



# **Holding governments accountable for the achievement of the Millennium Development Goals**

**Africa Campaigners' Retreat Report**

**Kampala, Uganda, November 20th- 23rd, 2008**

**ENDPOVERTY**  
**2015**  
Millennium Campaign



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## 1.0 BACKGROUND

Representatives of national coalitions, faith-based organisations, members of parliament, Global Call to Action Against Poverty, local authorities and youth organisations, (who campaign together with the United Nations Millennium Campaign in Africa to hold their governments to account for the achievement of Millennium Development Goals), held a review meeting in Entebbe, Uganda from 20-23 November 2008.

The review and strategy meeting has now become an institutionalized event for the UN Millennium Campaign Africa Office. The first, held a year ago attracted a section of anti poverty campaigners seeking to shape campaign strategy engagements especially those aimed at positive national policy change and also those that reflect some efforts towards the domestication of regional and global commitments like those espoused in the Millennium Declarations.

The meeting took place at a time when the world was going through a devastating financial crisis. For Africa, the campaign had exposed them to the ugly manifestations of the food, fuel and fertiliser crises especially its negative impact on the livelihoods of the working people in the villages and urban areas.

The meeting took place against the backdrop of several important meetings that were held in 2008 including the UN High Level Event on the MDGs held on 25th September 2008 in New York; The release by UN of 2008 Global Report on progress towards MDGs in September; Recommendations of the MDGs Africa Steering Group in 2008; The Aid Effectiveness Summit in September held in Ghana; and the record breaking Stand Up and Take Action campaign activities which took place from 17th – 19th October, 2008

A lot of space was dedicated to providing an opportunity for those engaged in campaigning to share experiences and develop strategies for influencing public policy, engaging the media and strengthening national coalitions across Africa. Participants reviewed developments in the year 2008, challenges and lessons they learnt before deliberating on a common agenda for 2009. Experiences of the Stand Up Take Action Campaign in 2008 took centre stage and set the tone for planning in 2009 as all were saying, now that we have the numbers, how are these going to be used for leveraging the campaign in 2009.

## 2.0 OBJECTIVES AND METHODOLOGY

The meeting was highly interactive and took place over two-and-a-half days. The UNMC circulated its draft operational plan for 2009 and most of the presentations from representatives of the national coalitions were prepared in power point.

An outline of the programme was presented and adopted alongside the following objectives of the meeting:-

1. To review campaign progress vis-à-vis the resolutions adopted in 2007 during the last retreat in Mombasa, Kenya
2. To share campaign experiences at the continental and national levels with highlights on best practices, challenges and recommendations
3. To discuss and recommend more effective campaign approaches that have direct impact on national policies that promote achievement of the MDGs

## 3.0 OPENING SESSION

The Uganda Minister for Local Government, General Kahinda Otafire, officially opened the meeting on the afternoon of 19th November.

He expressed his appreciation for the campaign's efforts in the fight against poverty and noted that the advocacy initiatives were bearing results in many countries. He urged the CSOs present to step up interventions in the anti-corruption campaigns across Africa and highlighted that many governments' governance practices and integrity systems were currently not effective in ending poverty despite the existence of well-articulated pro-poor policies in the planning processes.

The Minister took a swipe at some CSOs for lack of transparency and implementing inappropriate and unsustainable programmes that do not address the long-term problems facing poor people in Africa. He called on CSOs to undertake participatory planning processes to ensure that they spent their resources in the most efficient and community driven programmes. While the Minister appreciated the United Nations for its efforts to fight poverty, he felt that stronger collaboration was needed between its various agencies, CSOs and government structures to make sure that the joint efforts will deliver lasting solutions to the endemic poverty Africa is experiencing.

In his concluding remarks, he challenged the UNMC to support grass-root development programmes and called on African governments to pay more attention to the efforts by their people to reduce poverty. He lamented at the state of public service provision in some African states and noted that in some instances, leaders like himself are forced to seek better facilities in the private hospitals and schools.

The next contribution in this session was made by the Director of UN Millennium campaign Salil Shetty. He paid tribute to all campaigners whose efforts had led to exponential growth of the MDG campaign in Africa. He noted that 2008 was a very eventful year for MDG Campaigners with a number of high profile global events held. He noted that the High Level Event hosted by the UN Secretary General significantly raised the profile of the MDGs and expressed his gratitude to all those who had organized national events to influence HLE processes and outcomes.

He concluded by thanking all African campaigners for the role played in organizing events and mobilizing huge numbers for Stand Up and Take Action in 2008.

The Chair of the Ugandan Parliamentary Committee on MDGs Hon. Bernabas Tinkasimiire welcomed the idea of hosting the review meeting in Uganda and used this session to brief participants how the legislature had been used as a space to significantly impact on policy making relating to the MDGs in 2008.

Hon. Tinkasimiire said that the MPs in the Caucus had been involved in raising parliamentary questions on key MDG-related issues and reported that one of their most successful events involved organizing a Stand Up and Take Action moment and question time in October. The events provided a platform for parliamentarians to take the Prime Minister to task over growing levels of poverty and perceived government backtracking on some of its MDG commitments. Hon. Tinkasimiire pledged the continued support of the MDG campaign by members of his caucus, but noted their members have serious capacity constraints when it comes to policy analysis and in developing effective advocacy strategies. This was an area of endeavour where he expected the UNMC to work closely with them.

Final remarks for the opening session were made by Dr. Tajudeen Abdul-Raheem, Deputy Director for Africa. He welcomed participants and congratulated them for heightening the national anti-poverty campaigns across the continent. He noted in 2008, many national campaigns in Africa developed and implemented unique and successful mobilization and advocacy strategies thereby developing a more policy focused agenda. He was overwhelmed by the fact that Africa, with its meagre resources mobilized over 50 million Africans during Stand Up noting that the campaign had become a global social movement. He urged the campaigners to leverage on the fantastic numbers mobilized at country level.

#### **4.0 EXPERIENCES AND LESSONS LEARNED IN 2008**

Participants shared their experiences and lessons learned from 2008 highlighting the structure of their national campaigns, partnerships brokered, activities undertaken, policy demands, achievements and key challenges faced. In brief, campaigners agreed that in 2008, Africa made tremendous progress in building and implementing more effective campaign strategies. All the national coalitions who attended the consultation indicated that their national campaigns had become more inclusive and focused with greater attention to their policy change objectives. In summary the key lessons learned across Africa included the following:

- Effective campaign strategies have to be linked to the realities on the ground and not forced on local campaigners by outsiders.
- Campaigners must work in partnership with a broad number of organizations and avoid campaigning in a vacuum.
- Campaigns must accommodate and respect Africa's diversity.
- Campaigners must consider the political, economic and social diversity when campaigning on the continent.
- Campaign strategies must target various levels i.e. Local, national, regional and the global level.
- Campaign strategies must be people-driven so as to ensure ownership and relevance.
- Stand Up provided a fantastic platform to push for mass mobilization and support.

## 5.0 FROM MOMBASA TO ENTEBBE: PROGRESS REPORT

The team reviewed progress against action points agreed on during the Mombasa retreat:

ACTION	PERSON RESPONSIBLE	DEADLINE	PROGRESS REPORT
Organise sub-regional meetings to agree on a joint campaign agenda/ activity plan	Zaa– E. Africa Mercy – West Africa D. Nyati – S.Africa	31st January, 2007	Only happened in West Africa. E. Africa failed to take off due to budgetary challenges.
Coordinate production of Citizen Score-cards and shadow reports focusing on local government with the view of awarding the best Local Authority country by country	GCAP National Coordinators		Shadow reports/ score cards were produced in eight countries. However focus was more on national rather than local government level.
Hold capacity building sessions on campaigning skills	ActionAid/ UNMC	April 2008	Capacity building programmes were carried out starting with the Dakar meeting and on various occasions during the year. Many campaign partners were sponsored to attend key regional and international meetings to build their understanding of key issues.
Repeat Stand Up and Speak Out campaign	UNMC and interested GCAP NCs/ Other CSOs across Africa	October 2008	Stand up and Take Action activities were successfully undertaken in 42 African countries. However, leveraging on the numbers at a national level was not satisfactory.
Participate in key moments proposed across Africa	ALL	All year round	Campaigners took advantage of several key moments to raise critical issues relating to the MDGs. However not all GCAP Coalitions organized around dates that UNMC though significant e.g IWD, IYD
Undertake budget tracking and Monitoring	ALL	At appropriate time	Budget tracking was undertaken in some countries e.g. Kenya, Nigeria and Tanzania. However there is still more room for the issue to be entrenched in UNMC's partners annual programmes.

Improve communication within campaign partners in Africa in a bid to avoid duplications	ALL	All year round	Communication with various campaign partners was streamlined with Kavengo taking up the role of the major communicator from UNMC.  There was however very limited interaction with GCAP Africa during the year under review.
Organise exchange visits for enhancing peer-to-peer learning.	GCAP sub-regional nodes	All year round	Physical visits did not happen due to budgetary limitations. However many UNMC partner continue to support each other one on one.
Get a policy person on board to assist the campaigners with their policy demands	GCAP	All year round	UNMC recruited Thomas Deve during the period under review, a development that helped shape our policy direction. However the decision to recruit a policy person within the GCAP Africa secretariat did not move forward.
Develop feedback mechanisms from National coalition members	GCAP	All year round	To encourage reporting on ongoing issues an enewsletter was developed and 6 issues published. However most of the info in the newsletter referred to activities at UNMC Africa office and there was limited from partners.
Improved networking between GCAP coalitions in Africa and with other regions	GCAP AND PARTNERS	All year round	No update.
Redefine the role of the GCAP Africa Secretariat with a view to clarifying its support role	GCAP	All year round	No update
Submit national reports for the 2007 GCAP annual report	GCAP NCs		
Review the contact lists	GCAP global secretariat		No update. However GCAP global shared a list of key GCAP contacts with UNMC
Review the status of the National Coalition to determine non-performers and agree a way forward	GCAP and partners		GCAP is currently undertaking a self-assessment. UNMC has however decided to review its relationship with non-performing GCAP campaigns.

Work towards moving the campaign from an event-based to a process-based campaign	ALL		Though efforts have been made, this is still a huge challenge and our campaign still remains event-driven.
Develop tools for sharing lessons learnt with the other National coalitions.	ALL		No update.
Develop concrete plans for strategically targeting other constituencies e.g. local governments, parliamentarians, youth, women etc	AIINCs		Serious efforts were made to bring on board new constituencies such as parliamentarians and youth. However gender issues were not given adequate attention by the campaign. The youth portfolio was the best performing among targeted constituencies with numerous new youth organizations joining the campaign in 2007. In addition, many youth organizations undertook Stand Up activities.
Submit proposals and reports on time	ALL NCs	20 <sup>th</sup> January 2008 for proposals.	UNMC grant-management staff were continuously frustrated by late submission of proposals despite having circulated the requirements last year. In addition, the qualities of many proposals was still unsatisfactory though largely improved when compared to previous years.  Through put the year, reporting was a major challenge as many partners either reported late or gave sub-standard reports that were returned.
Hold country round tables with donors to expand the donor base			No update
Send out artwork of the postcard to be sent to G8 leaders	S. Gregory		Done by GCAP Secretariat.
Send out the final proposal for 2008 key mobilization dates and strategies	S. Gregory		Done by GCAP Secretariat.
Prepare a checklist to use as a guide for grant processing and management	UNMC		Done by UNMC programme team
Rethink advocacy work around gender theme	ALL		Ongoing though the pace has been a little slow.
Develop national communications strategies to raise the profile of key campaign issues	ALL		Communications consultants were hired to support local advocacy work in 10 countries. However though the consultants provided media support for NCs, none produced a concrete communications strategy.

## 6.0 COUNTRY ANALYSIS

Representatives from a number of countries participated in the Retreat and a summary of their presentations is outlined below.

### Tanzania

In 2008, the Tanzanian Ondoa Maskini Campaign had a number of achievements key among them drafting a three year strategic plan, increased integration of GCAP activities in member organisations' plans, increase in numbers of organisations joining the coalition and mobilization of over 250,000 people during Stand Up. In addition, the Campaign organized a number of critical events in 2008 including a public forum prior to the High Level Event and public rallies during key international days like the day of the African child, anti-death penalty day, Education For All week and World Environment day. Other achievements recorded in 2008 included the production of a Tanzania MDG shadow report and public hearings on the MDGs.

The Campaign undertook a number of policy-focused campaign activities and are beginning to have a policy impact on government with a notable increase in focus on MDGs during government budgeting processes.

Challenges experienced in 2008 included the departure of some of the key members of the coalition's Steering Committee who were unhappy with the slow planning processes and limited resources, which they felt, made it difficult to effectively implement planned programmes.

### Kenya

In 2008, the major emphasis in Kenya was on food security. Under this theme, the campaign hosted a number of events aimed at policy makers. The activities included; a concert, public forums and protest marches. One major achievement was the production of the shadow report, which was presented to the planning Minister, Hon. Wycliffe Oparanya just before the Kenyan delegation travelled to New York for the HLE.

Key achievements in 2008 included the drafting of the three-year strategic plan, reconstitution of the GCAP Governing Council to bring on board Network organisations from outside Nairobi and production of the people's budget.

Stand Up Mobilisation in Kenya was a great success with an increased participation in the number of organisations involved. In

total almost three million Kenyans physically stood up during the three-day period. A major mobiliser during Stand Up in Kenya was the Art of Living who under their Mission Green Environment programme managed to plant over 1 million trees across the country. In total Art of Living mobilised over 104,000 people for Stand Up.

Lessons learnt included the need to improve planning and coordination especially when preparing for key mobilization days e.g. Stand Up; Involvement of communities at the grassroots level is very important; National level media support via radio, television and newspapers is very crucial; Promotional materials like flags/caps are great to create awareness; Guinness book of Records is great incentive; and Local government departments are not very supportive although welcoming the campaign.

In 2009, the Coalition plans to do the following:

- Ensure that schools are involved all year around. The campaign will lobby the Ministry of Education to incorporate MDGs in their curriculum.
- Campaign for increased budgetary support for Agriculture and Health-related MDGs
- Build strategic partnerships with other key players e.g. local governments, private sector and FBOs to build a stronger campaign in Kenya.
- Mobilise resources to support the work at the grassroots level.
- Enhance media partnerships to ensure increased coverage of MDG related stories.

### Liberia

In 2008, the Liberian GCAP Coalition organized a number of exciting mobilisation and advocacy activities key among them a rally on International Women's Day, poverty hearings and Stand Up. As part of its policy influencing agenda, the campaign participated in the drafting of the government Poverty Reduction Strategy as well as contributed substantively to the national budget debate.

The campaign faced a number of challenges including lack of adequate funding, delays in receiving funding to implement campaign activities, poor coordination of activities and difficulties in recruiting new coalition members. In addition the Campaign faced discontentment from some religious leaders

especially some Imams from some mosques. On the policy front, challenges encountered included reluctance on the part of Finance Ministry officials to release or avail the 2007/2008 budget performance report.

Lessons learnt in 2008 included the importance of media support in promoting the MDGs campaign and the significance of commitment members.

In 2009, the coalition plans to do the following:

- Campaign for increased budgetary support for MDGs
- Undertake resource mobilization to upscale budgetary support to 2009 planned activities. The Coalition aims to sourcing for other local funding for 2009 e.g. from UNDP Liberia, ActionAid-Liberia, and Oxfam.
- Build more MDGs school clubs and youth caucuses.
- Enhance media partnerships to ensure increased coverage of MDG related stories.

## Ghana

The key achievement of the Ghanaian campaign in 2008 was increased visibility at the national and sub-national level having spread its wings to many rural areas. The campaign organized many workshops and policy dialogues during the year under review key among them the national policy dialogue on farmers' subsidies, the national forum on the economic partnership agreements and capacity building workshop for women on governance. The campaign also undertook a national survey on quality education in Ghana, organized a capacity building workshop for youth leaders on MDGs. The campaign was also involved in a number of advocacy initiatives including advocacy on enhancing participation of women in decision-making processes. As 2008 was an election year the campaign engaged presidential aspirants demanding that they put MDG high on their development agendas.

During the Stand Up mobilization in 2008, the campaign significantly increased their numbers from 117,000 in 2007 to an impressive 1,675,346 people. Though over 65% of those mobilised were youths, in 2008, the campaign managed to gain the attention of youth involvement of hitherto excluded groups including market women, taxi drivers

and religious leaders. Activities undertaken during Stand Up included sporting events, musical concerts, street matches and rallies, church and mosque conventions, tree planting actions, open market campaigns, town hall fun fairs and rallies at public institutions and private companies.

The Coalition also mounted a serious media campaign, which mainly used radio to target grass-root listeners. T-shirts, posters and flyers were widely distributed across Ghana thereby increasing the campaign's visibility at the grassroots. As a result of the Stand Up Campaign, many school teachers have now agreed to inculcate citizenship education in their curriculum. In addition, there was increased awareness about the availability of free maternal health care and basic education among the rural communities. Many communities have since formed pressure groups to constantly remind the Government of their promises. There was also increased involvement of NGOs in the campaign.

In 2009, the Ghanaian campaigners aims to do the following:

- Launch a national campaign demanding for an increase in government budgetary allocation for agriculture programmes in Ghana.
- Undertake agro-education for peasant farmers and advocate for agro-based industries.
- Strengthen public-private partnership and mobilize resources to support campaign activities with a special focus on the three Northern Regions of Ghana.
- Campaign for development of appropriate health and education infrastructure and demand investment in health and education workers.
- Leverage on stand up numbers and build an all-year-round campaign.
- Focus on developing a more inclusive campaign where previously excluded groups such as disabled can have a voice.

## Nigeria

The Nigeria National Coalition had a very eventful year with activities organized on several national mobilisation days including International Women's Day, Labour Day,

Children's and Youths day, Democracy day, Day of the African Child and during the Governors' Forum. A major achievement by the national coalition was the production of a shadow report, which covered six geopolitical zones of Nigeria. The report found that 75.6 million Nigerians are poor representing 53.6% of the population. The Nigerian Campaigners also participated in the High Level Forum held in Accra, Ghana on Aid Effectiveness and held a seminar on MDGs, Governance and & Poverty Eradication in Nigeria

A major achievement in 2008 was the Stand Up campaign where the West African Campaigners managed to mobilize over 9 million Nigerians. Stand Up events were held in schools, mosques, markets and churches. In addition, several high profile events were organized across the country among them the Stand Up Talakawa Summit hosted by CDD, ActionAid and Jigawa Government, the Felabration hosted by NNGO in memory of the Late Afro Beat King, Fela Anikulapo Kuti and the Music for Justice concert hosted by ActionAid Nigeria.

In 2008, the Nigerian coalition focused on several policy demands including a request to government to ensure that all budget allocations and monthly expenditures are publicly published and to ensure that budgetary allocations to MDGs-related lines (e.g. education, water and sanitation, agriculture and health) are increased. In addition, campaigners demanded for the setting up of a robust monitoring and evaluation framework including enabling space for civil society to monitor progress against policies, plans, and programmes on MDGs

Challenges faced included insufficient funds and late arrival of campaign materials, limited funds, communication and logistical challenges.

**Plans for 2009**

- To leverage on Stand Up numbers for 2008 and enhance mobilization for 2009.
- Replicate mobilization strategies to be used for Stand Up by other global campaigns e.g. Climate Change (MDG 7), More Aid & Debt cancellation (MDG 8)
- Team work laced with leadership transparency could avail much
- Spreading campaign to rural community is important.
- Collaboration with Development

partners, other CSOs and Media is a factor for success in advocacy and mobilization

- Ensure early preparations by all stakeholders and set clear goals.

**South Africa**

The South African Coalition was represented by the South Africa Council of Churches, Southern Africa Youth Movement and Art of Living. Their achievements in 2008 included holding poverty hearings across South Africa prior to the High Level Event, preparing a shadow report and mobilizing for Stand Up.

One of their outstanding achievements was a citizens' march to parliament where they presented some policy demands on income grants and social security.

**Action Points**

- Invigorate campaign and expand catchment area for partners
- Review policy demands in view of the poverty hearings and forthcoming elections
- Engage in research for advancing advocacy in MDGs.
- Reach out to most provinces of South Africa beyond the cities

**Uganda**

The major highlight of campaign activities in 2008 was the High Level Dialogue held in preparation for New York High Level Event in September. The outcomes were submitted to the President's office with key demands identified and published in the media. The Coalition also organized a forum on Aid Effectiveness where a position paper was developed and presented to the Finance Minister's for inclusion in the Uganda presentation in Accra. The Coalition also produced a shadow report and participated in a "Hunger Free Campaign" by ActionAid.

Mobilisation for Stand Up Campaign in Uganda was a great success in 2008 with over 1,430,384 people mobilized. Activities undertaken included an anti-poverty concert, Stand Up in Parliament, church and school mobilization among others.

Key policy demands from the campaign included:

- That government urgently sign a peace agreement with LRA

- That government increases investment in agriculture by 10% of national budget.
- Food redistribution be done to address food insecurity
- That government urgently undertakes land reforms and put in place appropriate laws on access to land especially with respect to ownership by women;
- That the Education Curriculum be overhauled to equip children with practical skills that will make them functional.
- That government put more effort on enhancing school completion and put in place mechanisms to compel every child of school going age to complete primary level education.
- That government deploys community based health workers to reach out to mothers and children in their homes and community workplaces to offer immunization, education and advice on nutrition, reproductive health, child care etc.
- That government urgently address the communication challenges regarding residual spraying with DDT and undertake extensive awareness creation to make citizens aware and therefore consciously accept the proper use of DDT;
- That government increases accessibility of ARVs to people living with HIV/AIDS.

Challenges faced included inadequate funding, delayed delivery of equipment, sustaining the campaign, responding to the expectations of citizens and challenges in registering SUTA events and verification of numbers should be reviewed.

### Zimbabwe

In Zimbabwe it was reported that very few activities were carried out in 2008 because of a government ban on public activities. The coalition was therefore forced to cancel many planned activities because they were perceived to be political by government. Despite this fact, the Coalition managed to host a public forum prior to the High Level Event and mobilize for Stand Up.

Challenges experienced during the period under review included the repressive political climate, temporary ban on NGOs announced in June, election crisis which resulted in post-election violence and the political stalemate, which followed the botched up election.

Despite these challenges however, the coalition managed to make some key policy demands in 2008. They included:

- Just governance: For the negotiating political parties to break the political impasse that has left Zimbabwe without a functional government in place to make the necessary development to address ongoing humanitarian challenges.
- Gender equality: For the government of Zimbabwe to halt the feminisation of poverty particularly by resolving the impacts of gender based violence in the post March 29 election and the glaring gender inequalities in the distribution of productive resources and opportunities
- Protection and promotion of human rights: For the government of Zimbabwe to repeal the repressive legislation that limits the full enjoyment of fundamental freedoms of association, assembly and speech
- Improved social service delivery: For the government of Zimbabwe to remove the inhibitive charges of basic social services and increase the coverage of social welfare assistance especially to vulnerable groups such as OVCs.

### Plans for 2009

- Campaigners plan to undertake civic education on social justice and development and mobilize popular participation through residents' associations in monitoring local government delivery of services.
- They also plan to reach out to MPs and develop an MDG caucus group and at local government

level they plan to set up Empowerment Clubs for women leaders.

- They plan to hold public hearings on budgeting and produce a people's budget.
- They will also capitalize on the 2010 soccer hype in Southern Africa by launching a "Kick out poverty" campaign.
- On Stand Up the team will consolidate take action components identified in 2008 and develop a long-term mobilization strategy that will aim at building knowledge on MDGs and empowering citizens to advocate for their rights within their own communities.

## Senegal

In Senegal, the National Coalition key mobilization days were the International Women's Day and the Global Education Week. Activities were also undertaken during the World Day of Environment and the fifty days of action against poverty. Stand Up mobilization saw a big improvement in numbers with 159,500 citizens mobilized across the country.

Challenges experienced in Senegal included limited financial support and lack of strong implementation mechanisms.

In 2009, the Campaigners plan to do the following:

- Improve information sharing at national and sub-national level.
- Analyze the levels of poverty in rural areas.
- Invite leaders and decision makers for policy dialogues.
- Organise public hearing to strengthen campaigning capacity of youths, peasants and women.
- Develop hunger and poverty reduction strategies.
- Mobilize public institutions across Africa.

## Mozambique

In 2008, the GCAP national coalition members namely ABIODES, GMD, FDC, CCM, Forum Mulher and G20 built strategic partnerships with various groups among them musicians, media and government. The campaigners

called on their government to implement policies that lead to a reduction in child mortality rates and fatalities linked to HIV/AIDs.

Aside from activities organized on international mobilization days, the Campaign organized a high profile workshop in conjunction with the government. The objective was to influence the content of the official report on MDGs in Mozambique, which was presented at the High Level Event in New York.

A major achievement by the Mozambique coalition in 2008 was the production of a shadow report, which clearly spelt out the areas where the government should invest more effort if the MDGs are to be achieved by 2015. The report provided a platform for civil society organizations to discuss practical solutions for moving the country forward. The coalition also organised a series of training workshops and advocacy meetings on the MDGs.

Over 50,000 people were involved in the Stand Up in 2008. Organisers faced a very huge challenge because of national elections took place in November thereby negatively impacting on mobilisation activities. Other challenges faced during Stand Up included limited resources, delayed delivery of materials from Nairobi and lack of understanding of the importance of Stand Up among some citizens.

In 2009, the National Coalition plans to improve on their numbers and to broaden their resource mobilization base by bringing on board new partners. In addition the Coalition will ensure that their counting process improves.

## Ethiopia

In Ethiopia, the National Coalition took advantage of key mobilization days to organise activities. Highlights of the year included a Poverty dialogue was organized prior to the High Level Event in New York, Stand Up mobilization saw a big improvement in numbers with 159,500 citizens mobilized across the country.

Challenges experienced over the year included resource constraints which hampered implementation plans and delays of Campaign materials sent from Nairobi.

## Action Points for 2009

- Would like to review the Stand Up reporting system, to make it more responsive to the situation on the ground in Africa.
- Plan to build on resource mobilisation strategies to ensure adequate financing of the campaign.
- Conduct the campaign all year round.
- Materials to be procured in time
- Conduct capacity building for campaigners in Ethiopia.

## Sierra Leone

The major activity undertaken in Sierra Leone was the Stand Up mobilization. President Ernest Bai Koroma led a Stand Up Moment at the Tonkolili District headquarter town of Magburaka. The event was gripped with pomp and jubilations to celebrate the World Food Day and Poverty Reduction Day and participate in the Stand Up campaign.

The event attracted personalities from the government diplomatic corps, and private sector and also a good representation from the UN Country Team in Sierra Leone, farmers groups and a host of stakeholders from other parts of Sierra Leone.

President Koroma used this moment to invite all Sierra Leonians to reconsider their position on agriculture to ensure food security and combat poverty in the country. He also stated that he was re-prioritizing his programme in the coming years to focus more on agriculture on the top to ensure that people will be socially and economically empowered and lead better lives.

## UN Millennium Campaign Programme Update

Programme Associate Kavengo Matundu gave an overview of the key programme achievements across the continent. He noted that the campaign recorded a range of success in 2008, including an increased response to calls for proposals. In total, over 46 organizations were engaged by the campaign in 2008 thereby ensuring a wider reach across the continent. Organisations engaged included National coalitions, Community Based Organisations, Youth, and disability movements. In total the campaign spent over USD 650,000 on national programme activities.

One major achievement by the campaigns in Africa was the production of MDGs shadow reports, and scorecards in various countries. In addition, campaigners across the continent held exciting events during key international mobilization days. Africa was also well represented during key international conferences among them the HLE, the Aid Effectiveness Conference in Accra and the UNCTAD XII conference.

Stand Up mobilization in Africa was huge with over 40 million people mobilized across the continent. The biggest numbers came from Egypt and Nigeria who mobilized 15 and nine million people respectively.

Mr. Kavengo cited several challenges faced by the Campaign in Africa. Firstly, the campaign needs to properly target stakeholders who wield authority on matters of development. Though the campaign continues to target elected leaders as the parliamentarians both at the pan-African and national level it is yet to establish firm links with such leaders some countries. Secondly achieving the desired policy impact is a slow and challenging process as it takes time and requires a great deal of networking. In addition, ensuring a sustained media campaign through out the year is difficult to achieve.

With respect to operational issues, the UN Millennium Campaign's efforts are hampered by the late submission of proposals by our partners and the unsatisfactory quality of some of the proposals. The quality of proposals presented by partners needs to improve so that the documents address themselves to aspects whose engagement can translate to positive change for the MDGs. Such areas include planning, policy and budgeting processes of the government. Reporting and monitoring impact remain areas where a great deal of improvement is required. Partners need to respect implementation and reporting on activities as agreed in the Memorandum of Understanding with United Nations Millennium Campaign. We continue to receive reports that have discrepancies with the MOU including financial statements that from some partners that defy agreements. This kind of defective reporting results to back and forth communications between UNMC and the partner which adversely affects execution of subsequent activities or procedures.

Kavengo highlighted several areas where opportunities for expanding the campaign exist. They include focusing on the remaining

timeline of six year and using it to push for greater attention to the MDGs through targeting government policies and budgetary processes. There are also opportunities in effectively using the media, parliamentarians and other channels to advocate for the MDGs and engaging pro-actively with national processes linked to the MDGs e.g. policy, planning and budgeting processes. In addition he suggested the use of best practices from different parts of Africa and even outside to strengthen campaigns at national level and engagement with local authorities for MDGs-focused development plans

Thomas Deve consolidated the intervention Kavengo made and proceeded to highlight areas of interest to the UNMC and how policy demands generated by all by all regions can be realized in some instances.

The menu of options that were presented stood as follows.

- Publicize and deepen policy asks with the aim of strategically influencing the reports that were prepared and presented by African governments at the High Level Summit.
- Reporting and interrogating results from Citizens Score cards
- Panel discussions on radio and television involving high profile personalities.
- Citizen's forums and public meetings.
- Involving citizens through community media and promoting citizen's media especially blogging.
- Collaboration with various UNCTs.
- Engage parliamentarians and local government authorities
- Postcard petition to enable African citizens' voices to be heard
- Africa Spokespersons/GCAP Ambassadors
- Policy Brief on key issues and fact sheets
- Kick Out Poverty campaign
- Regional concert – joint effort with Action Aid International/Zimbabwe
- Student's essay competition
- Poverty Hearings
- Public expenditure tracking ... Investigative journalism
- Strategic partnerships for supporting programming on MDGs
- Africa-wide DVD

It was noted that all coalitions were expected to increase their calls for Gender equality, just governance, protection and promotion of human rights improved social service delivery and access to information.

To improve campaign coordination in 2009, national coalitions were requested to do the following:

- Identify focal points to support the localization of the campaign on the MDGs
- Build partnerships with organizations whose activities target those in rural settings.
- Produce campaign materials in a decentralized way.
- Identify gender groups and network with them.
- Involve politicians and parliamentarians who are on board and have the MDGs discussed.
- Network with youths groups and develop youth advisory service centres.
- Engage and involve celebrities in the campaign
- Identify other days of activism and consolidate calendar of activities in 2009.

## MOVING FORWARD: KEY RECOMMENDATIONS AND ACTION POINTS FOR STRENGTHENING THE CAMPAIGN ACROSS AFRICA

Campaigners attending the workshop agreed on four broad strategies and actions for moving the campaign forward in 2009. They included the following:

### A) IMPLEMENTING STRATEGIES FOR OBTAINING TRANSFORMATIVE CHANGE

ACTION	DUE DATE
<ul style="list-style-type: none"> <li>• Campaigners to set clearer and more achievable campaign goals with sharper and more focused workplans for 2009.</li> </ul>	January 2009
<ul style="list-style-type: none"> <li>• Campaigners to improve their campaigning strategies and measure the impact of their campaigns.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigners agreed to foster peer-to-peer learning by enhancing experience sharing and discussing lessons learnt .</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Need to strengthen national initiatives on budget tracking</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Need to pay more attention to the local governments and localisation of MDGs across Africa.</li> </ul>	All year round

### B) MOVING FROM "TALK" TO BUILDING A MOVEMENT FOR CHANGE

ACTION	DUE DATE
<ul style="list-style-type: none"> <li>• Campaigners must work towards building an inclusive campaign</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigners should strengthen their lobbying capacity especially with respect to lobbying in parliament and local governments, linking popular mobilisation to the their policy change agenda.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigners should document best practices where Governments are doing well on the MDGs and share the information.</li> </ul>	July 2009
<ul style="list-style-type: none"> <li>• Campaigners should strengthen grassroots advocacy by localising the message and paying more attention to the involvement of citizens in the campaign.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigners should put greater focus on the key "change agents" such as local governments, parliamentarians and youth.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Should consider organising national recognition awards for best performing local governments.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Should organise events on key mobilization dates and ensure that national policy demands are brought out and acted upon.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Produce policy briefs on key thematic areas and issues.</li> </ul>	July 2009
<ul style="list-style-type: none"> <li>• Take advantage of key national processes such as constitutional reform processes, discussion of key bills, elections and ongoing campaigns by key partners</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• In response to the global financial crisis, campaigners should advocate for non-reduction of development assistance for poor countries.</li> </ul>	Immediate
<ul style="list-style-type: none"> <li>• Campaigners should closely monitor government implementation of national and local government development plans, budget allocation and utilization.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• The issue of urban slums and migration to the cities should be given greater attention.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigns should move towards evidence-based advocacy by employing community based monitoring tools such as the social audit.</li> </ul>	All year round
<ul style="list-style-type: none"> <li>• Campaigners to organize sub-regional learning activities</li> </ul>	July 2009

## C) STRENGTHENING MOBILISATION AND COMMUNICATION STRATEGIES

ACTION	DUE DATE
<ul style="list-style-type: none"> <li>• Focus more on the poorest performed goals in relation to the MDGs.</li> <li>• Create “big issue rallying calls” for key mobilization days with an aim of involving constituencies that had been left out from the campaign in the past.</li> <li>• Develop resource mobilization strategies to support their work at the grass-root levels.</li> <li>• Link mobilization to monitoring progress at the local level.</li> <li>• Develop national communications strategies with targeted media plans for the year to rally people at the grassroots.</li> <li>• Sharpen their policy demands and be more focused in their campaigns.</li> <li>• Target both national and regional parliaments directly for swift policy making, and strengthened follow up mechanisms on all policies formulated and documented.</li> <li>• Demand for the implementation of the youths and gender charter and call for greater focus marginalized groups in the different countries.</li> <li>• Demand to all political parties to include the MDGs in their political manifestos and other policies.</li> <li>• Localise the campaign into our most rural areas to get the potential in these areas at work.</li> <li>• GCAP ambassadors should be better utilised in reaching out to communities.</li> </ul>	<p>All year round</p> <p>All year round</p> <p>March 2009</p> <p>All year round</p> <p>April 2009</p> <p>January 2009</p> <p>All year round</p> <p>All year round</p> <p>All year round</p> <p>All year round</p> <p>All year round</p>
<p><b>d) STRENGTHENING THE IMPACT OF STAND UP</b></p> <ul style="list-style-type: none"> <li>• Mainstream the “take action” component into the overall campaign.</li> <li>• Stand up campaign should run all year round. This will help in sustainability and always remind our leaders of our demands.</li> <li>• Bring countries that missed out on board to give the poor in those countries a chance.</li> <li>• The campaign needs to be localised into the local languages for the people to fully understand the messages</li> <li>• Should bring more celebrities so that they can popularise the campaign and drive the message home.</li> <li>• Develop a strong fundraising strategy at national level.</li> <li>• Build more partnerships to increase levels of commitment by governments. Special emphasis should be placed on building partnerships with media, FBOs, women and youth.</li> <li>• Society peculiarities should be taken into account when mobilising for Stand Up e.g. when dealing with Muslims should be careful when selecting the messenger.</li> <li>• Decentralise the campaign to the lowest level and have the poorest speak out.</li> <li>• Develop national strategies to guide action by all partners.</li> <li>• Review the counting system to have all the activities and people’s efforts recognised.</li> <li>• Ensure timely production of campaign materials.</li> </ul>	<p>October 2009</p> <p>October 2009</p> <p>October 2009</p> <p>July 2009</p> <p>July 2009</p> <p>April 2009</p> <p>October 2009</p> <p>October 2009</p> <p>October 2009</p> <p>April 2009</p> <p>August 2009</p> <p>August 2009</p>

## Annex 1

### AFRICA MDGs CAMPAIGNERS RETREAT PROGRAMME ENTEBBE, UGANDA 20TH – 23RD NOVEMBER 2008

Time	Activity	Responsible Person	Outcomes
Day 1, 20 <sup>th</sup> November 2008	Arrival	All	
1400 – 1500 Hrs	Registration	All	
1500 – 1510 Hrs	Welcome Remarks	Hosts' representative	
1510 – 1530 Hrs	Opening Remarks	Tajudeen/Salil	
1530 – 1540 Hrs	Opening Remarks	Mayor of Entebbe	
1540 – 1600 Hrs	Official Opening	Minister for Local Governments	
1600 – 1630 Hrs	Tea/Coffee Break	All	
1630 – 1730 Hrs	From Mombasa to Entebbe (Review of 2008)	UNMC - Sylvia (20 mins)/Oxfam Novib (10 mins) /GCAP Africa (10 mins)/Action Aid (10 mins) (representatives of each organisation to prepare own PowerPoint presentation)	Participants informed on 2008 campaign progress, challenges and lessons learnt
1730 – 1830 Hrs	Discussions	All	2008 campaign reviewed, challenges identified and new strategies proposed
1830 – 1930 Hrs	From Mombasa to Entebbe	Experiences from Thematic networks and Groups (youth, MPs, disabled, FBOs)	Experiences shared and campaign themes identified
1930 – 2030 Hrs	Dinner	All	
Day 2, 21 <sup>st</sup> Nov 2008			
0830 – 1000Hrs	National Experiences of 2008 Campaign – representatives from countries listed on next column  (Highlight on composition of national campaign and partnerships, activities undertaken, policy demands, achievements, challenges, and recommendations for 2009)	Nigeria, Ghana, Burkina Faso, Senegal, Sierra Leone, Liberia, Zambia, Malawi, Mozambique, South Africa, Zimbabwe, Tanzania, Uganda, Kenya, Ethiopia, Rwanda, D. R. Congo  Each presenter 5 minutes and 5 minutes for plenary reactions  (Where applicable, campaigners from one country need to prepare one PowerPoint presentation)	Country experiences on campaign and nature of organizational engagements shared  Activities for 2009 proposed
1000 – 1030 Hrs	Tea/Coffee Break	All	
1030 – 1300 Hrs	National Experiences Cont.		
1300 – 1400 Hrs	Lunch Break		
1415hrs	Departure to Public Forum		
1500 – 1800 Hrs	Interaction with coalitions and Public meeting	All	Public engaged and mobilized.
1900 – 2100 Hrs	Reception	All	
Day 3, 22 <sup>nd</sup> Nov 2008			
0830 – 0930 Hrs	UNMC Africa 2009 Campaign Plan: campaign agenda i.e. media and communication, engagements with CSOs, Local governments, parliaments, FBOs, Youth	UNMC	2009 vision and campaign context unveiled.
0930 – 1030 Hrs	Group work	All	Vision debated
1030 – 1100 Hrs	Break		
1100 – 1130 Hrs	Plenary	All	New recommendations made and operational plan enriched
	Panel Discussions		
1130 – 1215 Hrs	Communications Working with media-BBA Review of SUTA	Sylvia Pancho Linda	Key strategies proposed, SUTA debated, Remaining 2008 mobilization dates reaffirmed.
1215 – 1300Hrs	Citizens voices – Experiences with shadow reporting, score cards and HLE	Thomas Tola Dorothy and Momar	
1300 – 1400Hrs	Break	All	
1400 – 1500 Hrs	2008 Programs Review Key campaign activities and engagements for 2009 (SUTA)	Tajudeen Group work	2009 commitments identified and responsibilities taken up.
1445 – 1530 Hrs	Plenary Discussions	All	
1530 – 1600 Hrs	Tea Break	All	
1600 – 1645 Hrs	Operations		
1645 – 1715 Hrs	Summary and Way forward	Tajudeen	Roles and responsibilities for 2008/2009 shared
4 <sup>th</sup> Day, 23 <sup>rd</sup> Nov 2008	Tour of Kampala and Jinja		Networking and cultural exchange enhanced
5 <sup>th</sup> Day 24 <sup>th</sup> Nov 2008	Departure		

## LIST OF PARTICIPANTS

NAME	ORGANIZATION	COUNTRY
James Njoroge Gitau	Kasweshu – Kenya	Kenya
Bamidele Ololade	Communication Expert	Nigeria
Mussa Billegeya	Tanzania GCAP	Tanzania
Muzwakhe Alfred Sigudhla	South Africa Youth Movement	South Africa
Monika Fauth	Art of Living Kenya	Lamu
Alphonso K. Weah	Yocads	Liberia
Andre Uandela	Xivuno	Mozambique
Mgesi Juma	Fopad	Tanzania
Mariam Compare Diop	GCAP Burkina Faso	Burkina Faso
Charles Mwangi Waituru	GCAP Kenya	Kenya
Aristide Wilondja Mwili	GCAP Congo Lunacop	DRC
Pompidou Sassa Tatukila	Africa Youth Network	DRC
Braimah Saibu	Nordeso	Ghana
David Tola Winjobi	GCAP Nigeria	Nigeria
Fidelis Alenoghena Ozemhoya	NNGO	Nigeria
Rudo Mazhandu	Young Knights	Zimbabwe
Kyerewa Asamoah	GCAP Ghana - Christian Council	Ghana
Dennis Nyati	GCAP Zambia	Zambia
Erasmus Mabunda	Abiodes	Mozambique
Musa Ansumana Soko	Youth Partnership for Peace and Dev.	Sierra Leone
Christine Tominke	Padeap Nigeria	Nigeria
Robert Maitsi	VSO Tanzania	Tanzania
Jemimah Muthoni Hari	VSO Zambia	Zambia
Zvikomborero Zimunya	Nango	Zimbabwe
Christian Peah	GCAP Liberia	Liberia
Jenerali Ulimwengu	Media Expert	Tanzania
Momar Talla Kane	GCAP Senegal	Sierra Leone
Sakina mohamed	SACC	South Africa
Stanley Gwanzura	GCAP Ambassador	Zimbabwe
Yitagesu Zewdu	PANE	Ethiopia
Paul Msoma	Congoma	Malawi
Salil Shetty	UN Millennium Campaign	USA
Tajudeen Abdul-raheem	UN Millennium Campaign	Kenya
Sylvia Mwachuli	UN Millennium Campaign	Kenya
Thomas Deve	UN Millennium Campaign	Kenya
Linda Odhiambo	UN Millennium Campaign	Kenya
Kavengo Matundu	UN Millennium Campaign	Kenya
Mwaura Kaara	UN Millennium Campaign	Kenya
judith Bwire	UN Millennium Campaign	Kenya
Anithra Jadoo	Art of living	S. Africa
Charles Patsika	UCLGA	S. Africa
Buhle Makamanzi	African monitor	S. Africa
Samuel Kaninda	UCLGA	S. Africa
Prof. J.B Kwesiga	DENIVA	Uganda
John Mary Odoy	Uganda Joint Christian Council	Uganda
Seguja John	Community Development and Child Welfare Initiatives	Uganda
Michael Mafabi	PADEAP	Uganda
Manisurah Ahebwa	Uganda Women's Network (UWONET)	Uganda
Miriam Talwisa	Youth Plus Policy Network	Uganda
Kintu James	Actionaid International	Uganda
Teopista Birungi	Uganda National Teachers Union	Uganda
Representative	Pan African Movement	Uganda
Deo Nyanzi	National NGO Forum	Uganda

# PIGA DEBE!

## For Women's Rights

### Do you know that?

- Maternal mortality remains unacceptably high in South Asia & Africa
- More than 500,000 women die yearly during pregnancy, childbirth or within six weeks after delivery
- 86% of the deaths occur in Sub-Saharan Africa and South Asia
- In Africa, a woman's risk of dying from treatable or preventable complications of pregnancy and childbirth is 1 in 22 compared to 1 in 7,300 in developed countries

### YOU CAN STOP IT!

- Take Action to ensure that all political leaders meet their commitments to Millennium Development Goal No. 5
- Prioritise investment in Women's Health
- Provide Universal Access to quality reproductive health including skilled health workers at delivery and adequate anti/post-natal care

**Enough is ENOUGH**  
End women dying giving life



**ENDPOVERTY2015** *Make it happen*  
MILLENNIUM DEVELOPMENT GOALS

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