**History of Beyond 2015**

**2010: The start of the campaign**

Shortly after the [**MDG Summit**](http://www.un.org/en/events/pastevents/millennium_summit.shtml) in 2010, a small number of CSOs came together to start working on influencing the next global development agenda. These CSOs were: **Bond (UK), CAFOD (UK), Trocaire (Ireland), CIDSE (Belgium), Christian Aid (UK)**

At this stage, few people were prepared to talk about the post-2015 agenda. Most CSOs, governments and UN officials were reluctant, preferring to focus energies on achieving the MDGs by 2015. These five CSOs, however, supported the need to continue focusing on the MDGs but felt it was critical to start discussing the post-2015 agenda at an early stage to ensure a participatory, inclusive process which responded to the voices of those most affected by poverty. These were **like-minded CSOs** who had a history of working together.

With these aims in mind, these CSOs launched Beyond 2015 as a global campaign, setting broad goals which would enable a wide range of CSOs throughout the world to work together. These goals were:

* To ensure a global, overarching, cross-thematic framework to succeed the Millennium Development Goals, reflecting Beyond 2015’s policy positions.
* To ensure that the process of developing this framework is participatory, inclusive and responsive to the voices of those directly affected by poverty and injustice.

In order to bring the campaign to a global audience, the conversation was taken to the **World Social Forum** in Dakar (Senegal) in **February 2011**. Two meetings were organised – a closed meeting with two dozen colleagues from throughout the world to create the first draft of the **‘**[**Essential Must Haves’**](http://www.beyond2015.org/sites/default/files/Beyond%202015%20Essential%20Must-Haves%20April%202011.pdf), and a larger public meeting which brought together almost 100 people, to refine the ‘Essential Must Haves’ and plan future work. The Essential Must Haves were then further refined via an online process with the growing campaign.

In **June 2011**, the Executive Committee of Beyond 2015 (consisting of the five original CSOs and **WWF UK**) decided to move the campaign’s secretariat to [**Concord**](http://www.concordeurope.org/), the European NGO confederation for relief and development, in order to further ‘internationalise’ Beyond 2015. Around this time, the Executive Committee expanded to include **Sightsavers, Retrak, WAGGGS and VOICE Bangladesh.**

At this stage Beyond 2015 was encouraging the UN to lead this process – the first active response to this demand was that the President of the General Assembly organised a [**‘Development Dialogue’**](http://www.un.org/en/ga/president/65/initiatives/devdialogue.shtml) focusing on the post-2015 agenda on 14 June 2011.

In September 2011, Beyond 2015 convened a workshop at the [**CIVICUS World Assembly**](http://civicus.org/what-we-do-126/world-assembly/2011-world-assembly) in Montreal, to share the work of the campaign with a global audience and to plan strategically together. This session also provided an opportunity to hear about the UN planned process of national, thematic and global consultations on the post-2015 framework.

By December 2011, Beyond 2015 had grown from 5 CSOs in 3 countries to 262 CSOs in 65 countries.

**2012: Beyond 2015 and the start of the UN consultations**

By early 2012, it was clear that the UN Secretary General was going to elect a [**High Level Panel**](http://www.post2015hlp.org/) **(HLP)** to provide initial recommendations for the post-2015 agenda. Beyond 2015 lobbied hard for the inclusion of a civil society representative on the Panel, and put in place a process to nominate potential civil society representatives. These nominations were shared with the UN Secretary General in April 2012. In May 2012 the composition of the HLP was clarified, and Mrs Graça Machel, one of the Beyond 2015 nominations, was appointed.

In 2012, Beyond 2012 became more strategic, developing an annual influencing strategy to guide the work of the campaign. This strategy led to the development of various Working Groups and Task Forces (see, for example, [**here**](http://www.beyond2015.org/former-working-groups)and [**here**](http://www.beyond2015.org/european-task-force)) to lead on specific parts of the strategy.

In February 2012, the mandate of the original Executive Committee expired and a new committee, better reflecting the global nature of the Beyond 2015, was elected, with six CSOs from the global south and six from the global north: **BOND (UK), CAFOD (UK), CESR (USA), ECOWEB (Philippines), GCAP International, Justice, Development and Peace Commission (Nigeria), Save the Children UK, Secretariat of the Africa Decade of Persons with Disabilities (South Africa), Sightsavers (UK), The Seed Institute (Kenya), VOICE (Bangladesh), World Wildlife Fund (UK).** The Seed Institute and CAFOD were elected as co-chairs of the Executive Committee.

At this time, a lot of energy was spent in attempting to ensure that the UN was putting in place a consultation process which was participatory, legitimate and responsive to the voices of those most affected by poverty and injustice. The aim was to ensure that the national consultations organised by the UN, for example, meaningfully included civil society organisations who had been working on this agenda, and directly took into account the voices of people experiencing poverty and marginalisation.

**Mid-2012: Civil society deliberations at the national level and Rio+20**

In summer 2012, Beyond 2015**, working with GCAP and the International Forum of National NGO Platforms**, secured funding from SIDA (Swedish International Development Cooperation Agency) to support a series of **national CSO** [**deliberations**](http://www.beyond2015.org/beyond-2015-input-thematic-consultations) in 30 countries: 12 in Africa, 10 in Asia and 8 in Latin America. At a similar time the [**Participate** **initiative**](http://www.beyond2015.org/participate-knowledge-margins-post-2015) was launched by Beyond 2015 and IDS, aiming to ensure that the most vulnerable and marginalised communities have the opportunity to shape post-2015 policymaking and that a future global framework reflects the priorities of those directly affected by poverty and injustice.

**In June 2012,** the [**Beyond 2015 Rio+20 Task Force**](http://www.beyond2015.org/rio20-task-force) **(led by CAFOD) engaged heavily in the** [**Rio+20 conference**](http://www.uncsd2012.org/), organising coordinated advocacy and numerous side events. This conference was the first time during the post-2015 process which really saw Member States recognising the need to bring together the two ‘Rio’ track and the ‘Post-2015’ track, to ensure that the environment and the development are no longer treated in isolation. This Rio+20 conference was also a key moment where Member States started to talk about the universality of the post-2015 agenda, starting to recognise the need for a global agenda which applies to all countries.

In September 2012, Beyond 2015 again took the conversations to the **CIVICUS World Assembly**, where we collectively agreed on the [**Montreal Declaration and Plan of Action**](http://whiteband.org/en/montreal-declaration-post-2015), stating that the ‘process on the post-2015 development agenda must be open, inclusive, transparent, consultative, and take the aspirations of people most affected by poverty and climate change, as expressed by those people themselves, as a starting point. We collectively agreed that the process must be founded on principles of social justice, solidarity, human dignity, and freedom, and be free from all forms of discrimination.’ At this stage our overarching vision was ‘the eradication of poverty, the reversal of growing inequality, and the fulfilment of environmental sustainability and human rights.’

**Beyond 2015’s content thinking**

At this time we also selected lead agencies for Beyond 2015 to create [**campaign input**](http://www.beyond2015.org/un-thematic-consultations) **into the** [**11 UN Thematic Consultations**](https://www.worldwewant2015.org/sitemap). Specific position papers were created by drafting groups from the campaign, all of which were signed off by the Executive Committee.

Shortly after, Beyond 2015 established a further strand of work to develop collective thinking on the post-2015 agenda – a content dialogue around [**VPVC**](http://www.beyond2015.org/content-discussion)(Vision, Purpose, Values and Criteria for a post-2015 agenda). Two lead authors and a drafting team were selected, representing different parts of the campaign (Regional Coordinators for the Beyond 2015 / GCAP / IFP project, representative of the Participate Initiative, the Executive Committee, Beyond 2015 consultant who was working across the 11 thematic consultations, national lead agencies, thematic experts). Workshops were held in Geneva, Nairobi, London and South Africa between 2013 and 2014, and led to strong advocacy documents on the foundations of the post-2015 agenda as well as on the targets for the [**agenda**](http://www.beyond2015.org/sites/default/files/TargetsJune2014.pdf) – all of which were key inputs into the Open Working Group on SDGs.

From September 2012 – May 2013, Beyond 2015 influenced the HLP whose report was published on 30 May 2013. Beyond 2015 engaged strongly with the HLP meetings in New York, London, Monrovia and Bali. In Monrovia, Beyond 2015 coordinated responses to a number of the HLP’s ‘framing questions’ and shared these with HLP members and advisors. We also highlighted messages from the VPVC process to HLP members. For the Bali meeting, an interim [**synthesis**](http://www.beyond2015.org/sites/default/files/Final%20Version%20Synthesis%20Report%20(ENG).doc)of the national deliberations was shared with the HLP and key messages from VPVC and the thematic deliberations were shared.

**March 2013:** [**Bonn Conference on Advancing the Post-2015 Sustainable Development Agenda**](https://icscentre.org/media/conferences/post-2015)

Beyond 2015 worked with the International Civil Society Centre, and many others, to bring together civil society organisations and coalitions active in monitoring, reporting, advocacy and campaigning on issues of social, economic and gender justice, environmental sustainability and human rights, with special attention to a strong representation of those from developing countries, from social movements and from socially excluded groups. This conference brought together hundreds of CSOs for around the world, and culminated in a number of Outcome Documents, notably the ‘[red flag](https://www.worldwewant2015.org/node/331092)’ statement which was a key input to the deliberations of the High Level Panel.

**September 2013: High Level Event at the UN**

Beyond 2015 organised a [**high level event**](http://www.beyond2015.org/beyond-2015-and-un-general-assembly-archive) during the UN General Assembly, co-hosted by the Governments of Sweden and Colombia. This event focused on bringing voices from the national level into the intergovernmental discussions. It brought together civil society representatives from Uganda, Nepal, Colombia and Ireland with government and UN representatives, and an audience of almost 600 people.

**Late 2013 / early 2014: All change!**

By the end of 2013, the number of participating organisations from the global South had surpassed that of Northern participating organisations: 903 CSOs in 117 countries (Africa (30%), Asia-Pacific (19%), Europe (34%), North America (9 %), Latin America (8%).

We were able to secure funding from three governments (Switzerland, Sweden and Denmark) to finance the project entitled **“Consolidating Beyond 2015’s Engagement in the post-2015 Agenda”** (in partnership with CAN International, the IFP and Participate). This increased the capacity of the campaign to work at the regional and national level, enabling us to employ full time regional coordinators in Africa, Asia, Europe, Latin America, and the Pacific, as well as providing ongoing support to national lead agencies in over 30 countries to conduct sustained advocacy activities on the post-2015 agenda. It also allowed us to increase the International Secretariat, employing a Project Director, full-time International Officer and an Advocacy Director and consultant, based in New York.

At this time we were changing fiscal agent. For the first few years of the campaign, campaign finances had been controlled by Concord. The [**African Disability Alliance**](http://www.africadisabilityalliance.org)was elected by the Executive Committee as our new fiscal agent in late 2013, and henceforth they controlled all of our finances and employed our Project Director and Finance and Admin Officer.

In February 2014, a new Executive Committee was elected, following the expiration of the two-year term of the previous Executive Committee. In order to ensure continuity, almost half of the existing members renewed their mandate. The new Committee consisted of six organisations who describe themselves as predominantly northern, and six who describe themselves as predominantly southern. Since March 2014, the Executive Committee thus consists of **Organisation of African Youth (South Africa), Voice Bangladesh, INFID (Indonesia), MESA (Chile), CEPEI (Colombia), JDPC (Nigeria), Save the Children (UK), Transparency International (Germany), Interaction (USA), CAFOD (UK), Sightsavers (UK), WECF (Netherlands) (replaced by Philippine Social Enterprise Network in early 2015).** This Executive Committee was originally chaired by Sightsavers and the Organisation of African Youth – however, in early 2015 CEPEI replaced the Organisation of African Youth as co-chair.

[**Open Working Group on the SDGs**](https://sustainabledevelopment.un.org/owg.html)

Beyond 2015 engaged with the Open Working Group (OWG) in the following ways:

* Through the [UN Working Group](http://www.beyond2015.org/un-working-group-unwg) and Advocacy Director, ensuring that our messages are taken to the OWG meeting
* Ensuring the colleagues from the global south were able to participate in the meetings of the OWG, specifically in the later stages of the negotiations
* Creating campaign responses to the OWG’s Focus Areas Document and draft reports, and organising breakfast briefings to discuss these responses directly with Member States in New York.
* Encouraging Beyond 2015 members to share these responses with their government officials at the national level.

For details of all of our work around the OWG, see [here](http://www.beyond2015.org/open-working-group-sdgs)

[**Mid-2014: Mid-term review**](http://www.beyond2015.org/mid-term-review-beyond-2015)

In mid-2014, Beyond 2015 commissioned a mid-term review, aiming to assess the extent to which the campaign has been participatory, inclusive and responsive; how the organizational design has supported civil society participation and influence at all levels; and provide recommendations for the last months of campaigning towards a new post-2015 framework.

The review consisted of a membership survey, a literature review and dozens of interviews with key stakeholders of Beyond 2015, including national lead agencies, regional coordinators, Executive Committee members, government representatives and colleagues from the UN.

The review found that the creation of one common civil society platform has strengthened and institutionalized the role of civil society in the post-2015 negotiations. It suggested that Beyond 2015 has effectively expanded space for civil society in the post-2015 negotiations and that external stakeholders found the campaign professional, constructive, flexible and very influential. It stated that *“****Considering the challenging nature of coordinating a global, complex and diverse civil society campaign, the Beyond 2015 campaign is evidently a unique achievement.”***

That said, it made a number of **key recommendations**, notably:

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| **1.     Beyond 2015 must capitalize on its political contacts and investments**, by promoting coordinated advocacy messages in New York and in the capitals, in advance of and during the intergovernmental negotiations.  **2.     The international secretariat must urgently develop a comprehensive and detailed roadmap for 2015**, which include objectives, positions, resources, activities, deadlines and a clear division of labour among the different working groups.  **3.     All Beyond 2015 structures must promote a shared and participatory leadership in order improve efficiency and impact.**  **4.     The Executive Committee must take a strong leadership and should urgently clarify the process to develop a clear exit strategy** for how to continue without the support from the international secretariat, and ensure that the exit strategy is developed in an open, inclusive and transparent process with all relevant stakeholders involved |

**September 2014: High-level engagement at the UN and extensive media outreach**

Beyond 2015 drafted a “[**Key advocacy Messages**](http://www.beyond2015.org/sites/default/files/Advocacy%20Messages%20for%20website.pdf)” document for the UN General Assembly (UNGA) and a [**letter**](http://www.beyond2015.org/sites/default/files/Sample%20Beyond%202015%20Advocacy%20Letter%20UNGA%2069.docx) for Beyond 2015 national leads, hubs and focal points to consider sending to their Ministries of Foreign Affairs and/or heads of state. The objective of the letter was to try to influence statements delivered during the UNGA as well as to generate opportunities of engagement between Beyond 2015 and government representatives at country level. The advocacy messages were shared with at least 41 countries in 5 regions in advance of the UN General Assembly.

In advance of the UNGA we ran a large media campaign, calling on world leaders to #aimhigher in the post-2015 negotiations. Our [**Thunderclap campaign**](https://www.thunderclap.it/projects/16133-aimhigher2015) had a social reach of 700 000, and was presented to decision makers in New York. Our [**twitter campaign**](http://www.beyond2015.org/aimhigher2015-twitter-campaign) around the same hashtag led to 37 000 views during UNGA week. Our traditional media campaign saw opinion pieces reinforcing the #aimhigher message in 28 articles and 5 radio interviews in 21 countries across Africa, Asia, Latin America, the Pacific and Europe!

We organised a high level event, co-hosted by the Governments of Bangladesh, Colombia, Kiribati and Sweden, and moderated by Alicia Bárcena, Executive Secretary of the Economic Commission for Latin America and the Caribbean (ECLAC), to focus on raising the level of ambition of the post-2015 agenda. The event, entitled [**“Strengthening the Post-2015 Agenda – Voices from the Front Line”**](http://beyond2015.org/sites/default/files/High%20Level%20Event%20notes.pdf) brought representatives from the five regions in which we work to speak directly with government and UN representatives. It also led the campaign to develop our **‘**[**Red Flags’**](http://beyond2015.org/sites/default/files/Beyond%202015%20red%20flags%20final%20Oct%202014%20final.pdf), clarifying lines which the campaign felt governments must not cross during the negotiation process.

**November 2014, the Copenhagen Conference**

The [**Beyond 2015 Copenhagen CSO Conference**](http://www.beyond2015.org/copenhagen-conference-2014) brought together 170 global civil society representatives from 46 countries with the objective of taking stock of the Post-2015 agenda and the global goals for sustainable development. The conference was an important opportunity to jointly discuss the outcome of the 69th session of the UNGA and the forthcoming UNSG Synthesis Report on the Post-2015 Development Agenda, and to engage in CSO strategizing for the crucial and final year of the Post-2015 negotiations. Addressing the social, economic and environmental aspects of inequality was a specific theme for the conference.

**2015: The final phase of Intergovernmental Negotiations**

A large part of the Beyond 2015 strategy was to ensure Southern participation in the post-2015 process. As such, we were able to secure the participation, and speaking slots, of strong Southern colleagues in each of the intergovernmental sessions. We also prepared numerous advocacy papers in advance of the negotiation sessions, summaries and feedback calls for our members, and briefing meetings for governments in New York. In advance of each session, we encouraged members at the national level to be sharing key advocacy messages with their governments, reinforcing messages that were being shared with the Permanent Missions in New York, as a key part of our ‘pincer movement’.

Full details of our engagement in the IGNs are available [**here**](http://beyond2015.org/negotiation-sessions)**.**

**March 2015, a change of strategy: Policy to Action**

The [**Beyond 2015 global Executive Committee**](http://www.beyond2015.org/executive-committee) met in Tunisia in March 2015, on the sidelines of the World Social Forum. During this meeting, it was decided to recalibrate the focus of Beyond 2015 [**from policy to action**](http://www.beyond2015.org/policy-action)**,** based on the analysis that much of the agenda was already set, and **the main gap lies in the political will for implementation.** This led the campaign to establish the **“**[**Policy to Action Innovation Fund**](http://www.beyond2015.org/policy-action-innovation-fund)**”** which supported colleagues in a dozen countries throughout the world to push their governments to show political leadership and develop meaningful plans to implement the post-2015 agenda in their country. A [**toolkit**](http://www.beyond2015.org/policy-action-resources)was produced to help colleagues in this work.

**September 2015, the adoption of Agenda 2030**

World leaders adopted [**Agenda 2030**](https://sustainabledevelopment.un.org/post2015/transformingourworld) at the [**United Nations Sustainable Development Summit 2015**](https://sustainabledevelopment.un.org/post2015/summit) (25-27 September 2015). This represented a culmination of five years of work for Beyond 2015. Hundreds of our members were in New York, pushing their leaders to put in place strong and participatory implementation plans at the national level.

[**Advocacy messages**](http://www.beyond2015.org/sites/default/files/B2015%20advocacy%20messages%20Summit_EN_B2015%20logo%20in%20HD.pdf) were shared with over 100 Permanent Missions in advance of the Summit, as well as **dozens of governments at the capital level.** Our [**advocacy tweets**](http://www.beyond2015.org/sites/default/files/Twitter%20campaign%20package_English_0.docx) during the Summit gained over 64,600 views and 549 retweets!

Once again, we organised a high level event: [**"Implementing the post-2015 agenda - building political leadership for transformative change"**](http://www.beyond2015.org/beyond-2015-high-level-event-implementing-post-2015-agenda-building-political-leadership-transformat)**.** Leaders from Tanzania, Sweden, Colombia, Kenya and Indonesia highlighted their countries plans for implementation, and civil society representatives from across the globe highlighted our priorities for implementation at the national level.

Beyond 2015 [evaluated](http://www.beyond2015.org/sites/default/files/Commitment%20to%20Implementation%20-%20Review%20of%20Statements%20-%20UN%20Summit.pdf) the statements made by governments during this Summit – they clearly saw it as an opportunity to flag the adoption and commitment to Agenda 2030 and the SDGs; to take stock about the achievements of the MDGS; to call for an climate agreement in Paris and to reflect on the challenge of implementing the ambitious Goals.

It was clear that whereas some Member States are already engaged and committed to adapting and bringing the SDGs into their national realities, the majority of the UN Membership has not yet developed clear plans towards the implementation of Agenda 2030. Keeping the momentum generated by the Summit will be critical to move from Policy to Action and civil society and stakeholders will need to remain vigilant and continue advocating for those commitments to translate into change at all levels.