

2019 Global Partnership Senior-Level Meeting
13/14 July 2019, New York
DRAFT CONCEPT NOTE

This concept note serves as basis for discussion to agree on objectives and discuss practical issues related to the organisation of a **2019 Global Partnership Senior-Level Meeting (SLM)** ahead of the 2019 High-Level Political Forum on Sustainable Development under the auspices of the United Nations Economic and Social Council (July 2019). This first SLM will be critical to maintain political momentum in between stand-alone Global Partnership High-Level Meetings. Its success depends on inclusive and participatory preparations, and the engagement of target groups currently less involved with the Global Partnership. This draft is for comments by the Steering Committee, after which it will guide the preparation of a draft SLM agenda to start planning and deciding on leads for different parts of the event.

PART I – BACKGROUND AND OBJECTIVES

1. Background

- Despite much progress in global development, development challenges are ever more pressing, complex and inter-related. Eradicating poverty is our greatest common challenge and an indispensable requirement for sustainable development.
- The 2030 Agenda responds to this: focusing on **collective actions, measuring progress, and understanding how to deliver** long-lasting, integrated solutions for people and planet at scale, while leaving no one behind. The urgency of accelerated efforts to reach the SDGs cannot be under-estimated, with only 12 years to go until 2030.
- The United Nations High-Level Political Forum on Sustainable Development (HLPF) highlights the need for a ‘gear change’ in SDG implementation: **mobilising more resources and bringing in more partners**. The scale of the ambition has moved from billions to trillions; and from whole-of-government to whole-of-society. Greater attention is needed, to address the practicalities of SDG implementation, and to harness and make best possible use of existing and new resources and partners.
- The Global Partnership speaks to each of these efforts and has a key role to play in facilitating this gear shift, and delivering more effectively:

- As a **solution-oriented, multi-stakeholder** partnership: The Global Partnership convenes across all development actors and fosters critical knowledge exchange to help all partners implement policies needed to accelerate progress on the SDGs;
- As a partnership committed to sharing **data and practices** from the country level: The Global Partnership takes stock of progress alongside exploring new approaches in making development cooperation more effective.

2. Why a Global Partnership SLM back-to-back with the 2019 HLPF?

The 2019 sessions of the HLPF will bring a special focus on partnerships, engaging different stakeholders through (i) the theme of ‘*empowering people and ensuring inclusiveness*’, (ii) the review of SDG 16, promoting peaceful and inclusive societies and building effective, accountable and inclusive institutions, and (iii) the annual review of SDG 17, on revitalizing the global partnership on sustainable development. The 2019 HLPF sessions will, moreover, be the first time that Heads of Government and

State lend their voices to an HLPF declaration in the General Assembly, as well as in the Economic and Social Council, to accelerate SDG implementation.

As such, it provides an attentive audience, and a unique opportunity for the Global Partnership Senior-Level Meeting to send a clear and visible political signal to the development community, showcasing the relevance and contribution of the Global Partnership to the implementation of the 2030 Agenda.

3. Objectives

At the Second High-Level Meeting in Nairobi in 2016, stakeholders agreed to extend the cycle of stand-alone Global Partnership High-Level Meetings and to organise Senior-Level Meetings at the level just below Ministers, i.e. Vice-Ministers, Directors-General and Permanent Secretaries, Heads of Organisations and CEOs. To attract these decision makers, ***the Senior Level Meeting, bridging Nairobi and the next High-Level Meeting, will seek, as its core objective, to galvanize governments, civil society and other actors into the ‘gear change’ needed to accelerate SDG implementation at the country level and globally.*** It will do so in the following ways:

- i. **Review the current state of effectiveness, and display the Global Partnership’s achievements since Nairobi.** As the closing point of the current programme of work, the SLM will discuss key achievements of strategic priorities. Building on this reflection, and emerging trends and needs by different partners, the SLM will also launch a new work programme, combining current and new areas of work with new coalitions of partners.
- ii. **Restate the crucial role of effectiveness, by using the latest country-level evidence to enable informed action towards 2030.** New data on effective development co-operation – the 2018 Global Partnership monitoring round, a compendium of good practices and a knowledge-sharing platform – will help partners learn from existing effectiveness successes and lessons, identify shortcomings and propel new solutions to tackle some of the most difficult implementation challenges to reach the SDGs.
- iii. **Strengthen and expand the GPEDC’s voluntary network, by introducing new context-sensitive tools to improve effectiveness.** Building on work conducted in the context of the GPEDC’s 2017-18 work programme, the SLM will present cutting-edge instruments in new areas, including:
 - a. Assessing progress of effective development co-operation in **fragile and conflict affected contexts**, to improve the results of interventions for the 2 billion people living there;
 - b. Making private sector engagement leveraged through development co-operation more effective at country level, by fostering an inclusive public-private dialogue, and **partnerships that can help scale a ‘shared values’ approach**: creating economic value for businesses *and* social value for the achievement of sustainable development for all; and
 - c. Cultivating partnerships to advance effectiveness in important other contexts, for example on effective triangular co-operation and voluntary monitoring of effective co-operation in the context of Middle Income Countries.

- iv. **Drive concerted action and forge new coalitions, by identifying the next ‘frontier’ effectiveness issues:**
- a. The landscape of development co-operation continues to evolve quickly. The SLM provides a strategic opportunity for delegations to **reflect on pressing concerns and opportunities** and agree on the next critical areas where the Global Partnership can drive effectiveness and improve development outcomes, including those of particular concern to Africa, LDCs/LLDCs/SIDS, and in middle-income contexts.
 - b. Delegations will have the opportunity to guide the **definition of specific Global Partnership areas of work** related to these issues, discuss how to implement actions and innovations toward the gear change and define success, as well as kick-start the collection of relevant evidence and practice at country level.
 - c. Within the context of the voluntary partnership and monitoring framework of the Global Partnership, delegations will also **strengthen and forge new coalitions of partners** committed to responding to these challenges, to make development co-operation more effective, *‘with the participation of all countries, all stakeholders, and all people’*.
- v. **Ensure a relevant and inclusive Partnership by reflecting on the GPEDC’s working methods.** The SLM is an opportunity to renew and rotate membership within the Steering Committee, and hand-over to new co-chairs. The SLM may therefore dedicate time for exchanges on communications and working arrangements within the Global Partnership, to also inform and strengthen the new work programme.

These preliminary objectives remain subject to discussion in the Steering Committee. Once agreed, they will be driven and shaped by all the partners engaging in the Global Partnership, over the next nine months, in preparation of the SLM. To achieve this ambitious, results-oriented set of objectives – making use of country-level evidence to change behaviour, introducing new policy tools for specific contexts, and agreeing on the next frontier effectiveness issues and fostering new partnerships – the presence of decision-makers at Directors-General, Permanent Secretary and Head of Organisation level is critical.

An overarching objective of the SLM, buttressed by the efforts described above, will be ***partners’ renewing their commitments to the principles of effective development co-operation, and through them, improving development outcomes***. SLM conclusions should capture a political and news-worthy headline message that reflects a shared understanding by governments and other actors about the need to enhance the positive impact of development co-operation for all.

SLM conclusions will be reflected in a formal summary by Global Partnership co-chairs. This summary may also capture as annex additional action plans, compacts or other member-led announcements to further elaborate the political momentum and action for sustainable development that the Global Partnership is contributing. A negotiated outcome document could be envisaged for the next ministerial-level HLM.

PART II – PRACTICAL ISSUES

1. Budget

The primary costs associated with the SLM will be for **(i) venue, (ii) associated costs such as interpretation, A/V, catering, communication, etc. and (iii) travel facilitation and daily subsistence allowance** for a limited number of participants.

The resources mobilisation strategy in the corresponding document lists three scenarios for the SLM, presenting three indicative options, based on different permutations of the main cost parameters above. The external venue costs are based on an extrapolation (to two days, and expanded anticipated attendance) of five quotes received over the HLPF 2018 period. For the purpose of presenting the options, the venue costs are based on the assumption that the external venue is to be contracted. Depending on the availability, UNHQ venue cost (hosting up to 770 attendees), including various over-time payments and support functions (from publishing to A/V to catering) will be around USD 120,000 of running costs.

The three scenarios are based on the assumption that there will be a need to facilitate travel arrangements for a limited number of participants.

Steering Committee members will be invited to discuss the expected attendance, including size and number of delegations as well as eligibility criteria and scale to be considered for travel facilitation. Within a certain range, this will not impact costs significantly, except in the case of DSA payments. A good understanding of this will however be important for the broader planning effort. Some basic parameters include:

- Countries and territories participating in the monitoring (*81 in 2016*)
- Member states presenting VNRs, not already participating in the monitoring (*36 presenting in 2019*)
- Key providers (DAC and non-DAC, MDBs)
- In-coming and out-going co-chairs and steering committee members, not captured above
- Adequate space for parliamentarians, local governments and non-executive constituency groups, such as CSOs, trade unions, foundations, and private sector representatives
- Main regional platforms, Global Partnership Initiatives, academia, and think tanks

The above groupings result in a working assumption of **200-240 delegations**, depending on how these parameters are approached.

2. Draft Communications Strategy

The proposed communications strategy runs from **December 2018 to July 2019** and will suggest engagement opportunities that would be important to amplify the objectives, the success and reach of the GPEDC's first Senior-Level Meeting. Having a clear plan is critical given the size and level of expected participation at the SLM, its proximity to the 2019 HLPF and the importance of engaging all actors with a stake in development co-operation.

To this end, the communications strategy has a **two-fold objective**:

- a. To **publicize the SLM and its key objectives** amongst those participants attending, building political momentum around the SLM.
- b. To **incentivise broader participation** from those not attending, offering opportunities to participate in the shaping of the SLM.

By the end of the SLM, the communication activities should help capture a message that reflects a shared understanding by governments and other actors about the need to enhance the positive impact of development co-operation for all.

The communications strategy is a three-part plan, each with its own set of communication products and activities. ***This is a proposed plan and is contingent upon resources.***



A. Run-Up to the SLM (Dec 2018 – July 2019)

In the six months running up to the SLM, the **four key products and activities** that we could consider are the production and strategic dissemination of the (a) advocacy notes, (b) online consultations, (c) video and (d) op-eds. ***The online consultations and video have resource implications.***



i. Advocacy Notes

For a better understanding of effective development co-operation at all levels and by all constituency groups, the JST proposes working on a series of advocacy pieces for national and local governments, civil society, private sector, bilateral and multilateral organisations, trade unions, parliaments and philanthropy. Each month, starting from January, will be dedicated to a stakeholder group. The JST can also consider publishing a video of the SC representative from that stakeholder group answering the question: ‘What is the SLM and why should group X care?’. These advocacy notes and videos, also housed in the new Knowledge-Sharing Platform (KSP), can help to generate a shared understanding of effective development co-operation and the SLM. *These will need to be reviewed by the specific Steering Committee constituency member.*



ii. Online Consultations

To ensure an inclusive and demand-driven SLM, the Global Partnership could conduct a series of online, global consultations on the forthcoming digital Knowledge-Sharing Platform. This series of consultations could help to define or validate emerging ‘frontier effectiveness issues’ and shape / feed into substantive sessions at the SLM, thereby ensuring inputs from all regions and constituencies are considered at the SLM and in the next GPEDC programme of work.



iii. Video: ‘From Paris to Nairobi and Beyond’

To visually speak to the importance of effective development co-operation and the SLM, the Global Partnership could consider making a short 2-3-minute PR video to be used as a marketing tool online as well as in Global Partnership and global events leading up to the SLM. The video could show:

- The events of Paris, Accra, Busan, Mexico, Nairobi and then New York with the SLM, highlighting the increasing number of stakeholders involved;
- The evolution from aid effectiveness to effective development co-operation;
- The role of effectiveness (and the SLM) as the third side of the ‘magic triangle’ of sustainable development, other two being the SDGs and the financing agenda.



iv. Op-Eds: ‘What’s the SLM and why should you care?’

To raise awareness of the SLM and what it means as well as its contribution to the HLPF and the SDGs, two op-eds or blogs, **one by a partner country and another by a development partner** can be pitched to key online outlets e.g. The Guardian Global Development Blog, Devex, New York Times, IISD SDG Hub, Development Matters as well as the GPEDC’s own blog platform. A list of pre-identified online outlets can be found [here](#).

B. Publicity before the SLM (June – July 2019)

A month before the SLM, the JST can consider engaging in **three key actions** that would help publicize and create excitement around the upcoming SLM. *These activities have no resource implications.*



i. Social media toolkit

A social media toolkit will be developed with a set of key messages, profiles and briefs, as well as drafted tweets and posts. This will be shared amongst Steering Committee members and promoted online so participants and the general public can help promote the SLM.



ii. Media invitation and coverage

To make sure that the SLM gets wider coverage in print and online media outlets, it is important to alert and invite journalists well before the SLM. A number of journalists are based in New York (Full list of UNCA journalists can be found [here](#)).



iii. Press release

To ensure that the wider development community knows about the SLM, a timely press release just before the event is equally important (as is a news article after the SLM). This is to be shared with all media outlets for further distribution and promotion.

C. Activities during the SLM (July 2019)

The JST proposes **multiple key activities and products** to be showcased during the SLM in July. *These activities will have resource implications.*

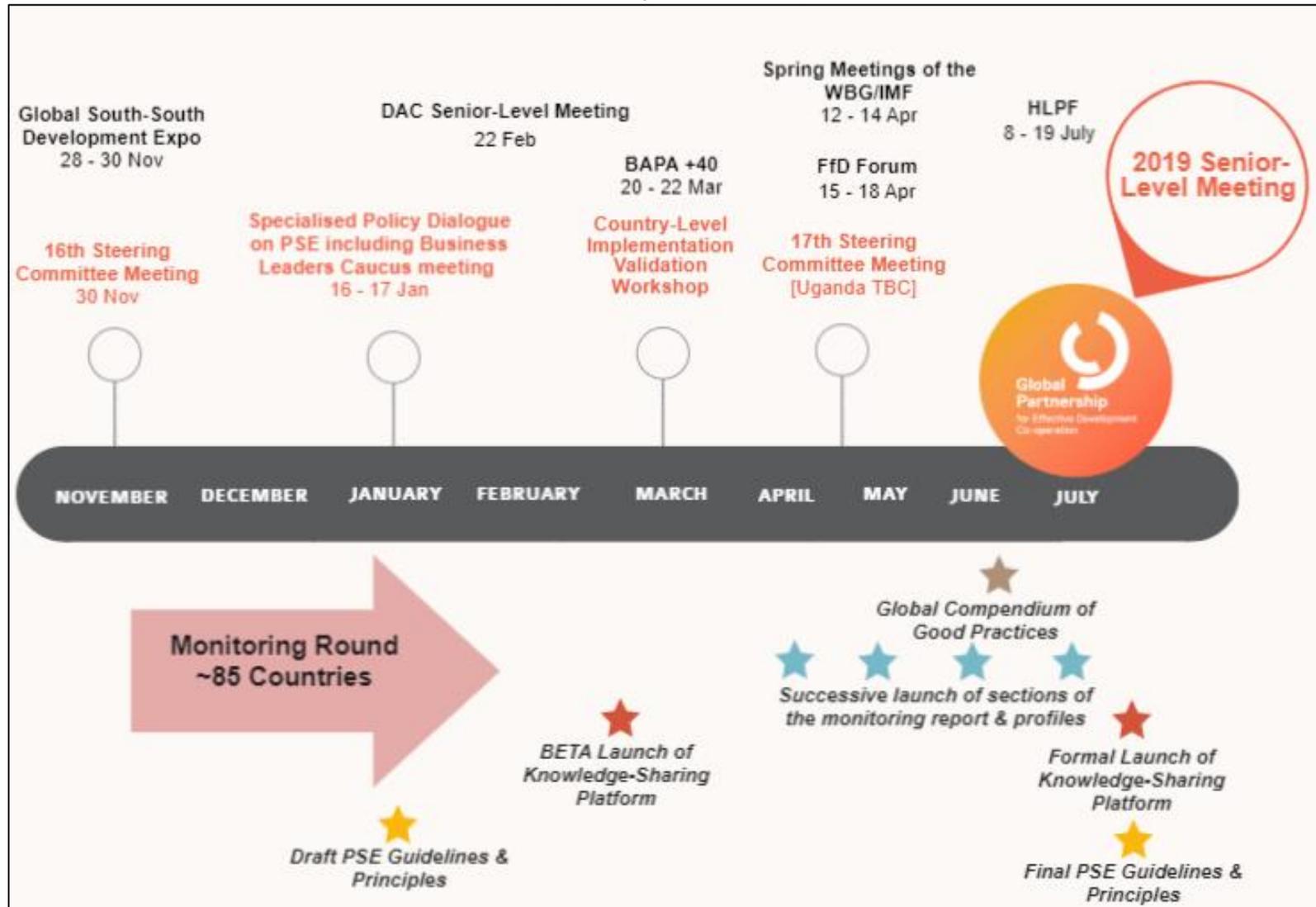
These will include photography and videography as well as activities that will allow participants to engage in interactive exercises, such as a ‘board exercise’, interactive booths – showcasing the GPEDC Monitoring Dashboard, Country/Territory and Partner profiles, and the Knowledge-Sharing Platform – and a live Twitter wall.

The JST has also prepared estimates of potential additional costs for banners, roll-ups, signage, production of folders and other materials that will be required for all 400-800 participants attending the SLM.

In order to successfully engage participants and external audiences in the SLM and amplify its key objectives, a number of communication activities proposed in this document will need to be resourced. Based on available resources next year, the JST can provide a more detailed communications plan prior to the next Steering Committee meeting.

A Roadmap towards the 2019 SLM

(As basis for consultation)



A Planning Timeline for the 2019 SLM

