

UNITED NATIONS DEVELOPMENT GROUP

Country Reporting on the Millennium Development Goals

Second Guidance Note

October 2003

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1. Background

Since 1990, a series of world summits and global conferences have spelled out a comprehensive agenda for human development – including selected goals, time-bound targets and quantifiable indicators.

Goals and targets mobilise national and international partners into action and help forge new alliances. They also provide a means for benchmarking and assessing progress towards human development. Policy reforms, institutional change and resources allocations often result from discussions centred on time-bound targets. Yet, less than one-third of developing countries routinely set specific and quantifiable national targets for reducing poverty and enhancing human development.

In September 2000, world leaders adopted the Millennium Declaration. The Declaration covers issues of peace, security and development, including the environment, protection of vulnerable groups, human rights and governance. The Declaration consolidates a set of inter-connected development goals into a global agenda. These goals are designated as the “Millennium Development Goals” or “MDGs”:

- 1) Eradicate extreme poverty and hunger
- 2) Achieve universal primary education
- 3) Promote gender equality and empower women
- 4) Reduce child mortality
- 5) Improve maternal health
- 6) Combat HIV/AIDS, malaria and other diseases
- 7) Ensure environmental sustainability
- 8) Develop a global partnership for development

Each goal comprises numerical targets to be achieved by the year 2015. Appropriate indicators have been selected to monitor progress. The goals, targets and indicators must be considered as indicative for country-level monitoring, not as a rigid directive. Annex 1 lists the MDG goals, targets and indicators. Annex 2 contains a list of relevant documents and e-links.

The MDGs help to reinforce strategies to achieve other internationally agreed objectives reached at world summits and global conferences during the 1990s. They build on the outcomes of these conferences. For instance, targets on reproductive health (Cairo, 1994) and micro-credit (Washington DC, 1997) will in many instances serve to monitor progress towards human development. Likewise, MDGs do not undercut in any way internationally agreed human rights standards. MDGs provide useful benchmarks against which progress in meeting human rights, employment and social protection can be measured.

The MDGs are complemented by related commitments and targets that have been adopted since the Millennium Summit—the Doha Ministerial Declaration (November 2001); the Monterrey Consensus adopted at the International Conference on Financing for Development (March 2002), among others.

MDG monitoring takes place at the global and country levels. At the global level, the UN Secretary-General reports annually to the General Assembly on the implementation of the Millennium Declaration. Every five years, the report will include a comprehensive review of progress towards the MDGs. The reports of the UN Secretary-General are available at <http://www.un.org/millenniumgoals/index.html>. These reports will support a dynamic campaign to help keep the eyes of the world fixed on the MDGs.

At the country level, MDG Reports or Reviews (MDGRs) are meant to help engage political leaders and top decision-makers, as well as to mobilise civil society, communities, the general public, parliamentarians and the media in a debate about human development. Triggering action for accelerating MDG progress is the ultimate objective of MDGR. To date, about 40 MDG country reports/reviews have been issued – available at www.undg.org and www.undp.org. Over 60 are under preparation. Five countries have produced a second report/review – Armenia, Bolivia, Cameroon, Senegal and Viet Nam. The plan is for all developing countries to have at least one MDG report/review by the end of 2004, in time for the Secretary-General's comprehensive review of MDG progress in 2005.

This guidance note highlights the main issues that are likely to arise when preparing a country-level MDG report/review. It updates and replaces the first guidance note on the subject that was issued in October 2001. It incorporates many of the findings of the assessment of existing MDGRs that was undertaken by UNDP's Evaluation Office in 2003 – available at www.undg.org.

The UN Core Strategy on the MDGs outlines the different components of the effort to make the MDGs the central thrust of UN activities at country level – monitoring, campaigning, analysis and operational activities (the UN Core strategy is available at www.undg.org).

2. Purpose of the MDG report: public information and social mobilisation

The main purpose of the MDGR is two-fold: public information and social mobilisation. It is a tool for awareness raising, advocacy, alliance building, and renewal of political commitments at the country level, as well as to build national capacity for monitoring and reporting on progress.

The MDGR primarily addresses a national audience in an effort to bringing the MDGs 'home'. Too often, global goals and targets have remained at the global and inter-governmental level; in too few instances did they make a real difference in terms of domestic policy reforms and hence action. As part of the global campaign around the MDGs, an MDGR is targeted to the general public, government officials, parliamentarians, the media, and representatives from civil society organisations (CSO), professional associations and teachers in secondary and higher education. The process of preparing the MDGR will help define globally agreed objectives into country specific targets to focus the development debate on nationally defined priorities.

A key objective for the MDGR is to generate a ‘can do’ atmosphere so that policy-makers and other actors are encouraged to act. But the report/review itself is not meant to include in-depth analysis and detailed policy recommendations. Other existing instruments, such as the Common Country Assessment (CCA), the Poverty Reduction Strategy Paper (PRSP) and the National Human Development Report (NHDR) already provide these elements.

3. Report or review?

The term ‘MDG country report’ is sometimes seem as a misnomer because the word ‘report’ is associated with long, wordy, analytical and complex documents; not the sort of short and snappy document that catches the eye of the reader and easily conveys key messages. Indeed, the MDGR is meant to provide an update and countdown on MDG progress, not on policy recommendations or complex analytical findings. MDGRs are campaign tools for advocacy and consensus building. Therefore, the acronym ‘MDGR’ can stand for either ‘MDG country report’ or ‘MDG country review’.

4. Principles

MDGRs are based on the principles of national ownership and capacity development.

National ownership: Global goals must be translated into nationally agreed targets that balance ambition with realism. Over-ambitious targets are not likely to trigger action; non-challenging targets are unlikely to mobilise resources or foster pro-poor policy reforms. A national debate on MDGs will help define how best to achieve the targets through national development strategies, policies and programmes. Ideally, MDGRs are prepared by the government with active participation from CSOs and supported by the UN Country Team (UNCT). In some cases a UNCT-driven report or review triggered a nationally owned process. Societal engagement in the MDGR processes is essential not only for establishing national ownership but also for securing the necessary resources – human and financial – for achieving the MDGs.

Capacity development: to enable the full exercise of national ownership. The UN system collaboratively invests in national capacity for monitoring as well as for using data for evidence-based policy-making and programming. The UN Development Group is supporting DevInfo, a software for storing, retrieving and displaying MDG data in tables, charts and maps, to inform and mobilising government, media, CSOs, and communities. DevInfo will reach all UNCTs in early 2004. It is an adaptation of the ChildInfo package already in use in more than 50 countries. In relation to the MDGR, DevInfo can provide attention-getting outputs on progress to national and sub-national targets. Building the capacity of CSOs and communities to make effective use of data and information will help to improve accountable governance. Deepening MDG awareness requires sustained efforts to support the demand for data to inform the general public and policy makers, as well as the development community.

UNDP in its capacity as chair of the UNDG and manager of the UN Resident co-ordination function, manages the Millennium Trust Fund and mobilizes UN support to prepare the MDGR. The Heads of Agency of UNDG have reaffirmed the need to seek the involvement of all agencies

represented at the country level, including UN regional commissions and the World Bank, with a view to ensuring as wide a support as possible for the MDGs.

Most of the recent MDGRs were issued jointly by the government and the UNCT; but with limited inputs from CSOs. Civil society needs to be engaged more deeply in future reports/reviews. Close collaboration with CSOs is essential for widening support and consensus around the MDGs, especially with those representing groups that are normally absent from policy dialogue, including women's groups, indigenous people, and others. At the Millennium Summit, the UN Secretary-General stated, "You [civil society organisations] bring us the promise that 'people power' can make the UN Charter work for all the world's peoples in the 21st century." However, CSO colleagues often observe that either reluctant government officials or inaccessible UNCT members do not always respond to their offer to engage in MDG reporting. Expediency is sometimes used to justify limited CSO participation. This, however, is not a valid excuse. Involving more partners will inevitably lengthen the process, but this is considered essential for generating a stronger sense of national ownership and for building a grand MDG coalition.

The decision as to whom to involve and how to engage them is to be taken at the country level. There are no standard rules and procedures for CSO involvement, only that it must extend beyond the narrow role of 'social watchdog' to cover meaningful inputs in national priority setting, resource allocation and policy reforms. Evaluations indicate a weak correlation between the extent of participation and its impact on policy reforms – suggesting that the participation process is often focused more on format than on substance.

A practical way of ensuring CSO involvement is to explicitly state, at the outset of the MDGR process, the strategy of how participation will take effect. If that is not done, participation often ends up as an afterthought that frequently takes the form of a national workshop where CSO colleagues are presented with a 'fait accompli'.

The UN system is conscious of the need to minimise the extra costs and reporting burden associated with the preparation of the MDGR.

5. Relationship with other instruments

To insist, MDG country reports/reviews are not the place for deep analysis and specific policy prescriptions. Neither should they establish a parallel process for data gathering and analyses. MDGRs use existing data and analyses, contained in documents such as national or sectoral development plans, CCA, NHDR and PRSP. Annex 3 contains a comparative description of the key documents. MDGRs can also benefit from national country reports submitted under human rights treaties ratified by the country, as well as from analyses and recommendations issued by the UN treaty bodies that monitor the implementation of these instruments.

Merging some of these processes can reduce the burden on national partners and the UN system. Some flexibility is to be kept with regard to the timing, format and periodicity of country reporting. In low-income countries, the co-ordination between the PRSP process and the MDG process is important. Annex 4 contains a 1-page clarification on the relationship between the

PRSP and the MDGs, as agreed by the UNDG and the World Bank. In Cameroon, for example, the government used the MDGR to inform the preparation of the interim and final PRSP. The MDGs drove the finalization of the CCA and were the basis for the UN's operational activities as outlined in the UNDAF.

6. MDGR preparation

Since the MDGR is based on existing documents and sources – and is not meant to be a large and detailed document – its preparation and publication should take no longer than 2 months. Extra time may be required to build a consensus around MDG targets that are tailored and customised to the national circumstances and priorities. The MDGR team needs expertise in the major substantive areas (e.g. malnutrition, gender equality, health, education) as well as in communications so that the data and information are expressed in messages that have punch and can be absorbed by a general audience. Campaigning and building consensus around the MDGs should start from the preparation of the report/review by promoting participation from governments, CSO and academia.

Some technical and financial support will be needed to produce and disseminate the MDGRs in a timely fashion. Sponsoring and financing the MDGR is the responsibility of the government. Modest resources can be secured in selected cases from the Millennium Trust Fund to help facilitate and stimulate the MDG process. The funds can be used for the design, printing, press launch, dissemination and translation (i.e. MDGR is to be made available in the national/official language as well as in the main local languages – where appropriate). The trust fund is financed by a consortium of donors and foundations and located within UNDP. At country level, UN agencies provide relevant expertise and resources to support national monitoring and reporting on the MDGs as well as initiatives for capacity building. The Poverty Group in UNDP, as MDG focal point, provides technical support and desk review of draft MDGRs, as well as training.

7. Periodicity

The frequency of the MDGR should be flexible. The main sources of data for MDG reporting are periodic household surveys (every 3-5 years) and decennial censuses. Other sources are administrative reporting systems, such as primary enrolment and immunisation coverage. Thus, the proposed cycle for reporting MDG progress must match the cycle of household-based surveys. Unless substantially improved data become available or political considerations make the publication of annual reports/reviews advisable, MDGRs could be published at 3-5 year intervals in conjunction with a well-planned communications strategy and advocacy campaign. In most cases, the shelf life of a MDGR is likely to extend beyond one year.

The frequency for MDG reporting is best decided at the country level – for three reasons: (i) surveys are not conducted every year because they are costly and time-consuming. Thus, new MDG data are not available on an annual basis; (ii) new data do not always need a new MDGR but can be disseminated through other tools – such as brochures, scorecards, short newspaper articles or radio programmes; and (iii) an annual frequency could be seen as a top-down imposition and an unwelcome addition to the reporting burden, which would not foster national ownership. Annual PRSP monitoring makes more sense because macro-economic indicators –

such as economic growth, inflation, budget deficit, import tariffs, exchange rate – can change rapidly and are monitored through administrative reporting systems that are less costly and less time-consuming than household-based surveys or population censuses.

8. Goal 8

The primary purpose of goal 8 is to build an MDG-partnership between rich and poor countries. It fundamentally calls for more and better development assistance, a more open and fair framework for trade, and a new international financial architecture. Developed countries have a primary responsibility for reporting on goal 8; and in the spirit of keeping voluntary MDG country reporting, a number of them are preparing their MDG country report/review – focused on goal 8. Denmark issued such a report in September 2003. But reporting on some of its aspects by developing countries can contribute to solidify the global deal. The following indicators and trends since 1990 could be included in the MDGR of developing countries:

- ODA volume received (in constant terms)
- Proportion of bilateral ODA that is untied (actual disbursements)
- Proportion of ODA to basic social services (actual disbursements)
- Proportion exports (by value) admitted free of duties in developed countries
- Debt service as a percentage of exports of goods and services
- Debt relief received under the HIPC initiative (for eligible countries only)

Goal 8 also covers other items, such as youth unemployment, access to drugs and information and telecommunication technology. The MDGR best covers the topic of youth unemployment under goal 1, as job creation is a major avenue towards reducing poverty. Access to essential drugs is best covered under goals 4 - 6 that deal with child and maternal health, HIV/Aids and malaria control.

9. Gender equality

Gender equality is at the heart of reaching the MDGs; thus sex-disaggregated data are essential for monitoring MDG progress. Goal 3 explicitly refers to gender equality and the empowerment of women but indicators for all other goals must be disaggregated by sex so as to report key dimensions of gender inequalities. Gender discrimination does not occur indiscriminately; it is often mediated through a multitude of channels (e.g. education, socio-economic status, rural/urban location, ethnicity). The challenge is to highlight the most important dimension of gender equality across all goals and to illustrate these at a glance using graphical presentations of data, maps and other tools to support the message in the text.

10. Length and format

The MDGR is primarily an advocacy tool that describes MDG progress. Its length and format should be defined with this objective in mind. In countries where there is need to engage into deeper analysis, it will be important to distinguish the analytical exercise and background research from the MDGR as a tool for public advocacy, so as not to compromise its clarity and the simplicity of its core messages to inform the public.

Given that each goal can be covered in a spread of 2 pages, the length of MDGRs should range between 20-25 normal pages. A visually attractive layout may result in a longer document but the text should use less than 10,000 words. Brevity is an indication of a good MDGR.

The format needs to be kept short and sharp, concise and light, and jargon-free. Simple diagrams, in the form of tables or charts, are particularly useful to convey key messages at a glance. The report/review entitled “The MDGs in Africa – promises & progress” (UNDP/UNICEF, 2002) as well the MDGRs for Bhutan, Nepal, Panama and Viet Nam, for example, are examples of good practice. An indicative length of the report/review by section is as follows:

- Introduction (including preparatory process)	1 page
- National context	1 page
- Two pages per goal	16 pages
- Status at a glance	1 page
- Statistics at a glance	1 page

11. Content

Short and concise chapters and sub-headings could include the following:

- Introduction – with a brief explanation of how the report/review was prepared, participation of different actors in discussions, research, and writing.
- Country-specific development context.
- Each goal and target highlighting:
 - Status of progress to date (aggregate and disaggregated) between 1990 (or closest year with reliable data) and the current year
 - Major challenges faced
- A table or “Status at a Glance” summarising the feasibility of meeting targets and the state of national support (Annex 4)

Sub-national comparative data (by state, province or district) can be a powerful trigger for public action. Colour maps can help clarify messages (e.g. Viet Nam’s 2nd MDGR). Conflict situations and humanitarian crises pose particular challenges to the preparation of MDGRs. In such situations, there is often lack of up-to-date and reliable information. The use of cost-effective rapid assessment techniques to collect qualitative information relating to priority goals, and covering sub-national areas, can be considered.

12. Tailoring and customising targets and indicators

The eight development goals and the eighteen numerical targets – as derived from the Millennium Declaration – are part of the political consensus reached by the international community in the 1990s. The 48 indicators were selected by the UN, World Bank, IMF and OECD from a much larger set prepared through the inter-governmental process. Their selection fosters a common assessment and understanding of the status of MDGs at global and national

levels. Nevertheless, some targets and indicators may need to be tailored and customised to the specific conditions of each country.

Goals: The goals reflect the vision of development embraced by the Millennium Declaration and should remain unchanged, unless marginal adjustments need to be made to reflect the particular conditions in the reporting country. Lithuania, for instance, modified Goal 2 to read: “achieve universal secondary education” as universal coverage of primary education is already a reality in that country.

Targets: The MDGR must take into account national development priorities, thus the targets need to be contextualised to the country-specific situation – i.e. adaptation, not mere adoption of the global MDGs. Adaptation can only be carried out through a consultative process with all national stakeholders. For instance, the global target of reducing the under-five mortality rate by two-thirds between 1990 and 2015 is not realistic in countries that are severely affected by HIV/Aids. The same applies for the goal of reaching universal primary education in these countries. Under these circumstances, different targets will need to be set that balance ambition with realism. Some countries may set targets that are more ambitious than the global ones. Numerical targets can be set for intermediate years that correspond better with the national planning framework. Others can set targets for areas that are instrumental for reaching the MDGs – such as access to reproductive health and micro-credit.

In low-income countries the preparation of MDGRs can be used to support the process of setting national targets for the PRSP and to monitor progress. In countries that have not yet produced PRSPs, the MDGRs provide important inputs to the formulation of the PRSP. Consistency between these two processes in the definition of long-term MDG targets and shorter-term PRSP targets is essential.

In light of the HIV/Aids crisis, Lesotho, for example, revised poverty reduction to a more achievable target. Its MDGR was organised so that all targets were linked to improvements in HIV/Aids. In Viet Nam, a Task Force of government agencies, donors and NGOs agreed on the Viet Nam Development Goals (VDGs). As poverty was already halved between 1990 and 2000, an ambitious target was set to reduce poverty by 60 per cent between 2001 and 2010, based on a national poverty line. By displaying their MDG data geographically by province, the 2nd MDGR for Viet Nam draws the attention to disparities, thereby laying the ground for setting local targets.

Argentina introduced a target to halve unemployment by 2015. Bulgaria used the EU poverty measure (i.e. the proportion below 50 per cent of the median household income), in light of the country’s move toward EU accession. It dropped the ODA target and added targets for foreign direct investment and debt service payments. The Philippines also included an unemployment target and used the national poverty threshold, which is more realistic and better understood than the \$1/day measure.

Timing is also part of the exercise of adapting targets to national realities. Globally the targets are defined in reference to 1990 and ought to be achieved by the year 2015 (i.e. 25 years covering a generation). However, some countries did not exist in 1990, and in others there are

no comparable or reliable data to benchmark indicators. Efforts should be made to use the best available data for 1990 (or the closest year) to establish a baseline with a clear explanation of any limitations on the methodology used to draw comparisons.

Tailored and customised targets can only be set at the country level, through a broad-based and inclusive dialogue and debate. The UN can contribute in two ways: (i) by helping to create the space for such consultations, and (ii) by providing essential information so that all actors can meaningfully participate in the debate.

Indicators. At country level, MDG indicators should come from official data sources and be chosen to best reflect agreed targets. Most MDGRs, for instance, have adopted the national poverty line rather than the one-dollar a day adopted for international monitoring. Proxy indicators can be selected to monitor targets for which good quality data do not exist. MDGRs in Viet Nam and Nepal, for example, used the prevalence rate of modern contraceptive methods among married women to track goal 5 on maternal health. Indicators of access to reproductive health may be particularly relevant to countries where there are high rates of HIV/Aids or adolescent pregnancy.

The reader is referred to the metadata sheets prepared by UNDG that explain the definitions, concepts and sources of the MDG indicators – available at www.undg.org and www.undp.org.

Different dimensions of inequality need to be highlighted, such as regional, ethnic and gender disparities. Reducing disparities in society is best done early in life by ensuring a level playing field among all infants and children in terms of basic capabilities such as nutrition and education. Sub-national comparative data (by state, province or district) have proven to be a powerful tool for public action. However, the MDGR cannot be over-loaded with too many messages. The main purpose of a MDGR is two-fold: public information and social mobilisation. As with public speaking, the golden rule is “less is more” simply because the public can only absorb and retain a limited number of messages. The challenge is to highlight the most important dimensions of regional, ethnic and gender disparities and to illustrate them at a glance.

13. Localising the MDGs

As the MDG process unfolds and reaches local areas and communities, the next step will be the “localisation” of the MDGs. Again, nationally defined targets will have to be adapted to meet development needs and priorities of specific communities. For example, the UN Country Team in Albania organised a series of regional advocacy tours that culminated in the initiation of their first regional MDGR for the Elbasan region. Data collection, analysis and report/review preparation, were carried out by local stakeholders. A mobile training team – with UN support – assisted them to make sound assessments. An advocacy campaign was set up to ensure large-scale participation. In the process of local adaptation it is crucial to strike a balance between feasibility and challenge.

Adoption of DevInfo will enable users to store disaggregated information and produce charts, graphs and geographical maps of health, education and other key social indicators. Data can be

displayed at national, provincial, district, and sub-district levels and disaggregated by gender, age, urban/rural, ethnicity etc. to reveal disparities and to facilitate inter-sectoral responses.

MDG reporting and monitoring at the sub-national level provides the opportunity to take the MDGs to the communities. It will help to build ownership and empower people at the local level to better articulate their local needs under the umbrella of a nationally/internationally agreed development agenda.

14. Statistics

As a tool for public information, a MDGR cannot compromise on the quality of data. Its credibility depends, to a large extent, on the reliability of the information. Only sound and solid estimates must be used and their sources mentioned in tables and diagrams.

The MDGR primarily uses official data sources. The UNCT is to encourage consultations with relevant institutions – such as the national statistical office, line ministries, universities, research institutes and NGOs – to review the quality of data, including censuses, administrative reporting systems and household-based surveys. Most of the data are estimates, for which decimal points should be used sparingly in order not to convey a false sense of accuracy. Annex 6 contains a template of “Statistics at a Glance” to summarise the state of statistical affairs in the country.

Where data are not available or considered as unreliable or where differences exist among data sources, the MDGR could note the data limitations. This can lead to operational interventions to improve statistical capacity mainly addressed to National Statistical Offices. In this connection UNSD is promoting and co-ordinating the efforts of different UN agencies on statistical capacity building for producing and improving the MDG indicators at country level. In addition, special trust funds are available for this purpose – such as the World Bank's Global Trust Fund for Statistical Capacity Building and UNDP's Thematic Trust Fund for Poverty Reduction.

Traditionally, external support for statistics has focused on the supply side of data, while little or no attention has been paid to generating public demand for data. The MDGR is a practical way of generating public demand for data and information on key aspects of human development. It provides an opportunity to make better use of existent information by improving capacity at country level to use and analyse data.

Composite MDG indices must be used and interpreted with care. Composite indices lump together very different indicators and can blur differences in the achievement of individual targets. Within the spirit of using as much disaggregated data as possible, composite indices are to be used with caution and frugality.

15. Dissemination and use of the MDGR

The MDGR will contribute to the national campaign on the Millennium Declaration. The launch of the report/review is part of the advocacy and communication campaign on the MDGs. For example, high-level presence at the launch on the part of government, parliamentarians, NGOs, private sector, employers' and workers' organisations, and the UNCT will help focus media

attention on the MDGR. Similarly, a broad dialogue and consultation process around the findings of the MDGR will serve to widen participation and deepen the appreciation of action required at the national and sub-national levels. National MDG Ambassadors have proven to be an important tool for advocacy and dissemination in some countries – modelled on the concept of UN Goodwill Ambassadors. Annex 7 contains some examples of creative MDG campaigning at the national level. Items that have been issued to help broaden public interest in and awareness of the MDGs include attractive brochures, posters, pins, T-shirts, mugs, wall and pocket calendars, pocket cards, etc.

In some countries, the MDGR was used for specific purposes such as the negotiating of debt relief and raising international commitment to meeting the targets. In others, national policy dialogues were organised to discuss the findings of the MDGR and draw policy lessons and reforms.

16. Exchange of experiences: MDG Net

Launched in January 2002, MDG Net has over 1,000 members, including UN staff as well as government and civil society partners. MDG Net is managed by UNDP on behalf of the UNDG. Members exchange creative approaches to MDG advocacy and share lessons learned and experiences on topics such as adapting MDGs to local contexts. Experts moderators, e-discussions scholarships and digests are regular engaged and circulated announcing new resources, tools and MDG happenings. The UNDG website, DevLink (www.undg.org/) hosts a resource corner where recommend experts; tools and MDGR status updates are posted. Membership is voluntary and can be requested by sending a message with your name, e-mail address, organization, title, and duty station to: mdg-net@groups.undp.org

Checklist

Below is a suggested checklist of the steps to be taken in preparing a MDGR.

Essential Preliminaries

- ✓ Decision to produce a MDGR
- ✓ Relation to PRSP in low-income countries
- ✓ Estimation of cost of preparing, producing and disseminating the MDGR
- ✓ Identification of funding and resource mobilisation
- ✓ Establishment of institutional arrangements – government-led process in partnerships with civil society, including employers’ and workers’ organizations, the private sector and donors
- ✓ In close collaboration with national offices of statistics, identification of data sources and assessment of quality (Annex 6 should be completed before drafting the report/review)

Getting Started

- ✓ Consultations with government to engage them in the process
- ✓ Selection of co-ordinator and drafting team, based on qualification, experience, credibility and impartiality
- ✓ Appointment of small Advisory Group led by government and integrated by civil society, media, UN Country Team and other relevant partners
- ✓ Broad public debate about tailoring the targets to country-specific circumstances
- ✓ Drafting of preliminary outline
- ✓ Decision on numerical targets, intermediate targets and their contextualisation within the specific situation of the country
- ✓ Decisions on length and structure
- ✓ Formulation of work plan and agreement on time-frame
- ✓ Strategic consultations with all stakeholders

Preparing draft report/review

- ✓ Review of inputs and identification of main messages – especially with members of drafting team and Advisory Group
- ✓ Agreement on relevant material – including boxes, maps, charts, photos, and success stories
- ✓ Draw on existing UN Thematic Groups or national working groups for specific sectoral inputs (It may be necessary to re-align existing thematic groups around the MDGs)
- ✓ Drafting of report/review
- ✓ Highlighting of key indicators, trends and findings with proper reference

Final review and editing

- ✓ Quality control and technical review
- ✓ Sharing of draft with relevant colleagues in government and civil society and relevant UN Agency headquarters
- ✓ Review for coherence of content and style
- ✓ Qualitative and quantitative review of boxes and stories

- ✓ Quality check of data and statistics, including full references and assessment of data quality
- ✓ Technical editing

Drafting a communications strategy

- ✓ Identify key target audiences
- ✓ Draft a plan to reach the media
- ✓ Plan/hold outreach events: lobbying, seminars, workshops, etc.
- ✓ Plan/hold pre-launch activities
- ✓ Plan launch

Final stages

- ✓ Consultation with selected stakeholders on main messages
- ✓ Incorporation of various comments and suggestions
- ✓ Translation in main local language(s) (if different than official language)
- ✓ Press kits and dissemination material
- ✓ Printing and publishing
- ✓ Media launch and other presentations for information and debate
- ✓ Decision on the dissemination

Going Public

- ✓ Dissemination of report/review, including media launch
- ✓ Production of visually appealing brochures, posters, pins, T-shirts, mugs, wall and pocket calendars, stamps, pocket cards, etc. to help draw public attention to the MDGs

ANNEX 1

Goals, Targets and Indicators

The MDGs and targets originate from the Millennium Declaration signed by 189 countries, including 147 Heads of State, adopted at the Millennium Summit, held in New York in September 2000 (<http://www.un.org/documents/ga/res/55/a55r002.pdf> - A/RES/55/2). The goals and targets are inter-related and should be seen as a whole. They represent a partnership between the developed countries and the developing countries determined, as the Declaration states, “to create an environment – at the national and global levels alike – which is conducive to development and the elimination of poverty.”

Millennium Development Goals (MDGs)	
Goals and Targets (from the Millennium Declaration)	Indicators for monitoring progress
Goal 1: Eradicate extreme poverty and hunger	
Target 1: Halve, between 1990 and 2015, the proportion of people whose income is less than one dollar a day	1. Proportion of population below \$1 (PPP) per day ^a 2. Poverty gap ratio [incidence x depth of poverty] 3. Share of poorest quintile in national consumption
Target 2: Halve, between 1990 and 2015, the proportion of people who suffer from hunger	4. Prevalence of underweight children under-five years of age 5. Proportion of population below minimum level of dietary energy consumption
Goal 2: Achieve universal primary education	
Target 3: Ensure that, by 2015, children everywhere, boys and girls alike, will be able to complete a full of primary schooling	6. Net enrolment ratio in primary education 7. Proportion of pupils starting grade 1 who reach grade 5 8. Literacy rate of 15-24 year-olds
Goal 3: Promote gender equality and empower women	
Target 4: Eliminate gender disparity in primary and Secondary education preferably by 2005 and to all levels of education no later than 2015	9. Ratios of girls to boys in primary, secondary and tertiary education 10. Ratio of literate women to men 15-24 years old 11. Share of women in wage employment in the non-agricultural sector 12. Proportion of seats held by women in national parliament
Goal 4: Reduce child mortality	
Target 5: Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate	13. Under-five mortality rate 14. Infant mortality rate 15. Proportion of 1 year-old children immunised against measles
Goal 5: Improve maternal health	
Target 6: Reduce by three-quarters, between 1990 and 2015, the maternal mortality ratio	16. Maternal mortality ratio 17. Proportion of births attended by skilled health personnel
Goal 6: Combat HIV/AIDS, malaria and other diseases	
Target 7: Have halted by 2015 and begun to reverse the spread of HIV/AIDS	18. HIV prevalence among 15-24 year old pregnant women 19. Condom use rate of the contraceptive prevalence rate ^b 19a. Condom use at last high-risk sex 19b. Percentage of population aged 15-24 with comprehensive correct knowledge of HIV/AIDS ^c

^a For monitoring country poverty trends, indicators based on national poverty lines should be used, where available.

^b Amongst contraceptive methods, only condoms are effective in preventing HIV transmission. The contraceptive prevalence rate is also useful in tracking progress in other health, gender and poverty goals. Because the condom use rate is only measured amongst women in union, it is supplemented by an indicator on condom use in high-risk situations (indicator 19a) and an indicator on HIV/AIDS knowledge (indicator 19b).

^c This indicator is defined as the percentage of population aged 15-24 who correctly identify the two major ways of preventing the sexual transmission of HIV (using condoms and limiting sex to one faithful, uninfected partner), who reject the two most common local misconceptions about HIV transmission, and who know that a healthy-looking person can transmit HIV. However,

	20. Ratio of school attendance of orphans to school attendance of non-orphans aged 10-14
Target 8: Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases	21. Prevalence and death rates associated with malaria 22. Proportion of population in malaria risk areas using effective malaria prevention and treatment measures ^d 23. Prevalence and death rates associated with tuberculosis 24. Proportion of tuberculosis cases detected and cured under directly observed short course (DOTS)
Goal 7: Ensure environmental sustainability	
Target 9: Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources	25. Proportion of land area covered by forest 26. Ratio of area protected to maintain biological diversity to surface area 27. Energy use (kg oil equivalent) per \$1 GDP (PPP) 28. Carbon dioxide emissions (per capita) and consumption of ozone-depleting CFCs (ODP tons) 29. Proportion of population using solid fuels
Target 10: Halve, by 2015, the proportion of people without sustainable access to safe drinking water and basic sanitation	30. Proportion of population with sustainable access to an improved water source, urban and rural 31. Proportion of urban and rural population with access to improved sanitation
Target 11: By 2020, to have achieved a significant in the lives of at least 100 million slum dwellers	32. Proportion of households with access to secure tenure
Goal 8: Develop a global partnership for development	
Target 12: Develop further an open, rule-based, predictable, non-discriminatory trading and financial system	<i>Some of the indicators listed below are monitored separately for the least developed countries (LDCs), Africa, landlocked countries and small island developing States.</i>
Includes a commitment to good governance, development, and poverty reduction – both nationally and internationally	<u>Official development assistance</u> 33. Net ODA, total and to LDCs, as percentage of OECD/DAC donors' gross national income
Target 13: Address the special needs of the least developed countries. Includes: tariff and quota free access for least developed countries' exports; enhanced programme of debt relief for HIPC and cancellation of official bilateral debt; and more generous ODA for countries committed to poverty	34. Proportion of total bilateral, sector-allocable ODA of OECD/DAC donors to basic social services (basic education, primary health care, nutrition, safe water and sanitation) 35. Proportion of bilateral ODA of OECD/DAC donors that is untied 36. ODA received in landlocked countries as proportion of their GNIs 37. ODA received in small island developing States as proportion of their GNIs
Target 14: Address the special needs of landlocked countries small island developing States (through the of Action for the Sustainable Development special session of the General Assembly)	<u>Market access</u> 38. Proportion of total developed country imports (by value and excluding arms) from developing countries and LDCs, admitted free of duties 39. Average tariffs imposed by developed countries on agricultural products and textiles 40. Agricultural support estimate for OECD countries as percentage of their GDP 41. Proportion of ODA provided to help build trade capacity

since there are currently not a sufficient number of surveys to be able to calculate the indicator as defined above, UNICEF, in collaboration with UNAIDS and WHO, produced two proxy indicators that represent two components of the actual indicator. They are the following: a) Percentage of women and men 15-24 who know that a person can protect herself from HIV infection by "consistent use of condom". b) Percentage of women and men 15-24 who know a healthy-looking person can transmit HIV. Data for this year report are only available on women.

^d Prevention to be measured by the percentage of children under 5 sleeping under insecticide treated bed nets; treatment to be measured by percentage of children under 5 who are appropriately treated.

	<u>Debt Sustainability</u>
Target 15: Deal comprehensively with the debt problems of developing countries through national and international measures in order to make debt sustainable in the long term	42. Total number of countries that have reached their HIPC decision points and number that have reached their HIPC completion points (cumulative) 43. Debt relief committed under HIPC initiative, US\$ 44. Debt service as a percentage of exports of goods and services
Target 16: In co-operation with developing countries, develop and implement strategies for decent and productive work for youth	45. Unemployment rate of 15-24 year-olds, each sex and total ^e
Target 17: In co-operation with pharmaceutical companies, provide access to affordable, essential drugs in developing countries	46. Proportion of population with access to affordable essential drugs on a sustainable basis
Target 18: In co-operation with the private sector, make available the benefits of new technologies, especially information and communications	47. Telephone lines and cellular subscribers per 100 population 48. Personal computers in use per 100 population and Internet users per 100 population

^e An improved measure of the target is under development by ILO.

ANNEX 2

MDG e-documents and websites

Key Documents:

The Millennium Declaration, September 2000

Road map towards the implementation of the United Nations Millennium Declaration
September 2001 <http://www.un.org/documents/ga/docs/56/a56326.pdf>

Implementation of the United Nations Millennium Declaration. Report of the Secretary General.
31 July 2002.
<http://ods-dds-ny.un.org/doc/UNDOC/GEN/N02/506/69/PDF/N0250669.pdf?OpenElement>

Implementation of the United Nations Millennium Declaration. Report of the Secretary General.
2 September 2003 http://millenniumindicators.un.org/unsd/mi/pdf/a_58_323e.pdf

The UN and the MDGs: A Core Strategy, June 2002
<http://ceb.unsystem.org/documents/new/MDGStrategyPaperFINAL7June02.pdf>

The Monterrey Consensus adopted at the International Conference on Financing for
Development, March 2002
<http://ods-dds-ny.un.org/doc/UNDOC/GEN/N02/392/67/PDF/N0239267.pdf?OpenElement>

The Doha Ministerial Declaration, November 2001
http://www.wto.org/english/thewto_e/minist_e/min01_e/mindecl_e.htm

Key Links:

DevLink – United Nations Development Group www.undg.org
Includes specific MDG sections on country level monitoring, analysis, campaigning and operations as well as a complete collection of web published MDGRs. Highlights UN collaboration under each MDG theme.

MDG Net Resource Corner (*for MDG Net members*)
<http://www.undg.org/document.cfm?catx=83&caty=90>
Contains discussion archives, network digests and consolidated replies, recommended experts, example terms of reference and a global status table on MDGRs

Millennium Indicators Database - United Nations Statistics Division
http://millenniumindicators.un.org/unsd/mi/mi_goals.asp
Includes country data by indicator; indicator definitions; indicator sources and Country Profiles (all available indicators and background series by country) as well as explanations of each Goal

United Nations – MDGs <http://www.un.org/millenniumgoals/index.html>

Includes relevant press releases, web casts, fact sheets, graphs with global MDG data and the Secretary General's Annual Follow-up Reports on MDGs

Millennium Project – United Nations <http://www.unmillenniumproject.org/>

Includes outputs from the Millennium Project's ten Task Forces, as well as background papers outlining key issues and summarizing existing knowledge in each MDG theme.

UNDP - MDGs <http://www.undp.org/mdg/>

Contains a list of Goals & Targets with links to data on global progress; an explanation of UNDP's role as scorekeeper and campaign manager; all web published MDGRs; links to sources of MDG data; resource documents; and relevant speeches and news stories

World Bank – MDGs <http://www.developmentgoals.org/>

Includes data by goal and region with definitions and sources (available under 'Data'); explanations of each Goal in 'About the MDGs'; list of programs for increasing statistical capacity; colourful global bar charts and maps in 'Achieving the Goals'; research papers on the costs of attaining the MDGs, the history of development goals and development effectiveness

Paris 21 <http://www.paris21.org/>

Contains information about regional workshops as well as access to country-level documentation on national statistical system. Also see 'A Better World for All: Progress towards the international development goals' <http://www.paris21.org/betterworld/>

Social Watch <http://www.socwatch.org.uy/en/portada.htm>

An international NGO network that monitors poverty eradication and gender equality. Includes interactive development indicator maps as well as data and reports by country.

The Development Gateway <http://www.developmentgateway.org/>

Offers the most comprehensive database of development projects, knowledge sharing on key development topics and more

World Federation of United Nations Associations <http://www.wfuna.org/>

Include updates on civil society activities related to the MDGs as well as a 'We the peoples' Report summarizing civil society contributions to date.

Additionally, you might consult the following sites:

UNFPA – Meeting Development Goals <http://www.unfpa.org/goals/>

UNICEF - End Decade Databases on children <http://www.childinfo.org/index2.htm>

WHO - MDGs <http://www.who.int/mdg/en/>

OHCHR - MDGs <http://www.unhchr.ch/development/mdg.html>

UNHABITAT – MDGs <http://www.unhabitat.org/mdg/>

UNDP Human Development Report Office (HDRO) – MDGs

<http://hdr.undp.org/mdg/default.cfm>

UN Web Locator - <http://www.unsystem.org/>

ANNEX 3

Functions of CCA, NHDR, PRSP and MDGR

There are various reports and analytical documents that provide guidance to the design of development policies and programming of UN assistance. The relationship among them is as follows:

- **Common Country Assessment** is shared instrument of the UN system to analyse the national development situation and identify key development issues. The UN Development Assistance Framework (UNDAF) is the strategic framework for the operational activities of the UN system at country level that provides a collective, coherent and integrated response to national priorities and needs, including PRSPs and equivalent national strategies, within the framework of the MDGs and other commitments from international conferences, summits and conventions. Both CCA and UNDAF are prepared by the UN Country Team with government.
- **National Human Development Report** is an in-depth analysis of options for fostering human development; and a source of detailed and disaggregated data on MDG targets. It targets experts and specialists in government, CSOs, educational institutions, and officials in donor and international agencies. Its thematic focus varies by sector and scope of analysis. The NHDR is primarily a tool for policy advocacy, not for public advocacy.
- **Poverty Reduction Strategy Paper** is the medium-term ‘roadmap’ or ‘action plan’ for reaching longer-term MDG targets through policy reforms, budget restructuring and international support. Nationally agreed MDG targets must form the central objectives of a nationally owned PRSP. The Country Assistance Strategy (CAS) is the World Bank’s business plan in support of the PRSP. (Refer to the relation between PRSPs and MDGs at <http://www.undg.org/documents/2924-PRSP.pdf>, also in Annex 4).
- **Millennium Development Goals Report/Review** is primarily a tool for public advocacy, not for policy advocacy. Its audience is the general public, parliamentarians, the media, CSO representatives, professional associations and schoolteachers. Thus, the MDGR is not a substitute for the NHDR, or vice versa. The MDGR is a user-friendly presentation of the current status and trend toward each nationally defined target (using the same data and indicators as the CCA). It is meant to raise public awareness and social mobilisation on the MDGs to help trigger action.

ANNEX 4

How do the MDGs relate to the PRSP?

This memo was jointly sent by Mr. Shengman Zhan, Managing Director of the World Bank and Mr. Mark Mallock Brown, Chair of the United Nations Development Group to all UN Resident Coordinators and World Bank Country Directors on May 5, 2003

The Millennium Development Goals, derived from the World Summits and conferences of the 1990s, were adopted by 189 nations in the Millennium Declaration in September 2000 and strongly reaffirmed by all United Nations member states in the Monterrey Consensus and the Johannesburg Plan of Implementation in 2002. Global targets were set to help mobilise political commitment and to provide benchmarks for measuring progress in promoting human development and poverty reduction. The MDGs represent an unprecedented commitment by the member states of the UN and the UN system and the World Bank.

Translating the global MDG targets into action requires an operational framework at the national level. This framework should set out a country-owned cross-cutting agenda aimed at sustained, shared growth and public action directed towards achieving the MDGs. For over 70 of the poorest countries, the Poverty Reduction Strategy Paper (PRSP) will constitute the primary strategic and implementation vehicle to reach the MDGs. Because national ownership is key, countries will need to set their own numerical and time-bound targets directed at meeting the Goals and articulate the policies and programmes to attain these.

Under the leadership of the government, the World Bank, the IMF and other donors, including the UN System, provide coordinated support to the PRSP process. In this context, the UN System promotes civil society participation and provides advice to the government on the development of national capacity for poverty monitoring and analysis, and pro-poor policy reforms and service delivery. The entire UN Country Team, working with other development partners, can facilitate the expression of the MDGs in national goals included in the PRSP, based on its strong country presence and its multi-sectoral coverage. The business plans of various development partners (CAS, UNDAF, bilateral plans) can then focus on how specific agencies can best support the implementation of the PRSP, and help the country attain the MDGs.

The UN Country Team jointly provides support for the regular MDG country reporting that assesses progress towards the goals. The MDG country reports will be a key instrument to inform public debate for setting national targets, helping to enable all parties to hold each other accountable for the achievement of objectives as set out in the PRSP. The MDG country reports and the annual PRSP progress reports will inform the wider public and policy-makers of progress towards poverty reduction. It is essential that these reports do not generate parallel processes. Efforts to produce both should support good statistics and strengthen national capacities for poverty monitoring and analysis.

Prepared jointly by UNDG and World Bank staff, April 2003

ANNEX 5

Status at a Glance – Summary of MDG progress

The table provides a quick assessment of whether targets will be met. Use the legend, colour code or arrow code to indicate the degree of progress. The table includes suggestions of how colours or arrows may be used to monitor progress.

Will the target be met?

Provide a quick assessment of whether individual targets will be met, based on current trends

WORDS	COLOURS	ARROWS
Likely (or already met)	Green	↑
Potentially	Yellow	→
Unlikely	Red	↓
No data	< ? >	< ? >

State of national support

Provide a quick assessment of the state of support of the MDG campaign by national stakeholders, e.g. active government support for implementing MDG related policies; civil society participation in the campaign; and extent of media coverage

STATE OF NATIONAL SUPPORT	COLOURS	ARROWS
Strong	Green	↑
Good	Yellow	→
Weak	Red	↓

Above is an example using colour codes to report the status of MDG progress. The use of the colours of traffic lights makes it intuitively easy to understand and interpret the data.

Example Status at a Glance Summary of progress towards the Millennium Development Goals		
GOALS/TARGETS	WILL THE GOAL OR TARGET BE MET?	STATE OF NATIONAL SUPPORT
EXTREME POVERTY Halve the proportion of people living below the national poverty line by 2015	Already met ↑	Strong ↑
HIV/AIDS Halt and reverse the spread of HIV/AIDS by 2015	Potentially →	Good →
HUNGER Halve the proportion of underweight among under-five year olds by 2015	Potentially →	Weak ↓
BASIC AMENITIES Halve the proportion of people without access to safe drinking water	Unlikely ↓	Good →
UNIVERSAL PRIMARY EDUCATION Achieve universal primary education by 2015	Likely ↑	Strong ↑
GENDER EQUALITY Achieve equal access for boys and girls to primary and secondary schooling by 2005	Potentially →	Weak ↓
MATERNAL HEALTH Reduce maternal mortality ratio by three-quarters by 2015	no data < ? >	Weak ↓
CHILD MORTALITY Reduce under-five mortality by two-thirds by 2015	Likely ↑	Strong ↑
ENVIRONMENTAL SUSTAINABILITY Reverse loss of environmental resources by 2015	Unlikely ↓	Weak ↓
OTHER COUNTRY-SPECIFIC GOALS AND TARGETS	Already met ↑	Strong ↑

ANNEX 6

Statistics at a Glance

To ensure national ownership, national data sources should be used in reporting on MDG progress. The credibility of the report/review will depend on the use of reliable and timely data. The MDGR could give a quick assessment of data availability and quality. The following template is suggested:

Indicators and Data Sources	Latest year & institution responsible	Periodicity	Coverage	Data Disaggregation (sex, region, etc.)	Use of data in Policy making*	Quality of data*
<u>Poverty</u> Income and Consumption Surveys (e.g. MICS/DHS/LSMS/CWIQ/other (name)**)						
<u>Hunger</u> Nutrition Survey Annual food balance analysis Child health questions in MICS/DHS/LSMS/CWIQ/other (name)						
<u>Education</u> Education questions in MICS/DHS/LSMS/CWIQ/other (name) Ministry of Education, administrative records						
<u>Gender equality</u> Education by gender in MICS/DHS/LSMS/CWIQ/other (name) Economic activity by sex Labour and work-related questions in MICS/DHS/LSMS/labour force survey						
<u>Child mortality</u> Questions on child mortality in MICS/DHS/LSMS/CWIQ/other (name) Vital registration						
<u>Maternal Health</u> Questions on maternal mortality in MICS/DHS/LSMS/CWIQ/other (name) Vital registration						

Indicators and Data Sources	Latest year & institution responsible	Periodicity	Coverage	Data Dissagregation (sex, region, etc.)	Use of data in Policy making*	Quality of data*
<u>HIV/AIDS</u> Surveillance reports Health administrative records						
<u>Malaria and other major diseases</u> Biennial epidemiological reports Questions on prevention and treatment measures in MICS/DHS/LSMS/CWIQ/other (name)						
<u>Environmental resources</u> Environmental statistics and analysis unit in Ministry of Environment Or any other institution (name)						
<u>Drinking water and sanitation</u> Population Census Questions in MICS/DHS/LSMS/CWIQ/other (name)						
<u>Partnership for Development</u> Development assistance, debt relief, trade statistics						

*Indicate whether situation is 'Strong', 'Fair' or 'Weak'. That decision will inevitably be subjective but the main purpose is to give a sense of relative use in policy making and the reliability of data so as to prioritise interventions for statistical capacity building.

**MICS: Multiple Indicator Cluster Survey; DHS: Demographic & Health Survey; LSMS: Living Standards Measurement Survey; CWIQ: Core Welfare Indicator Survey.

ANNEX 7

Examples of MDG Campaigning

Interesting experiences are taking place at the national and local levels on innovating ways to campaign for the achievement of the MDGs. In all these cases it is important to promote a systematic dialogue with key partners incorporating a clear vision of how communities can help to achieve the goals and monitor progress toward them. Below are some examples:

Albania

- UNCT launched MDG Regional Advocacy Tours consisting of round table discussions with local authorities and local NGOs
- Regional tours culminated in initiating regional MDG reports/reviews (now in pilot phase)
- Participation was encouraged through the use of MDG Ambassadors, press conferences, media trainings, TV spots and programs and materials targeted to specific groups and localities. *For more information visit: <http://www.mdg.org.al/>*

Cambodia

- Used report/review to launch campaign involving a wide range of stakeholders, using existing institutional mechanisms (e.g. the National Poverty Forum, business forums etc)
- Used printed, audio & visual media to focus group discussions with for example senior government ministers and NGOs
- MDGR was translated into the local Khmer language and was disseminated in regional workshops and seminars throughout the country

Mauritius

- Held a civil society forum on MDGs showing a 20 minute video-clip visually capturing the essence of their MDGR (e.g. Mauritius' achievements and challenges)
- Held a Youth Forum on the MDGs where a short cartoon was used to help communicate the MDG message. Young people were asked how they see their roles in monitoring the achievements of the goals
- Prepared simple brochures in the Creole language with a clear, straight forward message

Uganda

- Developed postage stamps based on the eight MDGs, designed through a painting competition in secondary schools
- Held a public exhibition with eight MDG stalls, staffed by UN agencies and their partners demonstrating activities that can help the country achieve each goal
- Public exhibition, posters and brochures were also based on the competition entries

Yemen

- Used a MDGR in the Consultative Meeting (October 2002) to demonstrate the financial gap for meeting the targets, which resulted in donor pledges of about \$2.3 billion in addition to the already committed funding of \$1.2 billion for the period 2003-05 (PRSP duration).