

MDG Advocacy Action Plan - SMART Log Frame

Cluster Co-Facilitators: Graça Machel and Jeffrey Sachs									
Cluster	Thematic Area	Objective	Activities	Indicator	Participating Advocates	Timeline	Lead Agencies/organizations	Lead Financial Instrument	
Food Security and Sustainable Growth Cluster	Food Security	Achieve minimum \$1 Billion/year target for GAFSP	(1) Outreach to G20 leaders at Cannes to encourage renewed political and financial support for the GAFSP (minimum \$1 billion per year)	# of leaders approached, # of press conferences, # of interviews on TV and radio, # of op-eds, etc.	President Zapatero, President Kagame, Akin Adesina, Jeffrey Sachs, Jan Eliasson	Nov-11	WFP, FAO, World Bank, AGRA	GAFSP (Global Agriculture and Food Security Program)	
			(2) Convene (in 2011) a special high level meeting of non-traditional donors, including commercial banks in Africa, chaired by the SG, with a goal of raising \$500 million for GAFSP	Meeting convened, # of dollars committed to fund, # of non-traditional donors in attendance	President Zapatero, President Kagame, Akin Adesina, Jeffrey Sachs, Jan Eliasson		WFP, FAO, World Bank, AGRA	GAFSP (Global Agriculture and Food Security Program)	
			(3) Support the Innovative Finance Forum for Agriculture to be convened by President Kagame in late 2011	Meeting convened, # of press conferences, # of interviews on TV and radio, # of op-eds, etc.	President Zapatero, President Kagame, Akin Adesina, Jeffrey Sachs, Jan Eliasson		WFP, FAO, World Bank, AGRA	GAFSP (Global Agriculture and Food Security Program)	
			(4) Participate in the Leading Group on Innovative Financing for Development annual meeting in Spain in 2011 in order to advocate for streamlining innovative finance for improving food and nutrition security	# of press conference,s # of interviews on TV and radio, # of op-eds, etc.	President Zapatero, President Kagame, Akin Adesina, Jeffrey Sachs, Jan Eliasson	Dec-11	WFP, FAO, World Bank, AGRA	GAFSP (Global Agriculture and Food Security Program)	
	Integrated Rural Development	Provide support to governments such as Nigeria and Mali, in scaling up integrated rural development initiatives that have a proven track record for success		# of new partners	Jeffrey Sachs, Muhammad Yunus, Graça Machel, Marina Silva, Wangari Maathai		UNDP, IGAD, COMESA, other regional organizations	World Bank, Regional Development Banks	
			Promote Drylands Alliance and support mobilization of resources to address the specific MDG challenges of the drylands in Africa, Asia, and Latin America	Amount of resources mobilised	Jeffrey Sachs, Muhammad Yunus, Graça Machel, Marina Silva, Wangari Maathai		UNDP, IGAD, COMESA, other regional organizations	World Bank, Regional Development Banks	
			Work with industry and civil society to integrate microfinance, social business, environmental management, and private-sector technologies into integrated rural development programs	# of projects with a social business and microfinance component	Jeffrey Sachs, Muhammad Yunus, Graça Machel, Marina Silva, Wangari Maathai		UNDP, IGAD, COMESA, other regional organizations	World Bank, Regional Development Banks	
	Water, Sanitation and Environment	Endorsing and supporting Sanitation and Water for All initiative (SWA)	(1) Support the Secretary-General's "Sustainable Sanitation: 5YD to 2015" initiative	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai	Nov-11	UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)	
			Advocate for an integrative approach to Water and Sanitation issues	(2) Endorse and advocate for the support of the Sanitation and Water for All initiative during the World Bank and IMF annual meetings	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai		UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)
			(3) Advocate for additional donors to join the 5 YD initiative and the SWA	# of additional donors	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai		UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)	
			(4) Attende the SWA High Level Meeting in April 2012 in Washington	# of Advocates attending meeting	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai	Apr-12	UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)	
			(5) Convene high-level meeting on the links between nutrition, environment, child health, and sanitation	Meeting convened	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai		UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)	
			(6) Encourage the private sector to implement social business solutions to the problems related to water, sanitation and environment	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai		UNEP, UNCCD, UNICEF, UN Water, WORLD BANK	World Bank and Sanitation and Water for All (SWA)	
Power and Transport Infrastructure	Promote the establishment of new collaborations and partnerships among countries, the development banks, the private sector, and other non-traditional donors to increase investment in infrastructure, especially in Africa	(1) Identify at least 3-6 major cross national infrastructure projects in sub-saharan Africa that will be supported by the MDG Advocacy group. The Advocates will work with the G20 and other public and private stakeholders, and national governments.	# of projects identified	Jeffrey Sachs, Mukesh Ambani, Wang Yingfan, Bob Geldof		IMF, World Bank	World Bank, Regional Development Banks, sovereign wealth funds, private investment funds		
ICT and Development	Promote ITU/UNESCO Broadband Commission for Digital Development	(1) Endorse and support the ITU/UNESCO Broadband Commission as a platform to promote partnerships for scaling up and integration of broadband and mobile into national development plans to accelerate the achievement of the MDGs	# of partnerships established	President Kagame, Mukesh Ambani, Ted Turner, Jeffrey Sachs		ITU, UNESCO	World Bank, Development Banks		
		(2) Promote demonstration projects illustrating the use of cutting-edge ICT technologies for agriculture, health, education, such as "One Laptop per Child", and business development	# of projects promoted	President Kagame, Mukesh Ambani, Ted Turner, Jeffrey Sachs		ITU, UNESCO	World Bank, Development Banks		
		(3) Support the use of ICT technologies in national scaling-up efforts		President Kagame, Mukesh Ambani, Ted Turner, Jeffrey Sachs		ITU, UNESCO	World Bank, Development Banks		

**Cluster Co-Facilitators: HH Sheikha Moza Bint Nasser and Ray Chambers**

Cluster	Thematic Area	Objective	Activities	Indicator	Participating Advocates	Timeline	Lead Agencies/organizations	Lead Financial Instrument			
<b>Education and Health Cluster</b>	<b>Education and Gender Equality</b>	Promote the right to education and protection of schools and education systems against attacks	(1) Develop an action plan to ensure the completion of primary schooling of out of school children starting from the Arab World and extending it worldwide	Emergence of an action plan	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Education for All Fund, EFA/FTI			
		Use ICT for achieving greater access to education, especially in remote and rural areas and focus on secondary education for girls	(2) Use WISE as a platform to monitor and evaluate the performance of the FTI Education for All Fund and to track progress toward the MDG 2 and the EFA goals	Performance tracked with WISE as a platform	Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI			
		Promote intercultural dialogue as a fundamental condition for peace and security to achieve MDG 2 and EFA goals	(3) Work with the ITU Broadband Commission to promote the use of ICT to support the scaling up of access to quality education and the Connect-To-Learn initiative	# of joint projects	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI			
		Pursuit of innovative financing mechanisms and engagement of new donors to fund MDG 2 and EFA goals	(4) Convene a high level meeting in November 2011 in Doha on the margin of WISE with development banks, governments, UN agencies, etc. to discuss innovative financing and new non-traditional donors can contribute towards consolidating the EFA	Meeting convened	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson	Nov-11	UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI			
		<b>Health</b>	<b>Child Mortality</b>	Decrease child mortality by focusing on key drivers that account for almost 80% of child deaths	(5) Support international and national legal mechanism to defend the right to education and to protect it from any violation	# of governments approached, # of positive responses	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
					(6) Call upon all governments in conflict-affected states to develop national plans for education aimed at strengthening the education systems, the rule of law, and curtailing violence	# of governments approached, # of positive responses, # of national plans developed	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
					(7) Strengthen national and international practices to protect the right of education in zones of conflict	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
					(8) Through the Fourth UN Alliance of Civilizations Forum (Doha 11-13 December 2011) promote cultural diversity and inter-cultural dialogue as fundamental aspect of 21st-century education and key to the achievement of the education for all goals	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson	Dec-11	UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
					(9) Support the Thank You Small Libraries initiative in the least developed parts of the world with guidance from Amb. Dho Young-shim and in partnership with the public and private sectors in order to advance development through education	# of additional small libraries that are established with the support of the advocates other than Ambassador Dho Young-shim	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
					(10) Explore the role of social business in fostering vocational training (e.g nursing school, IT school, etc)	# of social business solutions implemented under the leadership of Advocates	HH Sheikha Moza Bint Nasser, Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson		UNESCO, UN Women, UNICEF, World bank, UNAOC, WISE	Global Fund for Education, EFA/FTI	
	<b>Maternal Health and Neonatal Health</b>				Increase distribution of family planning commodities and increase number of midwives and health workers to curb maternal mortality and infant deaths	(1) Advocate for the rapid implementation of existing country plans with the aim that all plans will be in place as soon as possible	# countries supported	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson, others tbd	asap	UNFPA, UNICEF, WHO, UNAIDS, World Bank	GAVI, others tbd
						(2) Mobilize funding especially for the LDCs to purchase new vaccines, commodities and equipment in the health field including to address pneumonia, diarrhea, malaria and neo-natal survival	Amount of additional funding mobilized	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson, others tbd		UNFPA, UNICEF, WHO, UNAIDS, World Bank	GAVI, others tbd
						(1) Support UNFPA and other H4+ partners as they work through September to help countries assemble refined gap plans in each of the 7 identified high priority countries	# of refined gap plans finalized	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson, others tbd	Sep-11	UNFPA, UNICEF, WHO, UNAIDS, World Bank	tbd
	<b>HIV, Malaria and other Diseases</b>				<b>HIV/AIDS</b>	Support virtual elimination of mother to child transmission of HIV by 2015. Focus on the 21 countries with the highest burden	(2) Engage India, a key partner in the fight against reducing the global burden of maternal and neonatal deaths	# of initiatives and projects initiated in India under the leadership of Advocates	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson, others tbd		UNFPA, UNICEF, WHO, UNAIDS, World Bank
		(3) Support the organization of a retreat adjacent to the <i>Every Woman, Every Child</i> event, to bring together Ministers of Health and Finance from each of the focus countries	# of Advocates committed to support a retreat to the EWEC event	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson, others tbd				UNFPA, UNICEF, WHO, UNAIDS, World Bank	tbd		
				Ray Chambers, Julio Frenk, others tbd				UNFP, UNICEF, WHO, UNAIDS, World Bank	Global Fund, PEPfar, others tbd		
		<b>Malaria</b>	Universal coverage with long-lasting insecticide treated bed nets, access to RDT and effective antimalarial drugs to attain near-zero deaths from malaria	(1) Promote attainment of near zero deaths from malaria by the end of 2015 by ensuring universal coverage with long-lasting insecticide treated bed nets (Requiring 100 million nets a year through 2015), access to RDT and effective antimalarial drugs	# of bed nets provided	Ray Chambers, Julio Frenk, Hiromasa Yonekura, others tbd		WHO, UNICEF, World Bank, other tbd	Global Fund, others tdb		
				(2) Tap into the potential of big private sector companies by using social business summit in Vienna from 10-12 November, as a platform, building upon the successful implementation of treated mosquito nets as a sustainable social business with BASF in Bangladesh	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	Ray Chambers, Julio Frenk, Hiromasa Yonekura, others tbd	Nov-11	WHO, UNICEF, World Bank, other tbd	Global Fund, others tdb		
		<b>Tuberculosis</b>	To meet 2015 TB goal of saving 1 million lives from TB/HIV	(1) Launch the campaign to save 1 million lives in collaboration with UNAIDS, and with support from the Global Fund and US PEPFAR	# of press conferences, # of interviews on TV and radio, # of op-eds, etc.	Ray Chambers, Julio Frenk, others tbd		WHO	Global Fund, PEPfar, others tbd		
				(2) Work with the 10 target countries to develop and/or refine concrete plans to achieve the target	# of concrete plans implemented under the leadership of an Advocate	Ray Chambers, Julio Frenk, others tbd		WHO	Global Fund, PEPfar, others tbd		
(3) Secure funding to fill any remaining gaps	Objective analysis of the remaining gap, # of projects and initiatives to make up for the shortfall			Ray Chambers, Julio Frenk, others tbd		WHO	Global Fund, PEPfar, others tbd				
(4) Identify ways to support current efforts to address completely preventable burden of most of the neglected Tropical Diseases	Ways to support current efforts identified			Ray Chambers, Julio Frenk, others tbd		WHO	Global Fund, PEPfar, others tbd				

	<b>Health workers</b>	Full funding of the Global Fund to fight AIDS, TB and Malaria	(1) Promote scaling up of training and deployment of 3.5 million health workers in the 49 lowest income countries by 2015 by supporting the UN agencies	# of additional health workers	Ray Chambers, Julio Frenk, Jeffrey Sachs	WHO, UNFPA, UNICEF, UNAIDS, World Bank GFATM, PEPFAR, GAVI
		Support a bold campaign to raise awareness and funds for the additional 3.5 million health workers called for in the Global Strategy for Women's and Children's Health	(1) Support a public campaign to raise awareness and funds for a massive scale-up of health workers and the use of broadband mobile. Advocates can also explore the potential of social business in providing training opportunities for health workers	# of additional health workers	Ray Chambers, Julio Frenk, Jeffrey Sachs	WHO, UNFPA, UNICEF, UNAIDS, World Bank GFATM, PEPFAR, GAVI

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Cross-cultural Initiatives	Innovative Financing	Mobilize new forms of financing			President Zapatero, Philippe Douste-Blazy, Muhammad Yunus, Jeffrey Sachs, Dho Young-shim, Ray Chambers		UNITAID	UNITAID, new donors, innovative financing
		Pursuit of innovative financing mechanisms and engagement of new donors to fund MDG 2 and EFA goals		Amount of addition Finance for MDGs raised				
	Global Political Advocacy	Ensure sustained engagement by supportive Heads of State, and other global decision and opinion makers through bilateral and collective engagement.			Tracking on the website and social media of the engagements of Advocates with high public visibility	All Advocates		
	Empowering the Youth			(1) Develop and launch the "YY Millenium Tour" in cooperation with leading international companies with a horizon until 2015	# of Advocates participating	Muhammad Yunus, others tbd		UN Global Compact, Inter-agency Network on Youth Development
				(i) Starting out with a set of public events around the world and making use of social media to create awareness	# of public events convened			UN Global Compact, Inter-agency Network on Youth Development
				(ii) Building up towards concrete ideas to tackle social challenges via a series of workshops with a train-the-trainer methodology	# of concrete ideas created			UN Global Compact, Inter-agency Network on Youth Development
				(iii) Implementing these ideas on the ground including facilitation of finance and technical assistance	# of ideas implemented			UN Global Compact, Inter-agency Network on Youth Development
				(iv) Assessing impact, ensuring best practice exchange and scaling up, as needed	Short report of lessons learnt written			UN Global Compact, Inter-agency Network on Youth Development
				(2) Encourage MDG Advocates to learn about social business and join the launch of the YY Millenium Tour at the Global Business Summit, in Vienna from 10-12 November 2011	# of Advocates encouraged to learn about social business			UN Global Compact, Inter-agency Network on Youth Development
(3) Encourage the MDG advocates to take part in the YY Millenium Tour and take part in representative events and communication	# of Advocates participating			UN Global Compact, Inter-agency Network on Youth Development				