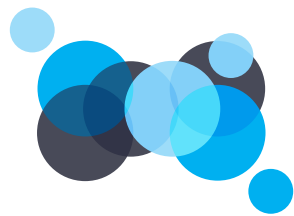


# MDG Advocate Quarterly

MAY 2014





The MDG Advocate Quarterly is a publication of the UN Secretary-General's MDG Advocacy Group reporting recent activities, with an emphasis on progress and opportunities for synergy to achieve the Millennium Development Goals.

The work of the MDG Advocates reflects the vision of the UN Secretary-General, and builds upon the political support and guidance of the two co-chairs, President Kagame of Rwanda and the Prime Minister of Norway, Erna Solberg.



## BACKGROUND

Meeting on the margins of the 66th UN General Assembly in September 2011, the MDG Advocates endorsed an **Action Plan** that encourages each advocate to champion at least one of the specific MDG initiatives.

The MDG Advocates will focus their advocacy on food security, integrated rural development, infrastructure (including water and sanitation, power and ICT connectivity), education, health and innovative financing.

The **Action Plan** supports the UN agencies' leadership in their respective areas. The MDG Advocates will therefore work closely with UN Agencies on their respective advocacy efforts. The activities of the MDG Advocates will be monitored using a Log Frame approach and are broadly arranged in thematic clusters: "Food Security and Sustainable Growth" (covering especially MDGs 1 and 7) facilitated by **Professor Jeffrey Sachs** and **Ms. Graça Machel**; "Education and Health" (covering especially MDGs 2 and 4-6) facilitated by **Her Highness Sheikha Moza bint Nasser** of Qatar and **Mr. Ray Chambers**; Gender equality and global partnerships, namely MDGs 3 and 8, are defined as cross-cutting themes.

**Former Deputy Secretary-General Asha-Rose Migiro** welcomed "the important leadership, passion and expertise" provided by the Advocacy Group and noted that "targeted interventions" in support of individual Goals would foster real progress.

**To review the detailed Action Plan please see:**  
[www.un.org/millenniumgoals/advocates/Action\\_Plan](http://www.un.org/millenniumgoals/advocates/Action_Plan)



# THE MDG ADVOCACY GROUP

## CO-CHAIRS

**PAUL KAGAME**

President of Rwanda

**ERNA SOLBERG**

Prime Minister of Norway

## MEMBERS

**H.H. SHEIKHA MOZA BINT NASSER**

QATAR

Chairperson of the Qatar Foundation for Education, Science and  
Community Development Focus on MDG 2 (universal primary education)

**JEFFREY SACHS**

UNITED STATES

UN Secretary-General's Special Adviser on the MDGs

Focus on all MDGs

**RAY CHAMBERS**

UNITED STATES

UN Secretary-General's Special Envoy for Malaria

Focus on MDGs 4, 5, 6 (child mortality, maternal health, HIV/AIDS,  
malaria and other diseases)



**AKIN ADESINA**

NIGERIA

Minister of Agriculture and Rural Development in Nigeria,  
former Vice President of the Alliance for a Green Revolution in Africa (AGRA)  
Focus on MDG 1 (extreme poverty and hunger)

**MUKESH D. AMBANI**

INDIA

Chairman and Managing Director, Reliance Industries  
Focus on MDG 8 (global partnership for development)

**STINE BOSSE**

DENMARK

Former CEO of Tryg Group, Chairman of Børnefonden (The Children's Fund)  
Focus on MDG 3 (gender equality and the empowerment of women)

**PHILIPPE DOUSTE-BLAZY**

FRANCE

UN Special Advisor on innovative financing for development  
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS,  
malaria and other diseases, and global partnership for development)

**JULIO FRENK**

MEXICO

Dean of the Harvard School of Public Health, former Minister of Health in Mexico  
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS, malaria and  
other diseases, global partnership for development)

**BOB GELDOF**

UNITED KINGDOM

Singer, songwriter, political activist  
Focus on all MDGs

**WANGARI MAATHAI (1940-2011)**

KENYA

Nobel Peace Prize Laureate, environmental and political activist  
Focus on MDG 7 (environmental sustainability)

**GRAÇA MACHEL**

SOUTH AFRICA / MOZAMBIQUE

Former First Lady, advocate for women's and children's rights  
Focus on MDG 3 (gender equality and the empowerment of women)

**MARINA SILVA**

BRAZIL

Environmentalist and politician  
Focus on MDG 7 (environmental sustainability)

**TED TURNER**

UNITED STATES

Philanthropist, Chairman, UN Foundation  
Focus on all MDGs

**WANG YINGFAN**

CHINA

Vice-Chairman, Foreign Affairs Committee, Chinese National People's Congress  
(2003-2008)  
Focus on MDG 1 (extreme poverty and hunger)

**HIROMASA YONEKURA**

JAPAN

Chairman of Sumitomo Chemical and of the Japan Business Federation  
(Keidanren)  
Focus on MDG 6 (malaria and other diseases)

**DHO YOUNG-SHIM**


REPUBLIC OF KOREA

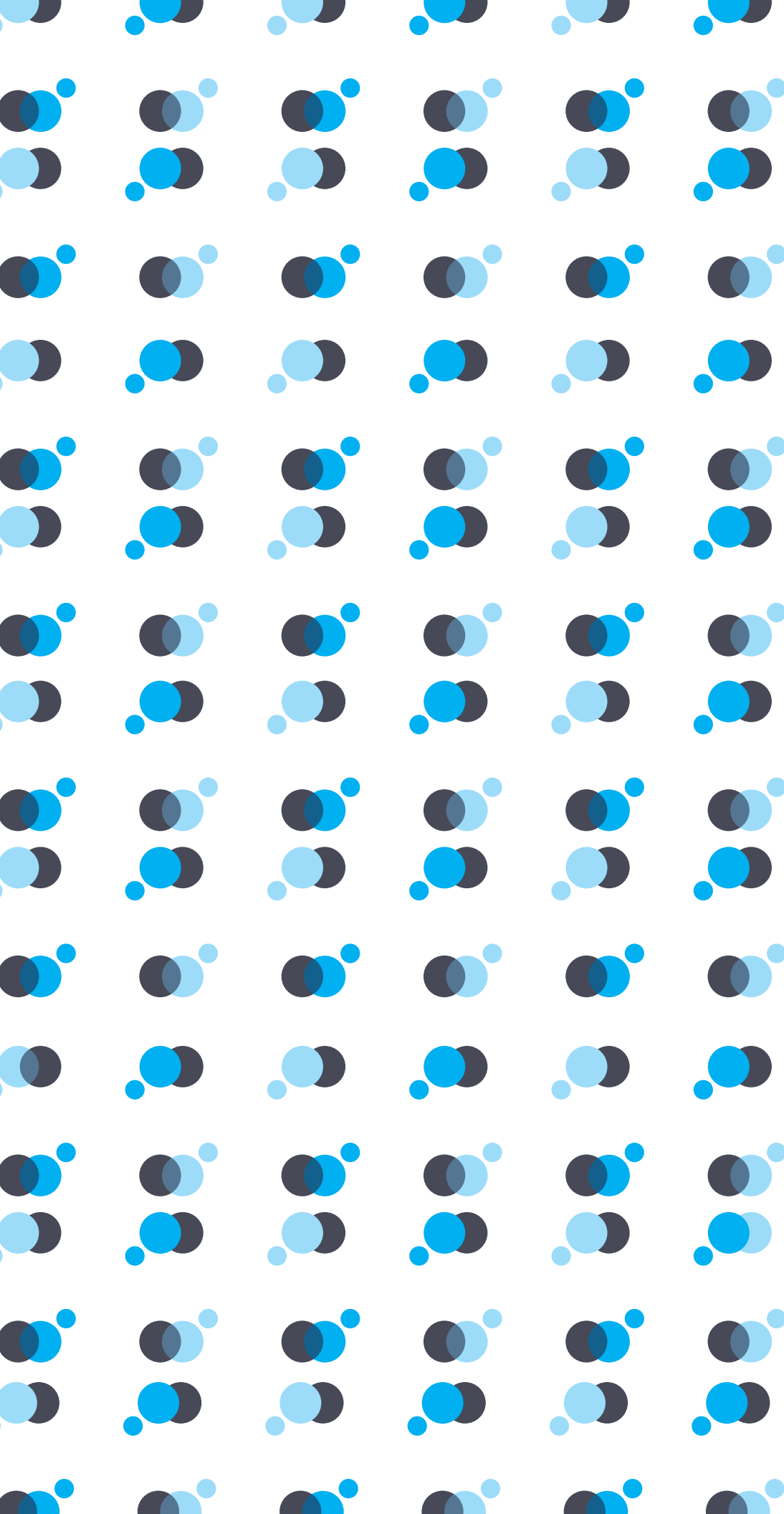
Chairperson of the UN World Tourism Organization's Sustainable Tourism  
for Eliminating Poverty (ST-EP) Foundation  
Focus on MDG 2 (universal primary education)

**MUHAMMAD YUNUS**

BANGLADESH

Nobel Peace Prize Laureate, founder of the Grameen Bank  
Focus on MDG 8 (global partnership for development)





## GUIDING PRINCIPLES

01.

The MDGs will be achieved mainly through country-led plans, taking into account the unique conditions in each country and encouraging broad participation by all sections of the society (government, civil society, NGOs, private sector, professional associations, youth organizations, religious bodies, etc.);

02.

There should be renewed focus on reaching the most disadvantaged groups, ensuring that they benefit from progress towards the MDGs. Such an approach is also highly cost-effective, as where we are lagging the most is where our resources will make the most difference;

03.

The MDGs should be pursued holistically, building upon the synergies in addressing poverty, education, health, hunger and infrastructure comprehensively;

04.

The MDGs require increased financial investments, first by the low-income countries themselves mobilizing their domestic resources, and second by development partners, through both official development assistance and private investments;

05.

MDG strategies should be practical, time-bound, focused on measurable outcomes and based on best practices, including the mobilization of new technologies in agriculture, health, education and infrastructure;

06.

Each country should be encouraged to adopt and implement initiatives to scale up country-led and contextually relevant best-practice interventions.



## JOINT INITIATIVES

### 'INVEST IN GIRLS' EVENT AT DAVOS A SUCCESS

Davos, Switzerland, 23 January 2014: At an event at the World Economic Forum, United Nations Secretary-General Ban Ki-moon and UN officials joined members of the MDG Advocacy Group and leaders from government, the private sector, and civil society to highlight the importance of investing in the rights and well-being of adolescent girls in order to alleviate poverty and accelerate progress on Millennium Development Goals (MDGs);

### INTERNATIONAL WOMEN'S DAY

New York, USA, 7 March 2014: On the eve of International Women's Day and the 58th Commission on the Status of Women, the MDG Advocates released a statement outlining ways to advance the Millennium Development Goals for women and girls. MDG Advocacy Group highlighted the importance of advancing progress for women and girls. The signatories called on Member States to urge the Commission on the Status of Women to advance the goals set out by the world leaders in 2000 on

the MDGs. They stated that International Women's Day is an important moment to reflect on the progress made by the international community to advance the rights and well-being of women around the world as well as an opportunity to assess the challenges and gaps in meeting the goals.;

### OPEN LETTER TO THE G-7 ON GLOBAL PARTNERSHIP FOR EDUCATION

Brussels, Belgium, 5 June 2014 – In advance of the pledging conference, UN Secretary-General Ban Ki Moon and members of the MDG Advocacy group called upon the G-7 to lead the global community to reach the Global Partnership's \$3.5 billion replenishment target by calling upon donor governments to renew their commitment to achieving Education for All.

[http://www.un.org/millenniumgoals/advocates/pdf/MDGAdvocacyGroup\\_openletter\\_G7\\_final.pdf](http://www.un.org/millenniumgoals/advocates/pdf/MDGAdvocacyGroup_openletter_G7_final.pdf)

# JEFFREY SACHS

## UNITED STATES

### UNITED NATIONS SECRETARY-GENERAL'S SPECIAL ADVISER ON THE MILLENNIUM DEVELOPMENT GOALS

**THEMATIC AREAS: FOOD SECURITY, INTEGRATED RURAL DEVELOPMENT, WATER, SANITATION AND ENVIRONMENT, POWER AND TRANSPORT INFRASTRUCTURE, ICT AND DEVELOPMENT, HEALTH WORKERS, INNOVATIVE FINANCING FOR DEVELOPMENT [ MDG 1, MDG 7, MDG 8 ]**

## CURRENT ACTIVITIES

### ADVISING UNSG ON THE MDGS

For over a decade, Jeffrey Sachs has been advising the United Nations Secretaries General on the MDGs. During the first five years (2002-2006) he led the UN Millennium Project (UNMP), which developed the roadmap for the Millennium Development Goals. The UNMP produced 10 thematic reports covering each of the goals along with a synthesis *Investing in Development: A Practical Plan to Achieve the Millennium Development Goals*. Jeffrey Sachs continues to advise Secretary General Ban Ki-moon on development issues, including poverty alleviation and environmentally sustainable economic growth.

<http://unmillenniumproject.org/reports/index.htm>

### TEACHING SUSTAINABLE DEVELOPMENT AND THE MDGS

As a professor and the director of the Earth Institute (EI) at Columbia University (CU), which has observer status at the African Union, Jeffrey Sachs is educating PhD, masters and undergraduate students to become a new generation of policy experts and practitioners in sustainable development. Under his leadership CU has pioneered the first PhD program in Sustainable Development, an undergraduate major in Sustainable Development, and a global Masters in Development Practice program that partners with 23 institutions around the world. His online class (MOOC) on

*Jeffrey Sachs is the Secretary-General's Special Advisor on the MDGs and Director of the UN Sustainable Development Solutions Network (SDSN), which mobilizes expertise across sectors to tackle development challenges. In June 2013, the SDSN delivered its report to the UN SG, "An Action Agenda for Sustainable Development." Under his leadership Columbia University is designing an online class on "Challenges of Sustainable Development," which will launch in January 2014. Under Jeffrey Sachs' direction, the Millennium Villages Project is a joint venture between the Earth Institute and the NGO Millennium Promise. Recently the Government of Rwanda announced it will also work in partnership with the Millennium Villages Project (MVP) to scale-up key aspects of the MVP approach to the national level. In Senegal, Prime Minister Abdoul Mbaye has declared that the MVP model is the right one for Senegal, and called its extension across the country.*



"The Age of Sustainable Development" launched on Coursera in January 2014, has to date over 46,000 registered students.

<https://sipa.columbia.edu/academics/programs/phd-in-sustainable-development>

<http://sdev.ei.columbia.edu/>

<http://globalmdp.org/>

<https://www.coursera.org/course/susdev>

### DIRECTING THE UN SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK

In August 2012, UN Secretary General Ban Ki-moon launched the UN Sustainable Development Solutions Network (UN SDSN), which Jeffrey Sachs directs. The SDSN mobilizes scientific and technical expertise from academia, civil society, and the private sector in support of sustainable-development problem solving at local, national, and global scales. The Network will accelerate joint learning and help to overcome the compartmentalization of technical and policy work by promoting integrated approaches to the interconnected economic, social, and environmental challenges confronting the world. A key focus is in achieving the MDGs and incorporating MDG-related issues including poverty alleviation, health, and education into problem solving for sustainable development. Thematic groups of the SDSN

are comprised of international experts and include: Poverty Reduction and Peace-Building in Fragile Regions; Health for All; Early Childhood Development, Education, and Transition to Work; and Sustainable Agriculture and Food Systems. The SDSN works closely with United Nations agencies, multilateral financing institutions, the private sector, and civil society. On June 6, 2013, the SDSN delivered its report to the UN SG, "An Action Agenda for Sustainable Development."

<http://unsdsn.org/resources/publications/an-action-agenda-for-sustainable-development/>

### DIRECTOR OF THE MILLENNIUM VILLAGES PROJECT (MVP)

Under Jeffrey Sachs' direction, the Millennium Villages Project is a joint venture between the Earth Institute and the NGO Millennium Promise. The integrated rural development program is proof of concept that the MDGs can be achieved using proven scientific interventions. The MVP brings together governments, academia, and UN agencies, and counts among its partners WFP, UNAIDS, UNFPA and UNESCO. The project entered its second phase in 2011, and the 10 sites in 10 countries in sub-Saharan Africa, totaling 500,000 people, are on track to achieve the MDGs. In 2012, the MVP launched a new site of 30,000 people in northern Ghana in partnership with Britain's Department for International Development, which supports a 10-year independent evaluation of the project. <http://millenniumvillages.org/>

# JEFFREY SACHS

[CONTINUED]

## SCALING UP THE MILLENNIUM VILLAGES MODEL

The MVP's model of integrated rural development and lessons learned are being scaled up across Africa. In Nigeria, in partnership with the government the model has been initially extended to 113 Local Government Areas, covering 20 million people, and now to the entire country. The Government of Rwanda announced it will also work in partnership with MVP to scale-up key aspects of the MVP approach to the national level, and has set up a task force to identify gaps in national policy that can benefit from the MVP model. In Senegal, Prime Minister Abdoul Mbaye has declared that the MVP model is the right one for Senegal, and called for its extension across the country. The MVP is collaborating with the Government of Ethiopia on information technology for development, including improved information management in the agriculture, water and energy sectors; enabling a smart-metered pre-paid solar electrification program; and deploying communal water supply kiosks. The Islamic Development Bank (IsDB) has provided \$29 million in financing to partner with the MVP and host country governments to scale-up the MVP in Mali, Senegal, and Uganda.

<http://millenniumvillages.org/field-notes/senegal-prime-minister-abdoul-mbaye-visits-potou-calls-for-expansion-of-millennium-villages-approach/>

## ONE MILLION COMMUNITY HEALTH WORKERS CAMPAIGN

The MVP's model of integrated rural development and lessons learned are being scaled up across Africa. In Nigeria, in partnership with the government the model has been initially extended to 113 Local Government Areas, covering 20 million people, and now to the entire country. The Government of Rwanda announced it will also work in partnership with MVP to scale-up key aspects of the MVP approach to the national level, and has set up a task force to identify gaps in

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<http://millionhealthworkers.org/>

## ENERGY ACCESS FOR ALL IN SUB-SAHARAN AFRICA

Under the auspices of the UN SDSN, Jeffrey Sachs and the Earth Institute are collaborating with eni on refining the nexus between development and energy availability in developing countries, as well as developing innovative business models to enhance energy-led development in energy poor settings. The initiative will investigate how improved energy access leads to social and economic development and which areas of intervention should be considered and prioritized for action. This will help to support the international community's endeavor to refine the intersection between energy access and development, thus setting the stage for effective energy-related development policies. It will also explore innovative (and/or multistakeholder) business models for the oil & gas industry to encourage development in low-income settings by enhancing energy access, in order to provide a framework for action to inspire the energy industry's contribution and identify opportunities for eni to improve its projects.



## DRYLANDS INITIATIVE

Jeffrey Sachs is working with the governments of six countries to lead the Drylands Initiative in the Horn of Africa. The Initiative, which includes Djibouti, Kenya, Ethiopia, South Sudan, Uganda, and Somalia, will reach over 300,000 people and serve as a template for scaling up integrated rural development to benefit pastoralist communities. The project will contribute to the design and deployment of innovative technologies and systems for sustainable development among seminomadic populations, and will influence regional policies to benefit these communities. The project is supported by the Islamic Development Bank and has begun baseline evaluations.

## LATIN AMERICA SUSTAINABLE DEVELOPMENT

Jeffrey Sachs and the Earth Institute are working with a number of Latin American governments to implement and expand sustainable development programs. In Paraguay, EI is working with the government to leverage the energy sector for economic and social development, and to explore sustainable agriculture and climate risk management. EI is supporting the Government of Guatemala's "Zero Hunger" program to fight malnutrition in the country through both technical assistance on program activities and monitoring and evaluation.

## ITU/UNESCO BROADBAND COMMISSION FOR DEVELOPMENT

Jeffrey Sachs serves as a commissioner and the chair of a working group on health that focuses on the health MDG scaling up programs and how to use broadband and mobile to enable the primary health systems. In particular, the group looks at mHealth for scaling up of Community Health Workers



# JEFFREY SACHS

[CONTINUED]

in Africa and for elimination of mother to child transmission of HIV. The Broadband Commission uses MVP as a demonstration project and is working on mobilizing the commissioners to support the One Million CHWs Campaign.

## **MINISTERIAL WORKING GROUP (MWG) ON SCALING UP OF PRIMARY HEALTH SYSTEMS TO ACHIEVE MDG 4 AND 5**

Jeffrey Sachs convenes five Ministers of Health and their technical experts together with an international advisory panel to support national efforts of scaling up of health systems to achieve the health MDGs. The countries that initially participated in the MWG are Nigeria, Ethiopia, Kenya, China and India. The project continues in Ethiopia supporting the MoH in their efforts developing strategy for Ethiopia, 2015-2030.

## **INTERNATIONAL POLICY ADVISORY GROUP (IPAG) OF HIGH-LEVEL TASK FORCE ON GLOBAL FOOD SECURITY**

Jeffrey Sachs is a member of the UN Secretary General's task force on global food security, which works to ensure that the UN system, international financial institutions and the WTO are ready to provide robust and consistent support to countries struggling to cope with food insecurity.

## **THE UNAIDS AND LANCET COMMISSION**

Jeffrey Sachs serves as a commissioner on the UNAIDS and Lancet Commission: Defeating AIDS — Advancing global health, which was launched in May 2013. Through a dynamic program of consultations, the Commission is deliberating on strategies to ensure that the vision of the global AIDS movement, zero new HIV infections, zero discrimination, and zero AIDS-related deaths, can be realized in the coming decades. The Commission also seeks to ensure that the principles and achievements of the AIDS response inform a more equitable, effective, and sustainable global health agenda. The final Commission report will be

published in the Lancet.

## **CONNECT TO LEARN**

As Earth Institute Director, Jeffrey Sachs oversees Connect to Learn (CTL,) a global education initiative created by the Earth Institute, Ericsson and Millennium Promise, to increase educational attainment in sub-Saharan Africa, particularly for girls. CTL provides scholarships for girls and boys in impoverished areas to attend secondary school, and implements mobile broadband technology to connect their classrooms to a 21st century education.

## **WORLD HAPPINESS REPORT 2013**

Jeffrey Sachs is one of three co-editors of the World Happiness Reports, which together have been downloaded over 2 million times. The second Report came out in September 2013, and built on the first World Happiness Report, launched in April 2012; the next Report is planned for spring 2015. The Report will analyze the current state of happiness and wellbeing globally, factors contributing to wellbeing, the effects of happiness, and the importance of subjective wellbeing metrics in the post-2015 global framework.

## **UN DRYLANDS AMBASSADOR**

Under the umbrella of the United Nations Convention to Combat Desertification, as a Drylands Ambassador Jeffrey Sachs works to raise awareness among decision makers and the public at large about the importance of combating desertification, land degradation and mitigating the effect of drought.

## **DATA COLLECTION IN HAITI**

The Earth Institute is supporting the Haitian Government's Office of E-Governance to develop data collection tools and online platforms. As part of Haiti's national strategic development plan, the government identified the need for updated inventories and maps of key facilities and infrastructure to help with investment planning and costing tools. This includes, but is not limited to health facilities, schools, water points, markets, municipal buildings, and tourism infrastructure.

## **OPPORTUNITIES FOR SYNERGY**

There are many exciting opportunities for breakthroughs and synergies. The rapid ascent of information technology for development has opened new vistas in health, education, and service delivery more generally. For example what we have learned from the implementation of mHealth can now be used to accelerate the uptake of mobile broadband and ICTs for scaling up access to quality primary and secondary education. By using Millennium Villages and national MDG scale up programs as demonstration platforms, it is possible to show dramatic progress in many of the MDGs. Improved coordination across sectors and stakeholders, in combination with increased resources, would help alleviate bottlenecks and accelerate achievement of the MDGs. Other bottlenecks include political instability and climate shocks (floods, droughts, etc), and the interaction of the two.

# RAY CHAMBERS

UNITED STATES

THE UNITED NATIONS SECRETARY GENERAL'S SPECIAL ENVOY  
FOR MALARIA AND FINANCING THE HEALTH MDGS

THEMATIC AREAS: EDUCATION AND GENDER EQUALITY, CHILD  
MORTALITY, MATERNAL HEALTH NEONATAL HEALTH, HIV / AIDS,  
MALARIA, TUBERCULOSIS, HEALTH WORKERS, INNOVATIVE  
FINANCING FOR DEVELOPMENT

[ MDG 4, MDG 5, MDG 6 ]

## CURRENT ACTIVITIES

With fewer than 600 days before the December 31, 2015 deadline for the MDGs, the Office of Financing the Health Millennium Development Goals and for Malaria continues to work with partners to provide guidance, support and inspiration to key stakeholders invested in human health around the world. Collectively everyone can still bend the curve of the current trajectories for MDGs 4, 5 and 6 even further than we already have, save over one million additional children's and women's lives and lay the foundation for healthier societies for years to come.

While many others have moved on to thinking about a future set of goals, the Office is pushing harder and faster to meet the MDGs. Over the last quarter, it has worked closely with partners to produce three MDG Acceleration Roadmaps, intended to identify the key levers to pull to save more lives. The plans share common characteristics: they seek efficiency wherever possible; they seek alignment and collaboration among stakeholders who may not traditionally work together; they limit their focus to the geographies where mortality is highest; and they propose acceleration activities that can be measured and reported in terms of "lives saved." This is a snapshot of what these MDG Acceleration Plans can achieve when executed:

*Ray Chambers is the Secretary-General's Special Envoy on Malaria and Financing the Health MDGs. In his work with Bridge Funds he has been exploring options for guarantees or bridge financing, which would allow for commodities to be ordered and manufactured before the funding is completely available. Two successful examples of this practice have been in Zambia (through Pledge Guarantee for Health) and now in Sierra Leone (through the US Fund for UNICEF). Ray Chambers is also working with a wide range of donors to coordinate an infusion of additional 'booster' funding, hoping to secure \$1.05 billion. Funds will be direct to the highest-burden countries over the next 30 months to generate the momentum necessary to carry MDGs 4 and 5 to completion.*



The MDG4 Child Survival Roadmap presents a plan to close the MDG achievement gap of one million additional children's lives that must be saved in 2015 – on top of current lives-saved trajectory of 1.2 million – in order to achieve MDG4, which requires 2.2 million lives to be saved. This plan was developed in close cooperation with UNICEF, USAID, the Government of Norway, the UN Commission on Life Saving Commodities, Clinton Health Access Initiative and others, and was launched at the Advocates' last event in Davos at the World Economic Forum this past January. The Office continues to assist in mobilizing funding needed to support this plan and encouraging partners to take on pieces of it – working closely with UNICEF, WHO, World Bank, Gates Foundation, CIFF, GAVI, Global Fund, DFID, and Norway.

In addition to the MDG4 Acceleration Roadmap, the office has worked with partners, to prepare three additional documents providing a deeper dive into how we can reach the most vulnerable children by leveraging existing delivery pathways to distribute the child survival interventions that target the leading causes of death. These include, pneumococcal and rotavirus vaccines, treatments for pneumonia and diarrhea, nutritional supplements and healthy behavior promotion – particularly breastfeeding. Specifically, these plans describe how to save an additional 430,000 children's lives over the next 600 days through integrating life-saving commodities and services into three existing health structures:

- a) Child Health Weeks/Days
- b) Measles-Rubella Vaccination Campaigns
- c) Polio Vaccination Campaigns

While each additional intervention for inclusion in these delivery platforms will need to be considered by national authorities within their local contexts, the office encourages global partners and donors to fully support these local efforts to achieve the greater coordination and flexibility that will be necessary to fully realize the additional lives saved.

The office also encouraged the Nigerian Government to develop their own MDG Achievement Roadmap, which presents an 8-quarter plan to save 400,000 children's and 20,000 mothers' lives by the end of 2015 (as part of Nigeria's effort to Save One Million Lives), driven by a remarkable coalition of government officials, private sector leaders (namely Aliko Dangote and the Private Sector Health Alliance of Nigeria) and development partners, who came together to craft an aligned vision for accelerating progress to achieve the health-related MDGs in Nigeria.

The MDG5 Maternal/Newborn Survival Roadmap is a plan to save the lives of an additional 140,000 mothers and 250,000 newborns by the end of 2015, while also providing universal access to modern contraception methods. The roadmap focuses heavily on the 48 hours surrounding childbirth, when both the

# RAY CHAMBERS

[CONTINUED]

## CURRENT ACTIVITIES [ CONTINUED ]

mother's and child's lives are at greatest risk, and where it is possible to deliver high-impact, cost-effective interventions for the mother and baby together – in most cases, by the same health providers at the same time. The roadmap is now spearheaded by the H4+ Partnership (UNICEF, WHO, UNFPA, UNAIDS, UN Women and the World Bank). The Office is supporting this group of partners to complete and release the roadmap at the upcoming Maternal and Child Health Summit, to be hosted by the Government of Canada at the end of May, or potentially at the upcoming MDG Advocates meeting in South Africa or Rwanda.

In addition to the Roadmaps we continue to work with key funding partners to ensure the gains we have made to date are not lost. The office addressed recent concerns about malaria intervention coverage shortfalls by working with the Global Fund on a principle that a “red line” of regressing on coverage of essential malaria control commodities cannot be crossed. Similar conversations with the World Bank are looking at ways to maximize the next phase of the Bank's \$700 million Results-Based Financing for Health fund, which stand to save an additional 200,000 children and 10,000 mothers.

## OPPORTUNITIES FOR SYNERGY

As focus on how to accelerate progress on MDGs 4, 5, and 6 becomes even more laser-like, the Office recognizes the need to broaden scope when it comes to seeing the interconnectedness of health with other MDGs. The office is particularly interested in ways to complement the stellar work in education led by PM Solberg and Her Highness Sheikha Moza. Educated communities are healthier communities, and similarly sick children can't learn, no matter how great the school. The office looks forward to identifying synergies in funding and programming to strengthen both efforts.

It is also eager to explore ways for all the Advocates to take advantage of the UN General Assembly this September. Together the Advocates can ensure the global community remains focused on the completion of the MDGs as an essential step to any future development goals. Moving off of the MDGs before the December 31, 2015 deadline would undermine the UN's work for the past 14 years. The advocates should use the platform to highlight the historic progress made on the MDGs, while acknowledging the work that remains and can still be done.

Though the MDG clock is clicking loudly, it is not too late to sharpen plans and press on with urgency and confidence. The office looks forward to collectively making the MDG Advocates an even stronger and more relevant platform in the remaining 500+ days.



# MUKESH AMBANI

**INDIA**  
**CHAIRMAN AND MANAGING DIRECTOR,**  
**RELIANCE INDUSTRIES**

**THEMATIC AREAS: POVERTY AND HUNGER,**  
**EDUCATION, CHILD MORTALITY, HIV/AIDS**  
**[ MDG 1, MDG 2, MDG 4, MDG 6 ]**



*Mukesh Ambani, as chairman of the Reliance Foundation, is engaging in high-level nutrition and health advocacy. Among the Foundation's many initiatives is a newly started decade-long campaign to end childhood malnutrition and under-nourishment in India.*

## CURRENT ACTIVITIES

Over the years, Reliance Industries Limited has been working towards substantially improving the lives of people on a sustainable basis. The group is deeply involved in working with some of the poorest and most marginalized communities in India towards bridging the gap between rural and urban India and bringing in focus and scale. Through diverse initiatives, their objective has been to strengthen the income earning potential, improve health conditions, enhance lives of millions of people and make them self-sufficient on a sustainable basis. So far, the team of development professionals is directly engaged with communities across India under various programs, and through their efforts they have touched the lives of 4 million people.

Working closely on their philanthropic initiatives, Reliance has seen that there is an exigent need to look at an all-encompassing, holistic approach over a long term horizon. It channels energies towards empowering communities through improved livelihoods, better education and quality healthcare. Use of technology to offer better solutions and increase reach has been one of the core philosophies of the group. To provide impetus to the various philanthropic initiatives of the group, Reliance Foundation was set up in 2010 with a vision of enhancing equitable and sustainable growth in India. It is a process-driven not-for-profit organization, working to create and support meaningful and innovative activities that will address some of India's most pressing developmental challenges. The following is an overview of the initiatives that we have been undertaking towards achieving the Millennium Development Goals.

## ERADICATE EXTREME POVERTY AND HUNGER

Nearly 30% of Indians live below the country's national poverty line and one third of the world's poor live in India. To address the issue of poverty, efforts have been focused towards developing a comprehensive rural development strategy encompassing education, health, infrastructure and community development. Through the rural transformation initiative Reliance is working on sustainable agricultural practices with marginal farmers in rain fed areas spread across 16 agro-ecological zones in India. While working with the communities, a lot of emphasis is laid on building capacities towards making development plans and managing funds. The program is also working towards addressing the food security needs of the rural families through setting up of nutrition gardens. Through the information services programme, Reliance is working towards empowering communities with timely, need-based, localized knowledge and information using multiple interactive technology platforms.

## ACHIEVE UNIVERSAL PRIMARY EDUCATION

arly 40% of children enrolled in primary schools in India drop out because of lack of quality education and opportunities. Reliance and its associate institutions are working towards providing quality education to children across India. The 13 schools set up by the group provide holistic development and education opportunities to all children. Through various initiatives, Reliance supports several Not for Profit organizations which work with underprivileged school going children. It has recently launched a sports for development

initiative through which sports is used as a medium for development among children as a way to bring about positive change through inculcating life skills such as discipline, teamwork, dedication and sportsmanship. It has partnered with the National Basket Ball Association (NBA), USA in a multiyear comprehensive school based youth basketball programme in India. It has also initiated a pilot sports for development initiative in rural areas.

## PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

Gender equality is one of the most sensitive yet important issues to tackle in India. Through the rural development initiative, Reliance is specifically working towards empowering women in marginalised communities. Women are an important part of the institution building process by which communities meet their development needs. Over the years, many women have come forward to be an active part of this process and have taken up leadership positions in some of these collectives. These women are the epitome of active decision makers in the change process.

## REDUCE CHILD MORTALITY & IMPROVING MATERNAL HEALTH

Reliance is working towards addressing MDGs 4 and 5 by addressing the bottlenecks in the health system contributing to maternal and child mortality, with a particular emphasis on malnutrition- the lead underlying cause of death among children under five years old. It has already initiated behavioural change communication to influence key

# MUKESH AMBANI

[CONTINUED]

behaviours affecting mother and child survival in some parts of the country. In this spirit, it has also set up Reliance Nutrition Gardens for food security and the prevention and treatment of malnutrition among women and children.

## **COMBAT HIV/AIDS MALARIA AND OTHER DISEASES**

Reliance has been providing affordable curative and preventive healthcare services through various programmes. It has constructed health centres, operates mobile medical clinics, emergency ambulance services and conducts various health awareness, diagnostic and preventive camps. There are specific programmes addressing maternal mortality and providing support to patients suffering from chronic ailments like AIDS and TB. The Reliance HIV and TB Control Centre (NACO Designated ART Centre), Community Care Centre & Reliance AIDS Care Hospital at Hazira has provided treatment to several thousand patients.

## **ENDURE ENVIRONMENTAL SUSTAINABILITY**

As a group, Reliance is committed to preserving natural resources and thus conducts all operations in a sustainable manner. It works towards preserving natural resources, assessing environmental impacts of projects, managing wastes in effluents in an environmentally sound manner and using a productive strategy for optimal use of our resources. In an effort to promote biodiversity, it has planted over 1 million saplings and created water harvesting structures with a capacity to conserve over 17.4 million cubic meters of water over the last two years.

## **OPPORTUNITIES FOR SYNERGY**

Through various programmes across the group, Reliance is reaching out to some of the most marginalized communities, many of which continue to live on less than \$1 a day. There is a vast potential across the country waiting to be tapped. While working on various initiatives, the organization needs to focus on quality and scale of various development programmes. The development process requires providing people access to information and technology through various mediums and enabling them to be constantly aware of their needs.

Reliance constantly endeavours to expand the scale of operations to reach out to the poorest communities in the country. It also aims to scale up current interventions by incorporating other crucial areas of development such as livelihoods for women, leveraging technology for development and providing universal access to quality healthcare. It will continue to provide holistic environment for all towards being a part of the global development process.

# STINE BOSSE

**DENMARK**  
**CEO OF TRYGVESTA GROUP,**  
**CHAIRMAN OF BØRNEFONDEN**  
**THE CHILDRENS' FUND**

**THEMATIC AREAS: WATER, SANITATION AND**  
**ENVIRONMENT, GENDER EQUALITY**  
**[ MDG 7, MDG 3, MDG 2 ]**



*Stine Bosse is an advocate for children's health and education. Through her efforts with the ChildFund Alliance and BORNEfonden, Ms. Bosse has greatly supported a global campaign, called Free from Violence, to take children out of conflict zones and into situations where they can lead productive lives.*

## CURRENT ACTIVITIES

As the Chairman of Child Fund Denmark and Vice-Chairman Child Fund Alliance Worldwide, Stine Bosse visited Cape Verde from 12-14 February 2014. The small island group in the Atlantic Sea, 600 km West of Senegal has taken a giant leap since 2008, rising into a group of middle income countries. The island group has a terrifying history of drought related famines and hunger catastrophes. Today Cape Verde is a real success story. To give a couple of examples: GNP per capita has increased from approximately 600 US Dollars in 1993 to 3600 US Dollars in 2012. Alphabetization has increased from 40% in 1993 to 83% among adults and 97%

among the youth. Today Cape Verde has a top score on the Mo Ibrahim Index of good governance and expects to achieve all UN Millennium goals by 2015.

Child Fund Denmark has been helping Cape Verde children and families living in poverty since the beginning of the nineties. Child Fund Denmark has assisted Cape Verde to improve the level of education and social environment for thousands of children. All in all more than 20,000 children and a much larger number of their family members and communities have benefitted directly from assistance. The goals set have been achieved and Child Fund Denmark has initiated a gradual withdrawal, which will be completed in the next five years.

During her visit to Cape Verde Stine Bosse met with Prime minister Jose Maria Neves and Minister of Education, Fernanda Marques. The Prime Minister thanked Child Fund Denmark for its significant contribution to improve education and health for children and young people in Cape Verde. Stine Bosse emphasised the strong cooperation with the national and local authorities as a key to success.

A number of subjects were discussed such as; the new education law in Cape Verde which increases compulsory primary school from 6 to 8 years; the need for improving the employability of the young people through better vocational training; and Cape Verde's effort to continue to act as a role model in terms of governance.

On behalf of Child Fund Alliance, Stine Bosse discussed the post-2015 development agenda and emphasized that the issues of violence and exploitation for children should be included in the post-2015 agenda. According to the "Small Voices, Big Dreams" survey undertaken by Child Fund Alliance physical violence against children and fragile families are large issues in Cape Verde. "Today we have achieved progress in the areas of child survival and education, but we need to work more to ensure that children are free from violence and exploitation in 2030."



# PHILIPPE DOUSTE-BLAZY

**FRANCE**  
**UNITED NATIONS UNDER SECRETARY GENERAL,**  
**FOUNDER OF UNITAID**

**THEMATIC AREAS: INNOVATIVE FINANCING**  
**FOR DEVELOPMENT [ MDG 8 ]**

*Philippe Douste-Blazy is an Advocate and pioneer in the field of Innovative Finance. In June, Professor Douste-Blazy was re-elected by the UNITAID Executive Board to serve as Board Chair for a three-year-term. UNITAID's goals include increasing access to better and more affordable products for HIV/AIDS, malaria, and tuberculosis (MDG 6).*



## CURRENT ACTIVITIES

**20 MAY 2014 - MENA ECONOMIC FORUM AT THE AMERICAN UNIVERSITY OF SHARJAH (AUS) IN THE GULF EMIRATE.**

Philippe Douste-Blazy is leading a UN Initiative to implement to help the poorest nations improve public health by raising money for development in unconventional ways. This initiative includes levying a 10 cent tax on every barrel in oil producing countries in Africa, a tax on airline tickets in more than 90 countries and a tax on share transactions in 11 European nations. Douste-Blazy aims to tackle chronic malnutrition and address the problem of shrinking aid budgets.



# JULIO FRENK

## MEXICO

DEAN OF THE HARVARD SCHOOL OF PUBLIC HEALTH,  
FORMER MINISTER OF HEALTH OF MEXICO

**THEMATIC AREAS: CHILD MORTALITY, MATERNAL  
HEALTH NEONATAL HEALTH, HIV / AIDS, MALARIA,  
TUBERCULOSIS, HEALTH WORKERS [ MDG 4, MDG 5,  
MDG 6 ]**



*Julio Frenk is an Advocate for the MDGs focused on health. In addition to serving at the Dean of the Harvard School of Public Health, this June Dr. Frenk oversaw the Ministerial Health Leaders' Forum, which advises African, Southeast Asian, and Latin American public health ministers on how they can become more effective leaders. In April, 2013, Dr. Frenk was involved with the release of the Integrated Global Action Plan for Prevention for the Prevention of Pneumonia and Diarrhoea (GAPPD).*

## CURRENT ACTIVITIES

### HSPH WOMEN AND HEALTH INITIATIVE:

February 11, 2014 - Dean Frenk participated in third task force meeting. High-Level Task Force for ICPD (International Conference on Population and Development) - which fulfills the sexual and reproductive health and rights of all people - in New York at the Ford Foundation.

March 29, 2014 - Dean Frenk participated in a conference in Beijing, hosted by Peking Union Medical College entitled "A Diagonal Approach to Health System Strengthening: Tackling Cancer and Chronic Diseases."

May 7, 2014 - Dean Frenk was invited to be a keynote speaker at a one-day "Health Disparities: Global, National and Regional Perspectives" program on Wednesday, May 7, 2014, as part of the annual Leadership and Faculty Development Annual Program (LFDP) at Harvard Medical School. A recent report "Global Health 2035: A World Converging within a Generation," whose commission Dean Frenk served on, provides a unique and important perspective on the social and economic implications of health disparities. Dean Frenk seeks to add to the discourse on not only identifying but addressing and eliminating disparities.

May 12, 2014 - Dean Frenk (with co-Chair Dr. Paula Johnson) and Initiative Coordinator, Dr. Ana Langer, had a meeting with the Steering Committee to discuss update on recent progress and opportunities for collaboration.

## OPPORTUNITIES FOR SYNERGY

Increased collaboration across multiple organizations.





# TED TURNER

**UNITED STATES  
PHILANTHROPIST, CHAIRMAN OF THE UNITED NATIONS  
FOUNDATION**

**THEMATIC AREAS: ICT AND DEVELOPMENT, HEALTH  
[ MDG 4, MDG 5, MDG 6, MDG 8 ]**



*Ted Turner continues to engage in high-level polio advocacy strategy. As Chairman of the UN Foundation Board and in his capacity as an MDG Advocate, voted for his top post-2015 development priorities on MY World, the UN Global Survey for a Better World, and placed a full-page ad in The Economist asking others to vote at [myworld2015.org](http://myworld2015.org) (The Economist, March 23-29, 2013). Ted Turner supported and served on the Leadership Council of the UN's Sustainable Development Solutions Network. The UN Foundation submitted a paper on "Partnership Lessons Learned" to the High-Level Panel on the Post-2015 Development Agenda.*

## CURRENT ACTIVITIES

Under the leadership of Chairman Ted Turner, the UN Foundation is committed to raise public attention and high-level political commitment to MDG acceleration at key international events. In September 2013, the UN Foundation hosted a luncheon during the Secretary-General's MDG Success event to convene leaders across sectors to target key challenges for MDG achievement and identify opportunities for accelerated action. The United Kingdom announced a \$1.6 billion commitment to the Global Fund at the lunch, among other commitments made.

On behalf of Ted Turner's role as an MDG Advocate, the UN Foundation helped to coordinate a luncheon hosted by the UN Secretary-General and the MDG Advocacy Group on "Investing in Girls' Empowerment for MDG Acceleration" at the World Economic Forum in Davos January 2014. The lunch focused on investments in girls as a key driver of MDG achievement, highlighting the importance of their health and education, among other issues, and encouraging action by the public and private sectors to spur progress. Several announcements on health and education were made and an extensive communications strategy using #investingirls helped the event rise above discussions in Davos and around the world. [press release] <http://www.unfoundation.org/news-and-media/press-releases/2014/mdg-advocates-call-for.html>

Ted Turner remains an active member of the Leadership Council of the UN's Sustainable Development Solutions Network (SDSN), which is mobilizing scientific and technical expertise in support of sustainable development problem solving.

In advance of the 2014 Commission on the Status of Women, Ted Turner initiated a joint statement by the MDG Advocates encouraging Member States to negotiate a strong outcome document that upholds all previously made commitments on women and girls, provide strong leadership, and encourage meaningful partnerships in support of the MDGs. [statement] Ted Turner participated in UN Women's #HeforShe campaign, launched on the eve of International Women's Day in March 2014, to highlight the voices of men leaders standing up for gender equality and women's rights. His quote, "Girls and women deserve to be recognized and counted for the vital contributions they make around the world. Let's stand together to help support and empower women, unlocking our unrealized development potential", was featured on UN Women's homepage. <http://www.un.org/millenniumgoals/advocates/pdf/MDG%20Advocacy%20Group%20-%20CSW%20Statement%20-%20Final.pdf>

On the occasion of International Women's Day 2014, Ted Turner issued a statement on the importance of investing in

women and girls, focusing on the need to accelerate progress on the MDGs and prioritize lagging targets such as maternal health, access to voluntary family planning and sanitation. [statement] <http://www.prweb.com/releases/2014/3/prweb11649508.htm>

Under Chairman Ted Turner's leadership, the UN Foundation has led a concerted effort to amplify communications in support of MDG acceleration, initiating a series of blog posts on all goals and highlighting issues such as education for Syrian children, the importance of counting girls, and progress on achieving the health MDGs, including on polio and measles, maternal health, family planning, malaria, tuberculosis and HIV/AIDS. A recent blog highlighted new commitments in support of MDG momentum at the World Bank Spring Meetings, featuring a quote by Ted Turner stating that now is not the time to slow down efforts on the MDGs. [blog] <http://unfoundationblog.org/3-big-announcements-to-build-mdg-momentum/>

The UN Foundation remains committed to utilizing its campaigns and initiatives, such as Nothing But Nets, Shot@Life, GirlUp, Measles & Rubella Initiative, Global Polio Eradication Initiative, and the Global Moms Challenge, as well as its support of the Secretary-General's Every Woman Every Child multi-stakeholder movement, to mobilize

# TED TURNER

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support for, engage partners in, and accelerate action on MDGs 4, 5 and 6. With our +SocialGood partners, the UN Foundation recently convened India +SocialGood in Mumbai, focusing on how the country is utilizing technology and innovative approaches to drive progress on the MDGs, including global health and access to clean water and sanitation.

### OPPORTUNITIES FOR SYNERGY

- Utilize the last 20 months of the Millennium Development Goals, including key advocacy moments such as the upcoming 500 day milestone, to continue mobilizing public and private sector support for MDG achievement, highlighting successes that can be replicated, areas that are lagging (such as maternal health and sanitation) and investments (such as the empowerment of women and girls) that would accelerate progress on all goals.
- Reinforce the annual UN General Assembly and 2014 Social Good Summit, and other significant international moments and events such as the World Economic Forum, to keep the Millennium Development Goals high on the political agenda.
- Initiate cross-sectoral advocacy, making links between key issues such as health, girls' education, nutrition and sanitation, and support partnerships through the Secretary-General's multi-stakeholder MDG initiatives.

# HIROMASA YONEKURA

**JAPAN**  
**CHAIRMAN OF SUMITOMO CHEMICAL AND OF THE**  
**JAPAN BUSINESS FEDERATION / KEIDANREN**

**THEMATIC AREAS: MALARIA [ MDG 6 ]**



*Hiromasa Yonekura is a strong advocate for private sector engagement in MDG achievement. He was instrumental in organizing the Fifth Tokyo International Conference for African Development, where many public private partnerships were forged in the areas of infrastructure, education and global health. He works closely with fellow Advocates Ray Chambers and Julio Frenk on the Harvard Malaria Initiative (HMI) and continues his support for education in Africa - 13 school buildings completed in 9 countries; 3 projects in Mozambique, Ethiopia and Malawi are under construction.*

## CURRENT ACTIVITIES

### **FOLLOW-UP TO FIFTH TOKYO INTERNATIONAL CONFERENCE FOR AFRICAN DEVELOPMENT ( TICAD V)**

Since TICAD V, the Keidanren has been involved in drafting 5-year development plans with the Japanese government focused on 10 African regions, to establish 10 vocational training centers in the continent. The plan includes the opportunity to invite 1,000 youths from Africa to study and to receive internship training in Japan (ABE Initiative: African Business Education Initiative for Youth).

### **MALARIA ERADICATION-OLYSET NETS**

Hiromasa Yonekura has continued to support for malaria awareness activities through diverse events. He supports the malaria eradication initiative with Harvard University "Science of Eradication Malaria Leadership Course" at Swiss Tropical and Public Health Institute, June, 2014. He also supports Malaria No More US and Malaria No More Japan in their active role in bringing public awareness and advocacy to the malaria fight. To support the malaria elimination efforts in the Asia Pacific region, financial support was provided to Asia Pacific Malaria Elimination Network (APMEN). On-going support to Millennium Villages (MVs), includes a new donation of 330,000 Olyset Nets to projects located in 8 countries. Continued support is being provided to the newly established Research Laboratory in Arusha, Tanzania

(African Technical Research Center) which conducts efficacy trials, development and analysis of vector control products and agricultural products focused on Africa and employing African scientists.

### **CONTINUOUS EDUCATION SUPPORT FOR AFRICA**

16 school buildings in Africa have been completed in 10 countries; and 2 projects in Senegal and Tanzania are under construction.

### **SUPPORT FOR ASIA PACIFIC REGION**

Hiromasa Yonekura has committed to building a health center in Myanmar in 2014.

## OPPORTUNITIES FOR SYNERGY

- Need for better coordination in Public Private Partnerships focusing on infrastructure in developing countries which can stimulate private sectors' active participation.
- Need for building grassroots support among the Japanese public to support Government malaria advocacy efforts
- Need for better resource mobilization. There is insufficient funding going forward for Global Fund and others to maintain universal coverage of malaria interventions.
- Continued improvement in procurement system to realize the best overall return for health investment for commodities not simple lowest unit price.
- Need to prioritize and incentivize new innovations to prevent build-up of resistance to control measures for malaria and other diseases.

# DHO YOUNG-SHIM

REPUBLIC OF KOREA  
CHAIRPERSON OF THE UN WORLD TOURISM ORGANIZATION'S SUSTAINABLE TOURISM FOR ELIMINATING POVERTY FOUNDATION

THEMATIC AREAS: EDUCATION AND GENDER EQUALITY,  
INNOVATIVE FINANCING FOR DEVELOPMENT  
[ MDGS 2, MDG 3, MDG 8 ]

*Dho Young-shim is an Advocate for education with her "Thank You Small Library Initiative", which provides educational tools and capacity building globally. As of June 2013 a total of 131 UN MDG Thank You Small Libraries have been built in 17 countries. She is also working actively to promote Sustainable Tourism in Millennium Villages throughout Africa with Jeffrey Sachs, where new pilot projects have been launched in Ethiopia and Kenya.*



## CURRENT ACTIVITIES

**PARTICIPATION IN THE UN MDGS ADVOCATES' LUNCHEON "SCALING UP SUCCESS: INVESTING IN GIRL EMPOWERMENT FOR MDG ACCELERATION", DAVOS, SWITZERLAND.**

On Jan. 23, 2014, Amb. Dho Young-shim participated in the luncheon "Scaling up Success: Investing in Girl Empowerment for MDG Acceleration" hosted by UN Secretary-General Ban Ki-moon during the World Economic Forum in Davos, Switzerland, along with the two co-chairs, President Paul Kagame of Rwanda and Prime Minister Erna Solberg of Norway, and several members of the MDG Advocacy Group, as well as 125 global leaders

Amb. Dho held an Intergenerational Dialogue with UN MDGs Advocates Philippe Douste-Blazy, UN Special Advisor on Innovative Financing for Development, and Prof. Jeffrey Sachs, Director of the Earth Institute, Columbia University, co-moderated by young anchors Hannah Godefa, UNICEF National Ambassador for Ethiopia, and Sumaya Saluja, Youth Advocacy Group, Global Education First Initiative.

This UN MDGs Luncheon Discussion aimed to support UN MDG Advocates' efforts over the next two years (707 days remaining until Dec. 31, 2015) focusing on girls as MDG accelerators, and to introduce and promote UN Secretary-General's MDG initiatives.

**KNOWLEDGE EXCHANGE ON ECONOMIC DEVELOPMENT AND INNOVATION**

**Korea Night 2014 during the 2014 World Economic Forum in Davos, Switzerland**

Amb. Dho Young-shim attended the 2014 Korea Night hosted by the Federation of Korean Industries (FKI) on Jan. 22, 2014, during the World Economic Forum in Davos, Switzerland, in presence of President of the Republic of Korea, Dr. Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, and various global leaders, as well as world renowned Korean singer Psy.

In her remarks, President of the Republic of Korea introduced the Korean economic innovation policy and called for further investments in her country.

**PROMOTION OF INTERNATIONAL TOURISM COOPERATION**

**2nd Meeting of Korean Tourism Promotion and Expansion, Seoul, South Korea, chaired by President of Rep. of Korea**

On Feb. 3rd, 2014, Amb. Dho Young-shim attended the 2nd Meeting of Korean Tourism Promotion and Expansion, which took place in Cheongwadae, the executive office of the President of the Republic of Korea.

Dr. Taleb Rifai, UNWTO Secretary-General, attended as VIP guest this event dedicated to Korean tourism promotion and expansion. In his speech, Dr. Rifai mentioned the Eurasia Initiatives and Silk Road supported by President of the Republic of Korea, as a crucial project for tourism development and cooperation, involving 31 countries of Asia and Europe. Dr. Rifai also emphasized the importance of Official Development Assistance (ODA) through the Saemaul movement, especially in the field of tourism.

Finally, Dr. Rifai highlighted the current process of developing the UNWTO ST-EP Foundation into a new International ST-EP Organization.

**UN MDGS THANK YOU SMALL LIBRARY (UN MDGS TYSL) INITIATIVE**

As of April, 2014, the UNWTO ST-EP Foundation has established a total of 143 UN MDGs Thank You Small Libraries (UN MDG TYSLs) in 18 countries.

In Feb. 2014, the UNWTO ST-EP Foundation handed over 3 UN MDGs TYSLs in Adis Ababa, Ethiopia, to Finfine Primary School, Beherawi Primary School, and the library department of the Civil Service University. The ST-EP Foundation also handed over its 3rd Hub library for adults at the Civil Service University. All libraries were sponsored by

# DHO YOUNG-SHIM

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the Ministry of Culture, Sports, and Tourism of the Rep. of Korea.

## REVISIT OF UN MDGS LIBRARIES

In February 2014, the ST-EP Foundation revisited the UN MDGs TYSL and Information & Communication Technology Center (ICT Center) established in Nov. 2011 in Alem Maya Primary School in Addis Ababa, Ethiopia, in order to evaluate its conditions and needs for additional support.

## CAPACITY-BUILDING AND KNOWLEDGE EXCHANGE FOR THE UN MDGS TYSL LIBRARIANS

On Feb. 8, 2014, the UNWTO ST-EP Foundation hosted its 3rd UN MDGs TYSL Librarians' Workshop at the Hub Library of the Civil Service University in Addis Ababa, Ethiopia, established by the ST-EP Foundation on Feb. 7, 2014.

The participants of the workshop included Amb. Dho Young-shim, 19 Ethiopian UN MDGs TYSL librarians, Ms. Kebenesh, UN MDGs TYSL Representative for Ethiopia and Graduate of the 2012 Foreign Librarian Fellowship Program in Seoul, Korea, and Mr. Shinguk Kim, UN MDGs TYSL Project Director.

This workshop was designed as an interactive platform to share experiences and knowledge through lectures and discussions focused on library management, operation and development in Africa and Ethiopia, but also South Korea. The first and second ones took place in Accra, Ghana, in November 2013 and in Dar es Salaam, Tanzania, in December 2013.

## CHORAL MUSIC AS A KEY TOOL FOR SOCIAL DEVELOPMENT AND EMPOWERMENT

### Inauguration of the Organizing Committee of the 10th World Symposium on Choral Music Organizing, to be hosted on Aug. 6 to 13, 2014 in Seoul, Korea

The Organizing Committee of the 10th World Symposium on Choral Music (WSCM 10) was officially inaugurated during a ceremony which took place on Feb. 10th, 2014 at the National Theater of Korea in Seoul, South Korea. In her opening remarks, Amb. Dho Young-shim, Honorary Chair of WSCM 10, encouraged the Organizing Committee.

The 10th World Symposium on Korea Music (WSCM10) will be held in Seoul, Korea, on Aug. 6 to 13, 2014, under the theme 'Healing and Youth'

## OPPORTUNITIES FOR SYNERGY

### DEVELOPMENT OF THE UNWTO ST-EP FOUNDATION INTO AN INTERNATIONAL ORGANIZATION;

During its 20th session on August 2013 in Zambia and Zimbabwe, the Secretary-General's proposal to transform the ST-EP Foundation into an independent international organization, encouraging State Members to consider joining the new organization: the international ST-EP Organization. As a result, a Working Group was established during the 11th Meeting of the ST-EP Foundation's Board of Directors to oversee this process.

Subsequently, the UNWTO and the ST-EP Foundation have worked closely to invite States Members to join the future International ST-EP Organization. This first



meeting took place on Nov. 6, 2013, during the 2013 World Travel Market (WTM) in London. The participants included Tourism Ministers and high-level officials representing the 29 countries that have expressed their interest in joining the new organization. Amb. Dho Young-shim greeted all participants and urged them to unite their energies and to take action so that they can quickly enjoy the benefits of being members of this promising international organization dedicated to the reduction of poverty and inequalities.

The First meeting the Working Group took place on Jan. 24, 2013 at the UNWTO headquarters in Madrid, Spain prior to the 12th Meeting of the ST-EP Foundation's Board of Directors.

An information session took place in Berlin, Germany on March. 6th, 2014. This meeting aimed to explain the progress achieved towards the establishment of the new International ST-EP Organization. Amb. Dho opened the session and greeted the participants.

H.E. Mr. Cho Hyun-jae, 1st Vice Minister of Culture, Sports, and Tourism of Rep. of Korea, explained the progress achieved, renewed the active support of Korea to the International ST-EP Organization and encouraged participants to join the new International ST-EP Organization.

Dr. Taleb Rifai informed the participants he had visited South Korea to discuss the transformation of the UNWTO ST-EP. Ms. Sandra Carvao, deputy chief at the UNWTO, emphasized the benefit of being the member of the new International ST-EP Organization, which will be dedicated to the reduction of poverty and inequalities through the sustainable tourism.



For further information, press and to partner  
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