



## ADVOCACY AND PARTNERSHIPS ACTION PLAN

### Context

The MDG-Achievement Fund seeks to accelerate progress to the achievement of the MDGs through supporting policies and programmes that promise significant and measurable impact on select MDGs, financing the testing and/or scaling-up of successful models, catalysing innovations in development practice; and adopting mechanisms that improve the quality of aid as foreseen in the Paris Declaration on Aid Effectiveness.

In Ethiopia, a total of five Joint Programmes have been identified by the UNCT in close collaboration with the Government partners institutions and approved by the MDG-F Secretariat in the fields of Environment, Gender, Culture, Children, Food Security and Nutrition, and Development and the Private sector. With a total of five joint programmes worth US\$26.5m, Ethiopia represents one of the most significant beneficiaries under this MDG funding instrument.

In addition, Ethiopia is among the nine MDG-F countries eligible to get additional support for the implementation of the specific Advocacy and Partnerships strategy designed by the MDG-F Secretariat, aiming at raising awareness and increasing public participation in MDG related policies and actions.

### Objective

The main goal of the Ethiopian Advocacy and Partnerships Action Plan is to accelerate progress towards the achievement of MDGs by improving public awareness and enhancing citizen involvement in MDG related policies and actions. Specifically, the plan seeks to improve public understanding of the MDGs targets and progress at the country level. Additionally, building on the five Joint programmes, the Plan aims at strengthening the joint communication of the UNCT regarding diffusion of MDGs related issues.

### Key Outcomes:

- Increased awareness and support for the MDGs and the Fund both at policy and general public level.
- Programmes are leveraged for increased MDG results and citizen engagement in MDG-F and MDG processes is strengthened
- Improved accountability and transparency towards all partners

### Implementation of the Plan

Communication Officer in RCO + UN Communication Group

**OVERALL STRATEGY GOAL**

***Accelerate progress on the MDGs by raising awareness, strengthening broad-based support and action and increasing citizen engagement in MDG related policy and practice.***

Strategy Outcomes	Outputs	Indicative Activities	\$\$\$
<b>I. Increased awareness and support for the MDGs and the Fund both at policy and general public level.</b>	<b>Media</b>		
	<ul style="list-style-type: none"> <li>Establish alliances with media to regularly cover development issues on MDGs and related goals in Ethiopia</li> </ul>	<ul style="list-style-type: none"> <li>Develop a specific Ethiopia MDGs toolkit for the media to be translated in the different national languages: Amharic, XXX, XXX,</li> <li>Organize 1 media field visit per year to MDG related program</li> <li>Host regular informational sessions with press, radio and TV journalists to brief them on MDG development issues and programmes.</li> <li>Organise thematic briefings on specific areas, particularly those addressed by the 5 Joint programmes</li> <li>Identify key communication partners at the regional level, specifically on the regions where the 5 Joint Programmes are implemented.</li> </ul>	45,000
	<b>Key dates and Events</b>		
	<ul style="list-style-type: none"> <li>Key dates and events are used to raise awareness and link the advocacy efforts of various national actors including UN, private sector, civil society and government</li> </ul>	<ul style="list-style-type: none"> <li>The Great Ethiopian Run and other sport events are used to promote MDGs at the country level. A specific MDG prize is designed.</li> <li>Participate in the Stand Up and Take Action against Poverty mobilization campaign for 2009 using existing networks and the multiplier effect to mobilize as many people as possible to participate and use this event to articulate policy demands.</li> </ul>	30,000
	<b>Citizen Engagement and Civil Society Participation</b>		
	<ul style="list-style-type: none"> <li>Linkages have been made with select civil society organizations for MDG advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Organizations that are interested and active on MDG related issues are identified and activities are joined as and when relevant.</li> <li>Participate and support events that will facilitate partnership and relationship building with relevant organizations</li> </ul>	15,000
	<b>United Nations Communications Group and Coordination</b>		
<ul style="list-style-type: none"> <li>UN Communications Group provides a platform for joint communication, advocacy and mobilization in line with One UN and MDGs</li> </ul>	<ul style="list-style-type: none"> <li>UN RCO Communication officer and UN communication group define a common communication strategy in line with the One Voice component of the DAO process in Ethiopia based on agreed key messages related to the Ethiopia UN programme goals and MDG-F funded programmes.</li> <li>E-Newsletter on DAO in Ethiopia is developed and distributed to all UNCT and partners institutions</li> <li>Specific meetings on advocacy and communicating results of the 5 Joint Programmes are held.</li> <li>Lessons are drawn from implementing Joint Programmes and communicated</li> </ul>	10,000	

Public Outreach and Communication			
	<ul style="list-style-type: none"> <li>Awareness materials designed (brochures, information notes, newsletters, human interest stories, TV spots, radio spots) and distributed along appropriate channels.</li> </ul>	<ul style="list-style-type: none"> <li>Localized means of awareness raising (theatre, cinema, painting contests, religious leaders involvement, etc...) are identified in the regions where the 5 Joint Programmes are implemented,</li> </ul>	
<b>Strategy Outcomes</b>	<b>Outputs</b>	<b>Indicative Activities</b>	<b>\$\$\$</b>
<b>II. Programmes are leveraged for increased MDG results and citizen engagement in MDG-F and MDG processes is strengthened</b>	<b>Support to citizen engagement and civil society</b>		
	<ul style="list-style-type: none"> <li>Citizen groups/networks have been strengthened to have more effective participation in MDG policy and practice.</li> </ul>	<ul style="list-style-type: none"> <li>Identify capacity building needs of relevant citizen groups, CSOs and other development stakeholders to improve their participation in MDGs related issues</li> <li>Foster public debates around citizen and local communities development priorities in view of the preparation of the next Ethiopian Poverty Reduction Strategy (PASDEP)</li> <li>Identify and strengthen Universities departments and specialized development research institutions in their capacity to critically analyzed MDG related policies.</li> <li>Work with the Ethiopian Statistics Agency to design specific MDGs related surveys which results can easily be distributed</li> </ul>	45,000
	<b>Support to Local Governments</b>		
	<ul style="list-style-type: none"> <li>Strengthened dialogue between local governments and civil society groups as it relates to JP goals and MDGs</li> </ul>	<ul style="list-style-type: none"> <li>Identify the most adequate spaces of dialogue and communication at the woredas level to ensure information and knowledge exchange between local governments and formal and non formal institutions.</li> </ul>	10,000
	<b>Documentation and knowledge sharing</b>		
	<ul style="list-style-type: none"> <li>Innovative and promising cases are highlighted and used to facilitate learning, scaling up and advocacy.</li> </ul>	<ul style="list-style-type: none"> <li>Existing Knowledge sharing platforms strengthened and utilized to promote MDGs in general and the 5 MDG-F Joint programmes in particular</li> </ul>	30,000
	<b>Partnerships</b>		



## MDG ACHIEVEMENT FUND

	<ul style="list-style-type: none"> <li>Wide range of partnerships has been established in support of the MDGs.</li> </ul>	<ul style="list-style-type: none"> <li>Identify other actors working on MDGs and related development goals and involve them in specific events.</li> </ul>	
<b>Strategy Outcomes</b>	<b>Outputs</b>	<b>Indicative Activities</b>	<b>\$\$\$</b>
<b>III. Improved accountability and transparency towards all partners</b>	<b>Branding and Identity</b>		
	<ul style="list-style-type: none"> <li>MDG-F identity is strengthened and it is recognized as a trusted partner.</li> </ul>	<ul style="list-style-type: none"> <li>All printed materials and events related to the MDG-F are branded according to the Fund's guidelines- using MDG-F logo to represent both the Spanish Government and all the UN Agencies.</li> </ul>	5,000
	<b>Citizen Engagement and Accountability</b>		
	<ul style="list-style-type: none"> <li>Accountability to citizens in pilot areas is strengthened</li> </ul>	<ul style="list-style-type: none"> <li>Ensure that key partners are informed about the intent of the JPs, the resources that will be channeled towards their community and who will be responsible for the implementation, giving an opportunity for their participation including potentially taking responsibility for implementing certain elements of programme.</li> </ul>	20,000