

Cover Note for the BiH Advocacy and Partnerships Project for the Millennium Development Goals

The Advocacy and Partnerships (A&P) MDG/MDGF Strategy focuses on National MDG priorities, with specific attention paid to those MDGs (and those aspects of the MDGs) that are considered relevant for the BiH context. Currently, BiH does not have a National MDGs Common Vision. However, regular monitoring of the MDGs by the UN agencies give us a good idea of where more attention needs to be paid, and it is expected that the elaboration of a new MDG report in 2010 provide further guidance.

Therefore, this strategy will be coordinated with the process of elaboration of The MDG 2010 report, which is expected to be led by BiH Institutions, with a wide participation of CSOs, Private Sector and Universities, Donors and other key partners¹. Included in this strategy is the facilitation of a Conference to present the 2010 MDG Report. The Conference will be led by the Government with UN support. The objective is to create debate and consensus about the country's progress in MDGs and the main challenges, under the framework of the Millennium Declaration (MD), Paris Declaration and Accra Agenda for Action. This will establish the foundations for the second and third year activities.

One of the expected results of this process is that United Nations Communication Group (UNCG) will be strengthened and individual agency strategies for MDG advocacy will be harmonized (for example: priority media target groups and priority CSOs identified, key MDG messages formulated).

In order to establish guidelines and indicators that facilitate the implementation and monitoring of the A&P plan, the work will be coordinated with MDG Monitoring and Evaluation Action Plan, which will include evidence based research² on MDGs awareness. This quantitative and qualitative data will provide base line information about *"the level of awareness and support regarding MDGs of the selected key stakeholders, namely: Public Institutions, Media, citizens-target groups, CSOs, Academy sector, private sector, and other stakeholders."* Some mapping of the different stakeholders has already been done by the UNCT. The compilation of the already existing information through each UN agency will be the starting point.

As some MDGF projects include more extensive advocacy and partnerships strategies than others³, the UN-BiH A&P Action Plan will be coordinated with the individual MDG-F Joint Programmes strategies for A&P, complementing those that are less developed. The work will be done at two levels: MDGFs (providing articulation and complementarities for their A&P strategies) and MDGs (at general level, integrating the priorities and common/coordinated approach of the government and the UN with respect to the MDGs).

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20th August 2009

¹ It is projected that the process of MDG 2010 report will provide updated information about National MDG priorities from the different stakeholders. UNDP/RC will coordinate the UN-Interagency support, with an Inter-agency coordinated approach. Donors will be encouraged to participate.

² See MDG-F M&E Focus Countries. Outcome 1, Output 1.

³ According to the MDGF Guidelines of June 2009, JPs are encouraged to allocate 2% of the budget for individual advocacy plans.