

60th GRADUATE STUDY PROGRAMME



UN Geneva, 4 – 15 July 2022

A large graphic of the 17 Sustainable Development Goals (SDGs) wheel, composed of 17 colorful segments arranged in a circle, framing the central text.

**“AGENDA 2030 AT
HALFWAY:
IMPLEMENTING
THE SDGS AMIDST
GLOBAL
TURBULENCE”**

60th GRADUATE STUDY PROGRAMME, UN Geneva, 4-15 July 2022

COMPILATION OF GROUP WORKS

This volume is a compilation of group works of the 39 participants of the 60th Graduate Study Programme of the United Nations Office at Geneva, which was held at the Palais des Nations in Geneva, Switzerland from 4 to 15 July 2022.

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60th GRADUATE STUDY PROGRAMME

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Working Group I - United Nations Economic Commission for Europe (UNECE)

Measuring Progress towards Agenda 2030: Telling Stories with Statistics

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Introduction

Given the fact that the world is halfway through the Agenda 2030, it is required to assess and monitor all the progress that has been made so far. Which targets are on track and which ones need more attention? Statistical data is necessary to identify if there is any area or group of people that have been left behind and which policies are required to correct the course. The United Nations Economic Commission for Europe (UNECE) has produced extensive data on the Sustainable Development Goals (SDGs), but numbers themselves cannot convey a message that will be understandable to non-statisticians. Numbers are not enough to make the audience feel inspired and motivated to take actions. Nevertheless, numbers can transmit information more successfully when part of a story, with a logical sequence of events and a conclusion. Hence the importance of storytelling when communicating data.

According to Vora (2019), there are four advantages of using storytelling to communicate data: 1) stories make data more interesting; 2) data is usually complex to understand, and stories make it more understandable, presenting the information in a structured way, with a beginning and an end, linking the events that occurred before the data production and its implications. Also, stories help the human brain to recognize patterns; 3) stories have the power to make people emotionally connected with the facts presented while motivating action; 4) data is easily forgotten, stories on the other hand leave impressions that can be stored as a long-term memory.

Policymakers and development practitioners may not have time and/or the required knowledge to interpret data. In that sense, data storytelling is responsible for connecting the right dots within the data analysis, helping policymakers and development practitioners to absorb the information, and come up with solutions.

There is a misconception out there that stories will make the issue around the data look less serious or problematic. The main objective of the present investigation is to prove the opposite. Focusing in 3 SDGs, within 3 different ways of telling stories, this study will demonstrate that storytelling is a powerful tool to make data clearer and more understandable, to convey an engaging and impactful message and to call for action.

The first section will be focused on the SDG 5, Gender Equality, and more particularly on the indicator 5.5.1, the proportion of seats held by women in national parliaments. In that section, the storytelling will be made in a more conventional way, using a fictional story, with its own events and characters. The main goal here is to use a specific and fictional case as a small picture of reality.

The second section will focus on the SDG 4 - Quality Education, and its indicator 4.4.1, proportion of youth and adults with information and communications technology (ICT) skills. Particularly, this section will analyze the gap between men and women having specialized programming skills and the underrepresentation of women in the Science, Technology, Engineering and Math (STEM) field. Here, we will take part of a real case to exemplify the situation of women in tech.

The third and final section will be focused on the SDG 3, Good Health and Well-Being, and more specifically on the target 3.4, to reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being. Here, the data storytelling was made in the form of a report, providing all background information.

Therefore, the following three stories seek to make statistics about the SDGs 5, 4 and 3 within the UNECE region more accessible to all and to demonstrate that data analysis is essential to assess and monitor the achievement of the Agenda 2030 goals.

SDG 5: Gender Equality

Participation of Women in National Parliaments: Iceland's Emblematic Case

Women make up 52.1 per cent of the global population, however, they are not represented equally in politics. Among the 56 States of the UNECE region, none of them have reached the parity between men and women in national parliaments yet, and only 15 countries have reached near-parity¹. On the other hand, globally, only five countries have reached parity: Rwanda, Cuba, Nicaragua, Mexico, and the United Arab Emirates², with the Latin American region leading this topic.

In 2015, 193 countries made the commitment to achieve gender equality and empower all women and girls (Sustainable Development Goal number 5); nevertheless, there is still a long way to go to reach that goal. Although women's participation in politics has become one of the main foci in sustainable development campaigns, someone could ask why having women in national parliaments matters? Women in politics are a key element of sustainable development, and are critical to improve gains for democracy, responsiveness to citizen needs, peace implementation, and to close social gaps. Studies have shown that more women in politics means more investment in key development indicators, such as health and education. It's a social justice issue, not a "women's issue". Target 5.5 of the 2030 Agenda for Sustainable Development aims to ensure women's full and effective participation in politics. As Hannah's experience illustrates, the journey towards gender equality is made up of individual stories of inspiration, opportunity, and determination.

Hannah's journey to gender equality

Hi! My name is Hannah, I'm 22 years old and I'm from Iceland. In 2021, I was elected to the parliament after a long and challenging journey.

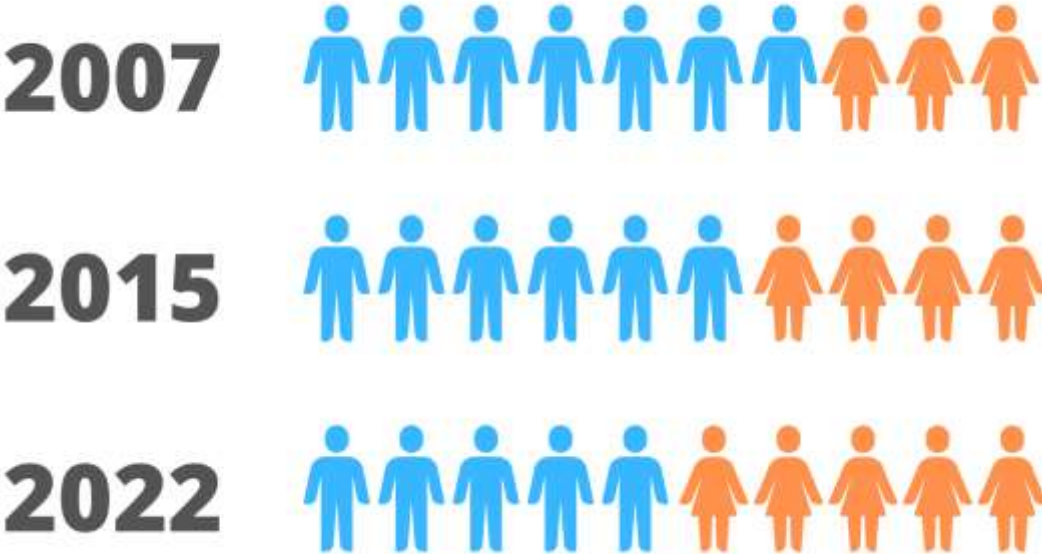
¹ Andorra, with 46.4 per cent of women in their national parliament; Austria, with 41.5 per cent; Belarus, with 40.0 percent; Belgium, with 42.0 per cent; Finland, with 45.5 per cent; Netherlands, with 40.7 per cent; North Macedonia, with 41.7 per cent; Norway, with 45.0 per cent; Portugal, with 40.0 per cent; Republic of Moldova, with 40.6 per cent; Serbia, with 40.0 per cent; Spain, with 43.0 per cent; Sweden, with 46.1 per cent; Switzerland, with 42.5.

² Rwanda (61,3 per cent of women), Cuba (53,4 per cent of women), Nicaragua (50,6 per cent of women), Mexico (50 per cent of women) and the United Arab Emirates (50 per cent of women). Source: Inter-Parliamentary Union (IPU). (2022). Women in Parliament in 2021. <https://www.ipu.org/resources/publications/reports/2022-03/women-in-parliament-in-2021>.

When I was 7 years old, I remember watching the announcement of the results for the 2007 Parliament election of my country with my mom, and asking her why, if in my classroom there were more girls than boys, there were just a few women elected to Parliament?

Back in 2007, the proportion of seats held by women in Iceland's Parliament was 33.3 per cent.

Figure 1. Evolution in political representation of women in the National Parliament of Iceland (2007 - 2022)



Between 2007 and 2022 the share of women in the National Parliament of Iceland has grown 42.9%, from 21 to 30 women.

Source: UNECE (2022) - Data on global SDG indicators for UNECE countries. Indicator 5.5.1 (a)³.

My mom answered my question, telling me that there were still a lot of gender inequalities in our society, but social movements have been fighting for a long time to change that. This was the first time I realized that if I wanted to have my voice heard in this world, I would need to overcome a lot of obstacles.

When I was 15 years old, I got more interested in participating in politics, so I volunteered to be the student representative in my school, and I got elected. Nevertheless, I had no idea that this experience would shape my future career. At this time, the proportion of seats held by women in Iceland's Parliament was 41.3 per cent.

³ <https://w3.unece.org/SDG/en/Indicator?id=142>.

In 2018, when the proportion of seats held by women in Iceland's Parliament was 38.1 per cent, I started my bachelor's degree studies in Political Science. I had the opportunity to join the student union of my university and a political party, the same one with which I ran in the 2021 election.

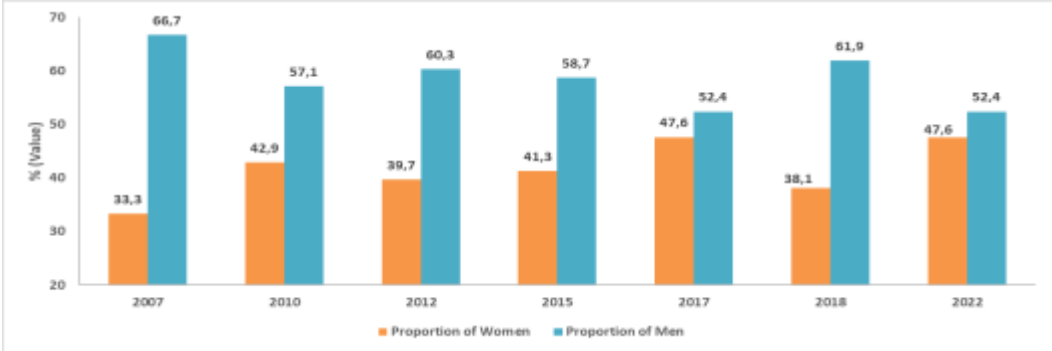
As my college years progressed, my political activism increased, and I became really interested in issues such as gender equality and climate change. The leader of my political party invited me to work on her campaign, and she was very impressed with my new ideas. At this moment, the proportion of seats held by women in Iceland's Parliament remained at 38.1 per cent. Eventually, she suggested that I should run as a candidate, since she believed that I could contribute with the perspective that Iceland needs.

On December 27, 2021, after a lot of effort, Icelandic citizens decided to put their trust in me, and to elect me as a member of the Parliament. There are no words to describe the level of emotion, but also of commitment that I felt in that moment. I wake up every day hoping to help make Iceland a better place, where 7-year-old girls, like I once was, won't have to ask their moms about gender inequality in politics.

How can we keep on improving?

Iceland is an example for other European countries in the matter of gender equality, especially when it comes to political representation. In 1980, Iceland elected the first female president in the world. Nowadays Iceland is the European country with the highest share of women in a national parliament, with 47.6 percent of women occupying parliamentary seats, 30 out of 63. Since 2007, the share of women in parliament has increased, putting Iceland on the right track to achieve SDG target 5.5.

Figure 2. Gender composition of the National Parliament of Iceland (2007 - 2022)



Source: UNECE (2022) - Data on global SDG indicators for UNECE countries. Indicator 5.5.1 (a).

In 2021, Iceland extended the parental leave system to 12 months, which can be split equally between both parents. With reduced time spent on unpaid domestic and care work, women can dedicate more time to their careers, which has been reflected in the increase in female participation in politics.

However, no European country has achieved the goal of gender parity in their national parliaments. With 46.1 percent of seats occupied by women, Sweden is in the second position after Iceland.

There is more work to be done to achieve equal participation and gender parity in politics. Good practices adopted in countries that have achieved parity in their parliaments such as Rwanda and Mexico, can help the UNECE region move forward. These include:

- Legislated quotas.
- Requirement for political parties to alternate on their lists for parliament elections between male and female candidates.
- Increasing the financial budget of political training for girls and women.

SDG 4: Quality Education

Programming skills for financial success

The Sustainable Development Goals (SDGs) target 4.4 conveys a clear objective to increase the number of people with relevant skills for financial success by 2030. Programming skills are especially critical to increase women’s economic empowerment who remain underrepresented in the STEM sector – for instance, [only one third of women in the global workforce major in STEM fields](#)⁴ with the [greatest disparities occurring in engineering and computer sciences](#)⁵. Financial success extends beyond the individual. Estimates suggest that with more women and girls in the STEM sector could also increase the European Union’s GDP and [generate more than 16 billion euros annually](#)⁶.

Across the UNECE region, women and girls are much less likely to have programming skills than their male peers. As we approach the halfway point for the 2030 Sustainable Development Goals (SDGs), countries should recognize the pivotal need to invest and expand in girl’s access to quality programming skills in education.

Northern Europe leading the way on programming skills in the UNECE region

Figure 1: Proportion (%) of youth and adults with writing a computer program using a specialized programming language skills in 2017 (SDG indicator 4.4.1)



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Value.

Source: [UNECE Statistical Database](#)

⁴ <https://www.aauw.org/resources/research/the-stem-gap/>

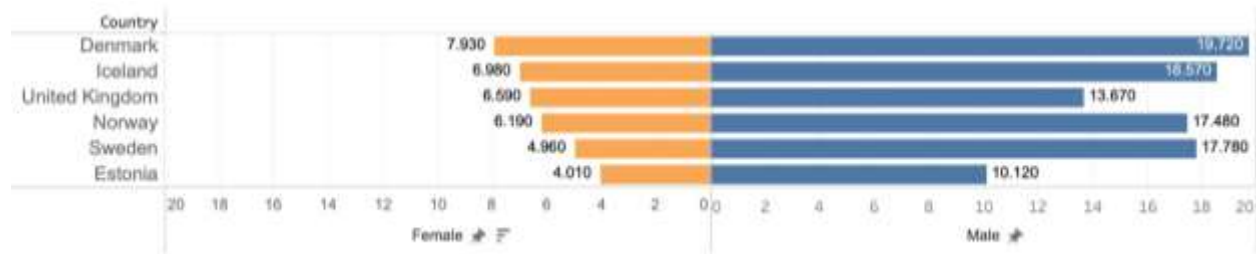
⁵ https://ngcproject.org/sites/default/files/downloadables/2022-03/ngcp_stateofgirlsandwomeninstem_2022b.pdf

⁶ European Commission, 2021: <https://op.europa.eu/en/web/eu-law-and-publications/publication-detail/-/publication/67d5a207-4da1-11ec-91ac-01aa75ed71a1>

Northern European countries lead the UNECE region in digital skills. Denmark, Finland, Norway, Sweden, Iceland, Belgium, Estonia, the United Kingdom and Switzerland are represented with a dark brown on the map, which means that these countries have the highest proportion of youth and adults with writing a computer program using a specialized programming language skills.

Prevalence of wide gender gaps

Figure 2: Proportion (%) of males and females with writing a computer program using a specialized programming language skills in 2017, Northern Europe



Sum of Female and sum of Male for each Country.

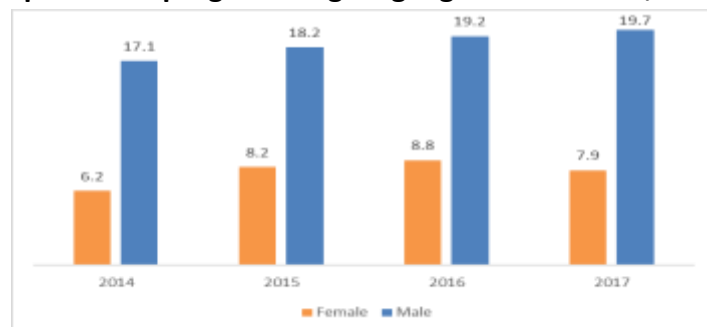
Source: [UNECE Statistical Database](#)

Even in the countries with a high percentage of people with programming skills, gaps persist when comparing men to women. Across the 6 highest performing countries in the UNECE region, men are on average 2.7 times more likely than women to have programming skills. This is a gap that is essential to close in order to achieve the target 4.4 and guarantee useful skills for financial success for everyone.

Slow progress towards closing the gender gap in Denmark

Denmark has the highest proportion of youth and adults writing a computer program using specialized programming language skills.

Figure 3: Proportion (%) of youth and adults with writing a computer program using a specialized programming language skills in 2017, Denmark (SDG indicator 4.4.1)



Source: [UNECE Statistical Database](#).

From 2014 to 2017, Denmark has displayed an overall growing trend on the proportion of men with specialized programming language skills. Nearly one in five men in Denmark possess these skills. However, the proportion of women with specialized programming skills remains below 9 per cent and recent data indicate the share of women with these skills may be decreasing.

Men in Denmark are more than twice as likely to have specialized programming skills than women. This gap may be driven by and certainly contributes to the underrepresentation of women in the fields of Science, Technology, Engineering and Math (STEM). STEM companies drive economic growth in Denmark through high productivity, export intensity, and innovation (ATV & Damvad, 2017). They also pay higher wages and can enable workers in the sector to achieve greater financial success.

The underrepresentation of women in the STEM field not only limits their financial success but restricts the investment on areas where women would be more prone to prioritize when compared to men. Women with financial success are more likely to control more of the household income, changing family spending in ways that benefit their children - translating into an enormous social and economic impact not just on their lives but on their communities.

Leading the Danes to gender equality in STEM

Advocacy for the insertion of women into STEM fields has proven to be an effective way of mobilizing the reduction of the gender gap amongst people with specialized programming skills. Since 2015, entrepreneur Plamena Chervena has been empowering Danish women with hands-on web development, IT and entrepreneurship skills through her non-profit CODHER. As a Bulgarian-native studying Computer Science in a Danish class of 30 students, Plamena was the only woman amongst her peers and saw the scenario replicate in the beginning of her career. She decided to and advocate to women that once entering the tech industry, their skills will speak louder than their sex. Workshops and mentoring programmes aimed at unleashing Danish women's love for tech are some of the tools used by Plamena at CODHER. By changing the mindset of women and their prospects for financial success in the STEM field, several countries will find their way to closing the gender gap in this industry.

Challenges remain for gender equality in STEM

There is a need to train women in digital programming skills. These skills facilitate entry into the labor market in the Science, Technology, Engineering and Math (STEM), most specifically, in the

Information and Communication Technology (ICT) sector, a sector with great potential to offer high salaries and where women are usually underrepresented. Consequently, women with programming skills will have greater opportunities for economic success. The economic empowerment of women is key because of the positive spillover effects for society. [Women tend to allocate a higher proportion of their income than men for the health and education of their children.](#) Therefore, investing in the education and employability of women is essential to increase human capabilities.

Despite the need to economically empower women through education and the efforts of the last decades, there are still great challenges to face. Although a regulatory framework that protects and promotes the social and economic rights of women is a first step, it is still not enough. These efforts must be part of a comprehensive approach with articulated efforts between the government, the business sector, academia, international organizations, NGOs, and civil society. In addition, policies and programs to address this issue must not only be replicated to the letter at the global level. Instead, interventions must be tailored to the local context of communities. Finally, there must be a solid and constant monitoring, evaluation and learning system that collects quantitative and qualitative information to measure progress and setbacks to achieve a more equitable world between men and women.

SDG 3: Good Health and Well-Being

Non-communicable diseases in the UNECE region: a snapshot in the present to prepare for the future – achieve the target in 2030

The globe is currently undergoing an epidemiological shift from infectious diseases to non-communicable diseases (NCDs). NCDs, which include heart disease, stroke, cancer, diabetes, and chronic lung disease, account for over 70 percent of all fatalities globally. Low- and middle-income nations account for around 82 percent of the 16 million individuals who died prematurely, or before reaching the age of 70. (*“Noncommunicable diseases,” n.d.*)

Target 3.4 of the 2030 Agenda for Sustainable Development aims to “reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being”. (*“Goal 3 | Department of Economic and Social Affairs,” n.d.*)

The COVID-19 pandemic threatens progress on NCD mortality in the UNECE region

Across the UNECE region, 15 percent of all deaths among people aged 30 to 70 are attributed to NCDs including cardiovascular disease, cancer, diabetes, or chronic respiratory disease.⁷

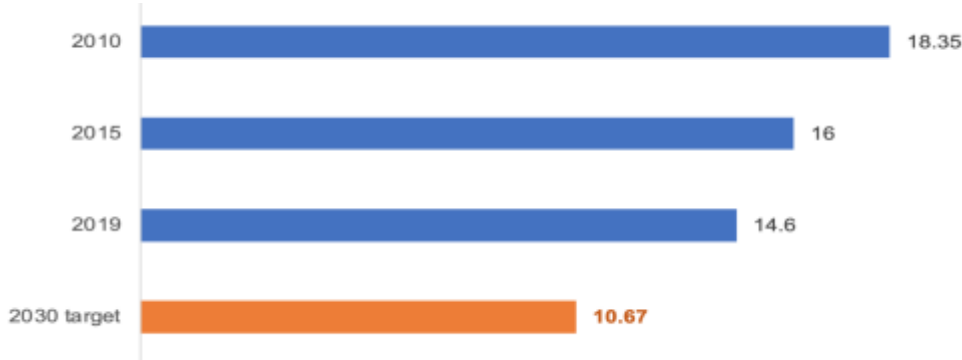


Figure 1: Share of total deaths in the UNECE region attributed to NCDs and 2030 target (percentage)

Note: Regional values are median values for all countries with data.

Source: [UNECE Statistical Database](#).

⁷ The median value for all UNECE countries with data was 14.6% for 2019.

NCD-related mortality is decreasing in the UNECE region. In 2010, nearly 20 percent of deaths were attributed to NCDs. By 2019, this figure had fallen to 14.6 per cent. If this trend continues, NCD mortality could fall to just more than 10 percent by 2030 ⁸.

Data for the most recent years are not yet available. However, the recent Covid-19 pandemic is expected to have a severe negative impact on many health outcomes. The spread of the pandemic has challenged health systems around the world, affecting access, efficiency, and quality of services. Responses and impacts of the pandemic have revealed global inequalities in health care access and outcomes.

The availability of hospitals and doctors was limited which subsequently has prevented people affected by NCDs from receiving appropriate medical treatment. Supply chains were negatively impacted, leading to short passes for vital medications.

⁸ Target 3.4: reduce by one-third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

The percentage of noncommunicable diseases in UNECE member nations between 2015 and 2019.

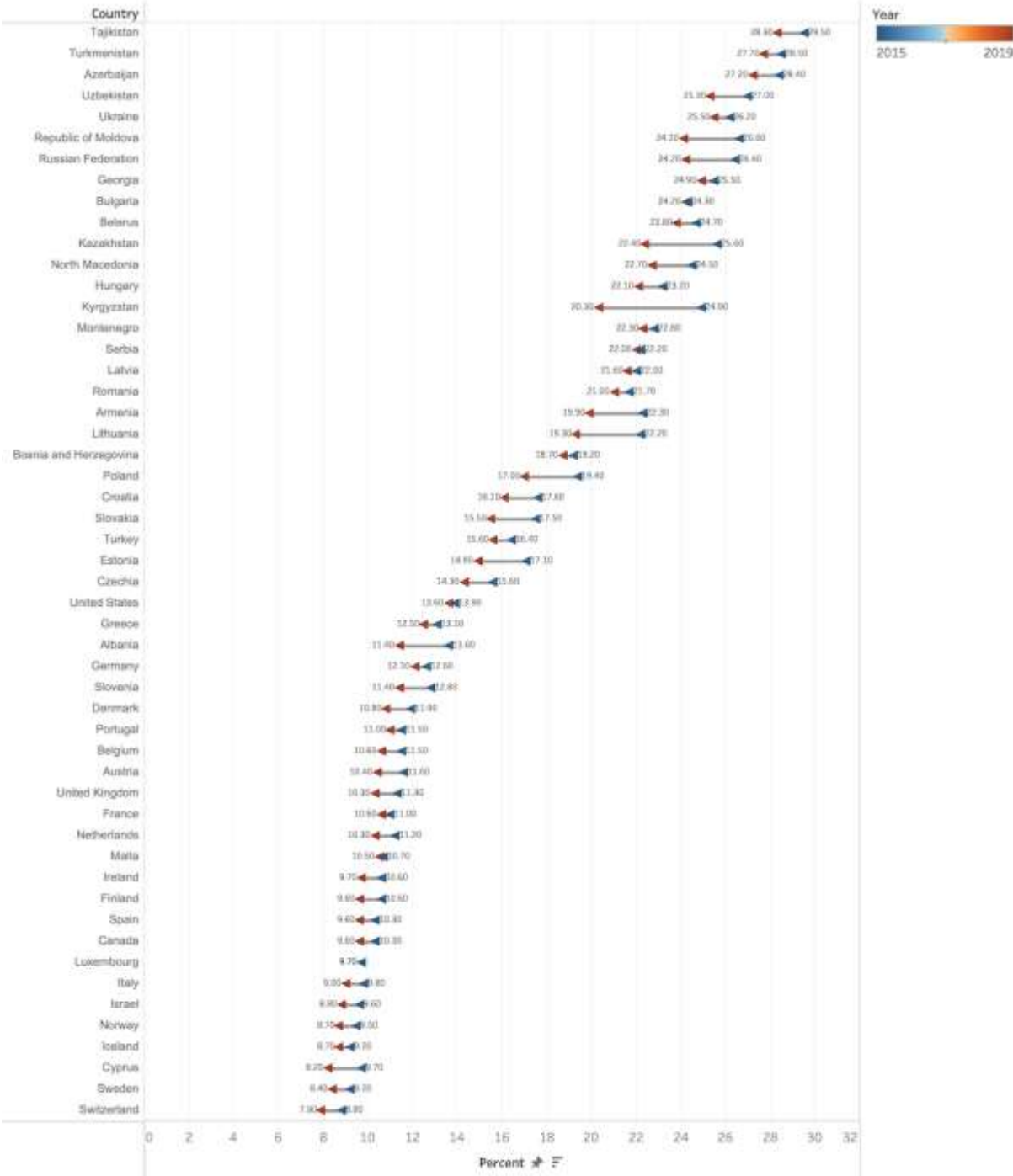


Figure 2: The proportion of noncommunicable diseases in UNECE member countries between 2015 and 2019.

Source: [UNECE Statistical Database](https://data.unece.org/).

As reducing deaths attributed to NCDs need to be accelerated to hit 2030 targets in the UNECE region, sub-regions and countries show differences in mortality rates and progress toward achieving the 2030 goal. Countries in Central Asia and the Caucasus have higher mortality attributed to NCDs than other regions.

Within Europe, the subregions of South-Eastern and Eastern Europe have higher NCD mortality than other subregions in Europe. The progress of change also varies between countries. Some countries made significant progress in the period between 2015 to 2019 to reduce mortality from NCDs. The highest progress has been observed in countries that already have relatively high rates of NCDs deaths such as Kyrgyzstan (-4.6%), Kazakhstan (-3.2%), Lithuania (-2.9%), Republic of Moldova (2.5%), and Armenia (-2.2%). On the other hand, some countries are progressing slowly with small differences in NCD mortality between 2015 and 2019. Bulgaria (-0.1%), Serbia (-0.2%), Malta (-0.2%), the United States (-0.3%), and Latvia (-0.4%), are among the countries that show the least change over time.

Males and females contribute differently to NCD mortality

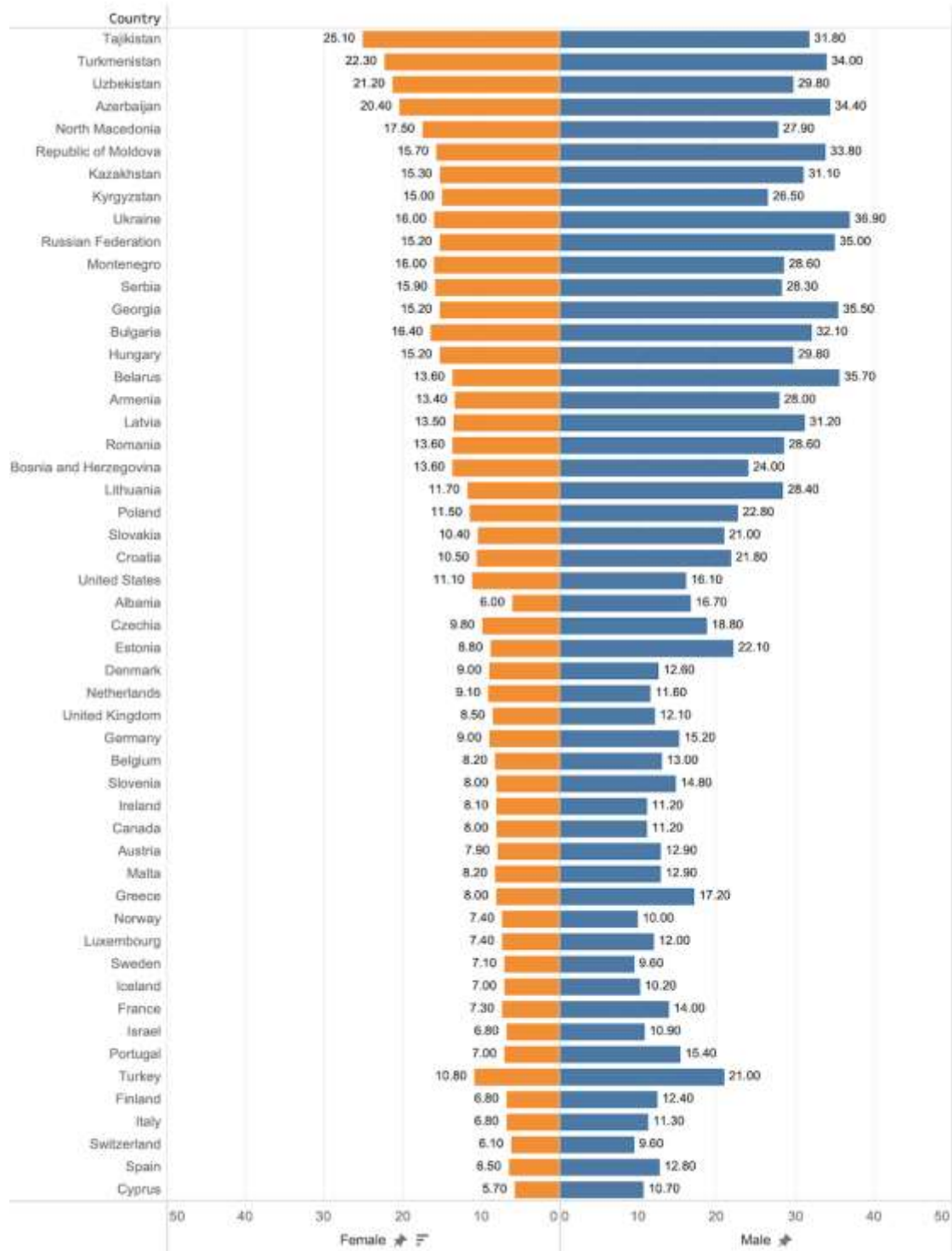


Figure 3: Males and females contribute differently to NCD mortality in 2019.

Source: [UNECE Statistical Database](#).

Males and females are affected differently by NCDs in the UNECE region, with males having comparatively higher death than females from NCDs. Nevertheless, values vary from one country to another with countries having significant disparities and differences between deaths among males and females.

More efforts are required for non-communicable diseases

Most countries are attempting to reach the target in 2030, but it requires more effort to achieve the goal. According to WHO, most NCDs are driven by four key risk factors: tobacco use, physical inactivity, alcohol consumption, and unhealthy diets (*“Noncommunicable diseases,” n.d.*). Therefore, governments should devote policy and campaign resources to these areas.

Conclusion

The three different stories that were presented using statistics about the SDGs 5, 4 and 3 within the UNECE region have proved how important data is for measuring progress towards agenda 2030 and assessing real achievements.

Data storytelling is an analysis that helps policymakers and development practitioners to absorb the information and come up with the best solutions. It is a powerful tool in the sense that it makes data more understandable, conveys impactful messages and calls for action.

When speaking about the Sustainable Development Goals, data should be used first of all to see where we are starting from. It is impossible to measure the progress that has been made without knowing the departure point. In addition, data helps to formulate realistic policy goals, since the results that statistics provide are easily measurable and can be interpreted. After comparing a policy’s result with a specific target, data helps to see which policies work in specific contexts and which do not.

One important aspect to consider is that statistics also help counteract disinformation and fake news, and it is therefore essential to be able to use statistics correctly and interpret them properly. Policymakers should always take into account that even if numbers may look simple, interpretations can cause confusion. For this reason, data must be treated with maximum attention.

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Working Group II – SDG Lab

Shaping inclusive processes of civil society engagement for the next Sustainable Development Agenda

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1. GENERAL OVERVIEW

“Participation can give marginalized people and groups power over decisions that affect their lives, transforming power structures in society” (UN, 2020). This observation led us to question the involvement of the various possible actors in the process of setting up the sustainable development objectives of the 2030 Agenda.

Although all actors are important in the negotiations and decision-making regarding the SDGs, we have chosen to focus specifically on civil society and the most marginalized people. To this end, we have attempted to draw on data collected during the *MyWorld Survey* in the years 2012-2015.

It will therefore be interesting to think about more inclusive processes when working towards the post-2030 Agenda. This is even more important as the targets contained in the 2030 Agenda will most likely not be achieved.

The *MyWorld Survey* involved seven million participants from 194 countries (UN, 2014b). However, if this figure is taken on a global scale, it becomes clear that there is still a very long way to go and that there is a need to include more members of civil society in the negotiations on the Sustainable Development Goals.

According to the UN report "We the people celebrating 7 million voices" (UN, 2014b), the majority of participants in the survey are from countries with a low to medium Human Development Index (69%). In addition, it should be noted that most participants have an education level of Secondary School or above (65%). Furthermore, 73% of the participants are aged 30 or younger.

What about people with the lowest level of education representing only 10% of the participants? What about people from countries with a higher Human Development Index? What about people older than 30? These are elements that, *prima facie*, appear obvious and constitute a definite gap.

Finally, in terms of the results of the survey, the three main concerns of the participants are: (i) A good education; (ii) Better healthcare; (iii) Better job opportunities. However, the relevance of this ranking may be questioned in view of the certain biases present in the surveyed population.

Our aim is therefore to identify areas for improvement in order to include as many people as possible in this process. To do this, we will develop a regional approach to take into account the cultural, political, or technological characteristics of each region. It will then be possible, in the

words of Ban Ki-moon, former Secretary General of the United Nations, to "build the most inclusive development agenda the world has ever seen" (UN, 2014b).

This work does not claim to be exhaustive and is the result of arbitrary choices that we had to make according to the limited time we had to conduct our research. It is a sketch of a study that allows us to point out the most obvious problems, to outline them and to reflect on possible guidelines for improving them.

First, we will diagnose the problems encountered by the *MyWorld Survey* in each region (I), then generalize the main challenges encountered (II) and make recommendations to improve the problems raised (III).

2. REGIONAL OVERVIEWS

A. EUROPE

According to the United Nations, "the... majority of [MyWorld Survey] participants [were] young people under 30 from low to medium HDI (Human Development Index) countries." Based on this information, the leading gaps in the participatory process (relative to the European region) can be categorized as follows:

- Misrepresentation of elderly people (however, it should be noted that this challenge also extends beyond Europe). Why? Perhaps elderly people do not know how to make their voices heard as global citizens. In addition, they may not be aware of the positive return that engaging in the survey could have on their lives at both the collective and individual level.
- A general lack of participation from the European region. Why? It is possible that citizens of the European region are misinformed as it is often perceived that the United Nations and Agenda 2030 are geared at helping less developed countries.

A.1. Age-related issues

My World Survey

The MyWorld Survey brought together seven million participants as part of the implementation of the Sustainable Development Goals contained in the 2030 Agenda. Although this is the largest participation the United Nations has ever seen, it is still a small number compared to the world's population, which is expected to reach eight billion by the end of 2022.

So, we need to do better. In this work, we were particularly interested in the age of the survey participants. According to the United Nations report, 70% of the participants were under 30 years old.

While it is welcome that young people are concerned about the Sustainable Development Goals, there is a need to reach a wider section of the population. Indeed, for instance, the median age of the European Union's inhabitants was 44.1 years in 2021 (European Commission, 2022).

In this regard, it is interesting to note that the opposite phenomenon is true in numerous European states regarding national elections and votes. For instance, in France, according to an Ipsos Sopra Steria survey, in the second round of the presidential elections of 2022, 41% of 18–24-year-olds abstained, compared with 38% of 25–34-year-olds and 35% of 35–49-year-olds. In contrast, only 26% of 50–59-year-olds and 20% of 60–69-year-olds abstained. Among retirees, 85% voted. Thus, the older people are, the more they vote in national elections (Ipsos Sopra Steria, 2022).

Therefore, concerning the UN MyWorld Survey, it seems that the previously chosen form of an online survey is not suitable for most of the older European population. It would therefore be wise to adapt the form of consultation along the lines of what is done in local and national elections in European countries.

Elderly people

To reiterate, elderly people had the worst turnout of any age group in the MyWorld Survey as per the European region and beyond. It should therefore be a priority of the United Nations to address the challenge of citizen engagement- especially the misrepresentation of elderly people in the post-Agenda 2030 consultation process- to ensure that every group in society has their voice heard and that ultimately no one is left behind. This is particularly important in the European regional group when more than one fifth (20.8%) of the EU population was aged 65 and over in 2021, with this statistic expected only to rise in the coming years (Eurostat, 2021).

Age discrimination remains one of the most pervasive forms of discrimination in the EU. For example, the 2019 Eurobarometer Report on Discrimination in the EU¹ revealed that 40 % of individuals in the EU believe that age discrimination is widespread in their country. It is therefore important to reflect on the following: is the rise in ageism linked to the misrepresentation of elderly people in the MyWorld Survey? In addition, had there been a greater representation of elderly peoples' voices in the MyWorld Survey, could we have set better standards to reduce inequalities in Europe?

A.2. The need to consider new groups of people such as climate refugees

Since 2016 and the implementation of the 2030 Agenda, new vulnerable groups have emerged and should also be included in the process of developing the post-2030 Sustainable Development Goals. We have chosen to focus on climate/ environmental refugees.

It is important that the post-2030 Agenda be adaptive to include a vision to empower the voiceless. Therefore, there should be a specific focus on newly emerging vulnerable groups like climate/ environmental refugees. New threats pose a host of increased risks to mankind. For example, climate change has already forced a large number of people to move from their countries for reasons including but not limited to natural disasters, flooding and resource scarcity. Thus, it is important to consider how future consultations can be devised to reach the voices that risk being bypassed due to their lack of legal recognition as members of society. Further, in order to maximize the participation of climate/ environmental refugees, communication and empowerment are key to ensure that these groups are aware of the personal and community benefits that their participation (for instance, filling out the future equivalent to the MyWorld Survey) would have.

A.3. Solutions to the challenges raised in the European region

In order to find solutions that can be implemented to reach older people, we found it interesting to look at the presidential and legislative elections that took place recently in France.

Indeed, as mentioned above, older people tend to participate more in presidential and legislative elections than younger people. It therefore seemed relevant to study the means used by candidates and the media to reach this segment of the population.

The majority of the presidential campaign took place in the traditional media, namely television, radio and the written press. This could explain the success of the elections with older people because, as Marina Alcaraz pointed out in *Les Echos*, the average age of television viewers in France in 2021 was 56.1 years (Alcaraz, 2021).

In the case of radio, it was noted that all French radio stations had an average listener age of over 30, except for one (Henni, 2016).

It therefore seems interesting to develop an advertising or communication campaign on these channels. This would raise awareness among older people about the regional work of the UN in Europe and inform them about the possibilities of contributing to the process of setting up new post-2030 goals.

A.4. The example of the energy crisis in Europe: the need to create greater proximity between the UN and the people of the European region

In addition to the COVID-19 pandemic, the war in Ukraine caused an increase in the price of food such as wheat as well as an increase in the price of energy (UN, 2022). As a result, many states have had to implement emergency policies to address the energy shortages caused by the disruption of Russian supplies. This is notably the case of Germany, which has managed to drastically reduce its imports of Russian oil and coal to 12% and 8% respectively, compared to 35% and 50% before the conflict in Ukraine (AFP, 2022). In addition, Russia's repeated attacks on nuclear power plants and the abrupt shutdown of coal mines have had disastrous consequences for the environment, contaminating wells and agricultural land (Averin, Van der Vet, Nikolaieva, Denisov, 2022). In this regard, in 2014, Ban Ki-Moon, former UN Secretary General, already referred to the environment as a 'silent victim' of war (UN, 2014).

We have chosen this example to illustrate the importance of the proximity of the issues in the action of the states. Faced with the fear linked to the energy dependence of many European countries on Russia, rapid and effective action was taken. It is therefore interesting to use this experience in the framework of communication in order to involve as many people as possible in Europe. It is important to materially adapt the issues to be worked on to include as many people as possible who experience them on a daily basis (specific SDGs).

While it is important to talk about the work of the UN in the world, it is also important to create greater proximity to the people of Europe who already benefit from important regional institutions (i.e., European Council; European Union). It seems, therefore, worthwhile to focus on the work done by the UN locally as part of the consultations to set up new post-2030 Sustainable Development Goals.

This approach focuses on the 'ordinary' inhabitants of the region and does not deal directly with institutions and states. However, it is necessary to involve these people, who will be able, through the democratic mechanisms established in their states, to encourage their governments to set objectives adapted to their needs.

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B. LATIN AMERICA

The engagement process carried out in Latin America for establishing the SDGs had specific characteristics considering the state of the region and the population. In this section we will focus on how the Latin-American people were approached and listened to, in addition to describing the extent to which their opinions were considered. The analysis will be exclusively centered on the civil society sector. Our main objective is to identify the main problems that arose during the consultation process.

B.1. Current state of SDG implementation

The Latin American countries may not achieve the SDGs if the overall reality of the continent remains the same (ECOSOC, 2018). The second decade of the current millennium encounters poverty, financial debt problems and a rise in social conflicts. Despite the efforts of some countries such as Colombia, Ecuador, and Mexico in incorporating the global goals in their national policies, the results are far from being achieved. Aligning policies at a regional level will contribute to the implementation of the 2030 Agenda through coordinated efforts of governments, civil society, and the private sector.

The productive structure of the region is insufficient to satisfy the need for employment. SDG 8 calls for decent work and economic growth, but it will not be possible if the regional economies still rely on primary activities. The region still demands long term investments that will create direct and indirect jobs placements. The employment rates have risen in countries such as Brazil or Chile where the figures reach up to 13,2% and 7,8%, respectively. The relationship between the private sector and the public sphere must be enhanced along with international partnerships.

Social movements have been the protagonists of these last decades. In particular, the Latin American feminist movement has proven to be one of the most influential political actors and the main motor for achieving gender equality. There have been accomplishments in reproductive rights such as legal abortion in Colombia (2022), Mexico (2021) and Argentina (2020). However, gender-based violence still affects the lives of women and girls and femicide rates have not decreased. Despite having a guaranteed formal access to public education, this equality is not translated in the labor market, where there are still gender barriers in hiring and payment.

B.2. Participatory process

It can be affirmed that the participatory process was broad, and a great interest was shown by the civil society sectors. However, the biggest challenge relied not on who was consulted but on how they were consulted. The International Association for Public Participation (IAP2) indicates that there are four main levels of engagement, therefore, the stakeholders can be informed, consulted, involved, or asked to collaborate (UN DESA, 2020). For instance, in 2014, during a formal session of the Open Working Group, four major groups claimed the need to address extreme wealth as a way of tackling poverty. Despite this topic being discussed, in the formulation of the SDGs, the issue was not given major relevance. The final version of SDG 1 included only references to poverty and no reference to the conditions that make the rich even more rich. In the future, a real participatory process must ensure that people's insights are included in the final documents. This implies moving past the simple information step towards consulting or involvement, in terms of the theoretical framework previously mentioned.

The majority of the consultation process for establishing the SDG Agenda took place in formal settings. This means that for civil society to be heard the representatives had to attend meetings that had specific rules regarding who was allowed to speak, how much time they had and when they could do so. Studies have shown that the more formal a negotiation space is, the less influence civil society has. This is due to the fact that people feel more comfortable expressing themselves in settings where they can have face-to-face conversations, without the restraints of formal procedures. Sénit (2019) provides a testimony of a government representative:

“Many civil society groups go in these formal presentations such as the Morning Hearings [to deliver their positions]. But that’s not where you persuade governments to back up your position, it’s rather when you take them for a coffee, sit down with them and go through the issue. [...] These formal discussions seldom influence. (RD, 25 August 2015)”

A third problem that was identified during the consultation process of Latin America was the degree of organization that civil society sectors required in order for their voices to reach the consultation fora. The participation was only possible if an organization had the adequate

structure, financial and human resources (Corson, 2015). Traveling to New York or Rio de Janeiro implied having professional representatives that would perform well during negotiations, spoke the official UN languages, and whose expenses had to be covered. All these conditions resulted in limitations to many Latin-American NGOs. Therefore, it cannot be affirmed that the voices of small and community-based organizations were taken into account.

B.3. Recommendations

There are various recommendations we propose in order to ensure effective participation of civil society in the negotiation of a post-2030 Agenda. First of all, there must be mechanisms to guarantee that people's voices will not be simply heard but transformed into proposals and actions. Otherwise, listening becomes a formal step of the process with no substantial impact. This approach also produces another benefit. If the government representatives took into consideration the ground-based solutions that civil society has come up with to deal with their everyday problems, then they could use this information to build new and creative ways of solving the general issues. The local solution can be used at a global level.

In the future, alternative negotiation spaces should be implemented. Given that the formal settings do not provide an adequate scenario for common civilians to express themselves, we must come up with new ways of encouraging government-population exchange that prioritizes informality, personal connections and open dialogue. And finally, it must be acknowledged that, although civil society organizations are an important channel of participation, they are not always effective. This issue can be addressed by supporting NGOs financially and with human resources prior to the negotiations, so that they can be prepared in advance. The NGOs cannot express themselves correctly if they are not informed or qualified.

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C. WEST ASIA

C.1. Background

The West Asia region consists of twelve states: Bahrain, Iraq, Jordan, Kuwait, Lebanon, Oman, State of Palestine, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates and Yemen (Environment, U. N., 2022). As defined by some academics, UN bodies and institutions, Western Asia, West Asia, or Southwest Asia, is the westernmost subregion of the larger geographical region of Asia. According to the scope of this report, we will examine this region's participation in the process of designing and formalizing the SDGs.

The main participatory challenges that we highlighted in this region are as follows: war and conflict, gender inequality and the lack of freedom of speech and expression. These issues are expanded upon in the following section.

For a better illustration of problems with people participation, their inclusiveness in the SDG design process and possible ways to solve them, we have chosen three states as case studies for our research: Saudi Arabia, Lebanon, and Kuwait.

C.2. Case study: Saudi Arabia

Located mostly in the northern and central Arabian Peninsula, Saudi Arabia is a young country with a rich history. In its western highlands, along the Red Sea, lies Hejaz, home to the religious sacred cities, Mecca and Medina. Naj is a geographic heart of the country, it is a vast arid region that until recently was inhabited. To the east of the Persian Gulf are the country's abundant oil fields, which have made Saudi Arabia synonymous with oil wealth since the 1960s (Teitelbaum, 2022).

The success of the Saud family was due to the motivating ideology of Wahhabism, a strict form of Islam adopted by early family leaders, becoming the state faith. Huge oil wealth has led to the vast and rapid investment in Saudi Arabia's infrastructure (Teitelbaum, 2022).

Main problems with participation in this region

Saudi Arabia participated in six open working groups on the sustainable development goals (2013-2014), two intergovernmental negotiations (2015) and in a United Nations Sustainable Development Summit (2015) (Sustainable Development Goals knowledge platform, 2022).

The first problem involves challenges related to reaching out to civilian society at the time of conflict. Saudi Arabia had been experiencing the consequences of the Arab Spring right at the time of designing the Agenda 2030 goals. The ongoing war with Yemen has affected people since 2015, when the Saudi-led coalition decided to intervene in the Yemeni Civil War. The side-effect of any conflict is-of course-damage to people, that become unreachable to make them inclusive into the SDG formation process.

The second problem is that religious and cultural particularities influence people's perception of SDG, Arab representatives try to strengthen the role of the family, not individuals. (The representative of the Arab World has strengthened the importance of family as a civil society actor: *"The important recognition of how the family acts as agents for change and how families are essential to achieving the suggested SDG targets and goals cannot be excluded or politicized in our discussions"* (United Nations, 2015, p.2)). Thus, it affects the willingness of people to participate in designing of SDG.

The third problem is that women cannot be involved in the stakeholder engagement process.

"Under the discriminatory Saudi guardianship system, girls and women are forbidden from traveling, conducting official business, or undergoing certain medical procedures without permission from their male guardians" (Human Rights Watch, 2013, p.1). Hence, women are deprived of the right to participate in surveys or in any social initiative without male permission.

The last but not the least is the limit to freedom of expression, belief and assembly - (*"Authorities in 2012 arrested persons for peaceful criticism or human rights activism... Saudi Arabia does not allow political or human rights associations discrimination against its Muslim religious minorities, in particular Shia and Ismailis"* (Human Rights Watch, 2013, p.4-5)). The prohibition of any social, political, and human rights associations being formed by local people limits the civil society participation in any governmental decision, hence, the work of NGO and CSOS with the UN towards sustainable development is practically impossible under such circumstances.

C.3. Case study: Lebanon

Lebanon has a long history, with some of the oldest settlements in the world located there. It wasn't until 1920 that Lebanon became a formally recognized country, though it had been independent for many years beforehand. Lebanon became a republic in 1926 under the League of Nations mandate and achieved independence in 1943 (Ochsenwald, 2022).

Lebanon has always been a place for various religious and ethnic groups, and political dissidents. Lebanon has a high literacy rate and is quite a densely populated area. Lebanon is similar in values to the Arab world, yet it has some differences. In the recent years Lebanon struggled with its relationship with Israel and the number of Palestinian refugees living in Lebanon (Ochsenwald, 2022).

Problems with participation

Lebanon participated in RIO +20 The United Nations Conference on Sustainable Development in 2012, seven intergovernmental negotiations (2015) and in a United Nations Sustainable Development summit 2015 (Sustainable development goals platform, 2022). Lebanon participated in the MyWorld Survey 2014.

First of all, the Arab World was not represented during the Global Survey. Considering the data of 2019, it is clear that years after the SDG implementation plan started, the Arabic people are only 1% of all respondents (MyWorld Survey, 2019, p. 16).

The second problem that affected the availability of people for participation is the outskirts of Arab Spring, but a more major effect was caused by the Syrian refugee crisis (*“While Lebanon has shown exceptional solidarity by temporarily hosting 1.5 million displaced from Syria, this has come at a high cost, compounding pre-existing development challenges, and stretching Lebanon beyond its limits”* (Sustainable Development, 2018, p. 1)).

C.4. Case study: Kuwait

Kuwait is a small emirate between Iraq and Saudi Arabia, most of its area is covered by one of the driest deserts in the world, but also Kuwait has the coastal area: the Gulf of Kuwait, the main port of the Persian Gulf. Kuwait is one of the most urbanized countries in the world, as the majority of Kuwait's population lives in Kuwait City. Kuwait survived the Persian Gulf War and currently has one of the highest per capita incomes in the world. Kuwait is relatively peaceful compared to other Arab countries (Ochsenwald, 2022).

Problems with participation

Kuwait participated in RIO +20 The United Nations Conference on Sustainable Development in 2012 and in a United Nations Sustainable Development summit 2015 (Sustainable development goals platform, 2022). The country participated in the MyWorld Survey.

The first and major problem is underrepresentation from both the civil society and the government. Kuwait has not been determined to participate either in open working groups discussions or in intergovernmental negotiations. The results of Global Survey (2019) have shown that Arabic countries are mostly interested in implementation of Goal 4 and 13, quality education and climate action accordingly (MyWorld Survey, 2019, p. 45). However, as only 101 and 107 have chosen these goals over the others, and these numbers are the highest, we cannot consider these results as relevant, as it is obviously insufficient data to represent the Middle East region due to the very low rate of participation of Arabic countries in the Global Survey.

The second issue that limits participation of civil society and raises inequality is women's discrimination (*"In 2005 Kuwaiti women won the right to vote and to run in elections, and in May 2009 voters elected four women to parliament. However, courts have denied women the right to become public prosecutors and judges... marriage rights and residency rights are still limited"* (Human Rights Watch, 2015, p. 5)).

Moreover, Kuwait people's freedom of speech and expression is limited and there have been constant cases of these rights violations that influence the desire to participate either in a Global Survey or to form a civil society organization to cooperate with the UN for formalizing and designing the SDG (*"Authorities increased internet surveillance, and continued to detain and criminally prosecute individuals based on nonviolent political speech, including web commentary"* (Human Rights Watch, 2015, p.3)).

The last but not the least is the impossibility to target marginalized people, specially Bidun stateless people that are deprived from their citizenship (*"The Bidun cannot freely leave and return to Kuwait. The government issues them temporary passports at its discretion, mostly valid for only one journey. As "illegal residents," the Bidun cannot legally hold most public and private sector jobs, and Bidun children may not enroll in free government schools"* (Human Rights Watch, 2015, p. 1-2)).

C.5. Possible solutions

Taking the aforementioned challenges into account, we propose:

- To include the private sector, more local NGOs and civil society organizations into the stakeholder engagement procedure while designing the post-2030 Agenda.
- Educational programme on national websites about UN and SDGs.
- Public awareness campaigns about the importance of SDGs specific to the West Asia region.

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D. ASIA PACIFIC

D.1. Regional Review of Asia Pacific

For this regional review, two countries were used as case studies: Indonesia and Cambodia. Although the SDGs were implemented in 2015, the data available is global rather than regional. Since our main goal is to improve the current systems by a regional approach, we decided to use the current data available on the official MyWorld survey 2030 website (data gathered until 2022) to showcase the current progress and challenges regarding participatory processes in West Asia.

D.2. Case study: Indonesia

Indonesia is known as the largest economy in southeast Asia. (World Bank, 2022). Currently, it is the fourth largest in terms of population and the tenth largest economy from the purchasing power perspective. (World Bank, 2022).

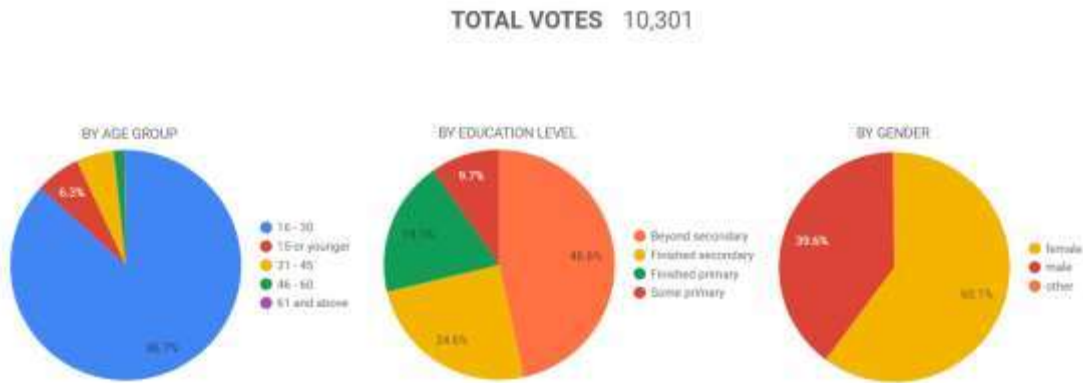


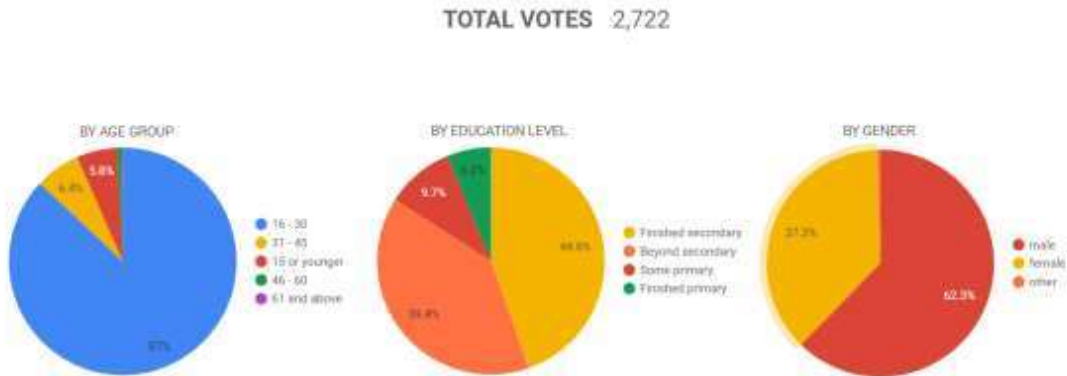
Figure 1, Indonesia Global Survey votes (MYWORLD2030, 2022)

The table above shows the results of the Myworld survey 2030. Only 10,301 people voted. This is interesting since Indonesia was referred to be the tenth largest economy and fourth in terms of population worldwide. In addition, as it is illustrated in the charts above, women voted massively, representing 60% of the voters. It can also be noted that the voters are particularly young (mostly under 30). This demonstrates the youth's interest and activism in the SDG goals. Furthermore, the educational curriculum seems to include SDGs all the way to the primary level of education.

In terms of moving forward, various countries are brainstorming several ways to increase participation. In Indonesia, the UN in Indonesia and the National commission on Violence against Women (Komnas Perempuan) created a social media challenge to end violence against women. It is called the "orange challenge". (Indonesia UN, 2022) They invited all activists and creative people to support the challenge. The people were asked to share their perspective on Gender based violence in Indonesia and the social changes they want to see. It could be a short video; an artwork (comic, painting, or illustration); or even a meme with humor or a song. (Indonesia UN, 2022). This we believe is a great initiative that other countries should follow.

D.3. Case study: Cambodia

Figure 2, Cambodia Global Survey votes (MYWORLD2030, 2022)



Multi-Stakeholder engagement approach has been widely applied in the early stages of SDG mainstreaming and the VNR preparation process. Both at the technical and high level, there is evidence of stakeholder participation through numerous workshops. These included groups such as representatives of the RGC, development partners, academia, private sector, and civil society organizations. In Cambodia however, a study conducted by the UN found that there were gaps specifically related to the width and depth of the engagement. (United Nations Cambodia, 2022)

The first main issue was that although the government allocated spaces for Civil Society Organizations, there was a lack of broad consultation involving all stakeholders. For example, the current SDG 16 did not involve human rights, so therefore, human rights organizations were not engaged.

The second issue was the localization. It was identified that the localization process of the SDGs was primarily done at the national level. Sub-national levels were not involved, only one concerning the current SDG 11. Other than that, sub-national level representatives are usually not engaged except when their inputs are needed, for example in the context of voluntary national reviews.

Thirdly, most of the respondents claimed that large international organizations and development partners have more engagement capacity as a result of their power in terms of financial resources. Smaller Civil Society Organizations, although very active in the sub-national level, find it hard to stay closely engaged.

Looking at figure 2, it is interesting because most of the people that voted are in the age gap of 16-30. Gender wise, out of the total number of voters, 62% of them were men. Education wise, it is quite varied as most of the voters have secondary and beyond secondary education.

We therefore recommend:

-Regarding social media campaigns, the hashtag #orangechallenge in Indonesia is a great example to start with.

-A bridge between large and smaller organizations would be beneficial as research has demonstrated that large organizations have the capacity to reach large numbers of people while smaller groups have higher reach in secluded areas. A partnership between both smaller and larger organizations would maximize the reach.

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E. AFRICA

E.1. Quality Education

Literacy plays an indispensable role in the attainment of the Sustainable Development Goal (SDG) 4: “Ensure inclusive and quality education for all and promote lifelong learning” (Sow, 2015). Statistics according to UNESCO showed that the adult literacy rate in sub-Saharan Africa was 65 percent, with Burkina Faso, Central African Republic, Chad, Gambia, Guinea Bissau, Mali, Niger, and South Sudan as the least literate countries (Zua, 2021). This simply depicts that one-third of Africans over the age of fifteen were illiterate. The majority of children who lack access to primary education or leave school early (40%) or who have not even mastered basic skills by the end of primary school (50%) are found in Africa, which is also where the factors leading to illiteracy are most prevalent (Zua, 2021). Using the Central African Republic as a case study, UNESCO statistics indicate that the adult literacy rate of the Central African Republic is 37.4%, while the male literacy level stands at 49.51%, and that of the females remains at 25.76%. In addition, two thirds of the country’s children did not regularly attend or attend school at all in 2021, and 1.41 million will need help to do so in 2022 (UNICEF, 2021). This can be seen as an overarching effect of the lack of financial capacity to access education and the outbreak of conflicts.

We propose the following solutions:

- Peace zones for continuous learning and education
- Public awareness
- To reduce conflicts
- Informal education and learning
- A more inclusive approach for women’s education

E.2. Peace zones for continuous learning and education

Hancock and Mitchell define zones of peace as being a social sanctuary which is viewed either as a geographical or social space where individuals are protected against personal violability based on agreed rules of public order (Allouche, 2018). In South Sudan and northern Nigeria, they have been experiencing a series of conflicts since 2011. These inter-ethnic conflicts and terrorism have resulted in the depletion of children and young adults into schools. This approach was successful in Sierra Leone in Kenema “the Island of Peace”, it rested on the idea that mining and trading in diamond was more profitable than conflicts. For proper functionality, zones of peace should possess the following characteristics:

- Strong internal unity, effective leadership, and initiatives to use sanctuary for purposes more than just protection

- Declared neutrality and impartial behaviour of the people residing in the territory
- Presence of credible sanctions for violation.
- System of established norms and standards regulating the duties, rights, and standard procedures for war for the community and outside entities.
- Clear markers on the territorial boundaries of the zone (Allouche, 2018).

Zones of Peace help reduce the level of tension, provides safety for educators within conflicted region, formal and informal education continued, which would also help booster direct and informal surveys that the United Nations can apply for a more inclusive process.

E.3. Public Awareness

Statistics derived from my World Survey in respect to Africa's participation in the survey, is extremely low compared to the population in Africa. Statistics show that only 667 people took the survey in Nigeria (206.1 million in population), Sudan (34), Central African Republic (10), Gambia (20). Mali, on the one hand, had 33.478 people voting (UN, 2017). This survey is an indication that the population at large knows little to nothing about the on-going survey by My World Survey. It also portrays the level of exposure Africa has to technology, internet as well as surveys. Therefore, there is a need to sensitize and create awareness and exposure about the Sustainable Development Goals and further create awareness about My World Survey through formal and informal mediums.

E.4. Translation of Surveys

Statistics point out that there are about 2,000 languages in Africa alone, with some on the brink of extinction. Howbeit, My World Survey only focused on about 12 languages which does not necessarily capture the languages of indigenous African people. The surveys could take into account major languages applicable to a vast majority of Africans. This fosters inclusiveness and a sense of belonging, and a motivation to participate in surveys.

E.5. Mobile Mediums for Outreach

Although connectivity and access to internet might be a problem to the African community however, communications via mobile phones are more popularized in rural areas. In view of these, advertisements preceding call are viable mediums to access people for the survey. Taking into cognizance the locality and language, SDGs surveys can be done through mobile

communication mediums that surveys precede calls as these as been proven to be a viable medium for accessing Africans.

Written by Tanyaradzwa Nheweyembwa and Oreoluwa Jimoh

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3. MAIN CHALLENGES

3.1 Thematic Challenges

The challenges faced during stakeholder engagement indicate that it is not a simple process, but it is, however, the best pathway to establishing a common agenda on development. When negotiating the current SDG agenda there were many challenges faced by the international community.

The first identified obstacle was the formality of the negotiation process. Studies have shown that the less formal the participatory space, the more influence civil society has on the negotiation. The overall process consisted of formal meetings between government representatives and civil society organizations that were carried out following a specific procedure, and included rules on who was allowed to speak, when they would do so and how

much time they had. Despite the openness that this formality may bring to intergovernmental negotiation, the people involved did not find this to be a safe space to express themselves freely. An informal setting is preferred because it increases interaction and trust between the parties involved.

The second challenge faced during the stakeholder engagement process was the misinformation among common civilians. People were not as informed as the states thought they were. For effective participation to happen, those who are consulted must be aware of the theme that is being approached as well as the channels of participation they have. For instance, in Europe there was a widespread idea that the United Nations and the Sustainable Development Goals are targeted to developing countries. In addition to this, they were not familiar with their rights as global citizens.

Another problem encountered during this process involves the languages used throughout the instruments implemented to collect data. The engagement process did not consider the diversity of languages of the people involved. The MyWorld survey was translated into Arabic, Chinese, French, Russian, Swedish, Romanian, Albanian, Montenegrin, Japanese, Catalan, Burmese, English, German, Spanish, Vietnamese, Lao, Malayalam, Dutch, Finnish, Nepali, and Portuguese.

Ineffective structure and organized voice were another challenge during the engagement process of civil societies. The minority groups and vulnerable communities were the least consulted, involved, and informed. This is due to the inefficient organization that did not enable them to reach the main negotiation tables. Therefore, to have a voice in these settings, structure, economic resources, technical knowledge, and personnel were fundamental. This practice is not common among all civil society organizations.

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3.2. Research Challenges

We encountered several challenges that added difficulty to our research on assessing citizen engagement on the 2030 Agenda. These were as follows:

- Information was not easily presented and documented:

Besides the United Nations report entitled “We the peoples, celebrating 7 million voices” there is no formal database that details the results of the United Nations My World Survey. Owing to the sheer lack of transparency and information related to the data results collected by the My

World Survey, it is extremely difficult to identify challenges to citizen participation. For instance, in our group work, we wanted to consider the issue of citizen participation in the My World Survey at the regional level. Unfortunately, this was extremely challenging because the United Nations has only made public global results, for example, “7 Million Votes from 194 Countries” in terms of participation. It is therefore very difficult to know how many people per member state, or even per region, participated in the survey making it almost impossible to know which gaps need to be filled in regard to citizen engagement.

- Voices heard but not applied

Given that data of the My World Survey has not been made easily available at the public level (for instance, regional specific results), it is very difficult for the United Nations to be held accountable because we do not know what citizens in specific member states wanted in the first place to be able to measure any progress that has been made.

- Availability of data

In the aforementioned United Nations report, there is next to no disaggregated data to allow the reader to quickly and efficiently understand the results of the My World Survey. Further, the report is not specific and contains mainly general statements. Again, any graphs and visual representations of data contain information specific to the global level, therefore, it is very difficult to track what groups of people in which country are misrepresented. In addition, the few references included at the end of the United Nations report do not work. Therefore, it is not possible to get more detailed information on the figures therein.

- Misinformation on voting rights:

Not a lot of people were aware of the My World Survey which partly explains the low voting turnout among certain groups of people. As has already been stated, younger generations partook while other members of society did not. It is therefore important to address this gap so that people know they have a voice that can be projected beyond the national level.

Written by Rebecca Colquhoun

4. RECOMMENDATIONS

Given these issues, we propose some recommendations to ensure an inclusive engagement and participatory process in the design of a post-2030 Agenda, building on the progress and lessons learned over the past 7 years.

These recommendations are in three main pillars namely, targeted campaigns, transparency of data and finally, empowerment of local communities.

Targeted campaigns

We believe awareness about the UN SDG goals and related activities could be improved by the means of targeted campaigns. These campaigns could be customized according to each region to maximize the reach. The various means these campaigns could be performed are discussed below.

- Education
- Social media: To address the challenges of misinformation and maximize reach
- Advert: TV, Radio, Podcasts, Press/Newspaper, BiWood/Busses, youtube
 - Essential services: hospitals, telephone (SIM card adverts), airports, stories
 - Urban spaces: polls, laser kiosks, voting boards/chats
 - Event: football matches, sports, concerts, online

Education

In terms of education, we propose that UN SDG goals are embedded in the academic curriculum of students and pupils. This is something that we believe can be improved by enhancing awareness of such programs and general information about the SDG goals through academic curriculums at various levels.

Also, as evidenced by this beautiful experience of the Graduate Study Programme organized by the United Nations Office of Geneva, including students or youth in brainstorming sessions about the SDGs can be very beneficial for all parties.

Social Media

Advocacy and awareness campaigns conducted on social networks are an effective way to engage communities in local adaptation processes. For example, a well-calibrated advertising campaign on social networks is a powerful asset for increasing knowledge sharing. It gives you the opportunity to reach a large audience.

The concept of Misinformation is a concept that is of great importance in current times. The vivid examples during the COVID 19 pandemic showed a different view on the power of social media. Therefore, the power of social media cannot be underestimated. It can be likened to a double-edged sword, in the sense that it can be dangerous in either direction, but the way we use it will determine the result. With this in mind, we believe various parties can be involved to spread good and accurate information about the SDGs and the various platforms of action.

Indonesia is a country that has already started in that direction. (Indonesia, UN, 2022). They put into place a hashtag challenge to speak against violence against women. It was organized by the United Nations in Indonesia and the National Commission on Violence against Women (Komnas Perempuan). This is a great example of how social media can be used by various parties to spread information and work towards a common goal. Evaluating the results of advocacy campaigns is also essential.

Advert

This can be done through various mediums. We believe that, in order to have the greatest reach, a blend of online and offline is ideal. Marginalized communities, such as youth, displaced persons, non- citizens (such as refugees and stateless persons), and minorities may require special advocacy strategies to ensure that messages are understood and reach them. Youth are easier to reach through social media or online while the older generation can be reached through traditional methods.

Hence for the older population, methods such as press (i.e. newspapers, magazines, Tv/Radio). There is also the idea of kiosks where people could be approached for informal surveys and discussions. Furthermore, suggestion boxes or voting boxes could be placed in large public areas to be used for the collection of feedback from random people.

Also, we also believe, information about the SDGs could be shared in various essential services such as hospitals, financial services and telecommunication networks. For example, SMS services could be passed around various information to sensibelize people. It is however



important to note that this can be customized based on the various regions and countries as populations differ in various ways.

For the youth, there are various methods, one of them is the adverts that cannot be skipped on YouTube. Other methods include TikTok, Instagram reels. In this respect, we have developed a visual that can be used in communications. It is an unfinished project, but it can serve as an inspiration and starting point for communicating about the SDGs and how people can be involved in the process leading to the new post-2030 goals.



Events

Choosing the right medium is crucial to ensure that the target audience receives the information. Proprietary media such as the Internet are often inappropriate for use at the subnational level, while field events, print media (with illustrated text) and radio may be more useful.

Events can be a great way to sensitize people and reach out to large numbers. UNICEF is already involved in such a program with the SoccerAid program where celebrities are invited to play a football match each year for charity. This can be included in general sports where messages could be passed through before important matches. We have all seen great examples such as no racism or #BlackLivesMatter messages and honors before important matches in various popular leagues.

Transparency of data

This section is about improving the reputation of various organizations at all levels of leadership (including the UN) in order to rebuild and improve trust from people.

The way the SDG goals were created was a great example of inclusion and democracy. MyWorld Global survey and other tools at various times were organized to get various views from various people from various countries. This was a wonderful experience and showcases how the commitment to a common goal by various countries can be achieved through unity. The concept was good; however, the archives are not fully updated and are hard to access.

Also, some voices were heard but not taken into consideration. We therefore recommend that the UN bodies involved in creating and masterminding these quality data fishing should build better archives of this data.

Also, as a whole, the reputation of the UN should be improved as most people perceive it as far away. For example, youth in Europe feel closer to the European Union in times of conflict as compared to the UN.

Empowerment of the local Communities

This is interlinked with the previous two pillars. First of all, the various organizations including the UN do need to have a strong reputation and then, with that great reputation, they can organize mass awareness campaigns which were discussed under the targeted campaigns section. Then the people must be empowered by being taught about the UN and their power to speak out. This in hand with the targeted campaigns discussed can make an impact and encourage people to vote. Also, some people just have immediate priorities such as getting food

on the table and providing for the family (for the extremely poor) for example. Once they are aware and feel that speaking out can actually make a change, then they will speak out.

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5. CONCLUSIONS

In this report, we have managed to expose the main participatory challenges of the Agenda 2030 from a regional perspective with the aim to prescribe problem solutions to better integrate civil society in the post-2030 plan. By breaking down the engagement process, we recommend that a bottom-up approach be implemented to empower members of society to ensure that people are aware that their voices can be heard at the local, national and global level. This is important because when members of the public are better informed, citizen output on platforms like the My World Survey will likely increase. Further, with increased representation from all groups of people worldwide, the closer we get to achieving sustainable development for all.

While our work has laid the foundations for future research in this field, we are aware that it is the product of only nine days of work. On a final note, we propose that the participatory process of the post-2030 Agenda be more transparent so that more members of society are aware of their rights as global citizens and are more inclined to vote in, for instance, the post-2030 equivalent to the My World Survey.

60 GRADUATE STUDY PROGRAMME

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Working Group III - Perception Change Project

Amazon, inc. Partnership. A new PCP Private Sector Strategy and Case Study

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Towards a new partnership model

As stated in the Secretary-General's Report to the United Nations (UN) General Assembly Economic and Social Council, the vision for the 2030 Agenda requires the mobilisation of all available resources and the leveraging of genuine partnerships with the private sector. Many of the world's most pressing problems are too complex for any one sector to face alone. This was recognised by the General Assembly when it acknowledged the importance of utilising the expertise, financing access and reach of the private sector to advance UN Sustainable Development Goals (SDGs).

In the past the private sector has played an active role in the work of the UN and a number of organisations of the UN system have a successful history of cooperating with the private sector, but this level of engagement is not enough to achieve the 2030 Agenda. The basis and utility of the current Public Private Partnerships (PPP) model is ineffective in scope and delivery. There is a need to shift away from short-term, resource-mobilisation based partnerships to long-term, strategic, and stable forms of collaboration with the private sector.

This Strategy seeks to establish a collaboration model that will allow the UN Perception Change Project (PCP) to promote the SDGs in partnership with the private sector. Adopting Corporate Social Responsibility (CSR) principles it will outline a scalable collaboration model that will enable the UN PCP to engage with businesses and promote the SDGs. It will take into account established due diligence processes but may depart from them in line with the overall objectives of this Strategy. More significantly, the Strategy calls for significant introspection from the UN itself as to how it can add value to a partnership. The Strategy calls for bold and novel ideas as to how the UN can be a real and effective leader in the space of private sector social responsibility.

Furthermore, by partnering with businesses, the UN PCP will be able to amplify its message. Such partnerships will open new avenues of engagement between the UN, the private sector, and their vast consumer bases. Research shows that the consumer is the principal actor informing a company's success and these partnerships will be used to leverage consumer expectations and influence business practices. The following Strategy will first outline the logic behind the proposed partnerships, and the means through which they can be developed. A specific Case Study on how the Strategy can work in practice is also provided.

Time for Action

The natural world is under threat and the environment is in crisis. Recent research estimates that a "near- to mid-term existential threat to human civilisation" poses a significant issue for the survival of the human-earth relationship, if not addressed. On top of this, more than 150 acres

of rainforest is lost in the Amazon Rainforest every 60 seconds, and 68% of all wildlife has been lost since the early 1970s. Even though their consumption habits are currently unsustainable, consumers are gradually stepping up to take ownership of the issues by redefining what they consume and the brands they associate themselves with. As highlighted by a 2020 McKinsey & Co. survey, 66% of all respondents, and 75% of millennial respondents, say that they consider sustainability when they make a purchase. Furthermore, 50% of consumers have been switching to products or services due to a lack of eco-friendly values of a brand since 2019. This shift is manifested in the Global Sustainability Study 2021 survey that found the majority of consumers are prepared to spend a 10% premium on food packaged with environmental-friendly materials, with 42% in America and 41% in China.

This data clearly shows that there is a growing trend of consumers aligning themselves with brands that promote sustainability and climate action. Therefore, it is important that businesses take responsible and strategic actions to align themselves with the SDGs and help drive social change. Multinational companies bear as much responsibility as governments and other institutions in delivering a sustainable world and this is being recognised in consumer behaviour. Businesses must adjust their practices now to align with corporate social responsibility expectations or risk reputational harm or economic loss.

Strategic business management practices that contribute to sustainable development are also necessary for the long-term financial success of modern multi-national businesses. Private enterprises in the 21st century operate in a hyper-globalised and interconnected business environment built on complex transnational supply chains, workforces, and investment networks. This business environment was fuelled by a stable and peaceful international setting that accommodated global economic expansion and integration. As the world transitions from this relatively stable unipolar setting towards a more unstable multipolar environment characterised by stalling development progress and growing conflicts, we are beginning to see these conditions deteriorate, spelling bad news for businesses.

Globalisation has made private enterprises more vulnerable to political instability and crises. Their regular business operations are sensitive to supply chain disruptions, security costs, damaged infrastructure, displacement of workers, corruption, lost investments, and greater investor caution. Whether it stems from war, social unrest, natural disasters or even medical emergencies, a lack of localised resilience increases operational business risk. For example, Amazon shares dropped 4% in Q4 FY 2021/22 due to supply chain difficulties and were forced after the beginning of the Ukraine War was forced to cease operations in Russia entirely.

Bringing a Peace Building Lens to Corporate Social Responsibility (CSR) frameworks helps to stabilise business environments in hyper-globalised settings. There is an established causal relationship between responsible private sector management and peacebuilding that helps to protect the economic interests of businesses. Whether it is through the creation of quality jobs, general economic development, preventing corruption, or filling service gaps the local government cannot, the private sector has the potential to make significant contributions to peacebuilding. Economic development and peace, if managed correctly, reinforce each other by reducing inequalities and fostering a resilient social, economic, and environmental setting that is less prone to conflict and crisis.

However, the private sector cannot contribute to peace and resilience building on its own or through business-as-usual approaches. For it to have a positive impact it must make strategic, contextualised management decisions and collaborate with other community and governance stakeholders in the region. The most successful private sector interventions stem from broad multi-stakeholder partnerships. Therefore, there is tremendous potential for the UN PCP and the private sector to collaborate within the corporate social responsibility space to mutually advance their individual interests and amplify their impact. On the other hand, there is also a substantial risk that such collaborations will harm the image and legitimacy of the UN and the SDGs, or unnecessarily burden private enterprises with more bureaucracy. Consequently, it is important to find synergies between the stakeholder and balance its respective agendas with the UN's international goodwill and reputation.

The following sections will outline a new model of engagement to be invoked by the UN PCP to incorporate the private sector into accelerated progress on the SDGs.

Stage 1: Engagement Dialogue

The UN PCP aims at targeting SDG 17: partnerships for the goals, when working with the private sector. In order to meet SDG 17, the UN PCP will shed light on other interlinked SDGs, where the private sector can have an impact and make a difference regarding reaching the targets of the SDGs by 2030.

This stage is describing the approach and process which the UN PCP should apply to the partnership building process with private sector actors such as multinational companies.

Research and preparation

First, the UN PCP should set out a strategy on how to approach the specific private sector actor, which the UN PCP wants to start its engagement with. The UN PCP should research the specific company's market, strategy and corporate social responsibility objectives. Also, the UN PCP

ought to research the company's existing work with the SDG's aiming at acknowledging this work and to come up with further areas of improvement. Thereafter the UN PCP ought to go through the SDG's, the targets and indicators to overall identify which SDG's and associated targets would be relevant for the UN PCP's partnership with the company. This can entail both targets which the company can directly affect by changing its practices in its operations or indirectly affect through sourcing, procurement and the suppliers and the whole supply chain. Additionally, the identified relevant SDG's and associated targets can also be central to the various *modi* of the specific partnership, such as strategic communication and advocacy, customer campaigns and products, etc.

Initial reach-out

After doing the initial research and reflections on which SDGs and targets, the UN PCP will propose to work within the specific partnership, the UN PCP needs an approach to reach out to the company in order to start an engagement dialogue, with the aim that this will eventually lead to a partnership. The UN PCP can choose one of the four following approaches, to start the initial contact with a private sector company.

1. The UN PCP can reach out to an office or branch located in Switzerland or France;
2. The UN PCP can reach out to the relevant department at the company's headquarters (e.g. corporate social responsibility or public policy);
3. The UN PCP can seek engagement through industry association where companies of interest to the PCP are members;
4. The UN PCP can facilitate an event or conference targeting the private sector and, in that way, start future engagement dialogues with companies.
5. The UN PCP to engage a private sector company through the UN's Global Compact Programme.

Depending on the company's structure, presence in Switzerland etc. one or more of the above presented approaches to the initial reach-out might be chosen.

Starting the engagement dialogue

Once the UN PCP has gotten in contact with the company, the UN PCP would start preparing the meeting, where the initial engagement dialogue will take place. Central to this meeting is the research the UN PCP has done on the company and SDGs relevant to the company's operations, as described above. At the engagement dialogue the focus should be on the following topics:

1. The UN PCP acknowledging the company's existing work with corporate sustainability and the SDGs;
2. The UN PCP and the company discussing how the company can contribute further to the SDGs and improving the already existing work being done;
3. The UN PCP and the company discuss possibilities for the partnership between the UN and the company to promote the SDGs;
4. The UN PCP to suggest how the UN PCP could help the company with its SDG agenda.

Once the above steps have been completed the UN PCP is ready to engage in the next phase with a company with the aim of partnering for the SDGs. Below, we conduct a case study of how the above-described private sector engagement strategy could be implemented if the UN PCP were to partner with the e-commerce company Amazon.

Stage 2: Defining the Partnership

As stated above, a key objective of this Strategy will seek to move the UN from a platform of dialogue to one focused towards consistent action and participation in the SDGs landscape of private companies. Additionally, the Strategy's priority is to shift from reactive engagement to more proactive and sophisticated solutions.

To achieve these aims, this part of the Strategy entails formally setting out the respective duties and responsibilities that the UN PCP and the private company will agree to in respect of their partnership. This builds on stage 1 of the Strategy and formalises the structure of the partnership and the obligations undertaken by both parties as discussed and negotiated during their engagement/dialogue.

This part of the Strategy will focus on both parties' commitments towards the joint programme of improving the private company's performance in respect of the SDGs with guidance, support and leadership from the UN PCP. The level of detail and impact associated with these commitments will radically transform the current Public-Private Partnership (PPP) model. In turn, this will accelerate the world's efforts towards the 2030 Agenda as the private sector will become more sustainable across multiple domains.

UN PCP Deliverables

In entering a new partnership, the Strategy provides that the UN PCP intends for it to not be a one-sided agreement, solely based on corporate goodwill and SDGs promotion/awareness raising.

The Strategy foresees that mutual benefit will result in more sustainable, longer-term collaborations with the private sector. To achieve this ambitious aim, this Strategy demands significant self-examination from the UN towards its mindset, approach and partnership model.

It is this transformative effort from the UN which will provide assurance to the private sector that the UN is strongly committed to the success of the partnership. There is no doubt that this transformation will present several risks for the UN, but it takes the view that the urgency with which the UN needs to tackle the 2030 Agenda warrants an increased exposure to such a risk.

Following stage 2, the next step would entail an analysis of the capacity of the UN PCP to add value to the respective private company in relation to SDG Agenda. Thereafter, the UN PCP would need to decide on what type of commitments it is comfortable and capable of accepting. Expanding on current practices, which include: the mobilization of its network of organisations and knowledge-based resources, this Strategy sets out an additional range of actions the UN PCP will need to consider on a case-by-case basis. These action points were designed with the objective of presenting a more attractive package towards the private sector and showing leadership in the face of inherently complex, layered and competing challenges.

What follows is a sample of new action points for the UN PCP to provide in a partnership with a private company:

1. Training company decision-makers

To advance the achievement of the SDGs, impactful decision-makers must be targeted. The respective company's leadership has potential to bring about change that the UN PCP must stimulate by providing high-level training. These trainings are meant to improve the leadership's understanding of the SDGs, to introduce clear proposals for action and to instill a sense of connection between the private sector, the relevant SDGs and the UN. The aim for this action point is to incorporate SDG analysis into executive decision-making on all relevant areas of the company's operations into the future.

2. Training for employees

UNITAR is experienced in providing training. It has expertise in explanation, adoption and implementation of the SDGs. Utilizing this resource through visits to company sites and the provision of training to employees will improve SDG related policy changes at the operational and implementation level. The content of the training and the target audience can be decided in collaboration with the UN and the company. This action point also has the advantage of combining effectively with action point 1.

3. UN PCP fostering private sector relationships on SDG issues

The UN possesses a unique position that it uses *vis-à-vis* interstate negotiations, but that remains underutilised in the private sector context. To stimulate collaboration between private companies that could provide solutions to one another's problems, the UN PCP can serve as a host for the private sector to connect through the staging of large events aimed at linking companies that can problem-solve each other's SDG related issues. While the SDG Business Forum already exists, this Strategy has in mind a much bolder, widespread and innovative type of event. The current SDG Business Forum is primarily focused on public-private partnerships as opposed to private-private collaboration. It also concentrates on high-level action and not operational/implementation level problem-solving. This action point will tackle those shortcomings.

4. Benefiting from the UN's goodwill and reputation

Allow for the use of trademarked UN and SDG logos on carefully selected products and/or objects, simultaneously increasing the visibility of the SDGs while allowing the respective company to use the UN's strong international reputation.

5. Active SDG Representation at Board Level

The Strategy intends to go beyond short-lived changes based on goodwill and high-level commitments. To bring about a structural change of company decision-making when it comes to the SDG and to actually see real progress, this action point provides for the designation of a SDG expert to the private company to attend relevant company board meetings. This will add a new voice to company discussions on sustainability and improve company performance across SDG related metrics.

Private Sector Deliverables

Just as this Strategy calls for the UN to embrace changes to its practices, the private company will also be required to adjust to a new status quo.

A private company that partners with the UN PCP has to offer a number of impactful changes to its working model, business practices and corporate social responsibility culture. The benefit for the company will essentially be a new type of engagement with real world impact that will be formulated with the approval and support of the UN PCP. It will stand out from a self-created CSR policy and therefore avoid traditional criticisms of greenwashing and corporate vagaries.

What follows is a non-exhaustive list of new action points for the private company to provide in a partnership with the UN PCP:

1. Evaluate all areas of their business that affect or potentially affect the SDGs and prepare an action plan on improvement for specific SDGs or the overall SDG Agenda as per the Engagement Dialogue with the UN;
2. Embrace a new vision that values the partnership with the UN PCP and raises awareness amongst its audience around the theme of SDGs/2030 Agenda;
3. Implement and continuously improve implementation performance on targeted objectives set down in collaboration with the UN PCP;
4. Provide staff secondments to UN departments/organisations to learn about public policy, change-making with the objective of returning to the company with new knowledge and skills;
5. Provide a viable and effective platform which leads to the audience paying attention to the objective of the partnership with the UN PCP and connect the audience/consumer with the partnership (via social media campaigns, promotion, events etc.);
6. Embrace new forms of decision-making that includes corporate social responsibility as a real business concern in of itself, and to be treated with the same level of importance (if not more) than profit-making and financial performance.

Together the UN PCP and private company's action points will form the bedrock of a new and dynamic partnership. To formalise the respective duties and responsibilities and the structure of the partnership, this Strategy calls for the parties to sign a comprehensive Memorandum of Understanding or a Partnership Agreement.

Stage 3: Implementation

Stage 3 of the Strategy entails ensuring effective implementation of the action points associated with the particular partnership. As per the objective of this Strategy to transform the UN's current

way of doing business with the private sector, implementation of the action points must be immediately prioritised by the UN.

The primary steps of implementation will include setting aside an appropriate budget, office space and staff. Thereafter specific implementation measures will be defined on a case-by-case basis by the assigned team 3 months prior to the commencement of the Partnership Agreement/Memorandum of Understanding.

Apart from these, the level of dialogue, collaboration and goal setting expected of partnerships under this Strategy has no precedent within the UN system. Therefore, ongoing communication with the private company will be an utmost priority and a significant change to the UN's current business model in respect of the private sector. The Strategy envisages a deeply integrated working relationship between the UN PCP and the private company which will require training for existing staff as well as further recruitment of experts to accelerate progress and provide leadership.

Stage 4: Evaluation

The final stage of the Strategy encompasses a review/evaluation of the Partnership Agreement/Memorandum of Understanding. Arising out of the unprecedented nature of this Strategy and the new ground that will be forged, ongoing evaluation and monitoring will be an essential priority for the UN PCP – particularly for the first 6 months.

As noted above, there are significant risks for the UN PCP in taking on a partnership with a private company. These risks already existed under existing UN Strategies and principles will need to be re-evaluated in light of the changes to the working model as per this Strategy. The extent of the risk will naturally be dependent on the particular private company and the specific duties and responsibilities set out in the Partnership Agreement/Memorandum of Understanding. To minimise and monitor the risk, the Strategy recommends the design of a bespoke risk assessment and the designation of a specific Risk Management Team at the UN. Transparency, coherence, impact, accountability and due diligence are important factors for the UN when entering into a partnership. These will form the pillar principles of the newly designed risk assessment policy.

Case Study: “Amazon’s Opportunity to Change the World”

Target Company

UN PCP has reflected on their new Strategy and has prepared a list of target companies for the development of a new partnership. These include Coca Cola, Zara, Google and Amazon.

The PCP Team is intent on making their new strategy a success and decides to target Amazon. This was not an easy choice. Amazon is a large multinational company with operations around the world. It is a large consumer with a business model that promotes mass consumption. Controversy also surrounds its working policies, customer privacy and tax affairs. Under already established UN due diligence criteria, the company clearly meets the “high risk” designation.

On the other hand, Amazon has a net worth in excess of the wealth of 92% of the countries on the planet and has a real impact on the world.

The PCP decides that instead of shunting away from such a challenging global behemoth, it is in the best interests of the 2030 Agenda to try and influence such a company, to work with it and lead it towards becoming more sustainable.

Stage 1

With the target company selected, UN PCP now engages in a research campaign into Amazon. The research reveals that Amazon seeks to be the Earth’s most customer-centric company guided by four principles:

1. Customer obsession.
2. Passion for the invention.
3. Commitment to operational excellence.
4. Longer-term thinking.









These exclusively serve an assemblage of their primary customer sets, consisting of consumers, sellers, developers, enterprises, and content creators, Amazon provides services, such as advertising to sellers, vendors, publishers, and authors, through programs such as sponsored ads, display, and video advertising that can all incorporate and become means for promotion of the SDGs.




Amazon states that its mission is to build a sustainable business for their employees, customers and communities and become “Earth’s most customer-centric company”. As part of this mission, Amazon has taken environmental initiatives, including the climate pledge to achieve net-zero carbon emissions across their business by 2040, shipment zero initiative, and strive to reach 100% renewable energy by 2025. Furthermore, Amazon states that they are committing to supporting human rights across their entire supply chain. However, despite Amazon’s commitment to building a sustainable business, they continue to engage in partnerships with multiple oil and gas companies, for which Amazon got a C rating on the Sustainability Index by the Impakter Sustainability Index. Additionally, Amazon does not report through the CDP, which gave them an F for no participation and lack of Key Performance Indicators (KPI). As it is the UN PCPs goal to work towards deepening the global understanding of the work done in Geneva on peace, rights, and well-being, we argue that there is a communality with Amazon. A UN PCP - Amazon partnership would therefore effectively be working towards the promotion and further implementation of the SDGs within the private sector.



UN PCP Team then reflects on Amazon’s business, its values and current SDG focus. It compiles its key findings into a comprehensive table which displays the 17 SDGs as well as their main targets and the UN PCPs suggestions for how Amazon can work with the SDGs. The UN PCP investigated the 17 SDGs, the associated targets and the indicators, and tried to identify potential gaps and areas of actions, which translate into suggestions for Amazon’s future work with the SDGs.

The UN PCP strongly believes that Amazon has a card to play in pursuing an ambitious corporate sustainability strategy and improving its sustainability profile. The UN PCP notes the interdependence of certain goals and targets, as these sometimes overlap.

The prepared table is then used by the UN PCP Team in the initial engagement dialogue with Amazon. The initial reach out is made to Amazon’s HQ’s department for Corporate Social responsibility. The Team decided to pursue the global HQ as opposed to starting with local or regional branches of the company as targeting global operations will have the most impact on the SDGs.

SDGs		Suggestion for Amazon's work with the SDGs
	End poverty in all its forms everywhere	Overall goal: Strive to reduce economic inequalities between Amazon employees and ensure livable wages.
	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Overall goal: Consider advocacy or financial partnerships in relation to SDG 2, e.g. through humanitarian responses or development programmes aiming at ending hunger, e.g. by Amazon partnering with the World Food Programme (WFP).
	Ensure healthy lives and promote well-being for all at all ages	3.7 Relates to 3.8 as health insurance will allow Amazon employees access to sexual and reproductive healthcare services; 3.8 Provision of health insurance to all Amazon employees. 3.9 Eliminate substances and chemicals in Amazon's operations that could be harmful to the environment or to human health.
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	4.1 Ensure that Amazon's warehouses and offices are located close to pre-primary education and schools, to ensure easy access to education for employees' children. 4.2 Consider having pre-primary education at Amazon workplaces to ensure access to early childhood development for Amazon employees' children.
	Achieve gender equality and empower all women and girls	5.2 Implement policies at Amazon to prevent and handle cases of harassment, abuse etc. ; 5.5 Increase women's access to board, and leadership positions in Amazon, e.g. through gender quotas 5.6 Relates to 3.8 . Health insurance for all Amazon employees will ensure access to sexual and reproductive health services and products.
	Ensure availability and sustainable management of water and sanitation for all	6.2. Ensure access to hygienic toilets and hand-washing facilities at Amazon warehouses and offices.
	Ensure access to affordable, reliable, sustainable and modern energy for all	7.2 Strive to produce even more renewable energy to cover the energy needs of Amazon warehouses and offices, e.g. by setting up more windmills and solar panels on roof tops on Amazon buildings; 7.3 Improve the sustainability of Amazon's facilities and buildings, e.g. through isolation to improve energy efficiency.
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.5 Ensure equal access to employment and equal pay at Amazon without discrimination regardless of gender, age, race, ethnicity, origin, religion, economic status or disability. 8.6 Improve access to Amazon jobs and training for youth.

		<p>8.7 Implement policies and guidelines to prevent forced labour and child labour at Amazon as well as throughout Amazon’s supply chain.</p> <p>8.8 Ensure regular monitoring of the working environment and safety at Amazon as well as training for Amazon employees on safe working practices.</p>
	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	<p>9.4 Relates to 7.3;</p> <p>9.5 Expand Amazon’s research related to technological development, especially in developing countries.</p>
	Reduce inequality within and among countries	<p>10.2 Relates to 8.5.</p> <p>10.b Expand Amazon’s operations to developing countries to reduce global inequalities and ensure economic growth in developing countries.</p>
	Make cities and human settlements inclusive, safe, resilient and sustainable	<p>11.1 Expand Amazon's “Housing Equity Fund” to also encompass developing countries in which Amazon operates to create adequate, safe and affordable housing for their employees and possibly other citizens.</p> <p>11.6 Strive for proper waste management in all Amazon warehouses and offices.</p>
	Ensure sustainable consumption and production patterns	<p>12.3 Implement procedures and IT systems to minimise food waste in Amazon's online and physical food retail;</p> <p>12.4 and 12.5 relate to 3.9 and 11.6;</p> <p>12.6 Implement reporting on all SDGs as part of Amazon’s Sustainability Report and encourage Amazon to become a member of the Global Compact.</p> <p>12.8 In partnership with the UN PCP Amazon can start raising awareness among its customers and employees with the UN PCP’s information material about sustainable practices.</p> <p>12.a Relates 10.b.</p>
	Take urgent action to combat climate change and its impacts	<p>13.3 Relates to 12.8.</p>
	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	<p>14.1 Implement the use of compostable packaging instead of plastic in Amazon’s operations to reduce plastic pollution in the ocean;</p> <p>14.4 Ensure that only sustainably sourced fish and seafood are on sale on Amazon’s online and physical retail</p>
	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	<p>Overall goal: Carry out independent environmental impact assessments whenever Amazon acquires new land for its offices and warehouses, as well as for existing land use.</p>

	<p>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p>	<p>16.5 Implement policies to eliminate all means of corruption in Amazon’s operations.</p>
	<p>Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development</p>	<p>Overall goal: The UN PCP and Amazon partnership helps make the 2030 Agenda a reality.</p>

Stage 2

After the discussion of the various SDG related solutions and synergies that can be created between the UN PCP and Amazon PCP, the UN PCP and Amazon work towards formalising their respective commitments. The commitments are set out, on this occasion, in a Memorandum of Understanding.

Memorandum of Understanding (*Sample*)

Between:

United Nations Perception Change Project

-and-

Amazon Inc

Having regard to the 2030 Agenda and the 17 Sustainable Development Goals agreed to by the United Nations General Assembly (Resolution A/RES/70/1).

This Memorandum of Understanding (MOU) sets forth the terms and understanding between the United Nations Perception Change Project (“UN PCP”) and Amazon Inc (“Amazon”) towards the 2030 Agenda and their Partnership.

United Nations Commitments

1. The UN PCP commits to providing expertise training to relevant Amazon decision-makers in respect of Amazon’s specific SDG commitments under this MOU when requested by Amazon. There will be no fee for the provision of such training.
2. The UN PCP commits to appointing a Special Delegate to attend Amazon Board meetings that concern Amazon’s business decisions that relate to the SDGs.
 - a. The Special Delegate shall hold a non-executive and non-voting seat on Amazon’s Board of Directors.
 - b. The parties agree to jointly discharge the costs of the Special Delegate on an equal basis.

3. The UN PCP agrees to Amazon's use, for promotional and marketing purposes, of the UN emblem, logo and any other material that identifies the UN PCP consistent with Amazon's SDG Agenda. Any marketing or promotional campaigns or uses by Amazon must be explicitly agreed to by the UN PCP following a consultation.
4. The UN PCP agrees to accept 20 Amazon secondments per year for the duration of the Partnership. The secondees will be selected following a review between the parties as to the areas of Amazon's business requiring particular expertise and/or assistance with respect to Amazon's SDG agenda.
5. The UN PCP agrees to assign the work and obligations under this MOU to a sufficiently staffed team within the UN General Secretariat.

Amazon Commitments

6. Amazon commits to action points 11.1, 12.8, 15 and 17 as per the Engagement Dialogue Table. Whereas the parties agree to further implementation and deliverables on these points on the SDGs to be reviewed within 6 months and every 6 months thereafter, Amazon immediately commits to:
 - a. restructuring its labelling and boxing procedures in an agreed way that promotes the SDGs and the 2030 Agenda;
 - b. providing audio-visual promotional tools such as documentarily short films and podcasts regarding the SDGs through its wider platforms of Amazon Prime, Amazon Music and others;
7. Amazon agrees to the appointment of a Special Delegate from the UN and commits to providing adequate notice to said Special Delegate in advance of relevant Board meetings and to provide all relevant materials to be discussed at the meetings at least 7 days in advance.
8. Amazon agrees to assign the work and obligations under this MOU to a sufficiently staffed team within the UN General Secretariat.

A complete MOU would include additional sections which have been left out due to space constraints. These would include, would not be limited to; definitions, duration, penalties and termination.

Signed: _____
UN PCP Manager

Signed: _____
CEO of Amazon

Stage 3

In collaboration with the wider UN General Secretariat, the UN PCP Team coordinate the relevant measures and processes required to implement the MOU.

An annual budget of €1,000,000.00 per year to meet its obligations under the Memorandum of Understanding and to foster a successful relationship with Amazon. The budget will go towards:

- appointment of a team of 7 to oversee the relationship with Amazon;
- designation of office space for the team;
- recruitment of a Private Partner Manager to lead the team and to ensure effective implementation measures and risk assessments are designed as per the Strategy;
- selection of a team member to be an UN/Amazon Relationship Associate to design and maintain appropriate communication channels.

Amazon's implementation of the MOU and their approach towards the success of the Partnership is beyond the control of the UN PCP. However, the UN PCP expects that the selection of a specific Relationship Associate to monitor communication and the meeting of targets will ensure that matters run effectively and that both parties are held accountable.

Stage 4

Risk management will be treated seriously by the UN PCP Team. As per the design of a new risk assessment to build on already established risk and due diligence criteria, the focus will be on managing any reputational risks (as well as other risks) to the UN due to its association with Amazon.

Due to the novelty of the Strategy, risk can be mitigated before the commencement of the partnership through an information campaign targeting UN Departments, UN staff, Member States and the wider international organisations and civil society network. Communicating the

message that this is a necessary step for the UN to take due to the sheer urgency with which the SDGs need to be tackled.

A thorough and well-delivered communication campaign about these types of partnership will minimise the impact of any future scandals affecting the private company that could in turn impact the reputation of the UN.

Some key risk indicators to be monitored by the UN PCP Team in relation to Amazon will be:

1. Amazon's operations in high-risk sectors and/or conflict zones
2. Amazon's compliance with UN sanctions and relevant conventions, treaties and resolutions;
3. Reporting and news stories about Amazon;
4. Amazon's anti-fraud and anti-corruption policies;
5. Amazon's use of UN promotional material;
6. Amazon's partnerships with other organisations and/or states.

Conclusion

After much deliberation between the UN PCP Team on effective strategies to work with the private sector, the team designed this Strategy and Case Study and now fully endorse same for immediate application. While the Case Study provides an example of how a specific partnership might work with a large multinational company, the Strategy can be replicated quite extensively across the private sector.

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Working Group IV – United Nations Institute for Training and Research

Learning Opportunities on Sustainable Development Goals for Vulnerable Population Groups: a Case Study on Youth Refugees in Geneva, Switzerland

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Background

‘UN SDG:Learn’ is a United Nations initiative that aims to bring relevant and curated learning solutions on sustainable development topics to individuals and organizations. ‘UN SDG:Learn’ is composed of One Platform, One Partnership and One Programme aimed at an effective, coherent, and inclusive approach to learning on the Sustainable Development Goals (SDGs).

The Platform enables a smart navigation through the growing wealth of various learning solutions including courses, tutorials, podcasts, analytical and other tools, and the expertise on topics related to SDG achievement. UN SDG:Learn has some sixty partners from within the UN and outside. It now also offers a clever recommendation system for those learners who wish to assess their competencies and take courses based on the results of the assessments.

Under its Working Group on Partnerships, UN SDG:Learn develops a Partnership Strategy that includes as one of the high-level objectives the need to make the Platform more relevant to vulnerable population groups to promote the principle of ‘Leave No One Behind’.



For more information, see link to UN SDG:Learn: <https://www.unsdglearn.org>

1. Introduction

The world today is confronted with a series of environmental and socio-economic threats that destabilizes humanity's peaceful existence. The Sustainable Development Goals (SDGs) however serve as a blueprint for our collective efforts toward the sustainable future we desire.

Young people between the ages of 15- and 24-years account for 15.5 per cent of the global population according to the World Youth Report. Building the capacity of young people in an interdisciplinary and multifaceted approach provides strong leverage for the global strive towards actualizing the 2030 Agenda. Education is fundamental in the intellectual development of young people to bring to the table meaningful contributions toward achieving the SDGs.

This was demonstrated mostly in refugee camps where the youth were suffering from the consequence of a lack of education facilities and services. According to UNHCR, two-thirds of refugee youth might never receive a secondary school education. It was also indicated by the United Nations (UN) that the education of the youth refugee is in crisis.

As part of the efforts by the UN to build capacities of stakeholders at the local, national and international levels, it has a training arm dedicated to meeting this objective through the provision of quality learning products in the bid to support policy formulation for policymakers and provide comprehensive knowledge to individuals at the grassroots. An approach has been developed to target the refugee youth and to estimate their knowledge about the sustainable development goals with more focus on goal number four equality education. Additionally, this would indicate the level of refugee youth's knowledge about the SDGs using qualitative data from a refugee camp located in Geneva. Further, based on our findings, we put recommendations for interactive learning and engaging with the SDGs among the youth refugees in Switzerland.

1.1 Problem Statement: UN SDGs and the “Refugee Gap”

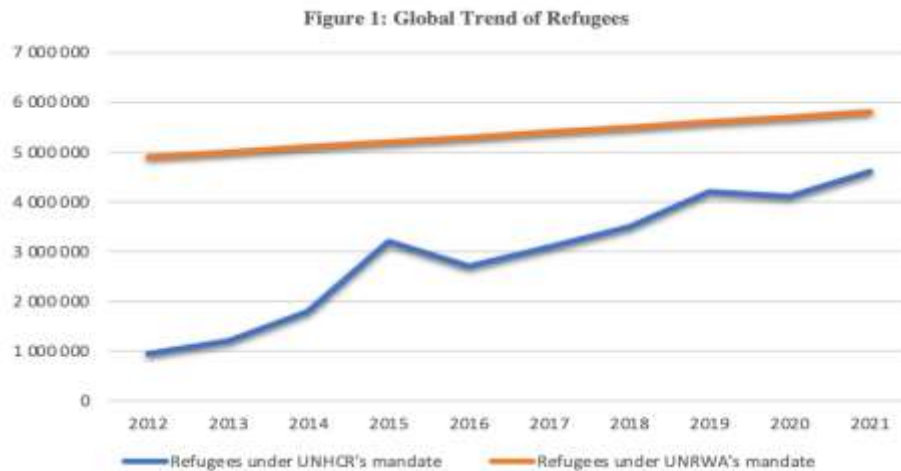
The urgency of leaving no one behind in the context of SDG places a concern for the UN to adequately provide learning solutions to vulnerable groups like refugees to better understand the SDGs in context. SDG: learn as a learning platform under the UNITAR seeks to address these vulnerable groups in the efforts to provide feasible learning materials.

However, the challenges faced spanning from relevant learning materials, appropriate learning tools and adaptation learning cycles based on vulnerability context is of a great concern in aiding the UN achieve its goal of ‘Leaving No One Behind’. Given that this project seeks to provide entry points for the SDG: learn to better provide context-based education on the themes of youth and human rights and the SDGs at large.

Today, refugees are among those that are furthest away from reaching the UN SDGs’ targets and aspirations. Although we have seen major advances in data analysis and visualization, there remains a critical need for clear baselines and better-quality data to judge the effectiveness of the SDG implementation. As such, our definition of “refugee gap” concept with regard to The Global Goals brings us to asks; (i) whether and (ii) to what extent the refugee gap is still present though the inclusion of a refugee dedicated indicator in 2020⁹.

Figure 1 (below) depicts a brief outlook of the current global trend of refugees. As revealed by the UN High Commissioner for Refugees (UNHCR), by the end of 2020, there were 82.4 million forcibly displaced people in the world (of which 26.4 million were refugees). And in only one year, the number of refugees worldwide increased by 2.89% (from 20.7 in 2020 to 21.3 million at the end of 2021) – which more than doubled the 10.5 million a decade ago.

⁹ See UNHCR, ‘Refugee Data Finder – Methodology’ (online), Available from: <https://www.unhcr.org/refugee-statistics/methodology/>



Source: Own Representation

Despite the progress observed in recent decades, young refugees in particular are still missing out on Global Goal 4 (ensuring inclusive and equitable quality education) - whereby they are not being empowered or equipped with the skills they need to succeed in life. Due to current data disaggregation policies and practices, whereby those data gaps constrain the analysis of refugees.

In fact, looking at UNCHCR (2020) documents which set out the ways in which the SDGs and the Global Compact on Refugees (GCR)¹⁰ are aligned, it is possible to state that this alignment is more conceptual in nature than empirical, partly because;

- i. Not all indicators are conceptually clear.
- ii. An internationally established methodology and standards are not always available.
- iii. Most importantly, data are not regularly produced (updated) by all the countries.

Though the lives of refugees may not be at risk, but their basic rights and essential economic, social and psychological needs remain unfulfilled after years of exile. For instance, integrating more refugees and youth into the labour market should be key to making growth more inclusive but requires targeted support. As recently highlighted by the RescueWorks report (2019)¹¹, if employment and earnings gender gaps were closed in each of the top 30 refugee-hosting countries then refugee women could generate up to \$1.4 trillion to annual global GDP.

¹⁰ The Global Compact on Refugees is a framework for more predictable and equitable responsibility-sharing, recognizing that a sustainable solution to refugee situations cannot be achieved without international cooperation.

¹¹ Kabir and Klugman (2019), 'Unlocking Refugee Women's Potential - Closing Economic Gaps to Benefit All', Georgetown Institute for Women, Peace and Security.

Therefore, the objective of this report is to deliver a methodology that would allow refugees' access to fundamental rights and well-being, in a bid to promote training and education is moving towards compliance with the SDGs of the 2030 Agenda and is necessary to avoid the appearance of "lost generations".

1.2 Project Objectives

This working group will be invited to develop an approach for the UN SDG:Learn to better address the needs of vulnerable population groups. More specifically, the approach will aim to provide more accessible and relevant learning solutions to persons from these groups.

1.3 Project Outputs

The approach would need to include:

- A needs assessment survey design, including its content, sampling, and implementation strategy.
- The preliminary mapping of the target vulnerable groups with possible methodologies (delivery mode) and indication of learning outcomes (content) for each.
- An initial inventory of successful examples of learning solutions.
- Proposal for how to measure the effectiveness of the Platform in promoting 'Leave No One Behind'.

2. Methodology

2.1 Study Location

The study was conducted in the city of Geneva, Switzerland, which is the second most populous city in the country with a population density of about 13,000 per square kilometre. It is located at the southern end of the Lake Geneva.

2.1.1 Sampling Location

Sampling was conducted at the 'Centre d'hebergement collection de Rigot'. This place houses refugees and asylum seekers from different parts of the world.

2.1.2 Sampling size

This building houses about 400 individuals and the gender population is 50/50 in proportion. Of these numbers, A total of four refugees (1 female and three males) were interviewed. In addition to this we interviewed 3 social workers, (1 male and two females).

2.1.3 Survey design

The application of surveys is wide and can include consumer behaviour, market research, and political opinion. A survey was drafted for the purpose of having relevant answers to specific questions that informed our decision in getting a learning solution for our targeted audience. This also gave us data to back up our study.

2.1.4 Purpose of survey

- To determine the strengths and weaknesses of the existing UN SDG learn platform
- To Access the actual needs of the targeted audience
- To learn more about how to improve the current Learning Platform.
- Give the targeted audience the opportunity to make their Voices Heard and make their needs know

2.1.5 Survey Questions

Our questions (in Table 1 below) were specifically crafted to help us achieve our goal. The questions require different type of answers ranging from multiple choice questions to Boolean questions etc. The interview stage was quite interesting, and it was conducted by 3 group members under Dr Elena's observation.

Table 1 - Survey Questions: SDGs and Refugees¹²

Question 1	Age
Question 2	Gender
Question 3	Country of origin
Question 4	Level of Education
Question 5	Do you have access to fast internet?
Question 6	Access to electronic device (types)
Question 7	What is your preferred learning mode or style?
Question 8	Would you be interested in more time-consuming learning objectives?
Question 9	Do you recognise this symbol? If yes, what does this symbol represent? What is it for?
Question 10	According to you, are we achieving those United Nations Sustainable Development Goals (UN SDGs)?
Question 11	Which UN SDGs would you like to learn most? (Choose 3)
Question 12	What are the current challenges preventing you from achieving your targeted goals? Do they result from your refugee or asylum seeker status?
Question 13	What are your expectations for the future (optional - reflection)?

¹² See survey link: <https://forms.gle/tZ2eUVB95gsj8VL69>

- Question 14** What knowledge and skills would you like to strengthen?
- Question 15** According to you, who is responsible in achieving the SDGs?
- Question 16** Do you think we will achieve the SDGs by 2030?
-

2.2 Learning outcomes for training

In this section, the learning outcomes are summarized using the described methodologies above. Upon completion of the suggested activities, the participants are expected to do the following:

1. Identify the SDGs and understand their importance and focus on human rights.
2. Navigate the SDG Learn gateway dashboard.
3. Relate the SDGs to personal experiences and reflect upon them in their daily lives.
4. Recount success stories reported in the course material.
5. Describe actions need to fulfil the SDGs and how they can be applied and integrated in their daily lives (daily actions).

3. Deliverables

3.1 The youth-social media interaction

Arguably, the most popular social media app between the month of February 2020 to June 2020 was the platform for sharing short videos called TikTok (Hiebert and Kortes-Miller, 2021)¹³. Additionally, TikTok is an effective tool for bringing young people together and having an impact on areas outside of the digital sphere. TikTok shows the potential to be a community space for young people who are marginalized and or socially excluded, as well as bringing young people together for social action (Hiebert and Kortes-Miller, 2021).

3.1.1 Influencers

As the entire purpose of influencer marketing is that the promotion comes from a trusted source, and if going behind a privacy wall automatically inspires more trust in the content, it could prove hugely successful in increasing SDGs engagement with refugees. And why not, with the practice of influencer marketing, UNITAR might also be creating the next generation of UN SDG ambassadors.

3.1.2 Sound Walk: Walking the SDGs

The main deliverable is a sound walk. In essence, a sound walk is an interactive audio guide that will provide its listeners with information and provide space for reflection. The sound walk is

¹³ Refer to Hiebert and Kortes-Miller (2021), 'Finding home in online community: exploring TikTok as a support for gender and sexual minority youth throughout COVID-19', Journal of LGBT Youth; 1-18, 2021

showcased through a phone application connected to satellite maps. Upon opening the sound walk, participants will be shown a map with numbered pins marking the stops of the walk. When arriving at the first destination, audio is automatically played, providing information about the United Nations and the SDGs. In most cases, the stop symbolizes one or more of the goals. For example, the stop for SDG 3 can occur near learning institutions such as a school or a university.

Based on the case studies, it is clear that the target group values interactive components that make learning fun. A suggestion was to include music, and songs should be part of the walk. Further, sensory experiences can have a strong impact on learning. For SDG 6, participants can be asked to touch water in a fountain or tap, perhaps assessing its quality by its colour or location, or simply for the bodily experience. Similarly, the shade from a tree or building can be used to highlight the participants experiences of weather or temperature.

In order to measure the learning gained from each stop on the walk, the app could also integrate a quiz at the end of each stop that the participants are to complete following a prompt by the audio guide. This provides a clear connection to the learning outcomes on reflection and daily actions for the SDGs. Some examples of this, in relation to SDG 6 are:

- *“When you were a child, were you ever worried about not having enough water to drink?”*
- *“Do you think people are mindful about their use of water?”*
- *“What are some things you can do to help water bodies near where you live?”*

Starting locally: Geneva

In line with its spirit, the project aims to ground the SDGs both locally and internationally. Therefore, it was decided to focus on our close environment: Geneva. In the sound walk, we will use the city of Geneva as the backdrop, and its landmarks and institutions as symbols for the SDGs. Below, an excerpt of a proposed route can be found.

Proposed route, stop 1, 2 and 3

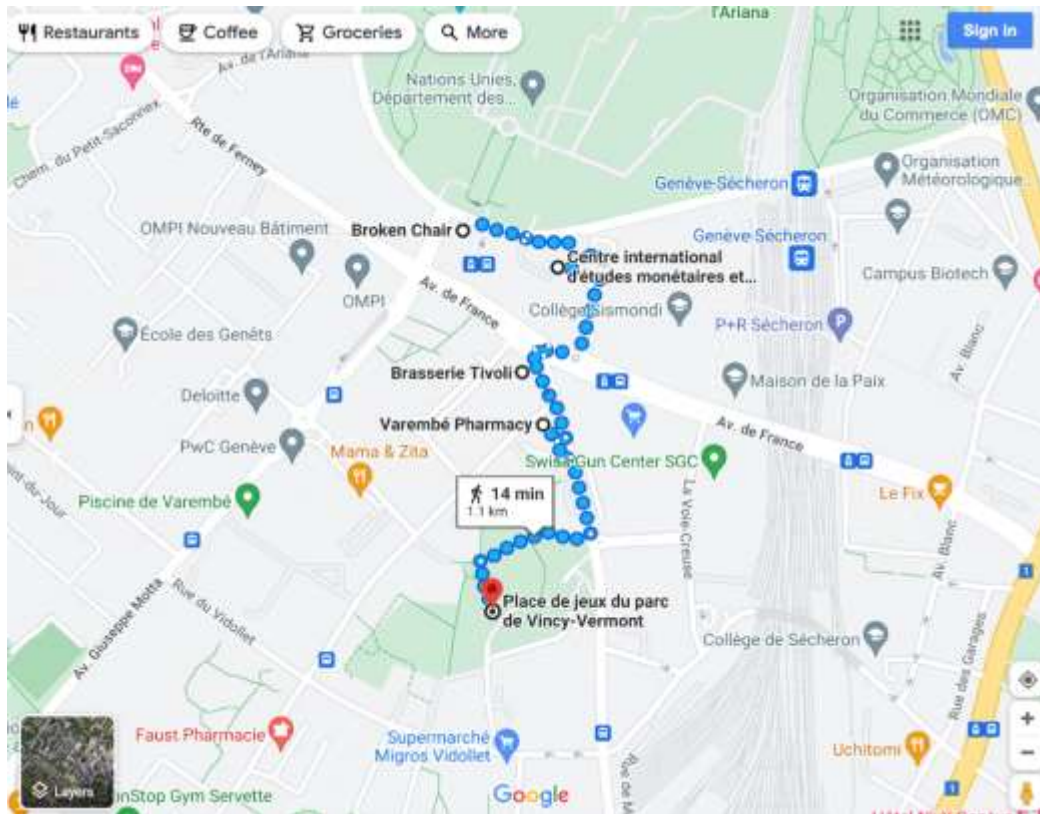
Starting point: Place de Nations/town square

SDG 1: Bank, ATM

SDG 2: Brasserie Tivoli

SDG 3: Varembé pharmacy

SDG 4: Place de Jeux du Parc de Vincy-Vermont



A key benefit of the training is that it can be replicated in different locations. After understanding the needs and context of a new place, the route can be redrawn. Similarly, it is recommended that the sound walk be translated into different languages.

The group recommends that the sound walk will be presented in the format of a story. This will captivate the audience and motivate the participants to continue walking. This is especially important for young people who may have limited timespan of listening to facts and figures.

SDG1: Centre international d'études monétaires et bancaires
<p><u>Anna:</u> <i>So Anthonia, how much do you have in your pocket right now?</i></p> <p><u>Anthonia:</u> <i>What a weird thing to ask!</i></p> <p><u>Anna:</u> <i>No, tell me, I'll explain!</i></p> <p><u>Anthonia:</u> <i>Maybe 2 CHF?</i></p> <p><u>Anna:</u> <i>Do you think you could survive with this amount?</i></p> <p><u>Anthonia:</u> <i>No way!</i></p> <p><u>Anna:</u> <i>Well did you know that</i></p>

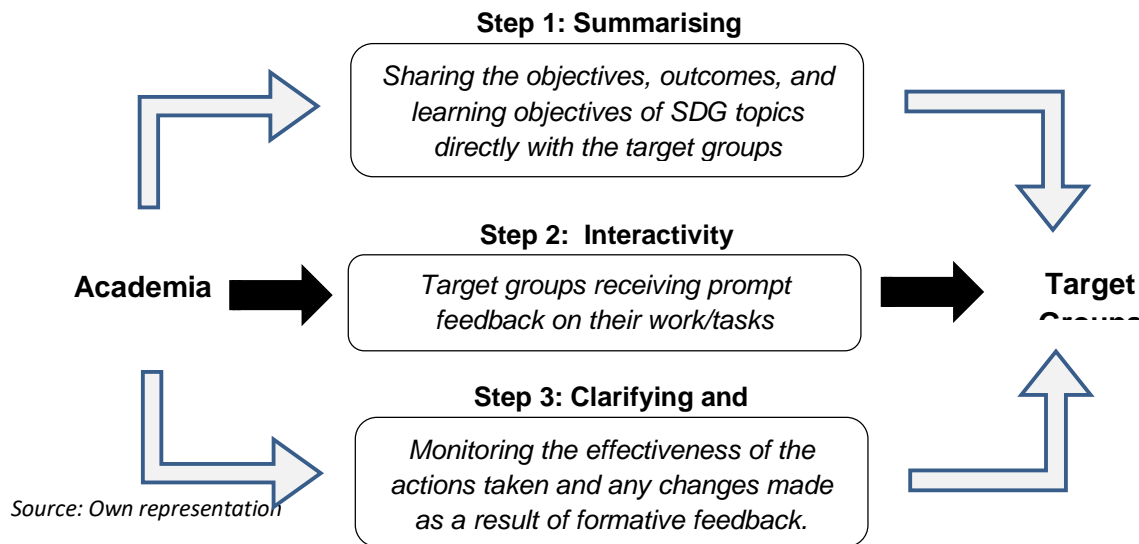
Example, excerpt from SDG1 stop.

3.1.3 Partnering with academia

The team proposes that UNITAR partners with academia. This would build a bridge between sectors in order to bring more specialized attention to the project. Additionally, academia will bring specific expertise about SDG topics as well as useful skills. This includes skills related to mentoring and pedagogy which will further enhance the learning opportunities for the participants. Below is an illustration of the mapping out the knowledge transfers between academia and the target groups, via the feedback loop process.

As a matter of fact, the recent LinkedIn global survey (see Appendix 1) reveals that the new generation of learners - Millennials, Generation X, and Baby boomers, view direct collaboration with educators as a top priority. And for this reason, the following feedback loop should be applied during SDG practice activities and discussion sessions.

Figure 2: Feedback loop applied to bridge the gap between actual and targeted level

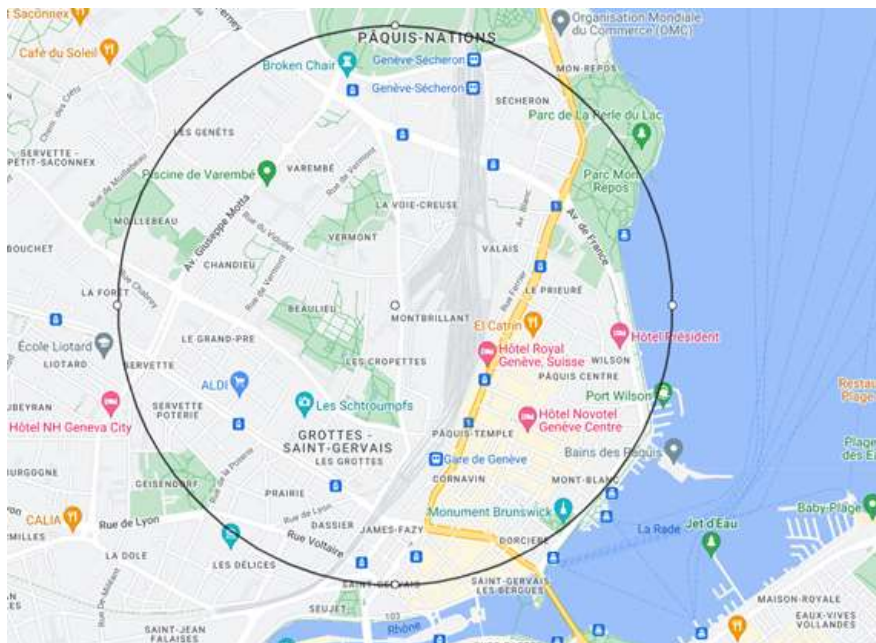
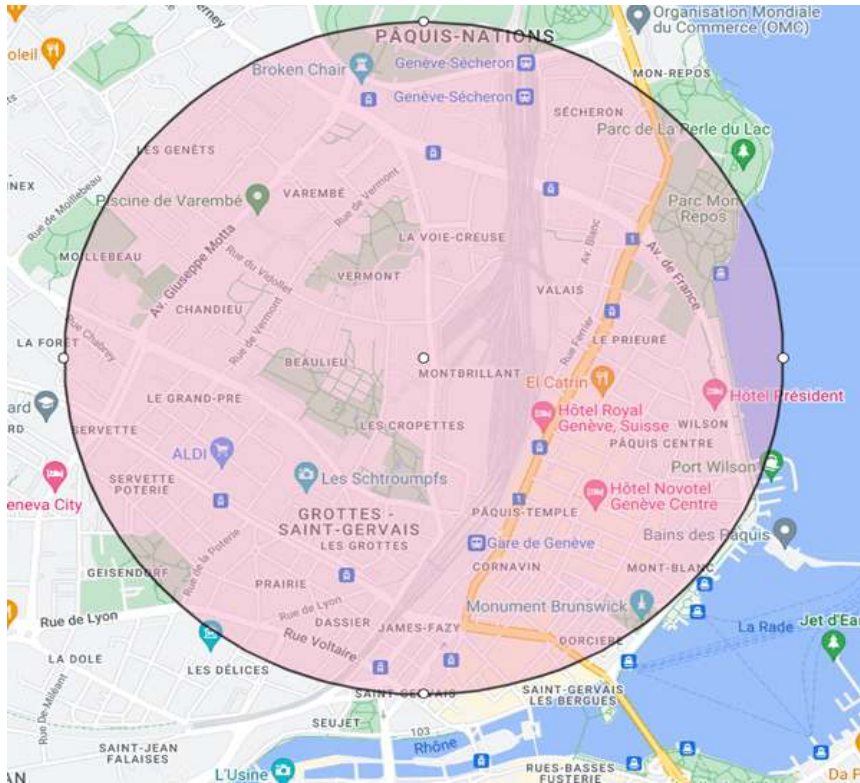


As such, it is best to stick with practice and assessment activities, followed by prompt and formative feedback (completed on an individual basis) on the work submitted by each participant. Indeed, question and answer (Q&A) sessions coupled with formative feedback enable UNITAR to better monitor these target groups (in this case young refugees) and assess how they are developing the SDG learning objectives overtime, and simultaneously provide important information to refugees about teachers' behaviour. There is a two-way communication.

3.2 Logistics

For logistical purposes, it is recommended that the walk start and end at the same location. The walk should be no longer than 1h and not cover more than 3km. This is to allow for people of

different abilities to participate. The proposed sound walk requires participants to have access to a smartphone, data and headphones.



Conclusion

4.1 General Recommendations

- Make the UN SDG:Learn platform user friendly and more inclusive by adding more languages, chat bot and link it to other social media platforms such as TikTok.
- Add a section within the platform for Opportunities related to the SDGs field (Internships, conferences, fellowships, jobs etc.)
- The UN must invest more on marketing and communication strategies by making more interactive videos and use the right platforms to target youth and children.
- As future research, we advise the student to contact a refugee centre for youth (e.g. L'étoile)

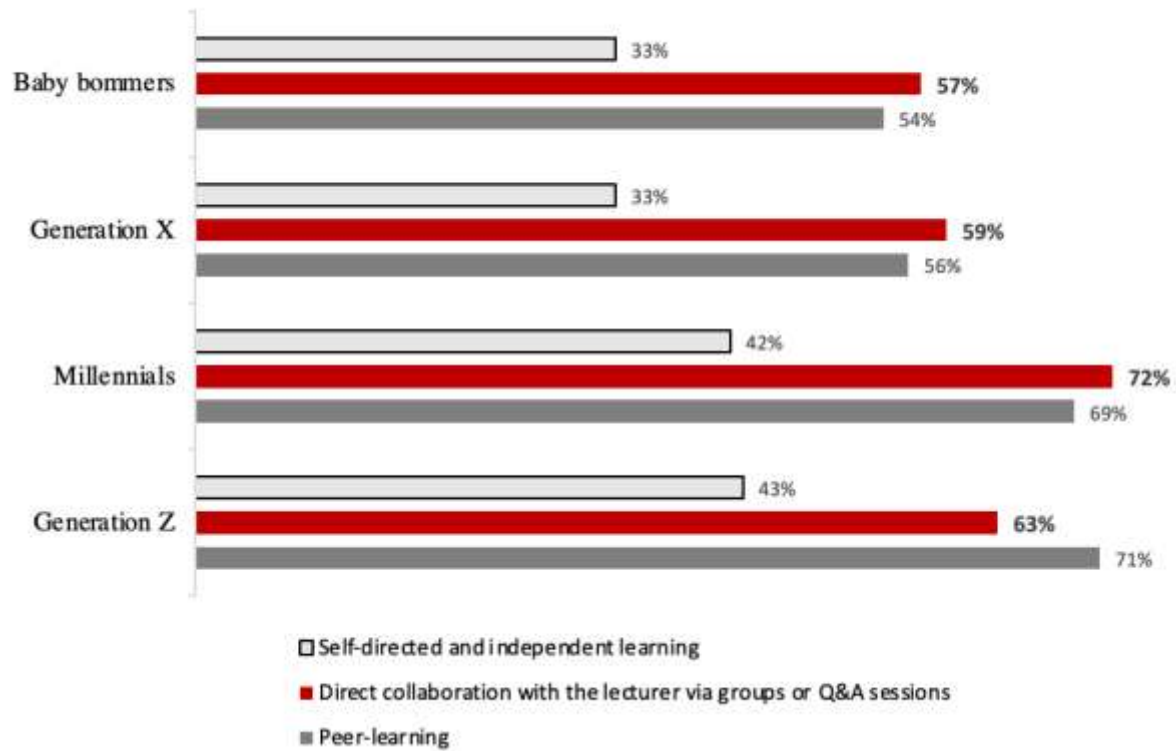
4.2 Awareness Raising

- Cooperate with social media influencers to disseminate information about the importance of the SDGs.
- Make learning songs about the SDGs to help better memorise the information.
- Convert the information about the SDGs into video format and upload them on easily accessible platforms such as YouTube.
- Disseminate the information in an entertaining manner through TikTok and Instagram.

Appendix

This global survey demonstrates that, whether it is through groupwork or Q&A sessions, the new cohort of generations of students opt for direct interaction with teachers.

Figure 6: What Different Generations Want from Learning Programmes



Source: Own representation - drawn using Excel based on data from LinkedIn Survey 2019¹⁴

¹⁴ Chelovechkov et al. (2019), '2019 Workplace Learning Report – Why 2019 is the breakout year for the talent developer', LinkedIn Learning (3rd Annual)