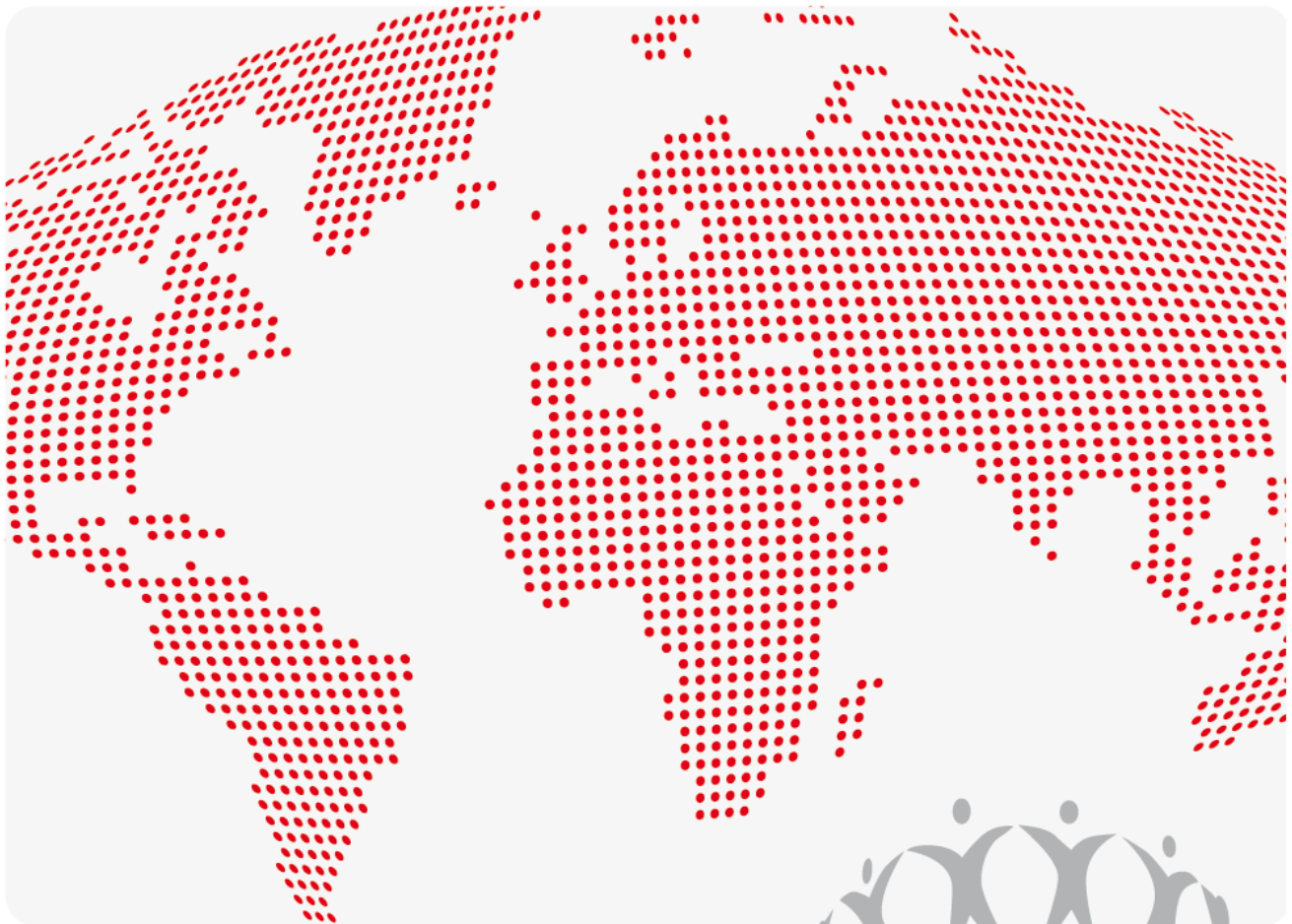


**THE BEYOND 2015 CAMPAIGN  
IN ITS SECOND YEAR**

**2012 ACTIVITIES AND IMPACT**



**Beyond2015**

Campaigning for a global development framework  
after the Millennium Development Goals

## THE BEYOND 2015 CAMPAIGN IN ITS SECOND YEAR

### 2012 ACTIVITIES AND IMPACT

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## THE BEYOND 2015 CAMPAIGN IN ITS SECOND YEAR 2012 ACTIVITIES AND IMPACT

### Summary

In its second year (November 2011 – November 2012), **Beyond 2015** has seen dramatic growth and made significant progress towards our advocacy goals of 2012. Key milestones include:

- **Beyond 2015** grows from **250 organisations from 65 countries** to **577 CSOs from 95 countries** – more than doubling in size!
- **Beyond 2015** ensures civil society representation on the UN High Level Panel of Eminent Persons on post-2015 development agenda and organises civil society sessions with the Panel in New York and London.
- **Beyond 2015** ensures North – South parity on the Executive Committee, with six Southern and six Northern CSOs, and co-chairs from The Seed Institute (Kenya) and CAFOD (UK)
- **Beyond 2015** lobbying on the need for a unified process for SDGs and post-MDGs is reflected widely throughout civil society, governments and UN staff
- Hundreds of CSOs gather together to discuss expectations around the post-2015 process at the CIVICUS World Assembly, culminating in the Civicus declaration and statement
- **Beyond 2015** coordinates input into the UN 11 thematic consultations
- **Beyond 2015** receives funding from SIDA to organize a series of national CSO deliberations on the

This summary report aims to provide an overview of the influencing achievements of **Beyond 2015** in 2011. It is divided into 4 sections, reflecting the goals set in the 2012 influencing strategy. It uses the traffic light system: a green light means that we feel that the goal has been largely met. A yellow light means that the goal has been partially met and a red light means that the goal has not been met at all.

<b>Goal 1:</b> The United Nations has initiated a strong, legitimate and inclusive process of post-2015 planning and is leading this process.	
<b>Goal 2:</b> Global civil society is supported to develop clear and coherent asks which are influential in the debate and respond to the voices of those directly affected by poverty and injustice.	
<b>Goal 3:</b> <b>Beyond 2015</b> is the connecting global campaign working on these issues, working collaboratively with others.	
<b>Goal 4:</b> Rio +20 is a key milestone which improves the prospects for a post-2015 framework and provides opportunities to link with southern networks.	

**GOAL 1: THE UNITED NATIONS HAS INITIATED A STRONG, LEGITIMATE AND INCLUSIVE PROCESS OF POST-2015 PLANNING AND IS LEADING THIS PROCESS.**



*Summary: Good progress made with the UN leading a process which, on paper, is strong, legitimate and inclusive. There is clear evidence that Beyond 2015 has been influential in this process. Thematic consultations and the High Level Panel have shown openness to civil society, and, to a lesser extent, the voices of those most affected by poverty and injustice. On paper the national consultations will also be inclusive, with the majority planning to engage civil society. The 'Global Conversation' at [www.theworldwewant.org](http://www.theworldwewant.org) is a good outreach tool, though it remains to be seen whether this will actually reach those most affected by poverty and injustice. The next nine months will prove crucial and will really show whether this UN process is strong, legitimate and inclusive.*

Since its inception, **Beyond 2015** has called on the UN to lead a strong, participatory and inclusive process to develop the post-2015 framework. The campaign has made a number of overtures to the UN in this respect in 2012, including:

- **Towards a successor framework to the Millennium Development Goals: Next steps for the United Nations** (March 2012, see [here](#))
- **Letters to the Secretary General** (See [here](#) and [here](#))
- **Letters to various decision makers at the UN following the CIVICUS World Assembly** (See [here](#))
- **Analysis of the ToR of the High Level Panel** (See [here](#))

Our messages have clearly been heard at the highest levels. The UN Secretary-General (UN SG) Report on accelerating progress toward the MDGs and the issues for advancing the UN development agenda beyond 2015 (August 2012) reiterated that “[t]he post-2015 development framework is likely to have the best development impact if it emerges from an inclusive, open and transparent process with multiple stakeholder participation.”

“**Beyond 2015** has made a valuable contribution to the creation of an open, multi-stakeholder dialogue around the post-2015 agenda, and is a key partner of the UN system in the effort to engage civil society in a true spirit of partnership.”

**Corinne Woods, Director of UNMC**

"**Beyond 2015** is an important hub for civil society's voices on the post-2015 agenda. Its input and comments on many of the UN processes currently underway, including the Secretary General's High-level Panel of Eminent Persons on the Post-2015 Development Agenda, have been critical to ensuring broad support and legitimacy of the process."

**Senior officer in the Executive Office of the Secretary General of the UN, December 2012**

➔ **UN Task Team report** (See [here](#))

Several of **Beyond 2015** key asks and messages have been taken on board in this report. The case for an inclusive process gets a big highlight (p.7). The three principles of human rights, equality and sustainability (p.23-25) reflect **Beyond 2015** positions and policy [asks](#). In line with the weight of opinion in the debate, and certainly the [position](#) that **Beyond 2015** has been pushing on universality, the report backs a fully global framework – not just one for ‘developing’ countries. It does seem that a good amount of listening has taken place by the authors of this report.

## → National consultations

The [UN guidance note](#) for national clearly reflects key **Beyond 2015** policy asks about inclusive and participatory process, and it specifically mentions Beyond 2015, suggesting that UN national offices: “Consider active engagement with civil society coalitions and their national partners active on the post-2015 agenda (e.g., Beyond 2015 Coalition, the Global Call to action Against Poverty [GCAP] and other alliances from the South)”.

**Beyond 2015** understands that the UN national consultations are expected to be done in full participation with the relevant CSO actors in country. For example, the **Beyond 2015** lead agency in Colombia will be coordinating the civil society agenda during the UN national consultation process. Colleagues in The Philippines and numerous other countries are working extremely closely with the UN offices in country in order to ensure collaboration and the participation of civil society in these national consultations.

## → High Level Panel

**Beyond 2015** organised a transparent and inclusive [process](#) to suggest specific civil society representatives to sit on the High Level Panel in early 2012, and these recommendations were shared with the UN Secretary General and other key figures within the UN (see letter [here](#)). One of our five suggested representatives, Mrs Graca Machel was invited to be a member of the Panel (See [here](#)). **Beyond 2015** is in regular contact with Mrs Machel and her office, and she is helping ensure that key messages of **Beyond 2015** are fed into the HLP discussions.

“The **Beyond 2015** campaign provides a wealth of comprehensive and in-depth information about the post-2015 debate and proved to be very helpful in informing and shaping the thinking of the DAC and the OECD trying to find a way how to engage in the debate which needs to be a country driven debate taking place under the auspices of the UN.”

**PD Dr. Hildegard Lingnau, Senior Councillor, Strategic Analysis & Cross-Cutting Issues, Director's Office, Development Co-operation Directorate, OECD**

**Beyond 2015** took a lead in organising CSO engagement with the HLP at their meetings in both New York and London, and are planning to do the same for future meetings. **Beyond 2015** led the selection process for global civil society and organised six thematic roundtables and a ‘town hall meeting’ bringing together over 200 CSO representatives with members of the HLP. An overview of all of these meetings is available [here](#) and [here](#).

Various parts of the campaign are working to influence specific members of the High Level Panel. **INFID**, the **Beyond 2015** lead agency in Indonesia, is highlighting campaign messages to the Indonesian President and ensuring he is undertaking meaningful civil society outreach in the region (reflected in outreach meetings in December 2012 and January 2013). The **Bond Beyond 2015** UK Hub meets regularly with Michael Anderson, the post-2015 Sherpa to the Prime Minister of the UK. **Save the Children**, a member of the **Executive Committee** and co-chair of the **European Task Force**, meet with Commissioner Piebalgs before and after each meeting of the HLP.

Other members of the **Executive Committee** and the secretariat are meeting with the lead author of the HLP report, Homi Kharas, to ensure key message are taken on board. And colleagues in Liberia are in close contact with the President’s office, ensuring that there is a civil society liaison point in the office on this and that the President hears the positions of **Beyond 2015** in Africa.

It remains to be seen how much influence **Beyond 2015** will have on the High Level Panel, with both positive and negative signs coming out of recent meetings. It is positive that the Panel seems to agree that the vision for the post-2015 development framework should be based on the eradication of global poverty. That said, we are already on track to eradicate poverty, so perhaps this vision is simply not ambitious enough and is sticking with the MDG+ approach? What's more, clear challenges remain to ensure that the Panel is more ambitious than this, and agrees on the need for a transformational, universal framework which applies to all countries and is based on a vision not just of poverty eradication, but also environmental sustainability, human rights and inequality.

→ **Thematic consultations**

For details of influencing success throughout the thematic consultation, see [section below](#).

**GOAL 2: GLOBAL CIVIL SOCIETY IS SUPPORTED TO DEVELOP CLEAR AND COHERENT ASKS WHICH ARE INFLUENTIAL IN THE DEBATE AND RESPOND TO THE VOICES OF THOSE DIRECTLY AFFECTED BY POVERTY AND INJUSTICE.**



*Summary: Beyond 2015, working with GCAP and the International Forum of NGO Platforms, is embarking on a project of civil society deliberations on a post-2015 framework in 30 different countries. Concurrently, we are working on creating consensual positions on the foundational concepts of a post-2015 framework. Data which comes out of the Participate initiative will be added to the first two streams of work in order to further develop coherent asks which respond to the voices of those most affected by poverty and injustice.*

→ **The Participate initiative** (See [here](#))

**Beyond 2015** has advocated that a post-2015 framework should reflect the voices of those directly affected by poverty and injustice since the campaign was first founded. In September 2012, the



campaign launched a major programme of participative research – Participate - in partnership with the Institute for Development Studies. This will provide high quality evidence on the reality

of poverty at ground level, connecting the perspectives of the poorest with the post-2015 debate and bringing together a number of independent research projects taking place in over 30 countries around the world. Participate is organising a range of interventions to engage policy makers with knowledge from the margins, including reviews of existing evidence, film making and immersions for key decision-makers so that they can experience the issues and hear from people in poverty directly. Numerous members of the High Level Panel have committed to engaging with various aspects of Participate, from taking part in 'immersion' sessions on the ground to setting aside time to fully engage with the findings of the work.

*“Conversations with Beyond 2015's European Task Force have proved an excellent source of interesting and innovative ideas on how to approach the complex issues a post-2015 framework will need to address. I look forward to continuing to work with them next year.”*

**Andris Piebalgs, European Commissioner for Development, member of the High Level Panel**

→ **National civil society deliberations**

**Beyond 2015** received a grant of almost €500 000 to undertake a project called ‘**Sustained national and regional civil society engagement on a post-2015 development framework**’. Working with **GCAP** and the **International Forum of National NGO Platforms**, **Beyond 2015** is supporting the creation of 30 national hubs (12 in Africa 10 in Asia and 8 in Latin America) in order to

organise a series of [national civil society deliberations](#); contribute to the creation of a **Beyond 2015** position on the vision, purpose, principles and criteria of a post-2015 framework; create specific, concrete policy asks for national governments aiming at influencing their position on the post-2015 debate, and using these asks in an ongoing and concerted manner to engage with an influence governments; and to feed into the [UN-led consultation process](#) at national and international level.

→ **Foundational Concepts of a post-2015 framework** (See [here](#))

**Beyond 2015**'s [content strategy](#) is being shared widely and has generated a lot of interest in our approach, particularly from key members of the UN Secretariat of the HLP as well as specific members of the HLP and their advisors. There is good evidence this approach is helping to influence the HLP as well as being useful for our own thinking as a campaign.

Members of the HLP and the UN Task Team have expressed willingness to engage with the various iterations of the [Vision](#), [Purpose](#), [Principles](#) and [Criteria](#) and **Beyond 2015** will be working hard to ensure these messages will influence the drafts of the High Level Panel report and the UN Secretary General's annual report of 2013.

→ **Thematic consultations**

**Beyond 2015** is submitting [position papers](#) on the UN 11 thematic consultations. Dozens of CSOs are working together under 11 lead agencies (**Baha’I international Community** on inequalities, **Medicus Mundi** on health, **Save the Children** on food and nutrition security, **Climate Action Network** on environment and on energy, **Global Campaign for Education** on education, **Center for Economic and Social Rights (CESR)** and **Global Campaign for Action against Poverty (GCAP)** on governance, **International Alert** on conflict and fragility, **Christian Relief & Development Association (CRDA)** on population dynamics, **Restless Development** on growth and employment (review of existing input) and a leadership team of **WASH United**, **Fresh Water Action** and **End Water Poverty** on water and sanitation. By the end of 2012 papers will have been submitted to the consultations on inequalities, health, food and nutrition and environment. The others will be finalised before March 2013, in time to be used as an influencing tool with the High Level Panel. Messages from the papers are already being used in key meetings with members of the High Level Panel.

‘**Beyond 2015** has been an excellent platform for the environment and development to work together in partnership for the post-2015 development framework. It has done a fantastic job of tracking a convoluted UN process and providing us with insight into the best moments to engage.’

**Neva Frecheville, co-chair of Beyond 2015. CAFOD, formerly of WWF**

“A lot of people at the UN see **Beyond 2015** as the go-to civil society network on post-2015”

**Special Adviser of a HLP member, New York, September 2012**

All papers have been circulated to the whole campaign for input, and all are checked and approved by the **Beyond 2015** Executive Committee. All papers will be submitted to the respective consultations, used as advocacy tools by the drafting teams members as well as any member of the campaign willing to do so in the name of **Beyond 2015** and the lessons learnt from the process of drafting the papers on the vision, purpose, principles and criteria of the future development framework will be included in a paper on content by 2013.

**GOAL 3: BEYOND 2015 IS THE CONNECTING GLOBAL CAMPAIGN WORKING ON THESE ISSUES, WORKING COLLABORATIVELY WITH OTHERS.**



*Summary: **Beyond 2015** has enjoyed a second year of rapid expansion, increasing both its staff capacity and its number of participating organisations. Collaborative partnerships have been developed with key organisations and networks, including GCAP, CIVICUS, the Berlin Civil Society Centre and the International Forum of National NGO Platforms. The number of participating organisations from Latin America is growing steadily, and this will remain a priority in 2013.*

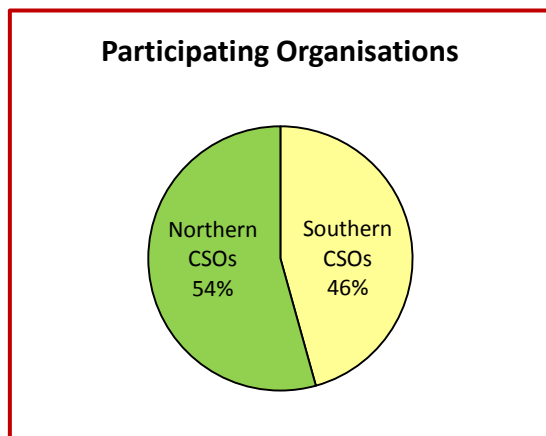
→ **Growth of Beyond 2015**

**Beyond 2015** was founded by 5 CSOs in 3 countries in November 2010. By November 2011 the campaign had grown to 243 CSOs from 62 countries. Over the last year Beyond 2015 has grown dramatically to bring together 577 CSOs from 95 different countries. The country breakdown is now as follows: **Africa (184 CSOs from 33 countries), Asia (85 CSOs from 16 countries), Europe (230 CSOs from 24 countries), North America (60 CSOs from 2 countries), Latin America (34 CSOs from 18 countries).**

Dec 2011: **Beyond 2015** brings together 262 CSOs from 65 countries

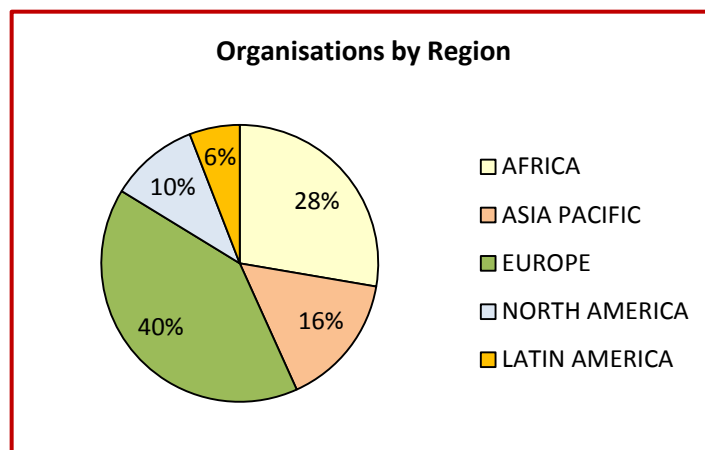
Dec 2012: **Beyond 2015** brings together 577 CSOs from 95 countries.

The growth of the campaign has largely been due to the growing influence of the campaign, the relationships developed with other key networks and organisations (**GCAP, CIVICUS, CAN International, The Berlin Civil Society Centre** among many others), as well as the campaign’s commitment to inclusivity and collective working. **Beyond 2015**’s Executive Committee, working groups, drafting teams for thematic consultations and national and regional hubs have enabled hundreds of organisations and individuals to help drive our advocacy efforts at key moments.





The continued expansion of **Beyond 2015** has led to significant improvements in the campaign's structure and governance. The Executive Committee now has a north / south balance (see below) and a more established way of working with monthly conference calls. The Secretariat has grown to include a full time International Coordinator, a half time International Officer, and half time regional coordinators in Europe, Africa, Asia and Latin America. In 2013 the campaign will employ a full time Finance and Admin Officer and a half time Advocacy Coordinator.



→ ***North-South parity in Beyond 2015's governance***



**Mwangi Waituru and Amy Pollard, co-chairs of the Beyond 2015 Executive Committee (note Amy is on maternity leave, replaced by Neva Frecheville)**

The mandate of **Beyond 2015's** original Executive Committee expired in February 2012 and the entire original committee stood down. Following an open and competitive [process](#), six organisations from the Global South and six organisations from the Global North were selected to join a new Executive Committee – which forms the central hub of the campaign and is its main governing body. **The Seed Institute** was appointed to act as co-chair of campaign from the Global South, and **CAFOD** was appointed as co-chair from the Global North. This new committee and its co-chairs have a two year mandate, until February 2014.

We estimate that the **Beyond 2015** Secretariat, Executive Committee and various CSOs participating in **Beyond 2015** have represented the campaign at over 100 events worldwide in 2012, including outreach meetings of the High Level Panel and individual members of the Panel, numerous events at the Rio+20 Summit, the Japan Post-MDGs Contact Group, the UN Task Team on post-2015, meetings with the Liberian President (co-chair of the High Level Panel), the Indonesian President and the UK Prime Minister's special envoy on the *post-2015* framework, as well as the EU-Latin America CSO Forum, where Beyond 2015 was officially launched in Latin America. **Beyond 2015** was also a key organizer for the civil society outreach events at the High Level Panel meetings in New York and London.

**“Beyond 2015** has already made a niche for itself in the post 2015 discourse and space for action. It has certainly added a significant amount of energy to the civil society work on post 2015. A coming together of GCAP and **Beyond 2015** was crucial for the broader civil society space. I am delighted to say that over the past one year the relationship has settled into a very constructive and collaborative mode. These synergies (of GCAP and **Beyond 2015**) would certainly make the civil society voice in the post 2015 discourse stronger and effective.”

**Amitabh Behar, GCAP / Beyond 2015**

**GOAL 4: RIO+20 IS A KEY MILESTONE WHICH IMPROVES THE PROSPECTS FOR A POST-2015 FRAMEWORK AND PROVIDES OPPORTUNITIES TO LINK WITH SOUTHERN NETWORKS.**



*Summary: Beyond 2015 had a strong engagement at the Rio+20 Summit, with a very active Task Force brining together dozens of participating organisations from throughout the world to work together on the relationship between the proposed SDGs and the post-2015 framework. Good links were developed with various CSOs and networks from the south. However, a key challenge remains: ensuring that the two processes (post-MDGs and SDGs) come together and lead to one, unified framework in 2015.*

**Beyond 2015** contributed to the Zero Draft (read input [here](#)), and hosted a CSO roundtable during the March intersessionals with UNMC (see report [here](#)). This provided a good opportunity to use Beyond 2015 input to influence UN Departments and key governments such as Colombia, which is playing a leading role in the SDG process. The campaign also co-hosted a meeting on SDGs and post-MDGs during the April intersessional, which provided another opportunity for members of the [Beyond 2015 Rio+20 Task Force](#) (including **ATD Fourth World** and **Civicus**) to use campaign messages to influence key departments and governments.

Neva Frecheville, at that time chair of the Beyond 2015 Rio+20 Task Force on behalf of **WWF-UK** (Neva is now co-chair of the Executive Committee on behalf of **CAFOD**) attended the UNEP Governing Council and Global Ministerial Environment Forum from 20 – 22 (February 2012 in Nairobi, Kenya) to highlight **Beyond 2015** thinking on the relationship between the SDGs and post-MDGs as well as building relationships with Southern CSOs and environmental CSOs. Beyond 2015 input was shared with governments including Brazil, Colombia, Guatemala and Peru during this forum.

The outcome from the Rio Summit has had a significant impact on the post-2015 development process, with a mandate in 'The World We Want' to establish an intergovernmental Open Working Group on Sustainable Development Goals, that will look at integrating sustainability within global development frameworks.

**Beyond 2015** had strong representation at the Rio+20 Summit, with Nanette Antequisa from **Ecoweb** (The Philippines), Kimbowa Richard from the **Uganda Coalition for Sustainable Development** (Uganda) and Bernadette Fischler from **CAFOD** (UK) representing the campaign. Many other participating CSOs also attended and highlighted key messages from the Rio+20 Working Group in their advocacy work with governments. Beyond 2015 held regular coordination meetings and used the Summit as an opportunity to reach out to other civil society representatives, networks and organisations (specifically from Latin America) to join the campaign. Beyond 2015 hosted a series of official side events which were repeated both in the Rio Centro and at the People's Summit, with a focus on intergenerational justice (What will be the #riolegacy? – See [here](#)) and how sustainability could figure in the post-2015 development framework (The Role of Sustainable Development Goals in the post-2015 framework – See [here](#)), as well as creating a position paper on the role of SDGs in post-2015 (read position paper [here](#)). This paper was used in various lobbying meetings by members of the Beyond 2015 Rio+20 Task Force both in advance of the Rio conference and during it.

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# Beyond2015