

MDG-F Advocacy and Partnerships (A&P) Focus Countries Additional Funds- Bosnia and Herzegovina

OVERALL 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.

| Outcomes | Outputs | Indicative Activities | Remarks, Methodology Time-span | Estimated funds |
|--|--|--|---|-------------------|
| I. Increased awareness and support for the MDGs and the Fund both at policy and general public level. | A. Establish alliances with media to regularly cover development stories/issues on MDGs and related issues. | 1. Develop key messages. These messages will respond to the National MDG Priorities and will be developed with the participation of different UN agencies, Public Institutions, CSOs, Universities, donors, in order to have messages that link MDGs with national priorities that integrate different perspectives. | Identify, in coordination with United Nations Communication Group (UNCG), UN agencies and MDGF Joint Programmes (JPs), the key media and journalists appropriate to reach the selected target groups. | 25,000 USD |
| | | 2. Organize media field visits to programmes. | Alternative media suggested by UNCG will be included. Activity 5: free- media spaces can be negotiated by the UNCG. However it is recommended to allocate 1% of the cost. This activity will include trainings, both in video documentaries and MDGs. | |
| | | 3. Host regular information sessions with journalists to brief them on development issues and programmes. | Time: 1 During year one. | |
| | | 4. Launch a media awards program. | 2,3 4,5 Annually 6 End of 2010 | |
| | | 5. Negotiate media space to air news/video documentaries made by citizens involved in programs thereby encouraging different views and alternative media. | | |
| | | 6. Cover the Conference-presentation of MDG 2010 report. | | |

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| B. Key dates and events are used to raise awareness and link the advocacy efforts of national actors including Government, UN, private sector and civil society. | 1. The promotion of MDGs will be integrated and articulated with the already planned key dates and events. | Budget is allocated to cover media. Time: Annually. | 5,000 USD |
| C. Linkages made with civil society organizations for MDGs advocacy. | <ol style="list-style-type: none"> Revision of the UNCT CSO¹ mapping (2007) and selection of those strategic for the campaign. Selection of key Universities strategic for the campaign. Establish base line information about CSOs' level of awareness and support regarding MDGs. Involvement of CSOs in the Conference of MDGs 2010 report presentation. Participate and support events that will facilitate partnership building with relevant organizations: Four small projects will support selected CSOs² to implement advocacy campaigns in MDGs addressed to the government (at the local level). The projects will include training to effectively advocate and | <p>There are already several studies of CSOs; however a compilation of those most relevant for the strategy within the UNCT/UNCG is needed.</p> <p>Therefore, the project will:</p> <ul style="list-style-type: none"> Analyze the existing studies and the databases that UN agencies have about CSOs. Undertake the base line study. <p>There will be a selection of CSOs for the A&P campaign at two different levels:</p> <ul style="list-style-type: none"> Selection of 10 CSOs relevant for the strategy activities: MDG 2010 Report Conference, participation of key UN days, training, other events. Identification of 4 CSOs to implement MDG advocacy campaigns. The criteria for the selection of these four CSOs will include experience in both advocacy with public institutions and | 27,500 USD |

¹ There will be a link between the CSOs that will eventually be selected for the participation in the MDG 2010 Report and the CSOs that will be selected to participate at the different levels of this campaign.

² Ensure that marginalized groups such as religious and ethnic minorities are included in efforts to strengthen effective participation with particular attention to women.

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| | <p>lobby for policies that accelerate the achievement of MDGs and it will be done in partnership with selected Universities.</p> | <p>citizen participatory processes, in order to ensure the involvement of citizens in advocating for MDGs and their relation with their life priorities.</p> <p>- The progress on MDGs approach will serve as a common umbrella that will provide a common focus to those CSOs working on social inclusion and other relevant topics. A network among the CSOs engaged in MDGs will be established.</p> <p>Time:</p> <table> <tr> <td>1,2,3,4</td> <td>Year one</td> </tr> <tr> <td>5</td> <td>Year two and three.</td> </tr> </table> | 1,2,3,4 | Year one | 5 | Year two and three. | |
| 1,2,3,4 | Year one | | | | | | |
| 5 | Year two and three. | | | | | | |

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| <p>D. Decision makers and policy level. Spaces for debate and consensus created for the support and articulation public policies, programs and plans for the achievement of the MDGs.</p> | <ol style="list-style-type: none"> 1. Identification of decision makers and key institutions at the different levels of government. 2. Identify spaces to integrate MDGs in government policies and programmes. 3. Facilitate a Conference to present the MDGs 2010 Report. The Conference will be led by the Government with the participation of UN, media, COs, academic sector, donors and other key partners. The objective is to create debate and consensus about the Country progress in MDGs and the main challenges, under the framework of the Millennium Declaration (MD). 4. Promote and facilitate other spaces of dialogue, consensus and articulation of policies for the achievement and monitoring of the MDGs and MDG/F Projects. | <p>Advocate for the use of common and articulated methodologies, databases (i.e Devinfo) and indicators. Link with M&E Strategy activities.</p> <p>Time:</p> <table> <tr> <td>1,2</td> <td>Year one.</td> </tr> <tr> <td>3</td> <td>End 2010</td> </tr> <tr> <td>4</td> <td>Year two and three</td> </tr> </table> | 1,2 | Year one. | 3 | End 2010 | 4 | Year two and three | <p>20,000 USD</p> |
| 1,2 | Year one. | | | | | | | | |
| 3 | End 2010 | | | | | | | | |
| 4 | Year two and three | | | | | | | | |

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| E. UN-Communication Group (UNCG) provides a platform for joint communication, advocacy and mobilization in line with One UN and MDGs. | <ol style="list-style-type: none"> 1. UN coordinates participation in key dates/events that highlight the MDGs and the work of the MDG-F projects. 1. UNCG establishes media contacts that are shared with Agencies and used for engaging with media. 2. Strategic partnerships with media organizations are brokered to increase visibility of MDGs on media channels-e.g. through talk shows, radio/TV interviews. | <p>Time:</p> <ol style="list-style-type: none"> 1 Annually. 2 Year one. | 15,000 USD |
| F. Awareness materials designed (brochures, information notes, newsletters, human interest stories, TV spots, radio spots) and distributed through appropriate channels. | <ol style="list-style-type: none"> 1. Agree upon key messages and design and print materials that will help in raising awareness and stimulating action on the MDGs³. 2. Identify local radios, TV channels, newspapers, magazines etc that are most effective in disseminating the message at local, regional, national level⁴: Given the high participation and multi-cultural character of festivals in BiH (i.e, Sarajevo Film Festival), it is suggested to use this channel for distribution of MDG materials; dissemination of messages through advertisement canals (TV, radio, Web page); showing of video-clips and other existing MDG materials as short films, etc. | <p>Activity 1: During the first year key messages about MDGs and National Priorities will be compiled.</p> <p>Activities 1 and 2: The audiovisuals developed under the M&E Project will also be used for the achievement of this output.</p> <p>Activity 2: The film proposed in II.A will be projected during the Sarajevo Film Festival (SFF).</p> <p>Time:</p> <ol style="list-style-type: none"> 1 Year one 2 Year one, two and three. | 60,000USD |
| TOTAL BUDGET FOR OUTCOME 1 | | 152,500USD | |

³ These should be done in accordance with MDG-F branding guidelines.

⁴ These should take into consideration means that reach remote/rural areas.

| Outcomes | Outputs | Indicative Activities | Remarks, Methodology Time-span | Estimated funds |
|--|--|--|---|-----------------|
| II. Programmes are leveraged for increased MDG results and citizen engagement in MDG-F and MDG processes is strengthened | A. Documentation and Knowledge sharing. Innovative and promising cases are highlighted and used to facilitate learning, scaling up and advocacy. | 1. 8 MDGs- BiH film. | <p>20,000 will be allocated to support the production of the film and training about MDGs.</p> <p>10,000 will be allocated to ensure a broad distribution: projection-debates, panels, presentation-debates in TV, trips to project in selected places. All the projection-debates will promote the participation of different target groups: New young film talents; media; public institutions (national and local); CSOs, Academy, etc.</p> <p>Time: Production year one, distribution year two and three.</p> | 30,000USD |
| | B. Wide range of partnerships established in support of the MDGs. | 1. MDGs will be promoted under the Donor Coordination Forums, under the framework of MD. | | 0,000USD |
| TOTAL BUDGET FOR OUTCOME 2 | | | 30,000USD | |

| Outcomes | Outputs | Indicative Activities | Methodology and Time-span | Estimated funds |
|---|--|--|---------------------------|-----------------|
| III. Improved accountability and transparency | A. MDG-F Projects are recognized as integral to achieving the MDGs in BiH. | 1. Four (annual and final) special progress reports will be developed to publicize the overall impact of the 4 MDGF projects in BiH. The progress reports will include interviews and statement from the beneficiaries and institutions. | Time: Annually. | 27,500USD |
| TOTAL BUDGET FOR OUTCOME 2 | | | 27,500USD | |