

The Beyond 2015 campaign in its first year 2011 Activities and impact

Summary

In its first year, the Beyond 2015 campaign has seen dramatic growth and made significant progress towards our original advocacy goals. Key milestones include:

- Campaign grows from 5 organisations from 3 countries to **250 organisations from 65 countries**.
- Beyond 2015 collectively draws up Essential Must-Haves on post-2015 and sends these to UN; First official UN discussion on post-2015 is scheduled shortly afterwards and reflects many key ideas.
- Change in policy from UK government, who are now open to post-2015 discussion.
- The Office of the UN Secretary General informally ask Beyond 2015 to propose a representative from global civil society to sit on forthcoming High-Level Panel on post-2015.

Since its inception in November 2010, Beyond 2015 has described itself as **“an international campaign aiming to kick-start and accelerate the post-2015 planning process.”** The dramatic increase in the number of events and discussions around a post-2015 framework compared with last year (see details on <http://www.beyond2015.org/events>) indicates the conversations and indeed the planning process has indeed been kick-started! Whilst many factors have influenced this change, there is evidence to suggest Beyond 2015 played a significant role in drawing greater global attention to the question of what should happen after the Millennium Development Goals.

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 2011 influencing strategy:

1. Growing the Beyond2015 campaign and ensuring it is fully international
2. Influencing the United Nations
3. Influencing key countries
4. Influencing the process

1. Growing the Beyond 2015 campaign and ensuring it is fully international

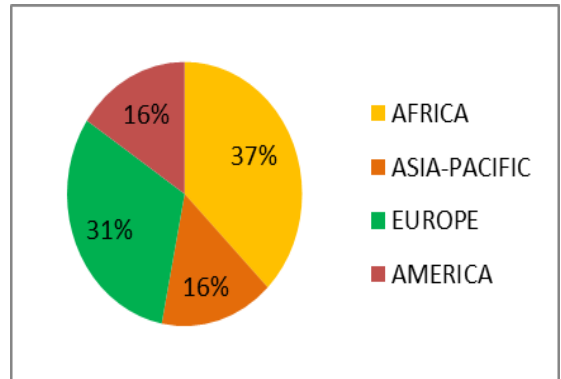
Strategic Aim 2011: Beyond 2015 is the connecting global campaign working on these issues, working collaboratively with others.

Nov 2010: Beyond 2015 is founded by 5 organisations from 3 countries.

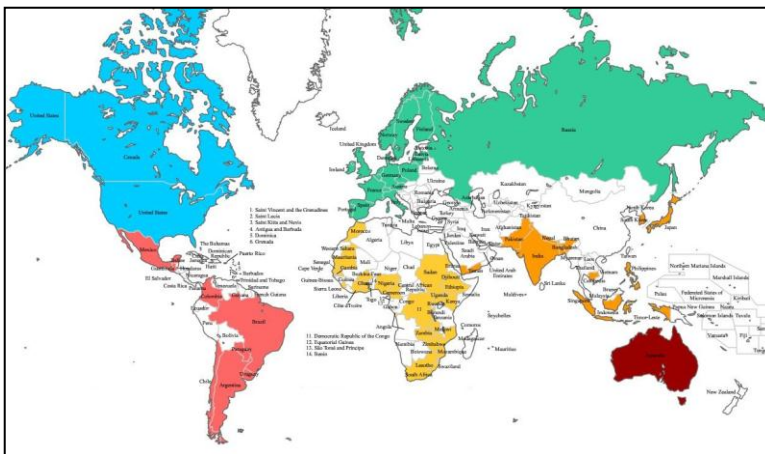
Nov 2011: Beyond 2015 brings together 243 organisations from 62 countries.

In November 2010, Beyond 2015 was launched by a small coalition (Bond, CAFOD, Christian Aid, CIDSE and Trocaire) of organisations who agreed on the need to kick start post-2015 conversations on a global level. In November 2011, the campaign brings together over 325 contacts from 250 participating organisations in 65 countries. The country breakdown is as follows: **Africa (24), Asia (10), Australia (1), Europe (19), North America (2), South America (9).**

Countries by Region



Operating in three languages – French, Spanish and English – the campaign has developed ways of working to maximise inclusiveness and harness the strength of its participating organisations. For example, when key advocacy moments arise, an open invitation is made to participating organisations to join a short-term working group to tackle it. This system has enabled over 40 separate individuals to help drive our advocacy at key moments.



The rapid expansion of the campaign has required improvements in Beyond 2015's organisational structures and governance. Reflecting the international outlook of the campaign, the secretariat has moved from the UK network, Bond, to the European network, Concord, and expanded to two part-time posts. The Executive Committee has developed a strategy to ensure a geographically balanced leadership in the campaign in 2012 and beyond.

2. Influencing the United Nations



Beyond 2015 workshop at the World Social Forum in Dakar, Senegal (March 2011)

Strategic Aim 2011: Beyond 2015 is officially discussed at the UN level (focus on the Secretary General's Annual Report on the MDGs, Rio+20 and any working groups established by the UN).

Civil society discussions, facilitated by Beyond 2015, were happening in advance of post-2015 discussion being formally raised in the United Nations. In February 2011 Beyond 2015 held two workshops at the World Social Forum in Dakar, Senegal, to develop Essential Must-Haves for a post-2015 framework. These have become key advocacy tools for the campaign, and remain 'live documents' for discussion (see [here](#)).

In mid-May, Beyond 2015 sent letters to the director of UN DESA and the President of the General Assembly in which we highlighted the Essential Must-Haves and called on the UN to take leadership of the post-2015 process. On 14th June the President of the General

Assembly organised a Development Dialogue focusing specifically on the post-2015 process. Discussions during this session strongly reflected many of Beyond2015's Must-Haves.

This Development Dialogue represented the first official UN discussions on a post-2015 framework.

While Beyond 2015 was unable to directly influence the creation of the Secretary General's Annual Report on the MDGs (due to a lack of clarity around the drafting process) we were pleased to see an extensive section on the post-2015 process. This enabled Beyond 2015 to open up a direct channel of communication with the Secretary General and his office. As such, on 22 June we sent a letter (drafted by participating organisations from Zimbabwe, Burkina Faso, France, Brazil, UK and Spain and signed by

over 60 participating organisations) directly to the Secretary General, encouraging him to start formulating a process to agree on a post-2015 framework in 2011 and highlighting the Essential Must Haves. We received a positive response from the Deputy Secretary General on 8 August, which **'welcomed concrete suggestions on the key elements of a framework'**. A further letter, drafted by participating organisations from Bangladesh, Brazil, Chile, France, Nigeria, Spain, UK, Zambia and Zimbabwe, and signed by over 60 organisations from 33 countries, was sent on 18 October, asking the Secretary General to provide his personal leadership, and making a number of practical recommendations on what a legitimate UN led process might look like (as informally requested by colleagues in UNDP, UN MC, UN DESA and others). We await a formal response to these recommendations, but phone conversations with the Secretary General's office have been encouraging.

May 2011: Beyond 2015 sent letters to UN DESA and the President of the General Assembly highlighting the campaign's Must-Haves and calling for UN leadership.

June 2011: The President of the General Assembly organised the first official UN discussions of post-2015.

The Secretary General's office have informally asked Beyond 2015 to nominate a representative from global civil society who would sit on a High Level Panel / Independent Commission which will be established to guide the post-2015 planning process.

The UN is setting up an inter-agency task force to support the High Level Panel / Independent Commission (another suggestion by Beyond 2015). This Task Force is co-chaired by UNDP and DESA. Beyond 2015 is in regular contact with both agencies to understand the work of this Task Force and share intelligence with participating organisations.

UNDP (supported by UNMC) will be organising a series of (up to 50) national consultations in 2012 to discuss a post-2015 framework. These consultations will be used to inform the work of the Task Force and the High Level Panel. Beyond 2015 is working closely with UNDP and UNMC to ensure that civil society is fully and meaningfully included in these consultations.

Informal conversations with UN insiders and outsiders provide evidence that Beyond 2015 has a meaningful influence on the UN's thinking on the post-2015 agenda, and played a role in ensuring the UN's early leadership on the issue.

3. Influencing key countries

Beyond 2015 has selected a number of key countries who are likely to exert influence on the 2013 MDG Summit (a key staging post for intergovernmental discussions on a post-2015 framework). While it is too early to know the positions of all the key governments in relation to a post-2015 framework, Beyond 2015 has developed relations with civil society in each of these priority countries, and is thus well placed to gain an overall picture of governmental thinking in 2012 and 2013 as government positions start to clarify.

In 2011, building from the campaign's original strong base of participating organisations in the UK, Beyond 2015 undertook a number of lobbying activities with UK Parliamentarians and with the UK Department for International Development. The UK Secretary of State, Andrew Mitchell has dramatically shifted his position, and is now very open to discussing post-2015.



Beyond 2015 presents to the International Development Committee, UK parliament (March 2011)

UK government officials with whom the campaign has built a strong relationship said that Beyond 2015 were a contributing factor to this change of view.

"You have persuaded me that the time has come to look seriously at the question of what happens after the MDGs"

Hugh Bayley MP, 2nd March 2011

There is existing evidence that certainly countries are already openly discussing a post-2015 framework (Germany, The Netherlands, Norway, Denmark, the UK), and informal discussions highlights that Beyond 2015 recommendations are considered as useful and important resources by a number of these governments.

4. Influencing the process

Strategic aim 2011: The process of developing a post-2015 framework is participatory, inclusive and responsive to voices of those directly affected by poverty and injustice.

Beyond 2015's consistent focus on the need for a participatory, inclusive process which is responsive to voices of those affected by poverty and injustice has yielded results. This has been highlighted in every communication with the United Nations, and we have been reassured on numerous occasions that the UN completely agrees – the Secretary General's Annual Report on the MDGs suggests that "the post-2015 development framework is likely to have the best development impact if it emerges from an inclusive, open and transparent process with multi-stakeholder participation."

Beyond 2015 has been told that we no longer need to lobby on the need for a participatory, inclusive process as the UN is in full agreement! The challenge is now therefore to ensure that this commitment is followed through in a high-quality and meaningful way.

March 2012: Beyond 2015 creates Must-Haves highlighting need for a participatory and inclusive process, and circulates to the UN.

July 2011: UN Secretary General releases report saying "the post-2015 development framework is likely to have the best development impact if it emerges from an inclusive, open and transparent process with multi-stakeholder participation."