to education at the high-level panel of the UN Human Rights Council. The purpose of the panel was to help define human rights mainstreaming and

education in the future global development goals, following the expiry of the Millennium Development Goals (MDGs). Her Highness’ keynote intervention reaffirmed the right to education as a key part of future global development goals. Her Highness also argued for the inclusion of human rights in the international development agenda, and cautioned against neglecting our obligations to the MDGs when looking beyond 2015.

BUILDING SYNERGIES AND COOPERATION

GLOBAL EDUCATION FIRST INITIATIVE

In April of this year, Her Highness attended the second Steering Committee meeting of the UN Secretary-General’s Global Education First Initiative, held at the World Bank headquarters in Washington, D.C. Her Highness informed the other members on progress achieved towards the second Millennium Development Goal by Her Educate A Child program, and urged for further coordination and advocacy among the Steering Committee members. During the meeting, Her Highness also announced her financial support to GEFI through a partnership agreement with UNESCO.

WORLD BANK LEARNING FOR ALL MINISTERIAL MEETING

On the same day, as part of the World Bank Learning for All

HH SHEIKHA MOZA BINT NASSER

[CONTINUED]

Ministerial meetings, Her Highness met with finance and education ministers from eight countries in a major push to break down barriers and accelerate progress towards global education targets. At the meeting Her Highness shared Her vision of what is needed to get all 61 million out-of-school children back into school.

RAISING AWARENESS

In an effort to raise awareness of the 57 million children worldwide who are denied a primary school education and the urgent need to accelerate progress towards 2015, Her Highness Sheikha Moza bint Nasser hosted a New York reception and Jazz Concert featuring Wynton Marsalis, The Jazz at Lincoln Center Orchestra and Chick Corea in May. The purpose was to garner support among a key group of individuals. The successful evening was sponsored by Jazz At Lincoln Center and Qatar Airways, who have recently announced their support for EAC at a press conference.

OPPORTUNITIES FOR SYNERGY

Her Highness, Her office and the Educate A Child initiative are developing options for possible joint programming and events with other Advocates in:

- Mobilizing and supporting EAC strategic partnerships and projects aimed at accelerating action towards achieving MDG 2
- Connecting the complimentary interests of Her Highness and the government of Qatar with core primary education goals of governments, donors, NGOs and the private sector in EAC priority countries
- Boosting innovation and local engagement in education and health solutions for refugee populations
- Scaling up and replicating proven and promising projects in education, health, sanitation in refugee situations

JEFFREY SACHS

UNITED STATES

UNITED NATIONS SECRETARY-GENERAL'S SPECIAL ADVISER ON THE MILLENNIUM DEVELOPMENT GOALS

THEMATIC AREAS: FOOD SECURITY, INTEGRATED RURAL DEVELOPMENT, WATER, SANITATION AND ENVIRONMENT, POWER AND TRANSPORT INFRASTRUCTURE, ICT AND DEVELOPMENT, HEALTH WORKERS, INNOVATIVE FINANCING FOR DEVELOPMENT [MDG 1, MDG 7, MDG 8]

CURRENT ACTIVITIES

ADVISING UNSG ON THE MDGS

For the last decade, Jeffrey Sachs has been advising the United Nations Secretary Generals on the MDGs. During the first five years (2002-2006) he led the UN Millennium Project, which developed the roadmap for the Millennium Development Goals. The UNMP produced a 10 thematic reports covering each of the goals along with a synthesis Investing in Development: A Practical Plan to Achieve the Millennium Development Goals. He continues to advise the Secretary General on development issues, including poverty alleviation and environmentally sustainable economic growth.

TEACHING SUSTAINABLE DEVELOPMENT AND THE MDGS

As a professor and the director of the Earth Institute at Columbia University, which has observer status at the African Union, Jeffrey Sachs is educating PhD, masters and undergraduate students to become a new generation of policy experts and practitioners in integrated rural and urban development using the MDG framework. Under his leadership CU has pioneered the first PhD program in Sustainable Development, and a global Masters in Development Practice program that partners with 21 institutions around the world. He is currently designing an online class (MOOC) on "Challenges of Sustainable Development," which will launch on Coursera in January 2014.

Jeffrey Sachs is the Secretary-General's Special Advisor on the MDGs and Director of the UN Sustainable Development Solutions Network (SDSN), which mobilizes expertise across sectors to tackle development challenges. In June 2013, the SDSN delivered its report to the UN SG, "An Action Agenda for Sustainable Development." Under his leadership Columbia University is designing an online class on "Challenges of Sustainable Development," which will launch in January 2014. Under Jeffrey Sachs' direction, the Millennium Villages Project is a joint venture between the Earth Institute and the NGO Millennium Promise. Recently the Government of Rwanda announced it will also work in partnership with the Millennium Villages Project (MVP) to scale-up key aspects of the MVP approach to the national level. In Senegal, Prime Minister Abdoul Mbaye has declared that the MVP model is the right one for Senegal, and called its extension across the country.



DIRECTING THE UN SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK

In August 2012, UN Secretary General Ban Ki-moon launched the UN Sustainable Development Solutions Network (UN SDSN), which Jeffrey Sachs directs. The SDSN will mobilize scientific and technical expertise from academia, civil society, and the private sector in support of sustainable-development problem solving at local, national, and global scales. The Network will accelerate joint learning and help to overcome the compartmentalization of technical and policy work by promoting integrated approaches to the interconnected economic, social, and environmental challenges confronting the world. A key focus is in achieving the MDGs and incorporating MDG-related issues including poverty alleviation, health, and education into problem solving for sustainable development. Thematic groups of the SDSN include: Poverty Reduction and Peace-Building in Fragile Regions; Health for All; Early Childhood Development, Education, and Transition to Work; and Sustainable Agriculture and Food Systems. The SDSN works closely with Secretary-General's High Level Panel on the post-2015 agenda, United Nations agencies, multilateral financing institutions, as well as other international organizations. On June 6, 2013, the SDSN delivered its report to the UN SG, "An Action Agenda for Sustainable Development."

DIRECTOR OF THE MILLENNIUM VILLAGES PROJECT (MVP)

Under Jeffrey Sachs' direction, the Millennium Villages Project is a joint venture between the Earth Institute and the NGO Millennium Promise. The integrated rural development program is proof of concept that the MDGs can be achieved using proven scientific interventions. The MVP brings together governments, academia, and UN agencies, and counts among its partners WFP, UNAIDS, UNFPA and UNESCO. The project entered its second phase in 2011, and the 10 sites in 10 countries in sub-Saharan Africa, totaling 500,000 people, are on track to achieve the MDGs. In 2012, the MVP launched a new site of 30,000 people in northern Ghana in partnership with Britain's Department for International Development, which support a ten-year independent evaluation of the project.

SCALING UP THE MILLENNIUM VILLAGES MODEL

The MVP's model of integrated rural development and lessons learned are being scaled up across Africa. In Nigeria, the model has been extended to 113 Local Government Areas, covering 20 million people, with the government planning to scale it up to the entire country. The Government of Rwanda announced it will also work in partnership with MVP to scale-up key aspects of the MVP approach to the national level, and has set up a task force to identify gaps in national policy that can benefit from the MVP model. In Senegal, Prime Minister Abdoul Mbaye has declared that the MVP model is the right one for Senegal, and called its extension across the country.

JEFFREY SACHS

[CONTINUED]

ONE MILLION COMMUNITY HEALTH WORKERS CAMPAIGN

Jeffrey Sachs is overseeing the One Million Community Health Workers (CHWs) Campaign, launched in January 2013 at the World Economic Forum in Davos along with co-Chair of the MDG Advocates, President Paul Kagame. The campaign was also announced at the AU Summit. It aims to expand and accelerate CHW programs in sub-Saharan countries, scaling them up to district, regional, and national levels to meet the health MDGs. With the use of the latest ICT and diagnostic testing materials, these frontline workers link the rural poor to the broader healthcare system of doctors, nurses, hospitals and clinics. The campaign is working with Ministries of Health, and its Steering Committee is comprised of key organizations and experts from academia, industry leaders, UN agencies, major NGOs and civil society, to assist countries in assembling service packages that allow for upgrading of existing CHW programs and support to nascent programs at sub-national levels. At the African Union Summit in May 2013, Jeffrey Sachs had a breakfast meeting with African Ministers of Foreign Affairs, co-hosted by the Ethiopian and Rwandan ministries, to discuss the Campaign progress and future roadmap.

ENERGY ACCESS FOR ALL IN SUB-SAHARAN AFRICA

Under the auspices of the UN SDSN, Jeffrey Sachs and the Earth Institute are collaborating with Eni on refining the nexus between development and energy availability in developing countries, as well as at developing innovative business models to enhance energy-led development in energy poor settings. The initiative will investigate how improved energy access leads to social and economic development and at which areas of intervention should be considered and prioritised for action. This will help to define Energy-Led Development and support the international community's endeavour to refine the intersection between energy access

and development, thus setting the stage for effective energy-related development policies. It will also explore Innovative (and/or Multistakeholder) Business Models for the Oil & Gas Industry to encourage development in low-income settings by enhancing energy access, in order to provide a framework for action to inspire the energy industry's contribution and identify opportunities for Eni to improve its projects.

DRYLANDS INITIATIVE

Jeffrey Sachs is working with the governments of 6 countries to lead the Drylands Initiative in the Horn of Africa. The Initiative, which includes Djibouti, Kenya, Ethiopia, South Sudan, Uganda, and Somalia, will reach over 300,000 people and serve as a template for scaling up integrated rural development to benefit pastoralist communities. The project will contribute to the design and deployment of innovative technologies and systems for sustainable development among seminomadic populations, and will influence regional policies to benefit these communities. The project is supported by the Islamic Development Bank and has begun baseline evaluations.

LATIN AMERICA SUSTAINABLE DEVELOPMENT

Jeffrey Sachs and the Earth Institute are working with a number of Latin American governments to implement and expand sustainable development programs. In Paraguay, EI is working with the government to leverage the energy sector for economic and social development, and to explore sustainable agriculture and climate risk management. EI is supporting the Government of Guatemala's efforts to fight malnutrition in the country through both technical assistance on program activities and monitoring and evaluation. EI will work with Guatemala to support the government's "Zero Hunger" program.

ITU/UNESCO BROADBAND COMMISSION FOR DEVELOPMENT

Jeffrey Sachs serves as a commissioner and the chair of a working group on health which focuses on the health MDG scaling up programs and how to use broadband and mobile to enable the primary health systems. In particular, the group looks at mHealth for scaling up of Community Health Workers in Africa and for elimination of mother to child transmission of HIV. The Broadband Commission uses MVP as a demonstration project and is working on mobilizing the commissioners to support the One Million CHWs Campaign.

NATIONAL RURAL HEALTH MISSION OF INDIA

Jeffrey Sachs serves as an advisor to the government of India on the National Rural Health Mission, launched in 2005. The NRHM was designed as a cornerstone project of the Ministry of Health and Family Welfare and focuses on high-impact health interventions for rural populations, targeting maternal and child health, preventative health services, behavior change, and a stronger, decentralized health system to increase coverage in rural areas. In addition, he advises the Model Districts project, in which five rural districts have been proposed as models for the regional scale-up of best practices that target poor maternal and child health outcomes. The project supports district and state governments to implement innovations and target additional resources within the NRHM.

MINISTERIAL WORKING GROUP (MWG) ON SCALING UP OF PRIMARY HEALTH SYSTEMS TO ACHIEVE MDG 4 AND 5

Jeffrey Sachs convenes five Ministers of Health and their technical experts together with an international advisory panel to support national efforts of scaling up of health systems to



JEFFREY SACHS

[CONTINUED]

achieve the health MDGs. The countries participating in the MWG are Nigeria, Ethiopia, Kenya, China and India. The next meeting is planned for May 21, 2013 in Geneva and coincides with the World Health Assembly.

INTERNATIONAL POLICY ADVISORY GROUP (IPAG) OF THE ASIAN DEVELOPMENT BANK

Jeffrey Sachs is the co-chair of the International Policy Advisory Group, which brings together renowned economic experts from Asia and from the US. The group discusses key economic and financial issues, with a focus on Asia and the U.S.

HIGH-LEVEL TASK FORCE ON GLOBAL FOOD SECURITY

Jeffrey Sachs is a member of the UN Secretary-General's task force on global food security, which works to ensure that the UN system, international financial institutions and the WTO are ready to provide robust and consistent support to countries struggling to cope with food insecurity.

CONNECT TO LEARN

As Earth Institute Director, Jeffrey Sachs oversees Connect to Learn (CTL,) a new global education initiative created by the Earth Institute, Ericsson and Millennium Promise, to increase educational attainment in sub-Saharan Africa, particularly for girls. CTL provides scholarships for girls and boys in impoverished areas to attend secondary school, and implements mobile broadband technology to connect their classrooms to a 21st century education.

WORLD HAPPINESS REPORT 2013

Jeffrey Sachs is one of three co-editors (along with Profs Richard Layard and John Helliwell) of the World Happiness Report 2013. The Report will come out in September 2013, and build on the first World Happiness Report (WHR), launched in April 2011. The Report will analyse the current state of happiness and wellbeing globally, factors contributing to wellbeing, the effects of happiness, and the importance of subjective wellbeing metrics in the post-2015 global framework.

OPPORTUNITIES FOR SYNERGY

The lack of coordination across development sectors and numerous stakeholders, in combination with increasingly scarce resources on the ground, makes the implementation of various programs aimed at accelerating the achievement of the MDGs exceedingly difficult. International support is variable, limited, and unpredictable. Often there is a lack of local capacity at the government and agency level and of expertise to develop national plans for integrated development programs. Other bottlenecks include political instability and climate shocks (floods, droughts, etc), and the interaction of the two.

There are many exciting opportunities for breakthroughs and synergies. The rapid ascent of information technology for development has opened new vistas in health, education, and service delivery more generally. By using Millennium Villages and national MDG scale up programs as demonstration platforms, it is possible to show dramatic progress in many of the MDGs.

RAY CHAMBERS

UNITED STATES

THE UNITED NATIONS SECRETARY GENERAL'S SPECIAL ENVOY
FOR MALARIA AND FINANCING THE HEALTH MDGS

THEMATIC AREAS: EDUCATION AND GENDER EQUALITY, CHILD MORTALITY, MATERNAL HEALTH NEONATAL HEALTH, HIV / AIDS, MALARIA, TUBERCULOSIS, HEALTH WORKERS, INNOVATIVE FINANCING FOR DEVELOPMENT

[MDG 4, MDG 5, MDG 6]

CURRENT ACTIVITIES

Driven by the deadline for the Millennium Development Goals and guided by the Secretary-General's Every Woman, Every Child initiative, a dedicated coalition of partners – WHO, UNICEF, UNFPA, the World Bank, the Global Fund to Fight AIDS, Tuberculosis and Malaria, Norway, the United States, Sweden, the United Kingdom, Nigeria, the Bill and Melinda Gates Foundation, the UN Foundation, the Children's Investment Fund Foundation, the MDG Health Alliance and others – has undertaken the development of a comprehensive business plan to set a course for the achievement of MDGs 4, 5 and 6 within the fewer than 920 remaining days.

MDGS 4 & 5: SAVING 4.6 MILLION LIVES

To achieve the goals related to child and maternal health – MDGs 4 and 5 – our analysis with partners has determined that we must avert the deaths of 4.4 million children and 230,000 mothers by December 2015 to achieve the goal.

The proposed strategy is to coordinate an infusion of additional lifesaving commodities in the highest-burden countries, beginning with the top 10, over the next 30 months to generate the momentum necessary to carry MDGs 4 and 5 to completion. Applying a calculus that accounts for the overall estimated commodities need, delivery costs, anticipated resources – specifically and critically, the full \$15-billion replenishment of the Global Fund – the capacity of certain nations (e.g., India, where fellow MDG Advocate Mukesh

Ray Chambers is the Secretary-General's Special Envoy on Malaria and Financing the Health MDGs. In his work with Bridge Funds he has been exploring options for guarantees or bridge financing, which would allow for commodities to be ordered and manufactured before the funding is completely available. Two successful examples of this practice have been in Zambia (through Pledge Guarantee for Health) and now in Sierra Leone (through the US Fund for UNICEF). Ray Chambers is also working with a wide range of donors to coordinate an infusion of additional 'booster' funding, hoping to secure \$1.05 billion. Funds will be direct to the highest-burden countries over the next 30 months to generate the momentum necessary to carry MDGs 4 and 5 to completion.



Ambani is playing an extraordinary role to lead the efforts) to self-fund and existing amounts already pledged by donors, the additional financial boost required through 2015 equals \$1.05 billion, with approximately one-third (\$350 million) devoted to commodities and two-thirds (\$700 million) dedicated to delivery costs. It is hoped that these additional resources will “crowd in” other funding to complete the task.

Several donors already have signaled their willingness to contribute to a booster fund, including the United States, Norway, Sweden, Great Britain, Canada, Australia and the World Bank. In addition, certain endemic nations have designated, and will continue to designate, domestic resources to health priorities. We are optimistic that in the coming months financial commitments can be solidified, so that we have a clear path to securing the \$1.05 billion.

MDG 6

To achieve the malaria-related component of MDG 6, we will continue on the path toward near-zero deaths by the end of 2015, down from the approximately 550,000 we have today, saving approximately 800,000 additional lives by December 31, 2015. These figures are significantly lower than the over one million children who died per annum as recently as 2007. Progress remains strong following a funding crisis in early 2013, and we are on the verge of the malaria community issuing a tender for over 100 million mosquito nets – the single largest net tender in history.

With regard to HIV, the highest priority is to see that everyone who needs treatment receives it. No excuses can impede us. As highlighted in the WHO's new *Consolidated Guidelines on the Use of Antiretroviral Drugs for Treating and Preventing HIV Infection*, 26 million people require treatment for HIV, up from the 9.7 million current recipients, an increase that will save approximately 1.5 million additional lives by December 31, 2015. This goal is urgent and has grown even more so, with recent scientific publications offering irrefutable evidence that providing “treatment for everyone” would result in as much as a 70-percent reduction in HIV transmission, truly putting a world free of HIV within reach. Additionally, we will work to reduce the transmission of HIV from mothers to their babies from the 210,000 today – down from 330,000 in 2009 – to near-zero, saving approximately 800,000 additional lives by December 31, 2015. We have partnered closely with Michel Sidibe and his team at UNAIDS on these fronts, as well as Ambassador Eric Goosby, the US Government's HIV/AIDS Coordinator and Global Health Ambassador.

With tuberculosis (TB), the TB community has concluded that the primary target should be attaining universal coverage of treatment, going from the current six million people per annum to nine million, saving approximately one million additional lives by December 31, 2015. We are working closely with the WHO, the Global TB Program, and the Stop TB Partnership to put a clear plan into action toward this end.

RAY CHAMBERS

[CONTINUED]

CURRENT ACTIVITIES [CONTINUED]

Critical to the success needed with malaria, HIV and tuberculosis is the full, \$15-billion replenishment of the Global Fund. Over the past several months, we have worked with our partners to encourage the US Government to contribute \$1.6 billion per annum to the Global Fund, and we hope that this might become a \$5-billion, three-year pledge. It remains imperative that we raise \$10 billion from other public and private sources to take full advantage of the US opportunity since the US can be no more than one-third of the Global Fund's financing pool. On this front, we are exploring many traditional and innovative options, particularly mobilizing contributions from certain African nations and gathering significant contributions from the private sector.

BRIDGE FUND

In order to expedite the distribution of essential commodities, we have explored options for guarantees or bridge financing, which would allow for commodities to be ordered and manufactured before the funding is completely available. Two successful examples of this practice have been in Zambia (through Pledge Guarantee for Health) and now in Sierra Leone (through the US Fund for UNICEF). This is an ideal mechanism to accelerate the implementation of the findings of the UN Commission on Life-Saving Commodities.

EDUCATION AND DEMAND CREATION

To ensure the intended populations receive the maximum benefit from the influx of commodities, demand creation has emerged as a key component. With a large percentage of mortality attributable to delayed or absent care, high-level marketing tactics will drive the strategy on the ground to motivate individuals, particularly mothers, to avail themselves of services.

We believe that with targeted campaigns focused on encouraging mothers and families to adopt those behaviors with the greatest impact on child survival, it is reasonable to expect demand creation to contribute at least 50 percent of the 4.6 million lives-saved target. A contribution at this level only will be realized through significant investments and expert consultation. We intend to call upon the private sector to devote their talent and assets to this crucial element, while also amplifying existing campaigns that already have yielded impressive results.

AFRICAN LEADERS MALARIA ALLIANCE

The ultimate success of saving 4.6 million lives by 2015 will rest with the leaders and citizens of the countries that bear the brunt of the mortality. To that end, the African Leaders Malaria Alliance (ALMA) has made tremendous strides, with its "Scorecard" engaging governments around the tracking of malaria progress and potential breakdowns. To monitor progress with the commodities strategy for maternal and child health outlined above, an amplified version of the Scorecard tool is being developed by ALMA.

PRIVATE SECTOR ENGAGEMENT

The Business Councils in Nigeria and India have made tremendous progress, serving as examples for other nations. In India, the Reliance Foundation is developing a strategy in partnership with the government to achieve the 2015 targets. The Private Sector Health Alliance of Nigeria continues to support the country's Saving One Million Lives Strategy, focusing on nutrition, financing, market creation (demand, local production) and workplace programming.

OPPORTUNITIES FOR SYNERGY

HEALTH AND EDUCATION CLUSTER COLLABORATION

The opportunity also exists for cross-cutting collaboration through the MDG Advocacy Group and my fellow Chair of the Health and Education Cluster, Her Highness Sheikha Moza. Specifically, we are exploring how we might collectively support a refugee site in Kenya and address the educational, health and other critical needs of the population, building on Her Highness' outstanding work in this area.



MUKESH AMBANI

INDIA
CHAIRMAN AND MANAGING DIRECTOR,
RELIANCE INDUSTRIES

THEMATIC AREAS: POVERTY AND HUNGER,
EDUCATION, CHILD MORTALITY, HIV/AIDS
[MDG 1, MDG 2, MDG 4, MDG 6]



Mukesh Ambani, as chairman of the Reliance Foundation, is engaging in high-level nutrition and health advocacy. Among the Foundation's many initiatives is a newly started decade-long campaign to end childhood malnutrition and under-nourishment in India.

CURRENT ACTIVITIES

Under the leadership of Mr. Mukesh Ambani, the Reliance Foundation is working to save 1 million child lives by 2015 (MDG 4).

The project aims to reduce child mortality by addressing the three delays- delay in seeking care, delay in accessing care and delay at the point of care- that contribute significantly to newborn and child survival. The project will span across 12 states of India, covering majority of the 200 high-burden districts identified by the Govt of India.

Components of the program include, working closely with different private sector participants, different state governments of India in a Public Private Partnership mode and envisages working towards strengthening current rural health infrastructure for new born care, behavioural change communication and demand generation activities, capacity and capability building initiatives, use of innovative health IT solutions and policy advocacy for child survival.

RELIANCE FOUNDATION

Health

- Launching a decade-long campaign to fight child malnutrition and under nutrition. This initiative will achieve its goals through partnerships with players from almost every facet of Indian life including: the government, industry, farmers, nutritionists, teachers and community workers.
- Created the HIV DOTS program in Allahabad, Patalganga, Andhra Pradesh and Hazira. The ART center at Hazira annually provides over 60,000 OPD consultations to HIV positive persons and DOT therapy for tuberculosis to nearly 400 patients.

Health Outreach Programme

- Launched in December 2012
- Provides quality and affordable primary and preventive health care to the underprivileged
- Initiative has already benefited thousands of families in Mumbai in its first few months of operation
- <http://www.dnaindia.com/money/1844541/report-mukesh-ambani-addresses-shareholders-at-the-reliance-agm-to-invest-rs1-5lakh-crore-in-three-years>

Education

- The foundation is creating an education model for K12 rural schools to follow. This initiative aims to give rural students access to high quality education and additionally provide them with more educational opportunities.
- The foundation also is setting up an interdisciplinary university in Maharashtra, and has founded both the Reliance Institute of Technology and Reliance Polytechnic. In total, Reliance Foundation related institutions provide 15,000 children with academia at 12 different schools.

Sustainable development

- Reliance Foundation's Bharat India Jodo (BIJ) programme has made significant progress and is actively engaged with over 20,000 marginal households in 24 agro-ecological zones across 10 states in India. To date, about 15,000 hectares of privately owned under-productive land has been brought under sustainable agriculture practices through this programme.

CURRENT ACTIVITIES

Working closely with MDGHA of Ray Chambers to understand the success stories from other countries.

STINE BOSSE

DENMARK
CHAIRMAN AND BOARDMEMBER OF BØRNEFONDEN /
THE CHILDRENS' FUND

THEMATIC AREAS: WATER, SANITATION AND
ENVIRONMENT, GENDER EQUALITY
[MDG 7, MDG 3, MDG 2]



Stine Bosse is an advocate for children's health and education. Through her efforts with the ChildFund Alliance and BORNEfonden, Ms. Bosse has greatly supported a global campaign, called Free from Violence, to take children out of conflict zones and into situations where they can lead productive lives.

CURRENT ACTIVITIES

MDG ADVOCACY

A double interview with the acknowledged Danish business daily, Børsen, on the 25th of June 2013 featuring Stine Bosse on the one side and Danish Minister for Development Cooperation, Christian Friis Bach concerning their respective views on the MDG goals, now and in the future, especially in regards to the business sector.



CHILDFUND ALLIANCE/BORNEFONDEN

ChildFund Alliance, of which Stine Bosse is a member of the global board and as chair of the Danish branch, BORNEfonden, has launched a worldwide campaign on child protection called Free from Violence. The campaign aims to call upon all Governments to ensure that the issue of violence and exploitation perpetrated against children will be explicitly included in the post-2015 agenda. Coinciding with the recommendations to include protection of children in the agenda set forth in the report by the High Level Commission, ChildFund Denmark contacted leaders of all Danish political parties in parliament encouraging them to sign up to the campaign. This advocacy activity will run all through summer. A meeting between the Danish Minister for Development Cooperation, Christian Friis Bach, and Stine Bosse has been agreed upon to discuss the post-2015 agenda and the global campaign *Free from violence*.

WORK IN AFRICA

ChildFund Denmark has a special focus on Mali and has maintained all development activities in spite of the current conflict.

After 23 years of development work in Cape Verde, ChildFund Denmark has initiated a gradual withdrawal, which is to be completed in five years from now. The decision was taken based on the positive developments in social and economic terms, that Cape Verde has witnessed in recent years, which has helped the small island nation to leap frog into the group of middle income countries with the help from ChildFund Denmark amongst others. ChildFund Denmark and the local authorities are working together to secure the best possible withdrawal, and this approach has been received well by the vast majority of the population.

ChildFund Denmark is considering expanding its activities to another country in the Sub Sahara region.

PHILIPPE DOUSTE-BLAZY

FRANCE
UNITED NATIONS UNDER SECRETARY GENERAL,
FOUNDER OF UNITAID

THEMATIC AREAS: INNOVATIVE FINANCING
FOR DEVELOPMENT [MDG 8]

Philippe Douste-Blazy is an Advocate and pioneer in the field of Innovative Finance. In June, Professor Douste-Blazy was re-elected by the UNITAID Executive Board to serve as Board Chair for a three-year-term. UNITAID's goals include increasing access to better and more affordable products for HIV/AIDS, malaria, and tuberculosis (MDG 6).



CURRENT ACTIVITIES

PROFESSOR PHILIPPE DOUSTE-BLAZY RE-ELECTED AS UNITAID CHAIR

On June 6th, 2013, Professor Douste-Blazy was re-elected by the UNITAID Executive Board to serve as Board Chair for a three-year-term.

UNITAID

In May, 2013, Professor Douste-Blazy invited President Clinton on behalf of UNITAID to speak to French ministers, diplomats, business leaders, and celebrities on how France has revolutionized charitable giving. Through UNITAID, France is able to painlessly collect charitable donations by raising money from a small levy on the sale of airline tickets in France and several other countries.

In May, Professor Douste-Blazy's UNITAID gave multiple presentations at the 7th IAS Conference on HIV Pathogenesis, Treatment and Prevention. The conference, held every two years, is the world's largest open scientific meeting on HIV/AIDS. This year, it was organized with the University of Malaya, a centre established to research HIV and substance use, and related co-morbidities including tuberculosis and hepatitis C.

In July, UNITAID spoke at the UK all-party Parliamentary Groups on HIV/AIDS, malaria, and TB. The UK praised UNITAID for their work in reducing the costs of drugs for the diseases. UNITAID will now continue to deliver greater public health services to low-income countries while further expanding networks through which donors can use to further their contributions.



JULIO FRENK

MEXICO
DEAN OF THE HARVARD SCHOOL OF PUBLIC HEALTH,
FORMER MINISTER OF HEALTH OF MEXICO

THEMATIC AREAS: CHILD MORTALITY, MATERNAL HEALTH NEONATAL HEALTH, HIV / AIDS, MALARIA, TUBERCULOSIS, HEALTH WORKERS [MDG 4, MDG 5, MDG 6]



Julio Frenk is an Advocate for the MDGs focused on health. In addition to serving at the Dean of the Harvard School of Public Health, this June Dr. Frenk oversaw the Ministerial Health Leaders' Forum, which advises African, Southeast Asian, and Latin American public health ministers on how they can become more effective leaders. In April, 2013, Dr. Frenk was involved with the release of the Integrated Global Action Plan for Prevention for the Prevention of Pneumonia and Diarrhoea (GAPPD).

CURRENT ACTIVITIES

INTEGRATED GLOBAL ACTION PLAN FOR THE PREVENTION PNEUMONIA AND DIARRHOEA

In April, 2013, Dr. Frenk was involved with the release of the Integrated Global Action Plan for Prevention for the Prevention of Pneumonia and Diarrhoea (GAPPD). The goal of GAPPD is to combat preventable illnesses, thereby decreasing childhood mortality (MDGs 4 and 6). Specifically, GAPPD aims to reduce deaths from pneumonia to fewer than 3 children per 1000 live births, and from diarrhoea to less than 1 in 1000 by 2025.

GHP@50

On April 24th, 2013, Dr. Frenk moderated the Department of Global Health and Population, Harvard University, GHP@50 Anniversary Symposium. Topics discussed at the event ranged from how good public health practices can be exported abroad to how the most vulnerable populations can best be helped from a health perspective.

MINISTERIAL HEALTH LEADERS' FORUM

In June, Dr. Frenk oversaw the annual Ministerial Health Leaders' Forum, which advises African, Southeast Asian, and Latin American public health ministers on how to become more effective leaders.



BOB GELDOF

UNITED KINGDOM

SINGER, SONGWRITER, POLITICAL ACTIVIST

THEMATIC AREAS: POWER AND TRANSPORT
INFRASTRUCTURE [MDG 8]



Bob Geldof is an Advocate for sub-Saharan Africa development, with a focus on promoting transparency and accountability. In May, Sir Geldof's 8 Miles African Private Equity Fund, a fund dedicated to financing exclusively African endeavours, made its first investment. The firm invested in a start-up that seeks to improve African food security by building commodity exchanges throughout the continent. He has successfully advocated for the President's Emergency Plan for AIDS Relief (PEPFAR), the passing of the Extractive Industries Transparency Initiative, and was part of a long campaign for the UK to meet the target of spending 0.7% of GNI.

CURRENT ACTIVITIES

8 MILES AFRICAN PRIVATE EQUITY FUND

On May 10th, Sir Geldof's 8 Miles African Private Equity Fund made its first investment. Founded by Mr Bob Geldof the 8 Miles Fund is a pan-African private equity firm focused exclusively on making private equity investments in Africa. This investment is a complementary investment to the IFC (International Finance Corporation), CDC (Commonwealth Development Corporation) and ADB (African Development Bank) in 8 miles. The firm invested in a start-up group that seeks to improve African food security by building commodity exchanges throughout the continent.

PEPFAR REACHES 1M BABY MILESTONE

In June, Sir Geldof's ONE organization helped the President's Emergency Plan for AIDS Relief (PEPFAR) reach a milestone of saving one million babies from HIV. The organization accomplished this by advocating the distribution of low-cost, simple prevention resources to mothers.

EXTRACTIVE INDUSTRIES TRANSPARENCY INITIATIVE (EITI)

In April, Sir Geldof's ONE organization successfully campaigned to get the Extractive Industries Transparency

Initiative (EITI) to pass. The measure will force the 39 member countries that produce and sell oil, gas, and minerals to be more transparent. Such disclosures will range from how much revenue is being generated from sales and exports to where exactly in the country the resources were extracted.

0.7 SECURED IN THE UK

In his 2013 budget, Chancellor George Osborne confirmed that the UK will meet the target of spending 0.7% GNI on ODA from this year, making the UK the first G8 country to reach the 43-year-old target. This meets a commitment made by the coalition government after the general election of May 2010, which was upheld in the 2013 spending review.

Bob Geldof took a leading role championing 0.7% with the UK Government for many years, including securing the Conservative Party's commitment to 0.7 as an election promise and party policy in his role as the Advisor to their Poverty Policy Group, playing an instrumental role in the creation of the Commission for Africa, and leading the conception and execution of LIVE8 around the Gleneagles G8 summit.

G8 SUMMIT, UK

Mr Geldof conceived of and gave strategic steer for a global music project on the theme of protest songs around the Lough Erne G8.

AFRICA PROGRESS PANEL

Mr Geldof continues to be active as a member of the Africa Progress Panel, and was instrumental at several recent meetings that led to the scathing report issued in Cape Town by Chair Kofi Annan, which attracted significant global media coverage.

OPPORTUNITIES FOR SYNERGY

All of Bob Geldof's activities in support of African development provide opportunities for collaboration with and engagement by the other advocates.

TED TURNER

UNITED STATES
PHILANTHROPIST, CHAIRMAN OF THE UNITED NATIONS
FOUNDATION

THEMATIC AREAS: ICT AND DEVELOPMENT, HEALTH
[MDG 4, MDG 5, MDG 6, MDG 8]



Ted Turner continues to engage in high-level polio advocacy strategy. As Chairman of the UN Foundation Board and in his capacity as an MDG Advocate, voted for his top post-2015 development priorities on MY World, the UN Global Survey for a Better World, and placed a full-page ad in The Economist asking others to vote at myworld2015.org (The Economist, March 23-29, 2013). Ted Turner supported and served on the Leadership Council of the UN's Sustainable Development Solutions Network. The UN Foundation submitted a paper on "Partnership Lessons Learned" to the High-Level Panel on the Post-2015 Development Agenda.

CURRENT ACTIVITIES

- As Chairman of the UN Foundation Board, Ted Turner is engaging in a high-level polio advocacy strategy with other Board Members that will run throughout 2013, inclusive of press outreach, diplomatic engagement and prominent domestic and international advocacy efforts. In April 2013, this included remarks at an event in support of the Global Polio Eradication Initiative at the Norwegian Embassy in Washington, DC.
- Ted Turner is taking a leadership role in advocating for the achievement of the Millennium Development Goals in the final 1,000 days leading to December 31, 2015. In early April, Ted Turner led other MDG Advocates in a joint statement marking the 1,000 day milestone which both acknowledged progress and called for action to reach those who have been left behind. As part of this, the UN Foundation led Momentum1000, a 1,000 minute digital rally with over 80 participating organizations, highlighting progress made in lifting people out of poverty, reducing child and maternal deaths, and fighting malaria, among other issues.
<http://momentum1000.org/>
<http://www.unfoundation.org/news-and-media/press-releases/2013/mdg-advocates.html>
- In his capacity of an MDG Advocate, Ted Turner voted for his top post-2015 development priorities on MY World, the UN Global Survey for a Better World, and placed a

full-page ad in The Economist asking others to vote at myworld2015.org (The Economist, March 23-29, 2013)

- Ted Turner supported and served on the Leadership Council of the UN's Sustainable Development Solutions Network, which is mobilizing scientific and technical expertise in support of sustainable development problem solving.
- At the encouragement of the UN Foundation and Chairman Ted Turner, Forbes hosted its annual Forbes 400 Summit on Philanthropy at the UN in June 2013 on the topic of ending extreme poverty. This event provided an opportunity for the Secretary-General to make a plea to the world's top high net-worth individuals and philanthropists to work with the UN during the last 1,000 days of the MDGs, and specifically, to join the Secretary-General, Ted Turner, Ray Chambers and Bill Gates to wipe out deaths from the world's five major killers (malaria, polio, tetanus, measles and mother-to-child transmission of HIV) over the next five years.
<http://www.un.org/sg/statements/index.asp?nid=6875>
- In March 2013, the UN Foundation submitted a paper on "Partnership Lessons Learned" to the High-Level Panel on the Post-2015 Development Agenda, drawing on its 15 year history under Chairman Ted Turner of building partnerships to support UN causes and bring diverse

stakeholders together to address global challenges, and specifically, the MDGs.

<http://www.unfoundation.org/assets/pdf/post-2015-un-foundation.pdf>

OPPORTUNITIES FOR SYNERGY

Ted Turner and senior UN Foundation leadership will be present with possibilities for joint programming and appearances with other MDG Advocates to:

- Utilize the last 1,000 days of the Millennium Development Goals and post-2015 development dialogue as strategic opportunities to reinforce the success and achievements of the MDGs.
- Capitalize on recent progress made in the fight against polio to generate increased public awareness, mobilize political will, and raise funds towards the eradication of polio.
- Reinforce the annual UN General Assembly and the 2013 Special Event on the MDGs, Social Good Summit and other significant global events and moments (such as International Days) as opportunities for both high-level and grassroots outreach.

HIROMASA YONEKURA

JAPAN
CHAIRMAN OF SUMITOMO CHEMICAL AND OF THE
JAPAN BUSINESS FEDERATION / KEIDANREN

THEMATIC AREAS: MALARIA [MDG 6]



Hiromasa Yonekura is a strong advocate for private sector engagement in MDG achievement. He was instrumental in organizing the Fifth Tokyo International Conference for African Development, where many public private partnerships were forged in the areas of infrastructure, education and global health. He works closely with fellow Advocates Ray Chambers and Julio Frenk on the Harvard Malaria Initiative (HMI) and continues his support for education in Africa - 13 school buildings completed in 9 countries; 3 projects in Mozambique, Ethiopia and Malawi are under construction.

CURRENT ACTIVITIES

FIFTH TOKYO INTERNATIONAL CONFERENCE FOR AFRICAN DEVELOPMENT (TICAD V)

Mr. Yonekura attended various events including Plenary 3 “Dialogue with Private Sector” where he stressed the importance of Public Private Partnership in the areas of infrastructure, education, global health, and food shortage.

Malaria Eradication-Olyset Net

- Continued support for malaria awareness activities through diverse events including the African Festa, Run For Africa (relay marathon) and African Fair.
- Support Malaria eradication initiatives like the “Science of Eradication Malaria Leadership Course” run by Harvard in conjunction with Barcelona University, May, 2013
- Malaria No More Japan is playing an active role in bringing public awareness about malaria and its deleterious effects.
- Continued to support the new Research Laboratory in Arusha, Tanzania (African Technical Research Center) for efficacy trials, development and analysis of vector control products and agricultural products.

- Research efforts to control resistant mosquitoes - launched Olyset Plus for improved mosquito control including some types of pyrethroid-resistant mosquitoes (SCC received WHO recommendation as a new LLIN)

CONTINUOUS EDUCATION SUPPORT FOR AFRICA

13 school buildings completed in 9 countries; 3 projects in Mozambique, Ethiopia and Malawi are under construction.

OPPORTUNITIES FOR SYNERGY

- Need for better coordination in Public Private Partnerships focusing on infrastructure in developing countries which can stimulate private sectors’ active participation.
- Need for building grassroots support among the Japanese public to support Government malaria advocacy efforts
- Need for better resource mobilization. There is insufficient funding going forward for Global Fund and others to maintain universal coverage of malaria interventions.
- Continued improvement in procurement system to realize the best return for health investment.
- Need to prioritize and incentivize new innovations to prevent build-up of resistance to control measures.

DHO YOUNG-SHIM

REPUBLIC OF KOREA
CHAIRPERSON OF THE UN WORLD TOURISM ORGANIZATION'S SUSTAINABLE TOURISM FOR ELIMINATING POVERTY FOUNDATION

THEMATIC AREAS: EDUCATION AND GENDER EQUALITY,
INNOVATIVE FINANCING FOR DEVELOPMENT
[MDGS 2, MDG 3, MDG 8]

Dho Young-shim is an Advocate for education with her "Thank You Small Library Initiative", which provides educational tools and capacity building globally. As of June 2013 a total of 131 UN MDG Thank You Small Libraries have been built in 17 countries. She is also working actively to promote Sustainable Tourism in Millennium Villages throughout Africa with Jeffrey Sachs, where new pilot projects have been launched in Ethiopia and Kenya.



CURRENT ACTIVITIES

UN MDGS THANK YOU SMALL LIBRARY INITIATIVE

Purpose: to promote reading and education as tools for community development and empowerment in developing countries.

As of June 2013, the World Tourism Organization (UNWTO) ST-EP Foundation has established a total of 131 UN MDG Thank You Small Libraries (UN MDG TYSLs) in 17 countries.

In order to secure the sustainability of the TYSL initiative, the ST-EP Foundation has inspected a total of 34 UN MDG TYSLs in 6 countries, as of June 2013.

In 2013, the ST-EP Foundation will implement 2 new UN MDG TYSL for Adults projects: 1 in Ethiopia, at the Civil Service University in Addis Ababa, in honor of late Prime Minister Meles Zenawi, who has been a fervent supporter of the UN MDGs TYSL initiative, and 1 in Ghana. The Foundation will also establish 10 UN MDG TYSL in primary schools (1 in Bhutan, 2 in Ethiopia, 2 in Ghana, 2 in Tanzania, 3 in Zambia).

Since 2011, all UN MDGs Thank You Small Libraries have been equipped with a UNAIDS corner. This initiative of the ST-EP Foundation aimed to raise awareness and educate the children on HIV and AIDS as a curable disease.

GLOBALIZATION OF THE KOREAN SAEMAUL MODEL OF DEVELOPMENT

Initiated in the early 70s by the late President of the Rep. of Korea Park Chung-hee, the Saemaul (or New Village / Community) movement, has its origins in Gyeongsangbuk-do Province in Korea. This community-based movement has been the driving force behind Korea's development from an aid recipient to an aid donor country, and a member of the Organization of Economic Cooperation and Development (OECD) Development Assistance Committee since 2009.

Over the last four decades, the Saemaul movement has evolved into an inspiring model for developing countries, towards poverty alleviation and the achievement of the Millennium Development Goals.

In the framework of the globalization of the Saemaul Undong, several international projects aimed at sharing the knowledge and practical experience of Saemaul have been implemented in African and Asian countries.

In line with the policy of the new President Park Geun-hye, the daughter of late President Park Chung-hee, the Saemaul movement has now entered a new era of globalization, cooperation and innovation.

FIRST SAEMAUL GLOBALIZATION FORUM WITH AFRICAN AMBASSADORS TO KOREA, SEOUL

The first Saemaul Globalization Forum with African Ambassadors took place in Seoul on March 18, 2013, and was co-hosted by the Government of the Korean Province of Gyeongsangbuk-do, the ST-EP foundation and the Saemaul Globalization Foundation, with the support of the Ambassador of Nigeria to South Korea & Dean of the African group of Ambassadors to Korea.

The purpose of this forum was to raise awareness of the Saemaul movement and its globalization in Africa, and to invite the participating embassies – Algeria, Angola, Cote d'Ivoire, Ethiopia, Gabon, Ghana, Kenya, Morocco, Nigeria, Rwanda, Senegal, South Africa, Sudan and Tunisia – to join the process.

In particular, the government of Gyeongsangbuk-do offered to sponsor the full tuition for a Master degree at the Park Chung Hee School of Policy and Saemaul, Yeungnam School,.

In April, 2013, Amb. Dho initiated a children book project in Seoul, Korea, aimed to educate on the history and spirit of Saemaul, to be distributed in Africa.

DHO YOUNG-SHIM

[CONTINUED]

In the meantime, a fact-finding visit was organized in Gyeongsangbuk-do Province to evaluate how to promote this area as a tourism destination for poverty elimination. This visit was organized in the framework of the 'MDG Momentum - 1,000 Days of Action' campaign of the United Nations until the 2015 target date to achieve the UN MDGs.

On the occasion of the 10th meeting of the ST-EP Foundation's Board of Directors in Berlin, Germany, Amb. Dho convened a breakfast meeting on the UN Millennium Villages as Tourism Destinations Project on March 6, 2013, with representatives of the UNWTO Technical Cooperation Department and GIZ, the German Technical Cooperation Agency, and the President of UNWTO ST-EP Foundation.

CHORAL MUSIC AS TOOL FOR EDUCATION, SOCIAL DEVELOPMENT AND EMPOWERMENT

The ST-EP Foundation has been implementing the African Children Sing! (ACS!) initiative, in cooperation with the International Federation for Choral Music (IFCM), as the first multinational programme for children in the area of choral music, promoting choral music in Africa as an exciting tool for education and self-development. [dates of activities or delete section]

ADVOCACY AND AWARENESS-RAISING

As April 5th, 2013 marked the 1,000-day milestone until the 2015 target date to achieve the UN MDGs, a joint statement was released by the following members of UN Secretary-General Ban Ki-moon's MDG Advocacy Group: Amb. Dho, Stine Bosse, Ray Chambers, Philippe Douste-Blazy, Julio Frenk, Bob Geldof, Graça Machel, Jeffrey Sachs, Marina Silva, Ted Turner, and Muhammad Yunus.

"On April 9, 2013, Amb. Dho attended the opening ceremony of "Udumbara", an exhibition on Nepal, Sri Lanka, and Myanmar, hosted by the Korea International Cooperation Agency (KOICA). This meeting was an opportunity for South Korea to celebrate the 1,000 day milestone until the 2015 target date to achieve the UN Millennium Development Goals.

In his keynote speech Dr. Park Dae-won, KOICA President, highlighted the necessity for Korea to continue its efforts towards poverty elimination and a speech of UN Secretary General Ban Ki-moon about the 1,000-day mark was displayed.



OPPORTUNITIES FOR SYNERGY

CONVERSION OF THE ST-EP FOUNDATION INTO AN INTERNATIONAL INDEPENDENT ORGANIZATION

UNWTO ST-EP Foundation is currently in the process of becoming an independent international organization, as unanimously approved at the 10th meeting of the Foundation's Board of Directors on March 6, 2013 in Berlin, Germany.

On June 1, 2013 in Seoul, Korea, the Minister of Sports, Culture & Tourism of the Rep. of Korea, H.E. Mr. Yoo Jin-Ryong, the Secretary-General of the World Tourism Organization (UNWTO), Mr. Taleb Rifai, and the Chairperson of the ST-EP Foundation

Amb. Dho Young-shim, signed a Memorandum of Understanding to express their intention to pursue joint efforts towards the transformation of the ST-EP Foundation into an independent international organization.

On April 29, 2013, in Manama, Bahrain, Mr. Taleb Rifai and Amb. Dho had signed a letter of agreement to collaborate in order to present the new model for the international Organization at the 20th UNWTO General Assembly in Zambia & Zimbabwe on Aug. 24 to 29, 2013.

Through this new International Organization, many opportunities for synergies with other advocates will be created, including for innovative financing for development.

MUHAMMAD YUNUS

BANGLADESH

NOBEL PEACE PRIZE LAUREATE, FOUNDER OF THE Grameen Bank

**THEMATIC AREAS: INTEGRATED RURAL DEVELOPMENT,
INNOVATIVE FINANCE, EMPOWERING YOUTH**

[MDG 1, MDG 7, MDG 8]



Muhammad Yunus is an Advocate for using social business to lift millions out of poverty through his Yunis Social Business (YSB) global initiatives. The Nobel laureate has continued to tackle extreme inequality through social business incubator funds and advocacy campaigns. YSB currently operates incubator funds in Haiti, Albania and Colombia. It is in the process of setting up funds in Tunisia, Uganda and Brazil. In March, Professor Yunus and the African Development Bank launched the first social business in Uganda, with more African initiatives on the horizon. In response to the recent Savar tragedy in April, Professor Yunus initiated a global advocacy campaign to gain support for an international minimum wage.

CURRENT ACTIVITIES

INITIATING HIGH LEVEL SOCIAL BUSINESS DIALOGUES AT FORBES 400 LIFETIME ACHIEVEMENT AWARD

Professor Yunus took the opportunity at the Forbes 400 Lifetime Achievement Award on the 5th of June 2013 to encourage world renowned business tycoons to engage in innovative social business schemes. Professor Yunus requested business tycoons present at the Awards ceremony to target particular social problems and create suited business models to help address them.

SOCIAL BUSINESS LAUNCHED IN BRAZIL

Nobel Laureate Professor Muhammad Yunus launched a number of social business initiatives in Brazil during his visit there in May. Bank of America announced the creation of a Yunus Social Business Fund for Brazil during his stay.

ESPM, a leading business school in Brazil, also launched Yunus Social Business Centre which will develop academic curricula around social business.

Brazil Foods (BRF), has announced a joint-venture social business in Haiti for developing poultry business in the earthquake affected island.

During his stay, Yunus also met a high-level delegation from the government of Brazilian State of Para to launch a series of social businesses in the impoverished Amazonas region.

EURASIAN SOCIAL BUSINESS INITIATIVES

On 23 May 2013, Yunus had inaugurated the first Euro-Asia Business Forum in Istanbul. The event was attended by entrepreneurs, social innovators, leading experts from corporations, civil society members, government officials and the academia from Asia and Europe.

“The Istanbul Social Business Charter” was signed by the forum participants with a commitment for each participant to create one tangible social business over the next twelve months.

SAVAR TRAGEDY-GLOBAL ADVOCACY CAMPAIGN

In response to the recent Savar tragedy in April, Professor Yunus initiated a global advocacy campaign to gain support for an international minimum wage. Both national and international businesses have been urged to participate actively to improve conditions of Bangladeshi garments workers. It has been suggested that Citizens’ Action Group can create a complete data-base of all those who have lost their lives in Savar, lost their limbs or have had their livelihoods affected, and work to regularly update that.

INITIATING ANTI-POVERTY MOVEMENTS AT CONGRESSIONAL GOLD MEDAL CEREMONY

Dr. Yunus was awarded the Congressional Gold Medal on the 17th of April 2013 for his work in lifting 100 million people in 30 countries out of poverty through micro-credit. He became the first Muslim to receive this award.

YUNUS MEETS LEADING RETAIL COMPANY CEOs

Nobel laureate Professor Yunus met the CEO’s of top clothing retailers at the Consumer Goods Forum held in Tokyo in June. Professor Yunus was a key note speaker at the conference. He invited the CEOs for a private meeting with him to discuss the situation of garment industry in Bangladesh and their support for it. Professor Yunus elaborated his proposals on voluntary international minimum wages for garment workers, and the use of “Happy Workers’ Tag” for offering workers’ welfare programmes by independent social business companies. He urged the CEOs to join hands to make Bangladesh a highly attractive country for sourcing garment products and help bring back the company which left the country.

PROFESSOR YUNUS KEYNOTE SPEAKER AT IIX IMPACT FORUM, SINGAPORE

Professor Yunus Keynote Speaker at IIX Impact Forum, Singapore

MUHAMMAD YUNUS

[CONTINUED]

Professor Yunus was the keynote speaker at the IIX Impact Forum in Singapore held in June, attended by over a thousand participants. The forum discussed technology empowerment capacities, technical assistance and its capacity, climate change impacts, social enterprise advocacy, health care initiatives, institutional investors' impacts, appropriate public policy priorities, private equity for public good, Private Placement Partners (PPP) impacts, and the overall democratization of social capital markets.

Activities led by Yunus Social Business Global Initiatives Yunus Social Business ('YSB'), an international social business incubation and financing company continued to expand its incubator fund concept and to establish new social business projects and partnerships across the world.. YSB currently operates incubator funds in Haiti, Albania and Colombia. It is in the process of setting up funds in Tunisia, Uganda and Brazil.

YSB Haiti

Since beginning operations in February 2010, more than US\$4 million investment capital has been raised. The YSB Haiti Initiative aims to incubate social businesses in three areas: Education & Vocational Training, Agriculture & Environment and Nutrition.

In March 2013, YSB announced a partnership with Sir Richard Branson, Virgin Unite, Former US President Bill Clinton and the Clinton Global Initiative to launch a large-scale reforestation social business in Haiti. Haiti Forest will aim to create a productive, sustainable forest that not only reverses the current trend of deforestation

(Haiti has less than 2% forest cover remaining) but also addresses the fundamental economic causes in order to establish sustainable social and environmental impact. The Government of Haiti has promised 10,000 hectares of land.

In May 2013, YSB Haiti and YSB Brazil launched a partnership with Brazil Foods to establish a poultry social business to produce in natura chicken meat for the local market. The mission of the business is to develop a poultry production chain in Haiti that provides livelihoods to poultry farmers and develops local sustainable agri-businesses.

YSB Africa

In May, Prof. Yunus, delivered the keynote speech at the Closing Luncheon for Governors during the 2013 Annual Meeting of the African Development Bank, paving the way for Social Business expansion across other countries on the continent.

European Social Business Forum 2013

The 1st European Social Business Forum took place in April 2013 in Germany. Launched in Wiesbaden, the first Social Business City worldwide, it was a central event in the field of social business in Europe. The main topics covered during the forum where financing models for social business, the role of the public sector and public-private-partnerships to foster an enabling landscape for social business in Europe.

<http://www.grameencreativelab.com/esbf>

Student Guide on Social Business

In June 2013, the Grameen Creative Lab published a "Student Guide to Social Business" to foster the worldwide social business movement within academia. The guide gives practical information and tips for students about the social business concept, spreading the idea of social business in their university, organizing workshops, lobbying for their activities and finally starting their own social business.

<http://www.grameencreativelab.com/publications#studentguide>

OPPORTUNITIES FOR SYNERGY

- Promote the Global Social Business Summit to Advocates' networks
- Support the summit with their presence



For further information, press and to partner
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