

MILLENNIUM DEVELOPMENT GOALS:

CIVIL SOCIETY TAKES ACTION



57th Annual DPI/NGO Conference

FINAL REPORT

**United Nations, New York
8-10 September 2004**

Organized by the United Nations Department of Public Information in
partnership with the NGO/DPI Executive Committee



A record number of representatives from more than 550 NGOs attended the Opening Session in the General Assembly

Final Report of the 57th Annual DPI/NGO Conference

Overview

The 57th Annual DPI/NGO Conference, entitled *Millennium Development Goals: Civil Society Takes Action*, took place at United Nations Headquarters from 8-10 September 2004. It brought together over 1,800 representatives of non-governmental organizations (NGOs) that work with the United Nations through the Department of Public Information (DPI) and the Economic and Social Council (ECOSOC) As every year before the opening of the General Assembly, these NGO representatives come from around the world to explore ways to support the United Nations through information sharing in critical areas of international concern. The Conference provided the opportunity to consult among themselves and share views with UN and Government officials, as well as private sector, academic and media representatives and other civil society partners.

This year's Conference was characterized by an urgent and activist concern that the Millennium Development Goals (MDGs), adopted by the General Assembly in 2000, are not receiving sufficient support from Member States and are not well known or understood outside of the United Nations system. Organizers of the Conference - the Executive Committee of the NGOs associated with the DPI and the NGO Section of DPI - focused the plenary sessions, the Midday NGO Interactive Workshops and innovative networking sessions on ways that NGOs can mobilize public support for the MDGs and work in partnership with Governments and the United Nations to ensure their realization by 2015. The theme of partnership came to dominate the Conference. Participants also enthusiastically and unanimously endorsed their sustained involvement in support of the MDGs over the long term.

Structure of this report

The Final Report contains this overview of the Conference proceedings and organization; a précis of presentations at its seven plenary sessions; a précis of the presentations at the 31 Midday NGO Interactive Workshops (printed separately as a 60-page yellow insert); the list of the Conference Planning Committee members; the list of contributors to the Conference; and annexes containing summaries of the media coverage, a report on the Conference interactive web site and an analysis of the annual Conference survey of participants.



One of 31 Midday Workshops organized by NGOs associated with the Department of Public Information

The Conference took place at a crucial point in the MDG process, which has its roots in the world conferences on development of the 1990s. Jeffrey Sachs, Special Adviser to the United Nations Secretary-General on the Millennium Development Goals, in his special address to the Conference, argued that political will and public support must be mobilized during the next twelve months if

the campaign is to be sustained over the next decade. Although the United Nations system has embraced the MDGs and is reorienting its work to make them a priority, government support for them must be strengthened

and civil society's involvement in and awareness of them must be greatly enhanced if they are to meet the time-bound and quantified targets.

Secretary-General Kofi Annan and the President of the General Assembly, H.E. Mr. Julian R. Hunte, opened the Conference and emphasized the central role that partnerships between civil society, the United Nations, Governments, and the private sector are playing in the process.

The Conference addressed five central themes: the current status of the MDG campaign globally; the obstacles to their realization; the requirements of North/South partnerships; identification of strategies that can enable NGOs to have an impact at the local and national levels, and concrete recommendations of Conference participants regarding civil society support for the MDGs.

Representatives of NGOs from the North and the South provided their experiences and concerns, frequently pointing out the devastating impact that unfair international trade policies have on the ability of many countries to eradicate poverty and provide economic and social security for their people. Media representatives and academics underscored the importance of focused and innovative use of information sharing technologies to involve civil society organizations and pressure both government and the private sector to be more responsive to the interests of all citizens.

The Conference was attended by 1,800 NGO representatives from 555 organizations from 66 countries. Of these, 850 participants stated that it was the first time they attended the Conference. Nearly 3,000 persons pre-registered for the Conference. Many were unable to attend because of visa restrictions by the host country and financial constraints.

Over 200 additional persons, representing the range of stakeholders in the MDG process and many United Nations staff also participated in the proceedings. The organizers worked particularly closely with the MDG Campaign, headed by Ms. Eveline Herfkens, who was the keynote speaker at the opening session.



NGO representatives applaud the keynote speaker

Plenary Sessions and Midday NGO Interactive Workshops

The Conference plenary sessions and Midday NGO Interactive Workshops featured presentations by high-level United Nations representatives from the UN Information and Communication Technologies (ICT) Task Force, United Nations Volunteers, the World Health Organization, the United Nations Information Service, Bangkok, the Non-Governmental Liaison Service (NGLS), the NGO Section and the Financing for Development Office of the Department of Economic and Social Affairs (DESA), the United Nations Women's Fund (UNIFEM), the UN Office on Drugs and Crime, the United Nations Development Programme (UNDP), the Millennium Campaign, the World Bank, the Economic Commission for Latin America and the Caribbean (ECLAC) and the Special Adviser to the UN Secretary-General on the Millennium Development Goals.

The organizers placed special emphasis on bringing speakers who possessed first-hand knowledge of the MDG-related programmes and policies in the field. There were 31 speakers for the plenary sessions and 135 speakers for the 31 Midday NGO Interactive Workshops. For the plenary sessions, 55 per cent of the speakers were women; 40 per cent of the speakers came from developing regions.

The Midday NGO Interactive Workshops remained a popular part of the Conference in part because they offered opportunities for interventions of Conference participants. There were 140 Workshop proposals from NGOs around the world. The Midday NGO Interactive Workshop Committee gave priority to those from developing coun-



Conference participants during the morning networking sessions

tries and those reflecting experience from the field. This year, the emphasis was placed on partnering among NGOs and limiting the number of presenters to provide more time for interaction among participants. Participants were asked to identify the dominant issue that emerged in order to prepare for presentations during the “Public Hearing” session of the Conference. For more details about the interventions presented, please go to the Conference interactive web site at www.UNdpiNGOconference.org.

The organizers of the Conference took into account the reforms that are underway to enhance the participation of civil society partners in the work of the Organization. In keeping with the recommendations of the High-Level Panel on

UN-Civil Society Relations, which called for more multi-stakeholder deliberations on issues of special concern such as the MDGs, the Conference held an unprecedented plenary “Public Hearing” on the final day of the meeting. Twelve NGO representatives expressed the key concerns and recommendations that had arisen from the Midday NGO Interactive Workshops, the networking sessions and preceding plenary sessions to an eminent panel consisting of Mark Malloch Brown, Administrator, UNDP; Kavita Ramdas, President, Global Fund for Women, and Jacques Attali, former head of the European Development Bank.

Outreach efforts

Tying the Conference more closely to the intergovernmental process, Secretary-General Kofi Annan asked for a report of the Conference proceedings. Mr. Sarbuland Khan, Director, Division for ECOSOC Support and Coordination and Ms. Hanifa Mezoui, Chief, NGO Section of DESA, offered to arrange that the findings of the Conference be presented to the High-Level Segment of the Economic and Social Council in 2005. The theme of the High Level Segment is “Achieving the internationally agreed development goals, including those contained in the Millennium Declaration, as well as implementing the outcomes of the major United Nations conferences and summits: progress made, challenges and opportunities”.

The Conference organizers, which included a 50-member Planning Committee, made a priority of ensuring that the Conference was able to reach out to participants beyond UN Headquarters through the use of videoconferencing and, for the second year, the development of an interactive Conference web site (www.undpingoconference.org). The Conference Planning Committee organized an outreach campaign to alert relevant NGOs and interested individuals to the web site, which was active before, during and after the Conference.

During the Conference, the interactive web site enabled 1,562 visits (an increase of 200 per cent from 2003) by NGO representatives and the general public to access audio and video webcasts live through the Internet on their personal computers. All seven plenary sessions were broadcast live on UNTV and webcast and archived on the Internet site. The web site was developed by a graduate student sponsored by the ArtCenter College of Design in Pasadena, California, together with the Conference Planning Committee. The ArtCenter also closely collaborated with the Planning Committee to create the graphic identity of the Conference with the participation of their design students, alumni and faculty members.

Building on the previous year's positive experience and continuing requests from Conference participants to create more opportunities for networking and input into discussions of the Conference themes, a Networking Committee organized networking sessions each morning. The sessions were organized by facilitators (identified prior to the Conference and representative of all regions of the world) to enable personal interaction and relevant information

exchange for NGO participants, as well as to identify themes and presenters for the “Public Hearing” session on the final afternoon of the Conference. The latter was a process that was coordinated with the Midday NGO Interactive Workshop Committee. The networking sessions, which involved over 200 persons, were considered to be very helpful in facilitating the one-on-one deliberations before and during the Conference. They are now an integral part of the Conference process with potential for significant follow-up activities.

The Planning Committee greatly enhanced its outreach to youth throughout the Conference process. There was unprecedented input by younger members of participating NGOs in the development of the Conference design elements, the interactive web site and its maintenance, the selection of speakers and the Conference précis. Thirteen interns from nine countries worked throughout the nine months of preparations on every aspect of the planning and servicing of the Conference itself. In addition, there were youth speakers on the plenary panels and in the Midday NGO Interactive Workshops, three of which were oriented to youth issues.

Parallel meetings and media

The UN Information Centres of the Department of Public Information (UNICs) reached out to national and local NGOs, organizing parallel meetings, seminars and conferences inspired by the DPI/NGO Conference. Such meetings took place at UNIC Tehran, UNIC Dakar, UNIC Asuncion, UNIC Moscow and at the UN Economic Commission



UNIC Moscow organized a parallel a meeting on the MDGs on 13 September.

for Latin America and the Caribbean (ECLAC) in Santiago (for the complete report of the Tehran meeting, see the Conference interactive web site containing the Tehran Report). The opening session was videoconferenced to UNIC Asunción, ECLAC in Santiago and Rutgers University, New Jersey. The Tehran parallel Conference brought together over 80 national and local NGOs to discuss the best practices surrounding implementation of the MDGs. A pre-Conference briefing was held with De Paul University in Chicago via videoconference. For the third year, graduate students from De Paul University served as rapporteurs for the Midday NGO Interactive Workshops and also monitored the interactive web site.

The organizers focused on outreach to the media in a dual effort to ensure coverage of the Conference and to identify specific ways that the media might better support the MDGs. Both Nicholas Kristof of the New York Times and ZainVerjee of CNN International recommended ways to engage the media. Mr. Kristof argued that the MDGs as a package would not capture the attention of editors; he said that the coverage of the individual goals would be more realistic.

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Conference and to identify specific ways that the media might better support the MDGs. Both Nicholas Kristof of the New York Times and ZainVerjee of CNN International recommended ways to engage the media. Mr. Kristof argued that the MDGs as a package would not capture the attention of editors; he said that the coverage of the individual goals would be more realistic.

There was unprecedented media coverage of the Conference within the United Nations, among NGOs and in the mainstream media (see media report in Annex 1). Over 131 news stories were published before, during and after the Conference, representing over 170 per cent increase over 2003. Mr. Attali's keynote address appeared in full in *Le Monde* on 11 September. There was a briefing/reception hosted by the UN Correspondents Association and the NGO/DPI Executive Committee, as well as two UN press conferences during the event. In addition, there were seven radio productions by UN Radio in Chinese, English and Russian.

The Conference reception, hosted by the NGO/DPI Executive Committee, was attended by 850 persons. Over 300 participants attended the closing reception hosted by the PeaceBoat, a Japanese NGO. The event took place on board its ship docked in the New York harbour. The PeaceBoat, a peace education facility, coordinated its itinerary to attend the Conference. Similarly, the World Federation of United Nations Associations (WFUNA) timed the release



Plenary Speakers at the Luncheon hosted by Mrs. Nane Annan

of its annual report on NGO involvement in the MDG campaigns worldwide "We the Peoples..." to coincide with the Conference. Mrs. Nane Annan hosted a luncheon at the Secretary-General's residence for the plenary speakers of the Conference. The ArtCenter of Pasadena hosted a dinner for UN system partners.

The Conference provided the opportunity for the NGO/DPI Executive Committee to hold its Annual Open Forum at which representatives discussed the work of the elected Committee representing the 1,500 NGOs associated with DPI.

Representatives requested more opportunities for networking and more communications with the Committee through its web site (ngodpiexecom.org). According to Conference survey results, less than 40 per cent of respondents indicated familiarity with the work of the Committee, stressing the need for greater communications through its newsletter and web site.

As in past years, a Conference survey was conducted during the Conference and 332 completed surveys were tabulated, representing an 18 per cent response rate (for a preliminary analysis of survey results see Annex 3). According to analysis provided by the Evaluation and Communications Research Unit (ECRU), 84 per cent of participants rated the plenary sessions as "useful" (34 per cent said "very useful") and 80 per cent of respondents said the Workshops were very useful or useful. The average usefulness of the plenary sessions was 2.48 where 1 indicates "very useful" and 5 indicates "not useful at all". This was a lower average than in previous years, mostly reflecting concerns over the length of the sessions (two and a half hours) and perceived lack of representation from developing countries on the panels.

The Conference organizers were aware that UN conference facilities cannot accommodate more than 2,000 participants. For this reason, restrictions were placed on the number of people who could register and more efforts will be put into improving and publicizing the interactive web site to ensure remote access. Participants expressed concerns that Conference facilities, including functioning ear phones in the Conference rooms (many did not work) and provision of interpretation (which was provided on an "as available basis") were inadequate.

According to survey results, 80 per cent of the respondents requested that next year's DPI/NGO Conference theme again be related to the Millennium Development Goals. It was also requested that the information programme of the NGO Section of DPI highlight the MDG issues throughout the year.

Paul Hoeffel
 Chief, NGO Section
 Department of Public Information
 Co-Chair, Planning Conference Planning Committee

Conference Schedule

Wednesday, 8 September 2004

The opening plenary session of the Conference took place in the General Assembly Hall. All subsequent sessions took place in Conference Room 4. Midday NGO Interactive Workshops took place from 1:15 p.m. to 2:45 p.m. in various rooms each day.

7:15 a.m. - 10 a.m.

Registration, United Nations Headquarters

Morning Networking Session

8 a.m. - 9:30 a.m.

Staff Cafeteria

Opening Session:

10 a.m. - 12:30 p.m.

General Assembly Hall

Welcome:

Kofi A. Annan, United Nations Secretary-General (by video)

Opening Addresses:

Julian R. Hunte, President of the Fifty-eighth Session of the United Nations General Assembly

Shashi Tharoor, Under-Secretary-General for Communications and Public Information of the United Nations

Keynote Address:

Eveline Herfkens, Executive Coordinator, United Nations Millennium Campaign, United Nations Development Programme (UNDP)

NGO Welcome:

Joan Levy, Chair, NGO/DPI Executive Committee

Renate Bloem, President, Conference of NGOs in Consultative Relationship with the United Nations (CONGO)

Joan Kirby, Chair, 57th Annual DPI/NGO Conference

Midday NGO Interactive Workshops (see Workshop schedule and précis insert)

1:15 p.m. - 2:45 p.m.

Conference Schedule

Wednesday, 8 September 2004

Afternoon Session
3 p.m. - 6 p.m.
Conference Room 4

Towards 2015: MDG Progress to Date

This panel focused on the current state of the Millennium Development Goals (MDGs) campaigns around the world and provided candid assessments of progress within the United Nations system and among governments and civil society partners, particularly NGOs. United Nations Member States set 2015 as a target for achieving most of the MDGs, using data from 1990 as a benchmark. They agreed to chronicle their achievements in 2005 in a five-year comprehensive review. This panel outlined the national reporting process and other feedback mechanisms that governments, institutions and non-governmental organizations use to monitor information, chart progress and guide policymaking.

The discussion assessed the status of MDGs on issues such as poverty eradication, universal primary education, food security, gender equality, good governance, reduced child mortality, improved maternal health care, halting the spread of HIV/AIDS and development assistance. Panellists provided insights into those goals and regions that are on track and those that are behind schedule or particularly problematic.

Moderator:

Zia Qureshi, Senior Advisor for Global Monitoring, World Bank

Speakers:

Farida Allaghi, Senior Adviser to the President of the Arab Gulf Programme for United Nations Development Organizations (AGFUND)

Leonor Briones, Co-convenor, Social Watch, Philippines

Albert Likhanov, President, International Association of Children's Foundation

John Richardson, Ambassador and Head of the Delegation of the European Commission to the United Nations

Closing Address:

Jeffrey Sachs, Special Adviser to the United Nations Secretary-General on the Millennium Development Goals;
Director, The Earth Institute, Columbia University

Written questions from the floor

Conference Schedule

Thursday, 9 September 2004

Morning Networking Sessions

8 a.m. - 9:30 a.m.
Staff Cafeteria

NGO/DPI Executive Committee Open Forum

9 a.m. - 10 a.m.
Conference Room 4

Morning Session

10 a.m. - 12:30 p.m.
Conference Room 4

Strategies to Overcome MDG Obstacles

The United Nations system has embraced the Millennium Declaration and the MDGs as the blueprint for its work in economic and social development in the coming decade. In many cases, however, the general public is still not well informed about the MDGs nor prepared to mobilize the level of support needed to implement them. This panel highlighted the most serious obstacles for the United Nations, governments and civil society alike to achieving the MDGs, and gave specific examples of how these roadblocks are being overcome.

These obstacles include: the absence of political will among governments to provide the resources, policies and information needed to make the goals a national priority; a lack of commitment and involvement of the private sector and individual citizens; inadequate financial resources caused by shortfalls in Official Development Assistance (ODA), corruption or the misallocation of funds; and the difficulty of implementation in areas mired in armed conflict. Insufficient public awareness and a failure to mobilize community-level understanding and support through civil society organizations and the media also thwart progress. Each speaker focused on a major obstacle and provided specific recommendations and strategies for success.

Moderator:

Nicholas Kristof, Op-Ed Columnist, *The New York Times*

Speakers:

Bineta Diop, Executive Director, Femmes Africa Solidarité (FAS), Senegal

Sir Emyr Jones Parry, Ambassador and Permanent Representative of the United Kingdom to the United Nations

Miklos Marschall, Regional Director for Europe and Central Asia, Transparency International

Wu Qing, Director, Cultural Development Centre for Rural Women, China

Written questions from the floor

Midday NGO Interactive Workshops (see Workshop schedule and précis insert)

1:15 p.m. - 2:45 p.m.

Conference Schedule

Thursday, 9 September 2004

Afternoon Session
3 p.m. - 6 p.m.
Conference Room 4

North/South Partnerships: Different Responsibilities and Opportunities

This panel looked at differing roles of civil society organizations vis-à-vis the MDGs from the perspective of both industrialized and developing nations. It was guided by MDG number eight, which emphasizes the role of the international community in addressing major global development concerns, such as trade barriers and Northern agricultural subsidies, debt forgiveness for heavily indebted poor countries, the special needs of landlocked and small island developing states, and cooperation with the private sector.

While the MDGs address problems of poor and marginalized populations in both the global North and South, the emphasis was on developing countries, especially the Least Developed Countries (LDCs). Campaigns to mobilize public support must be tailored to a target group's needs and the availability of NGO infrastructure and funding. Panellists discussed sustainable consumer and corporate campaigns, local and national government capacities, media strategies, and the disparities in public awareness of poverty reduction initiatives, sustainable consumerism, women's economic empowerment, agricultural development, debt relief and foreign aid.

Moderator:

Alicia Barcena, Deputy Executive Secretary, United Nations Economic Commission for Latin America and the Caribbean (ECLAC)

Speakers:

Mercedes Canalda, Executive Director, Asociación Dominicana para el Desarrollo de la Mujer (ADOPEM), Dominican Republic

Sarala Gopalan, Member, International Federation of Agricultural Producers (IFAP)

Barbara M. Kalima, Coordinator, African Forum and Network on Debt and Development, Zimbabwe

Diana Rivington,, Counsellor for Development, Permanent Mission of Canada to the United Nations

Written questions from the floor

Conference Schedule

Friday, 10 September 2004

Morning Networking Sessions

8 a.m. - 9:30 a.m.

Staff Cafeteria

Morning Session

10 a.m. - 12:30 p.m.

Conference Room 4

Making MDGs Relevant: Taking the Campaigns Home

This panel focused on specific strategies and campaigns that are proving successful in raising public awareness of the MDGs and enabling citizens at the community and national level to understand and actively support activities for MDG implementation. As public solidarity and involvement vary significantly from one region or sector of society to another, there is no one-size-fits-all approach. The discussion focused on different campaign philosophies for target groups in developing and industrialized countries.

Panellists outlined their organizations' initiatives to promote MDG-related themes such as youth entrepreneurship and employment, information-technology development, environmental conservation, corporate social responsibility and cooperation with the private sector, HIV/AIDS treatment and education, women's rights and sustainable development. They also shed light on best practices and how Conference participants could replicate or adapt successful campaigns to their own needs.

Moderator:

Salil Shetty, Director, United Nations Millennium Campaign,
United Nations Development Programme (UNDP)

Speakers:

Jennifer Corriero, Executive Director, TakingITGlobal

Oded Grajew, President, Instituto Ethos de Empresas e Responsabilidade Social, Brazil

Paloma Villaseñor, Representative, Fundación Colosio

Olayinka Jegede-Ekpe, Executive Director, Nigerian Community of Women Living with HIV/AIDS

Written questions from the floor

Midday NGO Interactive Workshops(see Workshop schedule insert)

1:15 p.m. - 2:45 p.m.

Conference Schedule

Friday, 10 September 2004

Afternoon Session

3 p.m. - 5 p.m.

Conference Room 4

Public Hearing: Conference Participants Voice Their Views

This session provided an opportunity for Conference participants to express their concerns and make recommendations on civil society's role in supporting MDG campaigns around the world. It synthesized the remaining challenges to achieving the goals and laid the groundwork for an action plan for civil society and its United Nations, government and private-sector partners to substantially improve the human condition by 2015.

At the public hearing, selected NGO representatives made brief presentations based on group discussions of the MDGs during the morning Networking Sessions and Midday NGO Interactive Workshops. A moderator and three international experts responded to these statements and fielded questions and comments posted on the Conference interactive web site. Their feedback would be included in a final report of the Conference to be submitted to the United Nations Secretary-General.

Moderator:

Zain Verjee, Anchor, CNN International

Expert Respondents:

Jacques Attali, President, PlaNet Finance

Mark Malloch Brown, Administrator, United Nations Development Programme (UNDP);

Chair, United Nations Development Group (UNDG)

Kavita Ramdas, President, Global Fund for Women

Interventions from the floor

Conference Schedule

Friday, 10 September 2004

Closing Session

5 p.m. - 6 p.m.

Moderator:

Shashi Tharoor, Under-Secretary-General for Communications and Public Information of the United Nations

Keynote Address:

Jacques Attali, President, PlaNet Finance

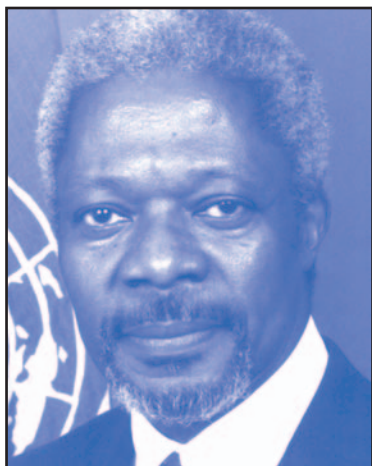
Closing Remarks:

Joan Kirby, Co-Chair, 57th Annual DPI/NGO Conference

Précis of Presentations: Millennium Development Goals: Civil Society Takes Action

United Nations, New York, 8 to 10 September 2004

Opening Addresses in the General Assembly Hall



Kofi Annan, United Nations Secretary-General, addressed the Conference by video

KOFI ANNAN, United Nations Secretary-General, addressing the Conference by video, said he was pleased that the meeting had decided to focus on the Millennium Development Goals. The Goals were a test for all. People everywhere wanted a fair chance for themselves and their children. If the Goals were not met, "we all will be poorer". The Goals were different from other bold pledges that had not been met in three ways. First, the Goals were measurable. It was possible to see where progress was being made, as well as the areas in which further action was needed. Second, they had unprecedented political support. All world leaders had signed on to them. Non-governmental organizations (NGOs) had a key role to play in sustaining that political will. Third, the Goals were achievable. With the requisite national action and international support, almost every country could reach the Goals by the target date.

Everyday we don't act, people suffer. And if the goals are not met, we will all be poorer, and less secure.
Kofi Annan

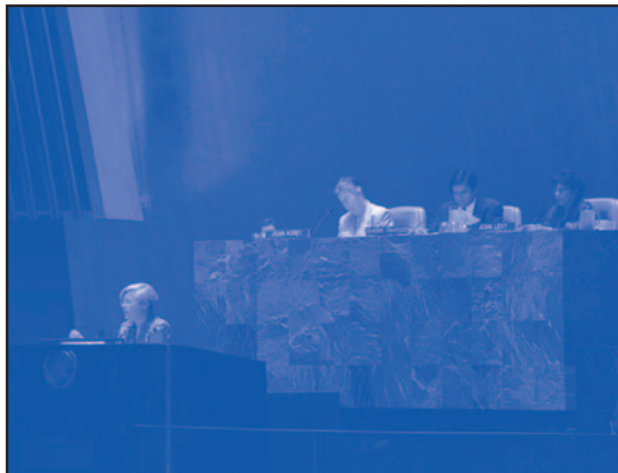
Non-governmental organizations could be proud of the contributions they had already made, he said. They had been innovative, had put pressure on governments to deliver on their commitments and had brought real change into people's lives. He looked forward to receiving the recommendations which would result from the next three days. He was also eager for NGO reaction to his suggestions for implementing the recommendations of the High-level Panel of Eminent Persons on the United Nations' Relations with Civil Society, which would strengthen partnerships and help the United Nations keep pace with new developments in international affairs. There was now a historic opportunity to end extreme poverty and put the world on a more humane and just path. There was no time to lose.

JULIAN R. HUNTE, General Assembly President, said the United Nations' partnerships with NGOs were proving to be mutually beneficial. They extended the global reach of the Organization and helped raise public awareness and ensure understanding of the issues before it. The NGOs brought particular expertise and experience to bear on policy setting and the implementation of the agreed courses of actions. They also assisted in channelling resources appropriately. The organizations also positively influenced public opinion towards the United Nations by carrying the message of what it was doing to improve the lives of the world's peoples.

He said he also hoped that those organizations would play their part in other follow-up activities of the General Assembly, such as the 2005 follow-up to the Declaration of Commitment on HIV/AIDS and the 10-year review of the Barbados Programme of Action for the Sustainable Development of Small Island Developing States, also next year. Civil society had made important contributions to the collective efforts to effectively address pressing global issues. Indeed, a case could continue to be made for greater involvement of NGOs in the work of the Assembly; the world was rapidly changing, and the United Nations, including the General Assembly, must continue to change with it. In that context, the Assembly would speak to the issues raised by the Cardoso Panel's report on United Nations-civil society relations.

The significant participation of NGOs at today's conference made a strong statement about those groups'

commitment to the Millennium Development Goals, he said. Moreover, that underscored their determination to take action, in partnership with the United Nations, to overcome obstacles and achieve the Goals, to promote social progress and better standards of life in larger freedoms. He wished participants a successful and proactive conference and commended them for their energy, dedication and commitment in working together with the United Nations to uphold the letter and spirit of the Charter.



Eveline Herfkens at the Opening Session of the Conference

EVELINE HERFKENS, Secretary-General's Executive Coordinator for the Millennium Development Goals Campaign and keynote speaker, said that NGOs were the prime movers for change, by extracting promises from governments, and through their passion and energy to try to give a voice to the poor. It was civil society that insisted on a rights-based approach, to demand government action, and to claim participation. It was civil society that continued to give a human face to abstract statistics, ensuring that action became relevant to the marginalized and excluded. Without civil society, there would not be any Goals in the first place. And without civil society, those Goals would never get implemented.

Don't let your own government off the hook to be accountable to its own people on how your own resources are being used. Ensure that these goals are localized, tailor-made to your national context and local priorities and are both ambitious and feasible.

Eveline Herfkens

While campaigning to hold governments accountable, it was important to acknowledge the division of labour in the global deal, she said. Addressing the rich countries, she said the Goals were a global compact built around mutual commitments and demanded mutual accountability by all countries. So, rich countries had to meet their commitments reflected in Goal 8 — increase aid and aid effectiveness, debt relief and trade opportunities, while eliminating agricultural subsidies which destroyed markets on which poor farmers in poor countries depended. The good news was that the number of rich countries that set themselves targets for Goal 8 was increasing.

The focus of those from developing countries should be on the primary responsibility of governments to achieve the first seven Goals. Even while rich countries failed to live up to their commitments, there was no excuse for developing countries not to do a better job. For example, even the poorest countries should be able to mobilize and prioritize domestic resources to get all their children to school. "Don't let your own government off the hook to be accountable to its own people on how your own resources are being used", she stated. The Goals must be localized and tailored to national priorities and context. It was also important to fight corruption, and to hold governments to account.

SHASHI THAROOR, Under-Secretary-General for Communications and Public Information and Chair of the opening session, said that, in all, some 3,000 NGOs had chosen to enter into association with the United Nations. Close cooperation between them and the United Nations dated back to the drafting of the United Nations Charter. The Organization's founders, and particularly the United States' Presidents who were involved, had



Shashi Tharoor

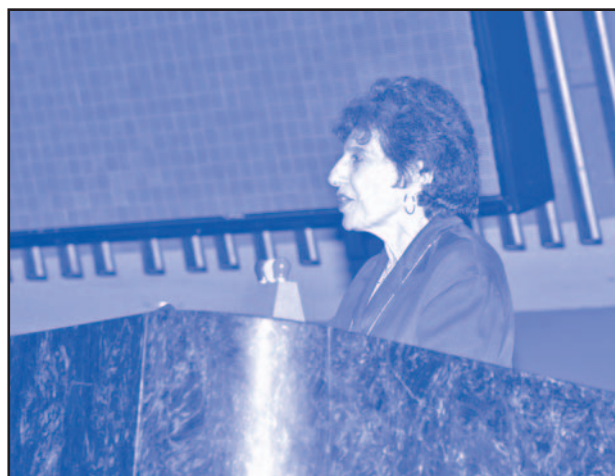
known how important civil society would be for the fledgling Organization, and so they encouraged NGOs to attend the San Francisco Conference and share in the discussions among founding States. Indeed, NGOs were the “midwives of the UN”.

In recent years, he said, the Department of Public Information's partnership with its NGOs had evolved significantly. From the Department's perspective, the Conference was a significant and critical element of the United Nations' broad outreach programme, in which it sought to engage partners and stakeholders, from local women's groups to academics, and from young people to private corporations. The Conference provided an opportunity to examine and assess efforts by all stakeholders, including governments, to render the eight Goals a reality.

He added that the success or failure of the Millennium Development Goals would be “a measure of your strength, as much as ours, and of the strength of our cooperation”. The organizations had chosen a topic that, although it did not yet have a high enough profile with the general public, was directly relevant to the Organization's priorities set by the General Assembly and Secretary-General Kofi Annan. The Cardoso report, the product of a high-level panel of eminent persons on United Nations-civil society relations commissioned by the Secretary-General, described greater collaboration between the United Nations, governments and civil society as essential if livelihoods for the people of both the North and South were to be sustainable.

The success or the failure of the Millennium Development Goals will be a measure of your strength, as much as ours at the United Nations, and of the strength of your cooperation. Shashi Tharoor

JOAN LEVY, Chair, NGO/DPI Executive Committee, said that the Executive Committee represented 1,500 NGOs, which are affiliated with the Department of Public Information and located in all parts of the world. This year, there would be more participation than ever by NGOs, who would be able to express their ideas directly through expanded networking sessions and 31 Midday NGO Interactive Workshops, as well as plenary sessions. Also this year, outreach efforts had been greatly expanded. The interactive web site was broadcast in English, French and Spanish, and the Goals were presented in all six United Nations official languages.



Joan Levy

Webcast live around the world on an interactive United Nations web site (<http://www.undpingoconference.org>), the three-day Conference, entitled “Millennium Development Goals: Civil Society Takes Action”, brought together at Headquarters some 1,800 representatives from more than 555 non-governmental organizations (NGOs) worldwide. Speakers assessed the Goals' status and addressed impediments to implementation, including through the participation of experts on the front lines, where the urgent need for implementation is most clearly felt.

The report of the Panel was probably the most important issue for the future of NGOs, she said. In June, the Panel presented its report to the Secretary-General, and he, in turn, was preparing his response. Members of the Panel had been very generous in holding meetings with NGOs, governments and the Secretariat to answer questions and respond to comments. Non-governmental organizations had been and would continue to hold their own meetings and decide how to respond to the changes that had been advocated by the Panel.

RENATE BLOEM, President of the Conference of NGOs in Consultative Relationship with the United Nations (CONGO), reiterated that everyone was aware that the Goals could not be reached within the set time frame of 2015 without a strong commitment and new impetus by civil society. The Millennium Declaration, from which the Goals had been derived, owed much to civil society's input. In May 2000, the NGO Millennium Forum had produced a declaration whose spirit was aligned with the official one adopted by 147 heads of State and government four months later. Given civil society's level of activity in formulating the Declaration, it bore a particular responsibility for implementing its goals.



Conference Chair Joan Kirby and Mrs. Nane Annan

She said that CONGO had raised the awareness of NGOs on the ground about the existence of the Goals and had tried to assess civil society's contribution to their implementation. Its motto had been, "bring the Millennium agenda to the people", in particular, to the different regions, and listen to peoples' concerns and contributions, and bring these back to Millennium + 5 events. For that purpose, it had organized regional meetings. One of its key objectives had been to share capacities to analyse patterns of national budget allocations in relation to resources needed to meet the Goals.

JOAN KIRBY, Chair of the Conference and Co-chair of its Planning Committee, said it was understood that, while progress had been made, the Goals were little known beyond the General Assembly Hall. NGOs were seeking to raise public awareness of the significance and opportunities of the Goals. They also wanted to highlight the findings of the Cardoso Report on the

relationship between civil society and the United Nations. The report stressed that no one constituency could make change happen. The primary purpose at the Conference was to get the word out about the Goals, and to bring all the constituencies into collaboration.

In the coming days, experts from Member States, United Nations agencies, the World Bank, the media and NGOs would share their progress on the achievement of the Goals, and help identify the obstacles that obstructed progress towards those Goals. They would also look at the different roles of industrialized and developing societies from the perspectives of North/South partnerships. Of particular interest was the role of the international community in solving global development problems such as trade, debt relief and cooperation.

The purpose of this Conference is to ensure that the goals are on the mind of every policymaker, media representative and global citizen and to see that no one can claim ignorance of our common duty to work actively towards the achievement of the MDGs. Joan Kirby

NGO representatives would make recommendations that could be tracked through the year in preparation for the Millennium Summit + 5 review in 2005. The purpose of the Conference was to ensure that the Goals were on the mind of every policy-maker, media representative and global citizen. It was also to see that no one could claim ignorance of the common duty to work actively towards the achievement of those eight Goals.

Towards 2015: MDG Progress to Date

ZIA QURESHI, Senior Advisor for Global Monitoring, World Bank, said that the Goals encapsulated the development challenge of the times, and civil society action was vital to meeting that challenge. In July, the World Bank, together with the International Monetary Fund (IMF), published a global monitoring report, which was the first in a series of annual reports to assess how the world was doing in implementing the policies and actions for achieving the “MDGs” and how the various parties were delivering on their respective responsibilities.

There was an urgent need for all parties to scale up action. In that connection, there were three essential elements: reform must be accelerated in developing countries and Africa must double its growth rate; the delivery of basic human services and key infrastructures needed to be greatly increased; and developed countries need to speed up implementation of development partnerships agreed to at Monterrey, matching stronger country efforts with stronger support, especially by opening markets to exports and providing more development aid.

The MDG Agenda has three essential elements: One, developing countries need to accelerate reform and to achieve stronger economic growth. Two, we need to scale up the delivery of basic human services as health and education, and key related infrastructures such as water and sanitation and transport. And three, developed countries need to speed up the implementation of the development partnerships they committed to at the meeting of world leaders in Monterrey, 2002.

Zia Qureshi

Indeed, he said, actions by developed countries, to date, had been “well short of the Monterrey vision”. While the Goals presented a daunting challenge, past development successes had given cause for hope. For example, global adult illiteracy had been halved over 30 years and life expectancy had been increased and poverty had fallen from about 40 per cent in 1980 to a little over 21 per cent in 2001. Such achievements demonstrated that rapid progress was possible, given good policies and partners' support. Monterrey and other conferences had created a powerful global compact for development, but success depended on timely and adequate implementation of agreed targets by all parties. The World Bank-IMF report



Zia Qureshi and Farida Allaghi

warned that, absent quick and tangible action to accelerate progress, especially by developed countries, that compact could begin to lose credibility.

FARIDA ALLAGHI, Senior Adviser to the President of the Arab Gulf Programme for United Nations Development Organizations (AGFUND), said the biggest deficit on poverty eradication in the Arab region was data and statistics. According to the Arab Human Development Report, there was little or no reduction in poverty throughout the 1990s in the Arab world. However, when it came to primary education, the last decade had witnessed “quite a leap”. At the same time, the rates for maternal mortality diverged widely throughout the Arab world. She emphasized several factors in the Arab countries and in the developing world, such as the political establishment, the lack of democracy, corruption and male domination of the political arena. Also, noting the war in Iraq and the Palestinian question, she wondered what Goal should be focused on when people were being bombarded day and night.

She was proud of what the Arab people had achieved, saying that the movement was forward. She also highlighted the wonderful alliance that existed between youth, women's groups and civil society. There were also strong networks being built with parliamentarians and the private sector. She emphasized that women needed to focus and push for the younger generation of women to move into politics and science and technology -- some of the so-called “corridors of power”.

LEONOR BRIONES, Co-convenor, Social Watch, Philippines, said that the challenge in Asia was the over-

all perception that the Goals were succeeding in Asia and the Pacific. After all, many cited the dramatic reduction of poverty in China and India, as well as the prosperity in Japan. But Asia and the Pacific was made up of more than its richest and most populous countries. The region was also composed of small landlocked countries like the Lao People's Democratic Republic and Cambodia, and small island nations. While the successes of countries in achieving the Goals had been highlighted, it was also true that several nations would not achieve those goals. Asia and the Pacific covered the range of the very richest and also the very poorest and most war-torn countries.

A few countries in Asia will meet all the goals and even surpass them. Some countries are in danger of meeting none of the MDGs, while majority will be in between. Leonor Briones

She said that the campaigns to achieve the Goals seemed to have proceeded on two tracks. The first had been initiated by the United Nations, while the other track had been initiated independently by the stakeholders themselves, such as civil society and religious groups. The United Nations' global campaign had had a slow start. Meanwhile, the other stakeholders, who were supposed to have been delighted at the prospect of countries delivering on their promises, needed to be convinced that the Goals would work at all, since the other summit outcomes had not. Reactions ranged from suspicion and scepticism to outright distrust, even of United Nations bodies.

JOHN RICHARDSON, Ambassador of the United Kingdom and Head of the Delegation of the European Commission to the United Nations, said that the contribution of the broad spectrum of civil society to the achievement of the Goals was crucial. Government alone was not enough, and the European Union had recognized that in its development policy. Greater participation by civil society and the private sector should be encouraged. It was important for the Union to reinforce its relations with civil society to facilitate their participation and implementation of cooperation programmes.

Achieving the Goals, he said, was not only in the immediate interest of those living in extreme poverty, but also a part of the common global future. It was in the direct interest of the Union in terms of its future security policy. The whole history of the Union was based on the conviction that prosperity and security were intertwined

and could not be achieved by force of arms. In June, 25 Union member States declared their concern about progress towards the achievement of the Goals, particularly in sub-Saharan Africa; their desire to strengthen the Union's contribution to global poverty eradication; and their desire to deliver on the Monterrey commitments, among other things.

The Union was looking forward to contributing to the preparations for the 2005 Millennium Development Goals review, he said. What was needed now was concrete action, not more rhetoric. It was the loud voice of civil society that created the necessary political pressure. People must tell their representatives what to do. The Union had entrusted the European Commission with the task of preparing a single European Union Millennium Development Goal report. The Union's objective for the 2005 event was twofold. It wanted to make strong proposals on how to accelerate progress towards achievement of the Goals, such as coordination and harmonization of donor aid and policy coherence. It would also assess whether the Union was living up to its commitments in helping achieve the Goals, and outline how the Union's member States lived up to their Monterrey commitments, as well as list further measures. Particular focus would be given to accelerating the Goals in Africa.

ALBERT LIKHANOV, President, International Association of Children's Foundations, and Chairman of the Board of Russian Children's Foundation, said that, these days, Russia was burying her children. Terror had come this time to a school. Soon, it would come to the baby's cradle. People in civil society in Russia and in the Government were asking what was to be done, and they had been unable to come up with an answer. In 1989, in this hall, he had participated in the signing of the Convention on the Rights of the Child. During this visit, he found himself in a New York pit where the twin towers used to be, and he had looked up into an empty sky trying to recall his last visit.

There were 709,000 orphans in Russia, having been deserted by their parents, he said. Those dreadful figures were a direct result of the "pauperization" of people and families. Russia had also been plagued by narcotics, with school children accounting for 20 per cent of the users. The number of those infected with HIV/AIDS had also risen dramatically since 1987. The United Nations Children's Fund (UNICEF), perhaps out of political correctness, had said nothing about the spiritual reason behind the degradation of the lives of children in Russia, namely, the moral degradation of their parents, their economic weakness and their sense of defeat. A

child receiving federal assistance had to pay income tax to the State, in what was one of many legislatively absurd situations. His foundation, in existence for 17 years, had assisted children to the amount of \$170 million, which was a record for Russia. Its family orphanage programme, however, while personally supported by the President, had been impeded by bureaucrats, in a difficult paradoxical situation.

Question and Answer Period

During the question and answer session that followed, **Ms. ALLAGHI** said that there were several international non-Arab NGOs working in the Arab world, including OXFAM and Save the Children. On how to reduce the impact of fundamentalism, she said that it started in early childhood, at home, in the socialization process, with parents. Another major factor was the educational curricula, which was linked to the political establishment. Also, the media was a very powerful force in promoting tolerance. Religion had been used by politicians for their political agendas, and needed to be restored to its rightful place.

Asked if the European Union would support the Tobin tax to mobilize resources to finance the Millennium Development Goals, **Mr. RICHARDSON** said that the tax was one suggestion for innovative financing for development. What should be avoided was instituting new forms of taxation. That was part of the problem in coming up with innovative financing. He did not know if the European Commission would propose going forward with the Tobin tax, the biggest argument against it being that it was not feasible.

On whether there was any hope for the reduction of agricultural subsidies, he said that the enlargement of the European Union, which meant a doubling of the number of the Union's farmers, had led to a point where heavily subsidizing agriculture was no longer possible. The Union had committed to achieving agreement, under the Doha agenda, to the complete elimination of export subsidies on agricultural products. It had already eliminated tariffs for agricultural products from the least developed countries. It was seeking to shift the remaining agricultural subsidies away from production-related subsidies to those related to rural development and environmental protection.

Replying to a question about ownership of the Goals, **Ms. BRIONES** said that the people themselves should own and advocate them. It was very difficult to campaign for poverty reduction at the grass-roots level without offering alternatives to poverty. So, that had to be linked to exist-

ing poverty reduction and reform programmes. Many programmes under Social Watch were campaigning for the delivery of basic services, respect for human rights and so forth. In short, governments could not talk about the Goals without introducing basic societal reforms.

She said, in response to another question, that population growth was an urgent problem for the Philippines, but since reproductive health was not included in the Goals, she wondered how her organization was supposed to incorporate population issues into its campaign. Social Watch had linked itself to legislators campaigning for a much more effective management of population and families. Religious issues were connected, but that had not changed the fact that the Philippines had the highest population growth in Asia, and the highest fertility level was seen in the lowest economic level. Social Watch was very clearly defending reproductive rights and choice and working to ensure that the children would have full lives.

In terms of the role of the World Trade Organization in eradicating poverty, **Ms. Briones** said that the Goals had touched very fundamental problems in societies related to distribution of wealth, power, women's status, and human rights. So, it was not possible to campaign for the Goals alone, without also campaigning for the reforms necessary to enhance their achievement. That was precisely the line being taken by Social Watch.

In the Philippines, she replied to a further question, there was a reduction in the numbers of the absolutely poor, but a rising trend towards malnutrition and hunger. That was related to food distribution, the price of food, power relations in society, and so forth. So, poverty was going down, but hunger was going up.

In the Middle East, **Ms. ALLAGHI** said that infant mortality had improved in past decade and primary school enrolment was not bad, particularly for young girls. There was a strong participation of Moroccan women in parliament, and in several other States she was seeing many more women in positions of power. The percentage of women enrolled in colleges for science and technology was up 70 per cent, particularly in the Gulf States, and there was a very strong participation of women in business. Real achievement, or democratization and political reform, however, had not yet occurred. The rest were "little bandages" to make everyone happy, but they were not radical achievements.

Mr. LIKHANOV added that, in Russia, things had gone from a situation where everybody was poor, but nobody died from hunger, to one where 20 or 30 well-

dressed people controlled the resources, mostly oil. Now, 50.7 per cent of families in Russia were living below the poverty line.

Mr. RICHARDSON said that the broad European population did not know about the Goals and, therefore, did not push their governments to achieve them. He believed, however, that that could change, and he suggested that those visiting New York for the first time should visit the Strawberry Fields in Central Park and “imagine”, recalling John Lennon’s song. He opened a newspaper entitled “What If” and said that upon turning the page the rest of the question was “what if everyone could eat when they were hungry?”

He said that achieving the Goals in 2015 did not create a problem, in geopolitical power terms, for the European Union. The Union did not indulge in power politics. Its international relations were based on the idea that the more people worldwide who enjoyed peace and prosperity, the better off Europeans would be, both economically and in terms of security. The Goals were no threat to Europeans.



Jeffrey Sachs and Leonor Briones

Closing Address

JEFFREY SACHS, Special Adviser to the Secretary-General on the Millennium Development Goals, and Director, The Earth Institute, Columbia University, said that, in the United States, days, weeks, months could go by without hearing a word about the Goals and the world’s poor. The United States, like others, had signed on to the Monterrey Consensus by which all developed countries had committed to make efforts towards the 0.7 per cent development assistance target. He did not see “concrete efforts” taking place. Unfortunately, what was seen was the United

States spending 30 times more on the military than on development assistance for the whole world. This year, \$450 billion was spent on the military and \$15 billion for all development assistance.

The Goals were not being funded, he said. What was being funded was war, not peace. There was no mystery about the Goals or what needed to be done. Not one more promise was needed. It was all in the Monterrey Consensus, the Millennium Declaration, the Johannesburg Plan of Action and the numerous Group of 8 Summit declarations. What was needed was follow through. It was also no mystery what the follow through meant. Eleven years was enough time to achieve the Goals everywhere. With targeted interventions to fight AIDS, malaria, tuberculosis and other diseases, it was possible to save millions of children that were dying every year. Irrigations pumps could be put in place, wells dug, schools built and teachers paid. The technologies needed to help impoverished people could be made available. He noted that the United States was giving \$500 million in food aid and giving \$5 million to help farmers grow food, which made no sense.

There can't be anything more dangerous than living in world of extreme impoverishment where life is so devalued that millions are allowed to die without anyone doing anything about it. If life is so devalued, how will it be possible to win a war against terrorism?

Jeffrey Sachs

When it came to good governance, he said, it was not the rich world that should be lecturing the poor world. There was no absence of seriousness in poor countries, or absence of plans or creative ideas. What was absent was rich countries following through on the Monterrey commitments. He was finding international agencies telling governments that there was not enough money to finance the plans of the poor countries. For the Goals to be met, they must be taken seriously, and it must be understood what it meant to scale up an investment plan. Monterrey came and then came the Iraq war. The United States was spending \$100 billion a year for Iraq, and giving \$1 million for the Millennium Challenge Account. “We are at a crucial moment”, he said. “A billion people are fighting for survival today. Thousands are losing that fight today and thousands more tomorrow. Nothing is more dangerous than a world where millions are allowed to die

without anyone doing anything about it. If life is so devalued, how is it possible to win a war against terrorism?"

The breakthrough had to be made this year, he said. First, it was necessary to understand that the Goals could be met and they could be met everywhere. Second, it was necessary to follow through on the commitments made. Third, there was a real opportunity coming up in 2005, at which time a plan of action to take the Goals seriously would be needed. Nothing was more important for global security than for the rich countries finally following through on the 0.7 per cent pledge for development assistance. A safe world would come when everyone's lives were taken seriously.

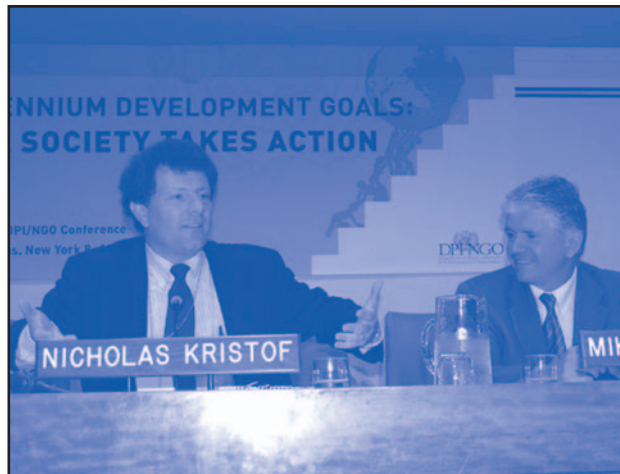
Responding to a series of questions about the role of NGOs in the effort to achieve the Goals, **Mr. SACHS** stressed four roles for civil society. The first was the planning role, or working together with government and international organizations, to identify needs and priorities that made sense at national or local levels. The second role was the watchdog role, which was government fighting to achieve the Goals. The Goals could be met everywhere, there was enough time and enough means to do that. They would be met everywhere if only two conditions were applied: that the necessary financial and other support was forthcoming finally from the rich world; and if national governments kept their promises. In looking at poor governance, he made a strong distinction between volitional poor governance versus poor due to lack of government resources.

He said that the third role concerned the delivery of services, which was what a lot of the participants of the Conference provide, and did so brilliantly. But, creativity

was needed in developing delivery mechanisms right down to the village level. The fourth was the need to hear the voice of civil society and NGOs everyday about the promises and responsibilities of the rich world. Participants had to make the responsibility felt appropriately everywhere. They had to be tough on governments in low-income countries, but understand that there was a point beyond which they could not go, unless the United States would be more committed to development assistance. What the participants could help to do was to identify working models, do costing, and assess local needs, among other practical ways to assess results on the ground.

Addressing the problem of increasing privatization, he said that governments needed a well-defined strategy to ensure that aid went where it needed to go. There were national poverty reduction strategies, but even those were not enough. So, **Mr. Sachs** was proposing MDG-based poverty reduction strategies, or national plans of action. Also, recipient countries should have a delivery plan that was accountable and "monitorable" alongside those strategies. He liked the proposal of the New Partnership for Africa's Development (NEPAD) for an African Peer Review Mechanism, by which those countries would look over each other's shoulders. So much aid, however, went to politics and not to development. Serious plans, serious monitoring and mutual accountability and care were required.

Strategies to Overcome MDG Obstacles



Nicholas Kristof and Miklos Marschall

NICHOLAS KRISTOF, Op-Ed Columnist for *The New York Times* and moderator of the session, said there was some confusion between the question of the Goals themselves and what they represented. One of the issues was how to overcome the resistance to achieving the Goals. The topic today was how to get broader attention for the Goals themselves and how to overcome the obstacles to achieving them. There had been tremendous progress in recent decades. One of the lessons to be learned from that progress was the need for security. For most of the last millennium, China, for example, was an economic failure, with nearly 800 years of stagnation. Then, it became one of the great success stories.

One of the inherent problems in getting publicity for the goals is that they do not fit easily on a bumper sticker. It might be better to focus attention on specific goals, such as improving literacy and reducing poverty, rather than trying to win attention for the MDGs as such. Nicholas Kristof

He saw two kinds of strategies, he said. The first involved large organizations. The United Nations was emblematic of that approach. The other strategic approach emphasized local efforts and local non-governmental organizations (NGOs). He was a strong believer in the second approach. He also felt there was too much effort on conferences as opposed to specific efforts in specific places. As for why more people were not paying attention

to the Goals, he felt part of it was the sort of awkwardness of the Goals themselves. One of the inherent problems in getting publicity for the Goals was that they did not fit easily on a bumper sticker. It might be better to focus attention on specific Goals, such as improving literacy and reducing poverty, as opposed to all of them together.

BINETA DIOP, Executive Director, Femmes Africa Solidarité (FAS), Senegal, said that the African continent had been at the forefront of the MDGs, yet there were only few participants here from Africa. Four years ago, 53 African States had agreed to forge a unique partnership between the private sector and civil society in a commitment to achieve eight goals. Today, it had become clear that sub-Saharan Africa had not achieved any of those goals. Everyone should be reminded, however, of the challenges facing the continent. Africa had faced tremendous problems, starting first with slavery, followed by decolonization, the borders issue and the present conflicts. Africans had struggled with the impact, with the help of the international community.

She said that a major obstacle was the existence of conflicts raging on the continent. The African leaders were organizing themselves, as evidenced in the home-grown, home-based New Partnership for Africa's Development (NEPAD), in an attempt to alleviate poverty. They had also transformed the Organization of African Unity into the African Union, with a new mechanism to stem conflict. One expressed aim was to promote investment in Africa. But, was there really hope in Africa? When one conflict was resolved, another one lay ahead on the horizon. Women, in particular, were suffering. In Rwanda, following the



Bineta Diop

genocide, women's groups undertook to support the orphans and rebuild society. Now, women comprised 50 per cent of the Rwandan Parliament.

One women's group, the Mano River Union Peace Network, which had representatives from the Mano River Union countries -- Liberia, Sierra Leone and New Guinea -- had come together when those countries were at war and put pressure on the leaders for peace. While the men were busy acquiring arms, the women were meeting with the leaders and urging them to stop the war. Now, there were five women commissioners and five men in the African Union. For the first time in African history, leaders from 52 member countries spent a whole day discussing gender issues, thanks to the efforts of civil society. The Union's recent declaration expressed strong support for the Millennium Development Goals, HIV/AIDS care, and the rehabilitation of child soldiers.

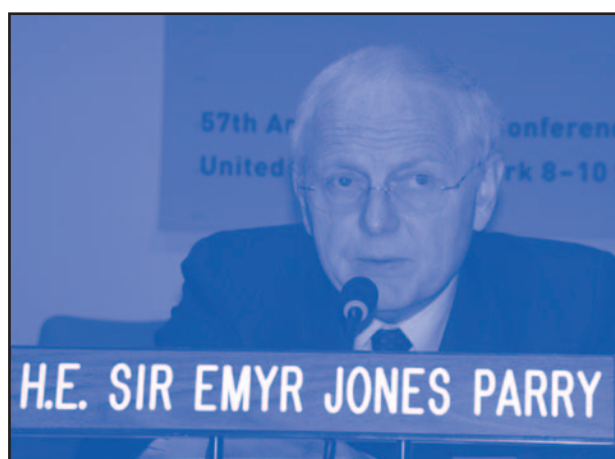
Yet, she continued, if Goal number eight, which emphasized the role of the international community in addressing major global development concerns such as trade barriers, was not implemented, then genuine partnership between North and South, between government and society and the private sector would not succeed. On the war on terrorism, she wondered where the resources would come from. Would they be diverted to the war on terrorism before Darfur, Burundi and other conflicts were resolved? That was the challenge facing Africa today. She appealed for more attention to the human dimension of human security. People's rights and economic well-being were the keys to building a safer world.

MIKLOS MARSCHALL, Regional Director for Europe and Central Asia, Transparency International, highlighted the colossal economic and social devastation of corruption, which was in essence a crime against humanity. He emphasized that out of the eight Goals, number eight was extremely important. Without systems of accountability, many other development goals would not be achieved. Good governance and democracy were very important and made the difference. Corruption had to be taken very seriously and the traditional approach that corruption was part of business could no longer be tolerated.

He referred to a case his organization had studied in which a country was planning an ambitious agricultural development programme, an important component of which was the purchase of tractors to help small farmers. The scheme was based on a cost-sharing model, using international assistance money. A preferential loan would be established to provide farmers with affordable

loans to help pay for the tractors. The country's national development bank would run the loan programme. Several thousand farmers took the loan, using their small land as collateral. The tractors, rather than being produced locally, were imported from another country that had surplus stock and was cash-strapped. Officials in the development bank and government received a share of the profits for the transaction and the producer country earned much-needed revenue. However, the imported tractors were not suitable for nation's mountainous terrain and could not be used. The farmers who took out loans, using their small land as collateral, were now ruined and would lose everything, including their small land. Also, if they lost everything, they could not remain in their village and would move to the already overpopulated urban areas to try to make a living. Hence, instead of creating modest prosperity, the outcome of the project was a complete disaster, producing new debts and requiring relocation.

EMYR JONES PARRY, Permanent Representative



Emyr Jones Parry

of the United Kingdom to the United Nations, reviewed the challenges facing donor countries, such as his own. The first challenge was getting delivery right, even in the toughest places. Delivery must be sped up and the "deliverers" must not shy away from obstacles. New and better approaches were needed to link development with global security. Without security, there could be no enduring development, and without sustainable development, security would not prosper; the two went together.

He stressed the need to mobilize resources for development to pay the bill. Donor countries must live up to the financing for development promises made at Monterrey and elsewhere. The volume of aid was not the only issue,

but also its efficiency and effectiveness. Also political will and national ownership needed to be built. The Millennium Development Goals could not be delivered through a one-size-fits-all approach. Governments had to shape their national plans to meet the requirements they determined, and the donor and international system had to work to make that happen. The Goals were a breakthrough in setting the agenda for that powerful global partnership for development. The United Kingdom was committed to that, and now its aid policies were built around the Millennium Goals.

At the Millennium Summit, he recalled, world leaders had agreed to build a world in which everyone had a secure and decent livelihood, long and healthy life, equal opportunities for men and women, and a chance for everyone to develop skills and expertise, protect themselves from killer disease and enjoy a safe, clean and sustainable environment. The bad news was that, according to current trends, the goals would not be met, and the world had lost the best chance in years to try to rid itself from the scourge of poverty. The Millennium Development Goals were real, measurable changes for the better, and he knew they could be achieved. Mozambique had cut poverty from 70 per cent to 55 per cent and had doubled the number of children in school. In Uganda, the prevalence of HIV infection had dropped, and in Thailand, new infections rates had gone from 140,000 per year in the early 1990s to around 20,000 now. Those breakthroughs were achieved as a result of concerted action by national governments with effective international support.

WU QING, Director, Cultural Development Centre for Rural Women, China, shared the challenges and successes of women in China in reaching the Millennium Development Goals. The Goals were ambitious, and their attainment would require serious and concerted efforts. China, she said, had the largest female population of any country, many of whom could not read or write. That is a formidable obstacle to achieving the Goals, which would improve their lives. In 1993, three women had begun a magazine on rural women. That year, China had prepared for the Fourth World Conference on Women in Beijing. The magazine had grown and led to the establishment of her NGO. The magazine now had 60,000 readers and was the main communication vehicle for the NGO.

Among the challenges were long-standing traditions and funding, she said. In traditional Chinese culture, there had never been supervision, democracy and the rule of law. That required a major change in thinking and acting. It might take centuries to change the mindset of

people after 2,400 years of feudalism, but her organization was working hard to change it.

She was confident of achieving gender equality in China, but the lack of funding had always been a problem. Many foundations were supporting her organization, but sustainable development was vital to an NGO. Through capacity-building workshops, the NGO had learned to fund itself. If a seed was strong and healthy, it would send its roots deeper into the soil and would have a strong stem in order to stand straight and to produce good fruit.

Question and Answer Period

Next, in the question-and-answer session, **Ms. DIOP** of Femmes Africa Solidarité (FAS) focused on the relationship between civil society and government. African NGOs and civil society were pushing for a review of governance, especially in Zimbabwe. In South Africa, the people had won a court case on the issue of HIV/AIDS. That had shown that civil society could challenge the status quo. In the African Union, there was a new understanding that seizure of power by military means would not guarantee the new leader a seat in the Union. That had all been done thanks to pressure by civil society, which was mobilizing more and more.

Mr. MARSCHALL, replying to another question, said that the history of transparency internationally had been about bluntness, especially in cases of corruption. One World Bank director had been fed up with corruption, and so he went back to Germany and started Transparency International, which was an NGO. The voice of civil society, of independent watchdogs, was absolutely crucial in holding governments accountable. Over the years, the pillars of integrity had been established, providing a kind of institutional road map to combat corruption, although there was no way to eradicate it. Transparency International published an annual ranking of countries based on their level of corruption. That "naming and shaming" was helpful. Most important was to create more visibility and continue to "name and shame". Of course, governments who scored poorly would say that the system was trash and unscientific. There had been a sea change of culture and the level of tolerance for corruption had dropped dramatically.

A questioner asked whether it was hypocritical for the United Nations to be promoting the Millennium Development Goals, when in Darfur, Sudan, it had done very little about one of the worst humanitarian crises in history, where every one of the goals was experiencing tremendous regression.

Mr. JONES PARRY replied that that issue was about overcoming the principle of non-interference in the internal affairs of States. The price of non-interference was often the tolerance of inequitable and contaminated leadership. In Afghanistan, everyone had said they had no direct interest in that country, so the world paid the heavy price. Now, the pendulum was moving towards a far more responsible international society, which said, "if we do not go to Afghanistan, Afghanistan would come to us". Failing States had to be addressed; the international community had to accept its obligation to the people of those States and forecast the impact of a failed State on others.

He noted that the African Union had done something that no other regional organization had been prepared to do, namely, to create an arrangement which stipulated that if a situation in one country was a sufficient threat to a neighbour, then, by "consensus minus one" the Union would intervene militarily in that country and not tolerate the threat. That was an amazing step forward in terms of Africa's maturation in coping with its own problems. The international community's obligation was to support the Union in that endeavour.

Concerning his detailed review of Security Council involvement in the situation in the Sudan, he said that the Sudanese Government had not wanted its country on the Council's agenda, and by convention, that meant that the Council would not discuss it. Then, Darfur unfolded, and Council members insisted on putting the issue on the agenda. That had stirred much resentment, and not just by Sudanese, but by others fearing the precedent of putting a country on the agenda against its wishes. Nevertheless, the Council persevered and issued a presidential statement, followed by two resolutions.

He had taken strong issue with the comment that the United Nations had done nothing with regard to the situation in Darfur. Last spring, it was projected that some 700,000 to 800,000 people would die in Darfur with the onset of the rainy seas. No one knew the exact figures, but he guessed that the upper limit was less than 40,000 deaths, and that was because the United Nations and other organizations had done much more than had been done in previous decades. The Secretary-General had visited Darfur and then told the African Union that it had to act. The Union and its President had been exceedingly responsible. A resolution would be discussed this afternoon in the Council, which maintained pressure on the Sudanese Government and the rebels. That text would also support the active role of the African Union there.

He had rejected the implication that nothing had been done in Darfur. In August, the World Food Programme (WFP) had announced that 940,000 people had been fed. That was the kind of activity the United Nations was overseeing today. It was holding the Sudanese Government to account. That might lead to sanctions, but he hoped not. The political problem in Darfur should be tackled; the atrocities must be stopped; and a commission should be set up to make clear that there would be no impunity. In the end, the United Nations would seek to ensure that the Sudan, as a whole, was a better place. It was essential to tackle the "Darfurs, the Liberias, the Sierra Leones", but, at the same time, everyone had to learn to "chew gum and walk" at the same time. Regarding the Millennium Development Goals, there was no choice as to "either/or"; the international community had to take on as many as possible.

Responding to questions on trafficking of women in China, **Ms. WU** said that trafficking was a problem in China and related to the disproportionate ratio of male babies to female babies. There were now 100 girls to every 119 baby boys. In some areas, it was difficult for men to find wives. In the coming years, because of the disproportion of male and female babies, 60 to 80 million men would not be able to find wives.

Regarding debt relief, **Mr. JONES PARRY** said his Government was working with the Heavily Indebted Poor Countries (HIPC) and had written off 100 per cent of their debt. It was also working to get fellow countries to do the same. The need for more debt relief was obvious. The HIPC Debt Initiative had so far released \$1.7 billion for social development.

Turning to military spending, **Ms. DIOP** said it was necessary to build partnerships on that issue. In Africa, for example, she heard that President Taylor was linked to Al-Qaida, buying arms using revenue from diamonds from Sierra Leone. The issue was who was selling those arms. The international community had to do something to tackle the issue. It was necessary to revitalize the Economic Community of West African States (ECOWAS) Moratorium on Small Arms, and possibly extend it to other regions. Civil society was at the forefront of monitoring the issue, but the United Nations needed to get more involved.

Asked about AIDS in China, **Ms. WU** said that several years ago, the Chinese Government had refused to recognize AIDS as an issue. The main victims had been those who were donating blood, many of whom were becoming infected due to sharing of needles at blood donation centres.



Wu Qing with NGO representatives

Regarding greater publicity for the Millennium Goals, **Mr. KRISTOF** said that getting coverage was pretty much "a lost cause". The media should devote resources to specific problems such as infant or maternal mortality, rather than the larger theme of the Goals. Since 9/11, there was a greater acceptance of the fact that what happened abroad impacted what happened in the United States. In fact, the evangelical community in the United States had become more engaged in international affairs. The Christian Right had been important, for example, in focusing attention on the situation in the Sudan.

On what could be done to tackle corruption, **Mr. MARSCHALL** said that, in many countries, the police were corrupt due to low salaries. Therefore, public administration reform was necessary. It was necessary to increase police salaries, as well as introduce training in areas such as ethics. A current World Bank survey on corruption stated that it took less bribes to do business today in Eastern and Central Europe than five years ago. What was needed were good governance, an elected parliament, an elected judiciary and professional law enforcement. It would take years, but results could be attained. There was no simple way to change the situation. Just raising the salaries of civil servants would not help unless other measures were also introduced.

Asked how NGOs could thrive under authoritarian regimes, **Ms. DIOP** said that in regions where the conflict of one country affected others, civil society organizations struggled to build alliances with neighbouring countries to overcome the obstacles and be heard. Many NGOs struggled to be effective with fledgling or failing democracies. In West Africa, for example, the NGOs were still networking. A conference like this one made a difference, and not so much because of what was being said in the room, but

what was being shared in the corridors. There should be many more such conferences, hopefully in Africa.

Several questions concerned the mood in the donor countries, particularly whether it would be possible to increase aid levels. To those, **Mr. JONES PARRY** said that, as a general principle, he had found it quite difficult to defend all the policies of his own Government, let alone try to defend those of others. The British Government's record in the past had not been good enough, and it was trying to improve. In terms of whether the average dinnertime discussions focused on the Millennium Development Goals, in the United Kingdom, there was not a huge lobby to spend more on development assistance or offer more trade concessions. Issues, such as defending the production of cotton and sugar in the United States when other countries were desperate to sell to developed markets, should be examined, but that converged with employment and other aspects.

He had not known whether the level of political will generally was sufficient to tackle the sort of discussion that had emerged in the past two hours. The idea that reducing military spending would allow for greater allocation for development was too simplistic. Yet, it was vital that defence and security expenditures be transparent and affordable in developed countries; abuse of expenditures was wholly unacceptable. It also could not be disputed that security was basic to development. The people in this room were catalysts to try to change the balance of political will through pressure applied appropriately to governments. People who understood the issues and cared about them were best placed to try to help.

Tony Blair had learned a lesson in his seven years, he noted. There was a man who had not been militaristic, yet he had had the United Kingdom embark on at least six military endeavours. When he, **Mr. Jones Parry**, had arrived 13 months ago at the United Nations, not one African leader had failed to thank him for British intervention in their conflict.

Ms. WU, replying to a question about the impact of conferences to a peasant in a remote province, said there should be a greater participation of women and NGOs. Non-governmental organizations knew the needs and demands of people at grass roots level. The meetings were an important forum for people, particularly women, to come together and talk about the issues and to translate ideas into action.

North/South Partnerships: Different Responsibilities and Opportunities Panel



Alicia Barcena

ALICIA BARCENA, Deputy Executive Secretary, United Nations Economic Commission for Latin America and the Caribbean (ECLAC), and Moderator of the panel “North/South Partnerships: Different Responsibilities and Opportunities”, said that civil society had to get its act together to really monitor what was going on in the North and South. She drew attention to the regional approaches, which were important since each region had its own specificities. For example, Latin America and the Caribbean had different ethnic groups that were marginalized more than the poor. In the 1990s, there had been too much emphasis on macroeconomic issues in her region. After a decade of trying, the region had macroeconomic stability and low inflation rates. It also had very slow and unstable economic growth, as well as high unemployment, nearly 11 per cent. That economic model was not working for the people or for growth.

She noted that women were more affected by unemployment than men. Also, income for women was less than income for men. The only area in which progress had been made in her region was primary education. There were more women receiving primary education than men but when they entered the labour market, the situation was uneven. In the 1990s, her region had 500,000 people with HIV/AIDS. Now the number of those infected was four times that number. She highlighted several indicators that civil society should monitor. The first was public expenditure, such as how much government was investing for social expenditure. Another factor in the Latin American region was migration. Why were the countries of the

region opening their borders to capital but closing their doors to labour?

Civil society has to get its act together to monitor what is going on in the North and South. Regional approaches are very important because each region has specificities, has different realities that we have to take into account. Alicia Barcena

She wanted to stress three points regarding North/South partnerships. The first was the need to correct asymmetries. One of the most important things that the Millennium Development Goals did was to recognize asymmetries. However, the Bretton Woods institutions and the World Trade Organization (WTO) wanted to put everyone on the same level-playing field. Once the subsidies were greatly reduced, then progress would be made. Secondly, a balance was needed between public and private interests. Public policy should be understood as a form of collective action. Thirdly, there was a rights agenda — the right to development and the right to be different. What was needed was diversity. There was no single model for development. It was necessary to build a global citizenship around the Millennium Goals. What was needed was differentiated responsibilities among different groups of civil society. Lastly, she praised Sweden, which was the only one of the developed countries which was reporting on the Goals.

SARALA GOPALAN, International Federation of Agricultural Producers (IFAP), picking up the reference to a level-playing field, said she had been fighting for the



Sarala Gopalan

last decade for a “level plowing field”. Agriculture was a way of life in the developing countries. When governments were poor, they were unable to provide the necessary resources and technological advances. With the growing divide between the developed and developing worlds, she wondered whether the goals set for 2015 would be achieved at all. The first casualty would be the goal to eliminate hunger. With open trade, prosperity would follow. Then, if gross domestic product (GDP) was distributed in a rights-based, equitable manner, it might be possible to tackle poverty and hunger.

She said that agriculture was a very small proportion of the GDP of developed countries. For the big industrial countries, agriculture represented only 2 per cent of their exports, but, for the developing countries, those exports represented up to 90 per cent of their exports. So, she called for a reduction of all non-tariff barriers in trade and a reduction of domestic support and export subsidies. She highlighted a recent study of the Food and Agriculture Organization (FAO) indicating that, in more than 17 developing countries, food had become dangerously expensive and the farmers had lost the farms because of these unfavourable policies. Thus, food security had been threatened, while world trade in grain, for example, had been cornered by major monopolies.



Barbara Kalima

BARBARA M. KALIMA, Coordinator, African Forum and Network on Debt and Development, Zimbabwe, said that the challenge for both Northern and Southern NGOs was concentrating on core issues, such as the poor. Today, there were relationships between the North and the North, the South and the South and the North and the South. Goal number eight made two assumptions. The first was the desire to develop new forms of partnerships. The second was that the current forms of partnerships had

failed. It was necessary to review the current partnerships inherent in the global arena, and the relationships between Southern NGOs and their governments, as well as between Northern NGOs and their governments.

NGOs, whether local or part of international networks and associations, feel empowered by the UN agenda and participate in different ways in the monitoring and implementation of conference resolutions or international human rights obligations. Both the Northern and the Southern NGOs are confronted with the need to focus on the poorest of the poor and the need to widen their constituencies to support the MDGs.

Barbara Kalima

She said that Southern governments were recognizing the key role played by NGOs in development. The World Bank and the International Monetary Fund (IMF) had come up with the Poverty Reduction Strategy Papers (PRSPs), which provided something on which civil society could interact with their governments. There was suspicion by governments in the South of civil society groups, which were seen as instruments being used to advance foreign interests.

The prospects for Africa would depend on the ability of African governments to be able to integrate at the regional level before integrating at the international level. Turning to debt, she noted that the people calling the shots were the donors, which largely constituted the creditors. The United Nations needed to find ways for creditors to share the blame for failed policies. It was also necessary to find a way for donors to be flexible to allow NGOs to do work related to their local realities. In some countries, legislation on civil society activities was very strict. The Millennium Development Goals must be made a component of a broader national development process. Saying that the private sector had isolated itself, she called on civil society to hold the private sector accountable.

DIANA RIVINGTON, Counsellor for Development, Permanent Mission of Canada to the United Nations, said that, in Canada, the voluntary sector was an essential part of the social, political and economic fabric of the country. Recently, an initiative had been launched to strengthen the relationship between the Government and the voluntary sector. That had resulted in the development of an accord of principles to guide that relationship in the twenty-first century. The commit-

ment was to a more open, consistent and collaborative relationship. The accord also recognized the importance of dialogue, debate and advocacy in the relationship between civil society and government.

Yet, she went on, Canadian NGO involvement with developing countries had preceded the elaboration of that initiative by decades. That relationship had long extended beyond Canada's own geographic borders. Canada had always understood and valued a vibrant civil society. Civil society had contributed to supporting the Cardoso panel, and she welcomed the attention given to civil society in the report, particularly the emphasis on strengthening civil society's voices from the South within the United Nations. Since 2000, Canada had worked hard to realign its official development assistance (ODA) with the eight Goals, concentrating on areas where it could make a difference, such as gender equality, HIV/AIDS management, basic education, governance, and in achieving Goal eight on building partnerships at all levels.

MERCEDES CANALDA, Executive Director, *Asociación Dominicana para el Desarrollo de la Mujer (ADOPEM)*, Dominican Republic, said that it was important to have a good policy for providing financial services to the population. In Latin America, seven out of 10 businesses were informal, and eight out of 10 businesses were microbusinesses. In the Dominican Republic, three out of 10 Dominicans were working in microbusiness. In Latin America, there were 10 million potential clients for microbusiness.

Microfinance involved small operations and began by giving small loans, starting from even \$10, she said. It was not the amount of money given, but the benefits to the population provided by the businesses. Those small microbusinesses used very traditional technology, and 75 per cent of them operated from their homes. Twenty years ago, women in the Dominican Republic could not get a loan unless a husband or another man signed for it. Now, 80 per cent of those taking microcredit loans were women. Microfinance was not a gift but a tool so people could have access to other mechanisms to improve the quality of their lives.

Question and Answer Period

In response to a question on how to break the monopoly of corporations, **Ms. GOPALAN** said that the private sector only looked for profit and not for the public good. The entire philosophy of free trade was fair and competitive trade, where everyone had access to resources and capacities. Today, 64 per cent of world trade was held by devel-

oped countries, while developing countries had only 36 per cent. Developing countries needed to produce more, and create more income for their people.

Responding to another question, she said that governments would not win votes if they did not listen to the people, as was seen in India. That was why the sugar and cotton lobbies in the United States were holding the rest of the world hostage because of the upcoming election.

Ms. KALIMA said that the discussion was shifting from debt cancellation to how to prevent another debt crisis and ensure that resources for debt servicing were actually returned. In her organization, African Forum and Network on Debt and Development, Zimbabwe, a process had begun of engaging parliamentarians to use their constitutional rights to veto loans. That had already happened in Uganda, where parliamentarians had vetoed approximately seven loans, which they thought would not benefit the people. A coalition in Nigeria had begun a process of instituting a debt commission, which would work closely with the Government to ensure that all loans were scrutinized closely by it and also by civil society. Those were among the concrete initiatives that NGOs were implementing on the ground to ensure that their countries did not fall back into debt.

In terms of what the NGOs from the North and South could do to promote the Goals campaign, she said the key was to share information. The NGOs in the South did not have as much access to the policy makers or to government jobs, so it was important that the NGOs from the North shared that. Also important was that the colleagues in the North confront their governments, not on the basis that Africa was poor, but on the basis of principle and the commitments to which those governments had already agreed.

Asked about land tenure and taxation policies aimed at promoting and supporting regional economic self-reliance, she noted that, in Zimbabwe, the Government had tried to give land back to the people to enable them to produce enough food for themselves, as well as for export. That policy was vital; it was not enough just to produce what would be consumed, but to be able to export it, as well. Most farmers in Zimbabwe had actually gone to neighbouring countries. Some were claiming a so-called "bumper harvest", whereby those farmers would be exporting maize and some crops back to Zimbabwe. She did not know how true that was, however. Overall, land policy anywhere must be owned by the people, and pricing could not be left to the market alone. Government had to take a lead. There were disparities -- most African countries, for example, were experiencing acute food shortages, yet there was

a lot of food in the rural areas. Crops were rotting because roads were not good enough, or in cases where the roads were good, investors were going in and exploiting the desperate farmers.

With respect to the private sector's role in "delivering" on the Goals, she said the World Bank and the IMF had played a critical role. Among the challenges, however, was that in open-market economies, tax rebates to foreign investors, such as in Zambia, were undermining local crop production of eggs and cabbage. The private sector should act responsibly. The conditions to which they subjected the locals were really deplorable. Governments must ensure that the private sector abided by ethical and humane standards.

On how the Millennium Goals had been integrated into the Canadian Government's agenda, **Ms. RIVINGTON** said that the Canadian International Development Agency had taken the Goals and reorganized them into "key results areas" related to areas such as development and human resources management. The Agency then provided a report to Parliament on where things stood and what still needed to be done. It counted on civil society organizations to translate the Goals at the local level. Canada had increased its international development assistance by 36 per cent in a four-year period.

Responding to a question on what percentage of loans were repaid, **Ms. CANALDA** said that the rate of repayment of microfinance loans depended on the country and the programme and the method. It had been shown that microcredit organizations and specialized banks had a better yield than regular commercial banks. As for whether women were better payers than men, she stated that loans and microfinance taken out by women

proved better than men. Women had better commitment than men, and the rate of recovery was about 98 or 99 per cent. Microfinance was not a gift but a tool. Most micro-enterprises developed out of the need to generate additional income.

When each panelist was asked to highlight one point that had emerged from the discussion this afternoon, **JOAN KIRBY**, Conference Chairperson, said it was the point about how there could be no sustainable development without security.

Ms. GOPALAN emphasized the key role of governance, and added that the panel had done very well in demystifying the Millennium Development Goals.

Ms. KALIMA said that, at the end of the day, it should be ensured that the Goals were not the overarching development plan for a country, but part of a broader vision for the country. The Goals would not be achieved by the NGOs, or the United Nations, or the private sector, alone, but by the concerted efforts of all of them.

Ms. RIVINGTON said that the one step that Canada could take was to support its country partners in their efforts to meet the Goals. The process of development should be locally driven and country-owned, and governments should engage as a partner in support of that process, but not drive it. Governments had the responsibility to support the dynamism of the vision out there.

Ms. CANALDA said she had just learned that a commission had been formed in her country, the Dominican Republic, for implementation of the Goals, but its success depended on the participation of all Dominicans. Each had a responsibility to design a plan and socialize it, and work together as a team to achieve the Goals.

In closing remarks, **Ms. BARCENA** said that Goals represented an agenda that must become the centrepiece of all national agendas and lay at the heart of all economic and political policies. An actor-oriented approach was needed, with women and young people as the two main actors at the forefront of implementation. There was an historic responsibility now either to move humanity forward or fail as a civilization.



Mercedes Canalda with Conference participants

For us, in the Millennium Campaign, the question is: How do you create political will to achieve the MDGs? Citizen advocacy campaigns and actions are key to the creation of political will. Salil Shetty

Making MDGs Relevant: Taking the Campaigns Home



Salil Shetty

SALIL SHETTY, Director, United Nations Millennium Campaign, United Nations Development Programme (UNDP), said that, for the first time in human history, there was a political commitment on a grand scale to assign responsibility to developed and developing countries and to stop, once and for all, pointing fingers at each other while poor people continued to suffer. Now, four years down the road, the Millennium Development Goals had become a very important rallying point for the developing community as a whole. For the first time, a set of measurable outcomes, along with monitoring mechanisms, had been put in place. Many countries were on track to achieving some, or many, of the Goals. For the non-governmental organizations (NGOs), the Goals had been at the heart of their work, long before they were adopted at the Millennium Summit. Most NGO representatives had dedicated their organizations and their lives to dealing with those issues. For them, it was not a matter of statistics, but of real people and real issues.

Political will could be created only by citizens holding their governments to account, he stressed. The NGOs had realized more and more that their isolated activities could have a much greater impact if they worked together with national and international actors, who had a greater reach. He drew attention to several campaigns where citizen action had made a difference, such as the landmines campaign and the women's movement. Creating political will was absolutely essential. For that, citizen campaigns were key. Four years after adoption of

the Goals, many people in positions of power still had not heard of the Goals. Thankfully, more awareness campaigns were pressing harder in an advocacy role.

ODED GRAJEW, President, Instituto Ethos de Empresas e Responsabilidade Social, Brazil, said that the United Nations had always been important in the area of promoting corporate responsibility. Business often did not understand much about social issues. His organization was working on corporate responsibility, which included not only philanthropy, but also how businesses impacted every person with whom they came in contact. It was also working with the media to highlight priorities vis-à-vis achieving the Goals. He noted that people always heard a great deal about the nearly 3,000 people that died on 9/11, but no one heard about the 30,000 children that died every day from hunger. He felt the United Nations must be more committed to the Goals, for example, by more closely linking the Global Compact with them.

To promote the Goals in Brazil, we called on NGOs, unions and social movements to begin a huge advertising campaign to inform our people what the Goals are and which are the priorities that we have in front of us. Oded Grajew

To promote the Goals in Brazil, his organization had brought together NGOs, unions and social movements to begin a huge advertising campaign to inform the people what the Goals were. Among other initiatives, the main theme of the recent national week for citizenship and solidarity in August was the Goals. The week was inaugurated by President Lula of Brazil and other political and civil society leaders, and there were many events in schools and universities on how to achieve the Goals. The Government was now presenting its report and the national budget would be focused on achieving the Goals.

JENNIFER CORRIERO, Executive Director, TakingITGlobal, said that over 50 per cent of the world's population was under the age of 25. That presented a tremendous challenge and opportunity. Young people were the world's greatest untapped resource, especially in terms of the development goals. Her organization had offered many strategies and tactics, aimed at integrating

young people as true partners in development across civil society, government and business. Participants in the Conference should give more thought to the ways in which the involvement of youth could be furthered in existing organizations and institutions, including at the level of programme coordinators. The role of young people would be strengthened if it was consistently valued and honoured.

She said that the overarching strategy of TakingITGlobal was to involve youth in achieving the Millennium Development Goals. That strategy had four components, as follows: gathering the facts, including youth perspectives in the campaigns; getting the word out; mobilizing for action, which meant supporting youth-led development; and involving youth in policy-making. Each month, her organization pursued a different theme. Last month, for example, it had focused on the plight of refugees, and this month's theme was the role of music in promoting implementation of the Goals.



Jennifer Corriero, Oded Grajew and Paul Hoeffel

The aim was to create a visible platform to highlight the work of young people and showcase the hope and possibility represented by it, she explained. Not involving youth today would lead to a loss of inspiration for youth tomorrow. In the World Summit on the Information Society, which took place last December in Geneva, TakingITGlobal had served as facilitator for the youth caucus. The outcomes had been outstanding. The paragraph in the outcome text for youth had drawn attention to the need to involve young people as key stakeholders in the information society. Many were natural leaders in that field.

OLAYINKA JEGEDE-EKPE, Executive Director, Nigerian Community of Women Living with HIV/AIDS,



Olayinka Jegede-Ekpe

spoke from the perspective of a woman living with AIDS in Nigeria. HIV was a developmental and political issue, as well as a social one. The prevalence of HIV in pregnant women in Nigeria had risen. Her organization included women both infected and affected by HIV/AIDS. It was formed to help reduce some of the pressures faced by such women. More HIV-infected women were now seeking services.

Women were still subjected to all sorts of mistreatment, she noted. With the right kind of policies, it would be possible to educate and empower women about their rights. While there had been several programmes, it was now important to determine how well those programmes had worked in changing the mindsets of the common man on the street. Her organization was involved in the training of HIV positive women as counsellors, caregivers and public speakers. It also taught HIV positive women positive living strategies, as well as held "sensitization" rallies and treatment literacy programmes. More gender-sensitive media programmes were needed.

PALOMA VILLASEÑOR, Fundación Colosio, Mexico, said her proposals aimed to suggest a series of strategies for society as a whole to fully assume the Millennium Development Goals. The Goals were a feasible alternative for governments around the world, so that they could reposition the human being as a central element of their plans and actions. For that reason, endorsement of the Goals by all countries must be fostered by society, which, in turn, would facilitate compliance. She proposed the following steps, among others: a great campaign through the electronic media to spread the word about the Goals and call on citizens to promote their achievement; embark on a campaign to explain the

nature of the Goals and set agreements between the art and media communities; and call for the inclusion of an essay on the Goals in schools to familiarize young people with the Goals, thereby orienting their natural idealism and solidarity. Youth was the best guarantee for meeting the targets by 2015. The best strategy to set society in motion was to promote the participation today of the adults of tomorrow.

Today's youth are our best guarantee for the Goals to be met by 2015 throughout the world. The best strategy to set society in motion is to promote the participation of those who tomorrow will be the adults responsible to consolidate the structural changes that the achievement of the goals would bring to the world.
Paloma Villaseñor

She proposed, as a further step, the need to ensure parliamentarians' knowledge of the goals and commitment to them. For the last measure, she suggested the following: define the most important parliamentarians and commissions; promote encounters among the foundations that had contacts with the political parties to ensure inclusion of the Goals in the electoral platforms; create a citizen forum to evaluate, on a yearly basis, progress in implementation and to disseminate the conclusions of that evaluation. The non-governmental organizations could spur solidarity and compromise among politicians, leading to achievement of the Goals by 2015.

Question and Answer Period

Mr. GRAJEW proposed that a permanent exhibition be established about the Millennium Development Goals at the United Nations, so that everyone who came to the United Nations could be reminded of the Goals.

Asked how business leaders could be convinced to join the campaign, he said that companies that were not socially responsible should be punished. The business sector was the most powerful sector of society. Businesses had money, economic power and technology. And the media was the hand of the business sector. No one believed that the war in Iraq was about democracy. It was about oil and business interests. That was why the agenda of the business sector must be directed towards social and environmental issues.

Emphasizing the power of consumers, he said that businesses would change their behaviour based on consumer behaviour. "If we want to see change, we must use this power. "From what sort of companies were people

buying products, those supporting war or those helping those with HIV?

He added that the Hunger Fund that President Lula was associated with was established in Johannesburg. It was estimated that \$50 billion a year would be needed to support the achievement of the Millennium Development Goals. The money in the Hunger Fund should be managed by the United Nations, in order to, among other things, avoid corruption.

Ms. JEGEDE-EKPE noted that corruption was a big issue. The Global Fund to Fight AIDS, Malaria and Tuberculosis channelled its funds through country coordinating mechanisms. In Nigeria, that mechanism was handled by a foundation. The only way to avoid corruption was tracking and monitoring. The meaningful participation of people living with HIV in the country coordinating mechanism was also important.

As to whether the Goals could be made an electoral issue, **Mr. SHETTY** pointed to the recent elections in El Salvador, in which a televised debate was held on how the candidates would help achieve the Goals in the country. Those governments not able to achieve the Goals faced the greatest threat. If they did not deliver, they might not be around for long. Regarding the United States, he noted that the level of awareness about the Goals was less in the United States than in Europe. The American public was very generous and assumed that their Government was equally generous. With the support of Bono and other celebrities, the One Campaign had been created, demanding that the United States Government put 1 per cent of its national budget towards international aid.

Regarding the digital divide, **Ms. CORRIERO** stressed that it was not only an issue of technology, but also an issue of access. Her organization was trying to provide access, working through various partnerships. Language was also an issue for meaningful access to technology. All the different aspects of the issue should be addressed.

Young people form a huge proportion of the population and are a vast untapped resource for development and change. Jennifer Correiro

Responding to a question about whether the developed countries were doing enough, **Ms. JEGEDE-EKPE** said that, no, they were not. More money was still needed globally, and it was only the rich countries that could

provide that aid. They had to fulfil their promises. Most drugs, such as antiviral and opportunistic infection drugs, were manufactured in rich countries, so they should look into such bodies of law as intellectual property rights. As many Africans as possible should be kept alive, until the AIDS pandemic is reversed.

Ms. VILLASEÑOR applauded all successful movements in Mexico and elsewhere. Parliamentarians



Paloma Villaseñor

made law, but meeting the targets did not need the parliamentarians at their desks, but the NGOs on the ground who understood the people. Today was only the beginning. Much more intensive effort was needed to publicize and promote the Goals.

Mr. GRAJEW said that some wealthy countries were fulfilling their international commitments to the

MDGs, including some Scandinavian countries. He applauded them because they showed that it was possible. He proposed that there be a placard placed in the UN to advertise the countries that were fulfilling their commitment as well as those countries that were not.

Ms. CORRIERO said she agreed that the rich countries were not living up to their commitments. In fact, it was really the governments that were not living up to their commitments. People in rich countries were too comfortable and they were not as affected by the issues. So, because they did not feel a sense of urgency, the governments did not feel pressures to live up to the promises. There should be a broader level of commitment among citizens; change would not happen only through governments.

In closing, **Mr. Shetty** said he hoped everyone was inspired either to start national campaigns or join them. The Millennium Campaign was involved with some 40 countries where national campaigns were under way. Its web site was under construction, and in a few weeks, would be accessed at the following address: www.MillenniumCampaign.org.

In terms of "naming and shaming", he said that many reports were being published as far as rich countries are concerned. The non-governmental organizations, for their part, believed in action, and not just in talking. He was hoping for real, direct action from them and from governments, although the latter could not be expected to act on their own. All Conference participants were experts at prodding their governments. So, he urged them to go home and "start prodding".

Public Hearing: Conference Participants Voice Their Views

Opening the public hearing, **ZAIN VERJEE**, Anchor, CNN International, offered ways in which the NGOs could be effective in the daily news context. In the case of the Sudan, for example, the United Nations demanded that the world's worst humanitarian crisis deserved attention and that call had put the story on the broadcasts. Her job was to cover the news stories of the day, but she always looked for sidebar stories in her newscast. The NGOs could explain to the media the link between the war on terror and poverty and development, for example. Out in the field, civil society representatives often had access where journalists did not. They should shoot material and send it to CNN. They could also present the publication of reports that had shocking figures, on which NGOs could put a human face. The NGOs should know the programmes and their mandates, and then pitch their ideas to the producers and reporters.



Jacques Attali

JACQUES ATTALI, President, PlaNet Finance, said he had set up two NGOs — Action against Hunger and PlaNet Finance. He urged participants to be politically incorrect in their questions, if they must. He wanted to hear from them, and he encouraged them to say how they thought the world was being managed today, what role they were playing, and how were they being shut out by governments, pressure groups and any structures lacking in legitimacy and transparency. Both sides of today's discussion should be frank; that would make the meeting useful, rather than one of self-congratulation.

MARK MALLOCH-BROWN, Administrator of the United Nations Development Programme (UNDP)

and Chair of the United Nations Development Group (UNDG), said that the Goals and support for them from NGOs were critical. The Conference was meeting at a time when the United Nations was gearing up the inter-governmental process for next year's review of the Millennium Declaration. The overall track record since 2000 had not been great, in general, and had been uneven with regard to the Goals. While progress had been made in some areas of Asia, things were actually going backwards in Africa. Population growth was ahead of the modest economic gains being made. At the same time, the successes in Asia provided an opportunity to learn what could be done with the right investments.

He highlighted the need to make sure the voice of civil society was clearly and unequivocally heard. "This is the moment." He had always believed that civil society was the key to achieving the Goals. Action and organization were needed to get the world back on track with the Goals.

KAVITA RAMDAS, President, Global Fund for Women, said that much was heard nowadays about the war on terror. Those who were talking about the Goals were also waging a war against terror: the terror of watching your children dying; the terror of not being able to make ends meet; and the terror of watching both your parents die and being left an AIDS orphan. Such terror killed thousands and thousands of people all over the world every day. Participants were sitting in the world's most powerful and richest country, which was spending \$850 billion for the war on terror but had yet to meet the commitments it had made at the United Nations and various conferences. Millions of lives were on the line and the United Nations could not be the strong voice that it should be if the citizens of the world were not behind the Organization.

The United States would only be more secure when every child in Falluja was fed and could go to school, she said. It would not be more secure when it prevented foreigners and migrants from entering the United States. Also, there would not be more security when governments such as Senegal and Ethiopia were denied funds to achieve the Goals while at the same time being supplied with arms. There was no justification for setting double standards with the Goals. Goal number 8 was not negotiable and must have a clear timetable. She added that gender equality and justice were measured by women's



Participants voice their views at the Public Hearing

position, role and status in all aspects of society, from the family to the highest institutions of governance.

Then, the first group of NGO representatives posed the following questions: what practical steps could be taken to further compliance with the Goals, drawing on the reconciliation experiences of NGOs in many countries?; what kind of informal networks would the panellists recommend to better communicate information about the Goals and would they support the creation of a web site to help NGOs bridge the gaps of knowledge between and within the developed and developing countries?; what new development paradigms could be replicated to safeguard people with special needs, and what code of references must be implemented to protect the whole person, the whole family, the whole community and the whole planet?; what could civil society do to prevent power brokers from hijacking potential for partnerships through political corruption, self-serving aims and win/lose para-



Mark Malloch Brown, Zain Verjee, Jaques Attali and Kavita Ramdas

digms?; and how could partnership become a way of being, thinking and living?

Responding to the NGOs' comments, **Mr. ATTALI** said that today's world was one of anarchy, where disorder was growing and chaos was ahead. As long as there was no reversal in national priorities, the silly structure in which defence budgets would be ten times larger than budgets for the essential means for mankind would persist.

Mr. MALLOCH-BROWN said that the world was on the verge of dramatic change, which would only be seen after it happened. The Goals were modest in some ways, but they amounted to the first time that world leaders would end up living up to the commitments they signed onto. One lesson that intruded on the political consciousness of the West after 9/11 was that not only could the rich hurt the poor but the poor could hurt the rich. Through civil society, in a short generation, it would be possible to realise a genuine sense of global responsibility and global action. Another lesson was that governments were not good at doing a lot of things and that citizens' organizations were better at doing them.

Ms. RAMDAS said that signs of both incredible hope and great disorder had been seen. Change did not happen in neat and orderly ways. One of the gifts of 9/11 was that everyone suffered terror, in one way or another, and that everyone was vulnerable. It was necessary to build on that. The United States was a country that had been one of the most philanthropic in the world. The question was how to leverage an understanding of shared humanity to hold governments accountable. Civil society must hold governments' feet to the fire for the services they are supposed to provide.

In a second set of questions, the NGOs asked: how does the panel recommend support for cultural diversity and primary education in a way that instilled confidence, respect and self-love, along with learning, and in a way that promoted the second Goal, which would ensure that all boys and girls would complete primary school?; what action could be taken to guarantee, beyond this meeting, that the voices of youth and their contribution to civil society would no longer be marginalized between the wheels of age-old bureaucracies from another era, where youth was seen and not heard, where vocal youth were tolerated by their elders, but not incorporated into social leadership; how could civil society be motivated to be aware of its responsibility in fighting HIV/AIDS?; and how was it possible to incorporate ethical, moral and spiritual values into implementation of the Goals?

Responding to the question on how to guarantee that the voices of youth were heard, **Mr. MALLOCH-BROWN** said that the campaign to achieve the Goals was an open-ended process. Whatever the issue, the Goals must be the broad tent that allowed action on a range of issues. The Goals were achieved by the broad transformation of society. The results were that children were in school and families had health and decent opportunities.

Ms. RAMDAS suggested several ways to incorporate youth into the work of NGOs. First, organizations should establish an internship programme. Also, young did not necessary mean inexperienced. In addition, it was necessary to consider how decision-making in organizations reflected the views of youth.

On how to support cultural diversity and quality education, **Mr. ATTALI** said that solving the problem of education required governmental institutions. Education could not be left to private groups. Today, it was clear that creating the necessary conditions for providing education for all were not possible. The funds were simply not available. In an atmosphere where culture and education were just another commodity, quality tended to evaporate.

Asked how to motivate civil society to be aware of HIV/AIDS, **Mr. MALLOCH-BROWN** said that some regions did not need motivating. In Africa, for example, HIV/AIDS affected so many aspects of society that it could not be ignored. It was more difficult in those countries where the epidemic had not reached the same proportions. Catastrophe was in the making in certain countries, such as India and China. If there was a strong civil society, it had to have the courage to demand that government and community leaders respond. Social mobilization was needed not just around changes in behaviour, but around getting proper public health policies in place.

In each of the forums next year, we must make sure that the voice of civil society is clearly and unequivocally heard, that you recognize that this is the moment. We have gotten world leaders to sign this Declaration after five years, I have always believed that civil society will be the most effective advocates in the campaign to ensure government action on the MDGs. Mark Malloch Brown

A third group of NGOs posed the following questions: how could transparency be counted upon with local, regional, national and international leaders to

ensure that the real grass-roots needs were being addressed?; do global leaders know that they must act in concert with the local level to achieve the Goals; did the panellists think that globalization, both in theory and practice, had diminished the fight or role of local or home-grown inputs towards sustainable development agendas?; have the poor or marginalized been spoken for or about, rather than spoken to and with?; how can the Goals reach into and be a real lifeline for local communities with real day-to-day needs?; how could everyone act together to minimize resource demands upon the earth, while maximizing the well-being of the whole system?; and, how was it possible to act together to open up direct funding channels to finance the earth's restoration by communities and for communities?

In addition, the other questions were: what inputs from the field shaped the Goals; what good were the Goals, if so few understood the concept?; what was the



The highlight of the Conference was for participants to voice their views at the Public Hearing

core problem in communicating the message at all levels around the world?; what specific campaigns and actions could be put into practice to change the public "space" where the Goals' message could be received?; what actions or symbols could sell the campaign, so that it was not just more United Nations rhetoric?; what could be done to solve the urgent problems associated with poor sanitation and unclear water?; what difference could the Goals make to war-weary and hungry women; what do the Goals offer to a warrior who steals a child from a mother or grandmother's arms?; what could the United Nations, the international community and the NGO community do to prevent such injustice?

Mr. ATTALI said it was important to make the Goals better known. Not meeting the Goals carried no consequences. No head of State or leader would be fired if the Goals were not attained. He would like to see, alongside the Dow Jones Index, a “survival index” on how the Goals were progressing.

Asked if achieving the Goals was linked to whether a country was a democracy, **Mr. MALLOCH-BROWN** cited the example of China, whose development performance was very good, but was not a democracy. The broader issues of the Millennium Declaration were not adequately entrenched there. The United Nations tried to spur countries forward by focusing on areas in which they were making progress, while not letting them off the hook in areas where progress was lacking, such as human rights.

As to where the Goals came from, he said “they came from you”, from the conferences and summits of the 1990s. When he was in the Democratic Republic of the Congo, a huge part of the discussion with civil society and political leaders was why a country with such enormous natural resources such as the Democratic Republic of the Congo was not doing as well on the Goals as a country like Rwanda. Participants must leave here with a practical commitment to get involved in the Millennium Campaign.

He added that there was a much better chance of reaching the Goals than most people thought, with the right kind of investments. Movement was needed on several levels between now and next year, first and foremost, with regard to advocacy at the global and national levels. There was a huge campaign space to be seized and filled at the global and national levels. It was already known that successful service delivery required a partnership between governments and civil society.

Mr. ATTALI added that “the match is not lost”. However, one should have the courage to say that it was too late for Africa, unless the international community took dramatic steps.

Closing Addresses

The closing session was launched by **SHASHI THAROOR**, Under-Secretary-General for Communication and Public Information, and moderator of the Conference. He said that the Conference had been, above all, about partnership. More than 1,800 representatives from 555 organizations based in 66 coun-

tries had attended. He trusted they would take what they had learned and use it dramatically to extend the global reach of the messages everyone was seeking to communicate about what was needed to meet the Goals by the target date of 2015. As the Secretary-General had said at the opening meeting, there was no time to lose in ending poverty and putting the world on a more just and humane path.

Mr. Tharoor said that the NGOs had been innovative and had put pressure on governments to join the effort to help change people's lives. The Secretary-General would be keen to hear the interventions made at the Conference, in light of the suggestions he would soon be making to promote implementation of the Goals.

Recalling several of those interventions, **Mr. Tharoor** said that **Jeffrey Sachs** had stressed that the next 12 months would be critical in getting the Goals on track. In other words, work during the next year would have to be intensive. It had also been said here that action on the Goals was just beginning. The target date of 2015 was not so far away and, at that time, everyone here would be held accountable for their successes and failures by those most in need of our help. He also drew attention to the productive midday workshops, particularly the one on empowering women, which had developed strategies to ensure, among other things, that women's bodies ceased to be the first place where wars got played out. The Goals would not be achieved unless the needs of women were met and their rights were respected. Another important theme had been that, without security there could be no enduring development, and without development there could be no security.

Delivering the keynote address, **Mr. ATTALI** asked participants to imagine being in a room of united associations, rather than united nations, and imagine the decisions that such an assembly would take and its effects on the world. Such a dream was realistic. Even in the most dictatorial countries, men, women and children were improving their lives by gathering together outside the political arena. Humanitarian action, human rights, emergency medicine, birth control, rights of women, environmental protection and protection of children were not borne in political parties or in the business sector, but through the work of intellectuals. NGOs represented the forefront of what the future would be; a world made up of diversity, tolerance and respect for others.

He elaborated 12 statements of fact, among which were the following: First, despite progress in achieving the Goals, many of them were not being attained, and not only in Africa. Second, in the years to come, poverty would affect not just a quarter of the world, but half of the world. Third, more than ever, the world had the technical, financial and political means to solve problems. But, it also had the military means to commit suicide. Also, NGOs were putting forward simple and universal values. They constituted a significant part of the world's activity and constituted a powerful force to change the world. NGOs gave sense to globalization. They gave meaning to democracy, which today was no more than merely a masquerade of elections. They also gave meaning to the fight for sustainable development.

JOAN KIRBY, Co-Chair of the Conference, told participants that more than 50 people on the planning committee had put the Conference together, which had provided a richness and diversity of speakers. She thanked everyone involved, from the planners to the participants, which had encompassed all five regions of the world. The NGOs had put forth many innovative ideas

about the road ahead. Despite the different perspectives, everyone could agree on the importance women would play in carrying out the Goals. Time and again, participants had heard about the responsibility shared by women. The many women speakers had stressed the need to change power relationships and put women in leadership positions for attainment of the Goals. Also, youth should be added.

I can't avoid saying that the Planning Committee invited women speakers because women traditionally care about humanitarian goals. Women say that we have to change the power relationship. We must put women in positions as leaders of the MDG campaigns. We have added youth to women and we have found dynamite. Joan Kirby

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Annex 1

Media Report

An unprecedented number of news outlets worldwide connected viewers, listeners and readers into the rich discussions and outcomes of this year's DPI/NGO Conference "Millennium Development Goals: Civil Society Takes Action (8-10 September 2004.) Two UN press conferences organized in parallel to the plenary sessions highlighted the achievements of women in mainstreaming the MDGs and underscored recent global policy reform efforts by key MDG campaign leaders. On 10 September, Mark Malloch Brown, Administrator of the United Nations Development Programme field-ed questions from journalists on the relevance of civil society in promoting these goals, adding "These eight goals are the responsibility of civil society if they are to be achieved at the local level and in partnership with UN agencies. "

The United Nations Correspondents Association (UNCA), the Media Committee of the Conference Planning Committee also hosted a media reception. The briefing to UN-Headquarters based journalists was moderated by Tony Jenkins, President of UNCA, and featured Shashi Tharoor, Under-Secretary-General of the Department of Communications and Public Information and Eveline Herfkens, Executive Director of the Millennium Campaign. Ms. Herfkens chronicled recent efforts by the United Nations to build MDG campaign partnerships with civil society organizations across the globe.

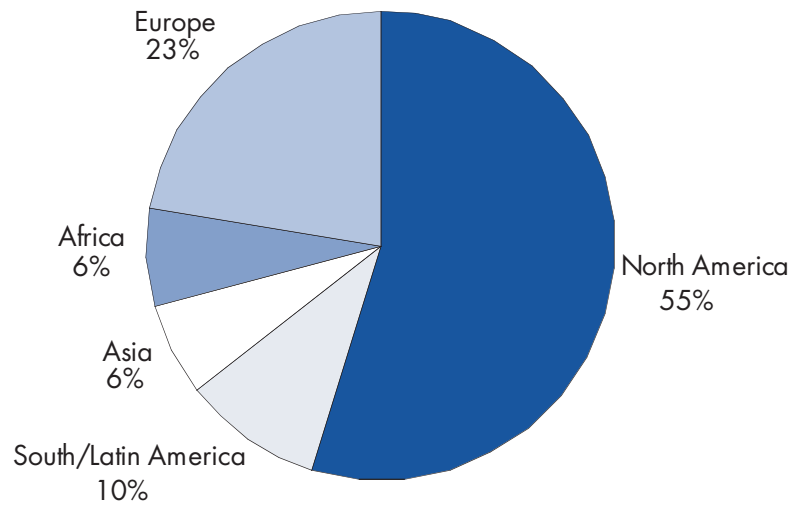
Additionally, dozens of civil society Internet sites around the globe featured UN press releases and links to the Conference interactive web site: <http://www.unngodpiconference.org>. United Nations television webcast the plenary sessions live and archived them for future access. UN Radio interviewed speakers for the Russian, Spanish, French, English and Chinese language service broadcasts. Other UN publications highlighted the Conference including the *UN Chronicle*, UNDP's *Choices* magazine and the NGLS *Go Between*.

As of 11 November, 131 news outlets and NGO publications published or broadcast news about the Conference in a total of seven languages, an increase in coverage of more than 170 per cent as compared to last year.

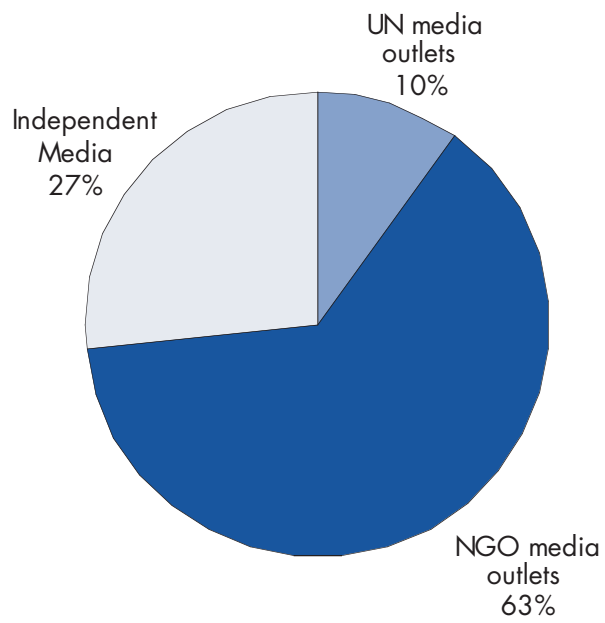
Media monitoring analysis

The Evaluation and Communications Research Unit (ECRU) guided the NGO Section on the preparation of the media analysis based on a sample of 30 print and online clippings from a total of 131 collected worldwide over a period of five months from July to November 2004. In terms of the media coverage by region, the majority of the coverage came from North America and 81 per cent was in English. Regarding the type of article printed, the news story was the most popular. As for the articles themselves, the overwhelming majority of coverage appeared in NGO newsletters, online publications and magazines. Mr. Jacques Attali's keynote address was printed in *Le Monde* in full on the day after he addressed the final session of the Conference.

Media coverage by region



Source of article



Press Interview and Coverage as of 9 November 2004

- AGBU to Sponsor Workshop on Civil Society at UN Conference, *Armenian General Benevolent Union (AGBU)*, 13 July 2004
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- 57th Annual Conference for UN NGOs—Registration Deadline July 30, *NAFSA*, July 2004
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- International Model United Nations Association to be Represented at UN Conference on Implementing Development Goals set by World Leaders National, *High School Model United Nations*, 14 August 2004
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- Text of Daily Press Briefing by the Office of the Spokesman for the Secretary-General of the United Nations, 17 August 2004, *Federal News Service*, August 18, 2004
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- New DPI/NGO Interactive web site opens MDG Conference to activists worldwide, *Hague Peace*, 17 August 2004
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Annex 2

Interactive Media Report

For the second year in a row, the Conference was complimented by an interactive web site, www.UNngoDPIconference.org, whose capabilities were greatly enhanced from last year. Continuing with its effort to make the proceedings of the Conference available to NGO representatives from around the world who were unable to attend, the web site webcast all seven plenary sessions. The web site also was broadcast in Spanish and French for the first time.

This year the web site was designed as an all-encompassing information outlet for the Conference providing news and announcements for the general public as well as "Attendee Resources" accessed through a restricted login. Along with the plenary session webcasts, the web site once again hosted on-line discussion forums where users could discuss topics related to the plenary sessions, ask questions to panel speakers during live sessions and network with other NGOs from around the world. New features included a link for participants to complete the Conference survey on-line, information regarding media accreditation for journalists, a photo gallery, a schedule of events, list of speakers and participants and files for download including plenary speakers' remarks. A placeholder site with general information was live in May, and in mid-August an official launch of the newly designed site was announced through the media and NGO community.

The Interactive Media Committee worked with an intern from the ArtCenter College of Design in Pasadena, California, who spearheaded the design of the site. Dan Uitti, a member of the NGO/DPI Executive Committee served as web master, and coordinated the launch of the site with UNTV and UN Website Section.

Also assisting the Interactive Media Committee this year was a public relations intern from Long Island University, Brooklyn Campus. Site participation was increased by 68 per cent from last year through a concerted public relations campaign targeting NGOs, university students, media interested in topics relating to the MDGs, on-line search engines and internet service providers. More than 1,560 visitors from over 82 countries - including Australia, Brazil, Canada, Denmark, India, Japan, Mauritius, Mexico, Peru, Philippines, Sweden and Trinidad and Tobago - tuned in.

The webcast is archived so that plenary sessions can be viewed for future reference. Plans for 2005 will focus on expanding site outreach through public relations and enhancing the on-line discussion forums by providing access to plenary session speakers as "on-line special guests."

Annex 3

Conference Participants' Survey Report

Executive Summary

Overall, Conference participants acknowledged the usefulness of the event for their work. The Conference was praised for its thoughtful planning and its focus on the Millennium Development Goals (MDGs) as a beneficial theme for all. In terms of usefulness of plenary sessions and workshops, participants indicated that the midday workshops were somewhat more useful than the plenaries thanks to their interactive format and the smaller number of participants. Many requested for the plenaries to be more discussion-oriented and shorter in order to take breaks and network informally among colleagues. A considerable growth in usage of the DPI/NGO web site can be observed from last year while the usage of other means of information has decreased. Familiarity with the work of the DPI/NGO Executive Committee has increased; their logistical work was broadly congratulated. The Conference achieved the shared objectives of providing a forum for networking, identifying common problems, sharing best practices, and cooperation opportunities with the UN.

Introduction

1. The DPI/NGO Section, with the assistance of the Evaluation and Communications Research Unit, conducted a survey among roughly 1,800 representatives in attendance at the 57th Annual Conference.
2. A total of 332 participants completed the questionnaire, representing a response rate of 18 per cent, which was slightly lower than in past years.

2004 Survey Findings

3. The theme of this year's Conference on the MDGs was almost universally applauded. Most respondents suggested it as a focus for future conferences, adding that organizing the Conference around the MDGs theme reflected a well-conceived and well-planned Conference.

Usefulness of sessions and workshops

4. Overall, the plenary sessions were rated as "useful" for participants' work. Additional comments by respondents indicated that while most sessions were interesting, some of them were too long, and did not allow for a more dynamic, exchange of views. Requests were advanced for broader diversity and representation from developing countries on panels.

Sessions ranked according to their usefulness

Session Name	Average Rating of Usefulness*
Towards 2015: MDG Progress to Date	1.82
Opening Session	2.05
Public Hearing: Conference Participants Voice Their Views	2.35
Making MDGs relevant: Taking the Campaign Home	2.60
Obstacles to the MDGs: Strategies to Overcome Them	2.60
Closing Session	2.64
North/South Partnerships: Different Responsibilities and Opportunities	3.30
Average Rating	2.48

* On a scale of 1 to 5, where * 1= "very useful" 5= "not useful at all"

5. In terms of Midday Interactive NGO Workshops' usefulness, 80 per cent of workshops received favourable ratings. This was primarily due to the interactive nature of the workshops, which surfaced as a priority for respondents in their comments.

New technologies, conference information

6. Most respondents (60 per cent) noted that they received pre-conference information mostly through the DPI/NGO web site, suggesting that new technologies are becoming a central means of communication for the NGO community. On the other hand, all other forms of pre-conference information -- listserv, mailings, and the draft programme -- have declined in use over the past three years.
7. While 40 per cent of respondents were familiar with the interactive feature of the DPI/NGO Conference web site, over 80 per cent of those respondents indicated that the quality was high.
8. Regarding how NGOs disseminated information about the annual Conference to their respective members, respondents said that it was primarily via organization newsletters, followed by web site postings, and by meetings/conferences.

DPI/NGO Executive Committee

9. Although this year's respondents are more aware of the Executive Committee's work than last year's, the level of their familiarity with its activities is still under 40 per cent. Among the latter, almost all of them complimented the Executive Committee's delivery of pre-conference information and organization of the Conference reception. These figures compare closely to past years.
10. The same proportion of respondents who are aware of the DPI/NGO Executive Committee's work are also familiar with its web site; among them, an overwhelming majority (85 per cent) say that the quality of the Committee's web site is high.

Logistics

11. Despite efforts to ensure that attendance levels did not exceed the Conference facilities' capacity, overwhelming interest in the event led to many critical comments about conference logistics. Frustration was expressed regarding Conference facilities, with specific reference to the lack of space and chairs in conference rooms and malfunctioning headphones.

Overall usefulness of Conference:

Networking, common problems, best practices, cooperation with the UN

12. Many respondents commented on the importance of *networking opportunities*, and specifically on the need for more time in between sessions for informal networking. While the networking meetings before the morning plenary sessions were considered useful by 60 per cent of respondents, almost 25 per cent of them were either unable to attend or were not aware of these meetings.
13. In the view of more than 80 per cent of respondents, this year's Conference was useful for *identifying common problems*. As for sharing best practices during the Conference, two-thirds of respondents stated that their needs had been met. With respect to how respondents regarded the potential of the DPI/NGO Conference to foster *cooperation opportunities* with the United Nations, over two thirds gave favourable responses.

Annex 3 was prepared by the Evaluation and Communications Research Unit/DPI.