

Global Advocacy and Outreach Strategy

DRAFT FOR CONSULTATION WITH STEERING COMMITTEE

This document proposes targeted advocacy and outreach activities for Global Partnership Co-Chairs, Steering Committee members and the Joint Support Team in order to support the implementation of the 2017-2018 Work Programme and to strengthen high-level political engagement around the effectiveness of development co-operation in preparation of the next GPEDC Senior Level Meeting in the margins of the 2019 UN High-Level Political Forum (TBC). Events and actions outlined in the strategy call for leadership and champions from amongst and beyond the Steering Committee. The document provides a basis for identifying priorities and shared leadership. It incorporates initial feedback received from some members. At the 15th Meeting of the Steering Committee members will aim to agree on practical next steps and leadership to implement the proposed activities of this strategy.

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Date: 29 March 2018

1. Rationale

At its 13th Meeting (Washington, April 2017), the Steering Committee reiterated that the Global Partnership needs to generate additional political momentum to: foster stakeholders' efforts to operationalise effective development co-operation commitments; reach out to emerging economies; and influence global processes and debates on development co-operation. As such, the Committee underscored that the Partnership must heighten its focus on senior-level political engagement; maintain the level of interest by active partners; attract greater interest and participation from emerging economies and the private sector; and secure sufficient funding to execute its core functions.

These needs are reflected in the [2017-18 Work Programme](#), which proposes to strengthen high-level political engagement and political momentum around effective development co-operation through a combination of i) advocating for development effectiveness that is informed by compelling evidence-based products and tangible policy recommendations, and ii) strategic engagement in global processes, including the follow-up and review of commitments of the 2030 Agenda for Sustainable Development and the Addis Ababa Action Agenda. A year into implementation of its new work programme, 2018 will be critical for demonstrating that the Global Partnership can help achieve effective development co-operation in practice. This is vital to both uphold accountability and generate new momentum for commitments made at the Second High-Level Meeting of the Global Partnership in 2016.

This strategy outlines how the Global Partnership and all its constituencies will advocate and outreach to help achieve objectives set out in the 2017-2018 Work Programme. It proposes a plan of action for Global Partnership stakeholders' engagement, including in international development fora, to promote increased political momentum for effective development co-operation. Activities proposed in this strategy will focus on specific high-level and Steering Committee engagements and draw on the Global Partnership's substantive areas of work to produce valuable narratives and key advocacy messages. The strategy will be updated with inputs from Steering Committee members every 6 months (next update envisaged ahead of the 16th Steering Committee meeting).

As such, this document should serve as reference for Co-chairs, Steering Committee members and the Joint Support Team to conduct proposed activities at the national and global level in a concerted and co-ordinated manner. It aims to provide guidance on the prioritisation of international engagement opportunities and improve the planning horizon of all actors.

2. Overall Goal and Specific Objectives

The aim of the Global Partnership's advocacy and outreach efforts is to strengthen high-level political engagement and political momentum around effective development co-operation, firmly positioning effective development co-operation as the third pillar of sustainable development – the “how” of the 2030 Agenda – which is increasingly key next to the “what” (the SDGs) and the “how to finance it?” (the FfD Agenda).

Two specific objectives reinforce this overall goal:

1. Sustain and expand the Global Partnership's leadership on development effectiveness issues, with the Partnership recognised as:
 - a credible, inclusive multi-stakeholder platform with strong legitimacy to engage in international debates on sustainable development;
 - a forum for generating robust evidence on development effectiveness issues; and
 - a hub for knowledge-sharing on development effectiveness.

2. Expand the range of partners involved with the Global Partnership (including the private sector and emerging economies, etc.) and maintain continued engagement with existing partners.

To achieve these objectives, this strategy builds on the Global Partnership's comparative advantages: its multi-stakeholder nature and the variety of its membership, its global reach and its ability to engage at global, regional and national levels.

3. Action plan

As a "global-light" forum, the success of the Global Partnership's advocacy and outreach efforts depends on the full engagement and active participation of its stakeholders. Steering Committee members and other partners have a critical role to play in advocating for development effectiveness informed by compelling evidence and in highlighting the Global Partnership's added value through strategic engagement in global processes. This arrangement informs the way proposed activities and support for implementation are presented.

3.1. Proposed activities

Proposed activities are divided into three components: i) high-level engagement opportunities; ii) Steering Committee member-led outreach activities; and iii) key engagement opportunities around the substantive output areas of the 2017-2018 Work Programme (Annex 1).

High-level engagement opportunities (2018-2019)

The Global Partnership's stand-alone High-Level Meetings, with their extended cycle adapted to a calendar of relevant global-level conferences and meetings, will continue to provide an instrumental platform for political support on effective development co-operation.

To keep political momentum high in-between stand-alone High-Level Meetings, the Global Partnership has proposed to hold a Senior-Level Meeting (SLM) in 2019, tentatively in the margins of the 2019 UN High-Level Political Forum on Sustainable Development (HLPF). This SLM will aim to reinforce commitments to effective development co-operation four years into the SDG implementation efforts and boost the political visibility of the Global Partnership in the related follow-up and review processes.

In the run-up to the SLM, the Global Partnership will organise a selection of meetings and consultations to energise policy debate and attract the attention of a broader audience. In addition, Global Partnership stakeholders, including the Co-Chairs and the Steering Committee, will engage in international fora on development co-operation and SDG and FfD follow-up and review.

This section proposes key priorities for high-level engagement and advocacy activities by Co-Chairs and the Steering Committee to solidify political support for more effective development cooperation and stronger multi-stakeholder partnerships.

- **2018 Development Cooperation Forum** (21-22 May, New York)
 - High-profile side event (topic and lead TBC)
- **2018 High-level Committee on South-South Cooperation** (*Note: Timing TBC. Possibly in May 2018, however it is not yet confirmed whether the Committee will meet for 2018. Current planning is for the Committee Bureau to be extended through 2019 to provide continuity for BAPA+40*)
 - Policy dialogue on learning from effective partnerships with different partners to

achieve the 2030 Agenda. The dialogue should specifically support BAPA+40 preparations (proposed lead: Uganda).

- **2018 High-Level Political Forum** (Ministerial segment on 16-18 July, New York)
 - Ministerial-level engagement in the official programme to **promote political actions** on multi-stakeholder partnerships and effective development cooperation principles
 - **High-profile side event** (topic and lead TBC)
 - Launch of the **Business Leader Caucus of the Private Sector Work Stream** (TBC, proposed lead: Business Sector).
- A **Specialised Policy Dialogue** on innovative approaches and solutions to strengthen the effectiveness of development co-operation (proposed lead: Germany (Q3/4, location TBD)).
- **2018 United Nations General Assembly**
 - **High-level roundtable** on effective development co-operation and the 2030 Agenda: (proposed lead: Bangladesh with support of UN Permanent Mission delegates).
- **In the margins of an international event (e.g. 2019 World Economic Forum):**
 - **Specialised Policy Dialogue** on Guidelines for Effective Private Sector Engagement mobilised through development co-operation (proposed lead: Business Sector and Business Leader Caucus).
- **2019 High-Level UN Conference on South-South Co-operation** (20-22 March 2019, Argentina) (proposed lead: TBD)
 - Ministerial-level engagement in the official programme.
 - Outreach events to be further defined based on GPEDC knowledge products.
- **Senior-Level Meeting of the Global Partnership** in the margins of the 2019 HLPF held under the auspices of the UN Economic and Social Council (July 2019. *Note: a 2nd HLPF session will also be held in 2019, most likely in September under the auspices of the GA*):
 - Presentation of findings of the 2018 Monitoring Report.
 - Launch of Guidelines for Effective Private Sector Engagement mobilised through development co-operation (lead: Business Sector and Business Leader Caucus).
 - Preparatory consultative meeting(s), including in consultation with engaged UN Permanent Missions, to shape outcomes and drive engagement.

Steering Committee member-led outreach and engagement at senior level

The Global Partnership promotes inclusive policy dialogue and mutual accountability on effective development co-operation, based on evidence and demonstrated impacts at country level. To support the international community in putting into practice the principles of effective development cooperation and global, regional and country level actions for strengthened multi-stakeholder partnerships, the Global Partnership stakeholders will engage in substantive policy dialogue in the following relevant international fora on development co-operation to deepen substantive dialogue drawing on deliberations of Global Partnership's working groups and specialised policy communities.

- **2018 High-Level Meeting of UN Development Co-operation Forum** (21-22 May, New York). The meeting provides opportunities to share evidence from the country level and GPEDC technical work to amplify the continuous importance of effective development cooperation for the implementation of the 2030 Agenda for Sustainable Development and the SDGs. As the only UN forum focusing exclusively on international development co-operation, synergies will continue to be explored based on sharing of knowledge and information between the Secretariats.

- **Busan Partnership Forum**, hosted by the Ministry of Foreign Affairs, Republic of Korea, will take place biannually in line with agreed timing for the High-Level Meeting of the Global Partnership. The Learning and Accelerating Program (LAP) of KOICA, meanwhile, will be implemented in alternating years to the Busan Partnership Forum, serving as a bridge and stepping stone between the Busan Partnership Forums. This year, the Learning and Acceleration Platform will be implemented, and the next Busan Forum will be held in 2019. With this, the Republic of Korea plays a critical role in supporting continued efforts to maintain the political momentum on development effectiveness.

In addition, Steering Committee members are encouraged to support the Global Partnership's advocacy efforts by engaging in political and policy actions and advocating for the Global Partnership's priorities. Regional and global meetings where such efforts can be helpful include: the G-20 including its DWG, OECD-DAC High Level meetings, OECD Global Forums on Development, the Arab-DAC Dialogues, EU-Africa Business Forums, AUC meetings, Annual Meetings of Regional Development Banks (i.e. AfDB, IADB, ADB, EIRB, etc.), UNDG meetings, UCLG World Council meeting, ITUC General Council meetings, Africa Union Ministerial Meeting, CPDE Annual Board Meeting, IPU Annual Assemblies, among others.

Key engagement opportunities around the substantive output areas of the 2017-2018 Work Programme

The Global Partnership's agreed substantive areas of work forms a strong basis for deepened and broadened engagement of all relevant actors. They are the vehicles to boost political momentum and to develop substantive narratives and advocacy messages/products for outreach and advocacy. A range of specific opportunities related to the substantive output areas of the Global Partnerships are outlined in Annex 1. The engagement opportunities for the five strategic output areas of the 2017-2018 Work Programme are clustered in the three areas:

- (i) Realising development effectiveness in practice
- (ii) Scaling up private sector engagement through development co-operation
- (iii) Learning from different partners

Outreach and advocacy opportunities spearheaded by Global Partnership Initiatives

The Global Partnership Initiatives (GPIs) contribute to the Global Partnership's vision by directly implementing the internationally agreed development effectiveness principles. Many GPIs hold their own high-level and mutual-learning events, and share of knowledge, innovations and experience across various Global Partnership stakeholders. The upcoming GPI workshop (19-20 March, Bonn, Germany) and 2018 GPI Call for Inputs will provide opportunities to identify outreach and advocacy opportunities spearheaded by Global Partnership Initiatives. The GPI Workshop will also identify stories of progress across different areas of effective development co-operation, which highlight GPI achievements and inform the broader substantive and advocacy work of the Global Partnership.

3.2. Support for implementation

...Through Evidence-based Knowledge-Sharing

Through its flagship monitoring process; six substantive work streams and 29 Global Partnership Initiatives (GPIs); and mechanisms for peer-learning and political engagement, the Global Partnership provides a space to generate knowledge and evidence on effective development co-operation, and to elevate and share findings. These tools help to manifest its role as a global hub for knowledge on effective development co-operation in the SDG era, open to all stakeholders while recognising their distinct value and comparative advantage.

To support the three priority areas for advocacy outlined in section one, in 2018, the Global

Partnership will intensify its efforts to generate policy-relevant evidence and lessons, bringing together the learning, knowledge and innovation on development co-operation generated by the Global Partnership and available across constituencies and through GPIs to help scale development solutions at a faster pace.

Production of knowledge and evidence will reinforce implementation of the three key priorities outlined above by: (i) promoting operationalisation of the agreed development effectiveness principles at the country level; and (ii) feeding lessons and innovative solutions into the global conversation around effective development co-operation. Both of these outcomes reinforce the view of the Global Partnership as a “go-to” forum for knowledge exchange and evidence-based policy lessons. As such, knowledge-sharing for increased development effectiveness should be seen as a cross-cutting theme, supporting implementation of this advocacy plan’s three priority areas. This evidence will also inform the organisation of a range of meetings, including specialised policy dialogues, events organised by GPIs and side events in the margins of international fora, and feed into the production of advocacy and communication materials.

...Through Targeted Messaging

While networks and associations of civil society, the private sector, foundations, local governments, and parliamentarians engage in the work of the Global Partnership and are represented on the Steering Committee, a clear understanding of how different groups can use the Partnership to strengthen their development activities – and their engagement – remains limited. As such, the Joint Support Team will support the development of targeted messaging and strategic policy outputs that can be further tailored by distinct stakeholder groups, in order to better elaborate the specific value addition of the Global Partnership and make policy guidance meaningful for the day-to-day operations of diverse constituencies. These products should also help identify the key needs of each stakeholder group and help define how they can concretely benefit from engagement with the Global Partnership.

...Through Customised Communications Support

The Joint Support Team will provide support to the priority events listed here with concerted communications efforts, including updates to its external website (newsletters, web articles, blogs, etc.); and social media channels (twitter and Facebook). In addition, it will seek to feed stories of progress into impactful advocacy or communications pieces that showcase effective development co-operation in action in order to:

- Promote key messages in international and regional fora.
- Enhance a common understanding of the importance of effective development co-operation among stakeholders, in particular at the country level, by demonstrating ways of operationalising global commitments into local action; and
- Explore opportunities for media partnerships around key events or products, particularly in lead-up to the proposed SLM.

The Joint Support Team will focus its targeted Communications efforts on:

- Capturing and sharing compelling stories on country-level progress in effective development co-operation, rooted in empirical evidence and produced in simple language, and sharing via relevant channels and partners in advance of key events;
- Helping to solicit and support the production of opinion pieces or press releases for Co-Chairs, SC members, and other communications champions surrounding key GPEDC events and other major international development events;
- Providing communications and advocacy materials on effective development co-operation, including its progression from the aid effectiveness agenda and key tenets, to steward a better understanding of EDC at all levels;
- Producing and disseminating video and written interviews with development leaders explaining the importance of effective development co-operation for implementing the SDGs; and

- Orchestrating virtual discussions (e.g. Twitter Chats) to create momentum around key events.
- Running social media communication campaigns for high-level engagement events so as to promote the Global Partnership's work amongst the general public. Toolkits will be sent to all partners to maximize campaign reach and audience.

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ANNEX 1 - Specific Outreach and Advocacy Activities

REALISING DEVELOPMENT EFFECTIVENESS IN PRACTICE

The Global Partnership is committed to providing strategic support to countries in establishing and strengthening country-level mechanisms that support the full realisation of the effectiveness principles. Because effective development co-operation is multi-faceted and impact depends on progress on multiple issues and a robust evidence base, impactful policy-making depends on positive stories and country experiences rooted in evidence that encourage others to adapt good practices.

As such, the Global Partnership will concentrate its efforts on generating country-level evidence on effective development co-operation that informs multi-stakeholder dialogue at national, regional and global levels to drive political decisions and promote behaviour change. In doing so, it is important for stakeholders to come together to engage in peer-learning and knowledge-sharing, accelerating the implementation of effectiveness commitments. Workshops and international events provide such opportunities.

The Global Partnership will also continue facilitating country-level follow up and dialogue to implement commitments for more effective development co-operation. It will ensure that all Global Partnership stakeholders are enabled to actively participate in the national monitoring exercise, including governments and official and non-state development actors. It will also continue facilitating the provision of evidence on SDGs 5 and 17 for countries to include in Voluntary National Reviews and for global follow up, policy dialogue and decision-making at the UN and the OECD. To achieve these objectives, it is critical that representatives of the Co-Chairs and Steering Committee members engage in all relevant workshops, trainings and high-level events that provide such opportunities.

Activities

Event/Action	Dates and Location	Co-Chairs offices	SC member(s)
CSO training on monitoring enabling environment and development effectiveness	January 2018; Nairobi		CPDE
Monitoring online consultations on refined methodology	February-March 2018	All	All
Monitoring 2.0 country pilots (engagement of relevant country level representatives in country-level pilots)	March 2018	Bangladesh, Germany, Uganda	All SC members, particularly relevant providers, gov'ts, CPDE and IIC
Country Level Implementation Pilot Launch Workshop	February 22-23 2018; Addis Ababa	Bangladesh, Germany	EU and other WG1 members
EU Technical Workshop	March 5-9, 2018; Brussels		EU
United Arab Emirates Technical Workshop	March, 2018; Abu Dhabi		OFID, if relevant
Global Partnership Initiatives Workshop	19-20 March, 2018, Bonn	All	All SC members, GPI Focal Points
FfD Forum	April 23-26, 2018; New York	Bangladesh, Germany	EU and other WG1 members
Africa Monitoring Launch Workshop	May-June 2018	TBD	
Asia-Pacific Monitoring Launch Workshop	May-June 2018	TBD	
LAC Monitoring Launch Workshop	May-June 2018		
2018 DCF (if relevant session)	May 21-22, 2018; New York	All	All
2018 HLPF	July 9-18, 2018; New York	All	All

2018 Busan Annual Partnership Forum	TBD	All	All
Country Level Implementation Pilot Wrap-up Workshop	December 2018	Bangladesh, Germany	EU and other WG members
2019 OECD Global Forum on Development, if relevant session	Q1, 2019	Germany (WG Lead)	WG Members
2019 HLPF	TBD	All	All

SCALING UP PRIVATE SECTOR ENGAGEMENT

The Global Partnership provides the space for inclusive, evidence-based policy dialogue on how to scale up effective private sector engagement (PSE), mobilised through development co-operation. To explore opportunities and address concerns and challenges on how to improve PSE policies to build trust and to foster partnerships that benefit business and development, partner country governments, parliaments, civil society, the private sector (local companies, SMEs, MNCs, etc.), development partners (bi- and multilateral partners, foundations, social impact investors and venture capitalists and other non-state partners) all need to come together for frank, inclusive and evidence-based policy dialogue.

Policy analysis, interviews and workshops at country level, as well as global and stakeholder-specific consultations will provide such opportunities. The business leader caucus will engage the private sector strategically in these deliberations and convey key messages at different private sector forums. Research and policy dialogue with the BRICS Policy Center will facilitate engagement with private sector and governments in emerging economies on this issue. The technical working group on PSE, engaging Steering Committee members and led by Germany, will continue to meet and provide guidance to steer analytical, policy and consultative work. Meetings at the DAC will ensure buy-in from the traditional donor community and engagements at the UN in New York will guarantee linkages to SDG and FFD Follow-up and to the UNDCF.

Activities

Event/Action	Timing	Co-Chairs offices	SC member(s)
PSE Country Level Workshop 1 & regional PSE peer learning (including India, Nepal, Sri Lanka)	4-5 February 2018, Dhaka - Bangladesh	Germany (Embassy)	Business Sector, other WG members from the region
PSE Country Level Workshop 2 (Latin America TBC)	Q2/Q3 TBC	Germany (Embassy)	Business Sector, other WG members from the region
South-South Dialogues II –Specialised Policy Dialogue on PSE in Partnership with BRICS Policy Centre and ABC Brazil	Q2/Q3, Rio de Janeiro	Germany (WG Lead)	Business Sector, other WG members from the region
1 st Formal Meeting of Business Caucus in margins of 2018 HLPF (SDG Business Forum) (proposed)	18 July 2018, NY	Germany (WG Lead)	Business Sector, other WG Members attending FFD Forum
2 nd Formal Meeting of Business Caucus (proposed)	Q2/18 or Q3/18 (e.g., UNGA NY)	X (all)	WG Members
Other PSE country-level Workshops (e.g. Africa)	Q3/18 (e.g. margins of SCM 16)	Uganda and Germany	WG Members, all SC members
Global Meeting to present findings/discuss draft guidelines and/or Specialised Policy Dialogue on private sector issues	Q3 or Q4/2018	Germany (WG Lead)	DAC, WG Members, all SC members and stakeholders
2019 World Economic Forum or other global private sector event, including 3 rd Formal Meeting of Business Caucus (TBC)	Q1/19	X with DAC Chair	WG Members
Africa CEO Forum (TBC)	Q1/19	X (Uganda)	WG Members
2019 OECD Global Forum on Development (TBC)	Q1/19	Germany (WG Lead)	WG Members
Key Launch Event of PSE Guidelines at UN HLPF	July 2019	X (all)	WG Members

LEARNING FROM DIFFERENT MODALITIES

The Global Partnership recognises the unique characteristics and respective merits and advantages, as well as the complementarity of North-South, South-South, East-East and Triangular/Trilateral cooperation. It aims to foster mutual learning from innovative approaches, different modalities and solutions tried, tested and successfully applied by diverse development cooperation actors including from the Global South. This was reflected in the Nairobi Outcome Document which endorses ongoing efforts to create more inclusive mutual accountability arrangements that reflect the diversity and scope of the emerging development cooperation landscape (§78).

With its multi-stakeholder approach, and as a key contribution to advancing common efforts to reach the SDGs, the Global Partnership can contribute to building trust, promoting greater mutual understanding and facilitating inclusive dialogues, among some or all of these actors around development effectiveness issues of common interest.

Upcoming global events like the 20th Session of the UN High-level Committee on South-South Cooperation, the Global South-South Development Expo 2018 to be held in China, the 2018 G20 Summit in Argentina and notably the BAPA+40 in Argentina in 2019, for which Uganda will lead the intergovernmental consultations and negotiations, are important occasions for the Global Partnership to politically engage with stakeholders involved in South-South and Triangular Cooperation and provide opportunities for further collaboration with the aim of scaling up the impact of development cooperation and its contributions towards the achievement of the SDGs. The below events and suggested actions provide key opportunities to deliver on GPEDC output 5 (5.2 in particular). They can be leveraged to:

- Enhance exchanges between different actors and identify common interests and topics for the specialized policy dialogue on innovative approaches and solutions to strengthen the effectiveness of development co-operation, a key event in 2018, to be held back-to-back or in the margins of any of the other below events.
- Proactively reach out to relevant actors, particularly southern partners, and learn from and compile their innovative solutions
- Identify and engage with southern partners interested in reflecting their diverse approaches to development cooperation effectiveness in the monitoring framework
- Establish linkages to and present other potentially relevant GPEDC Outputs/work (e.g. Output 3 on knowledge sharing and Output 4 on private sector engagement)

Activities

Action	Timing	Co-Chairs offices	SC member(s)
2 nd Meeting of the GPI working group on triangular co-operation	16-17 April Lisbon	-	Canada, Japan, Mexico (members of GPI on Triangular)
General Assembly High-level Committee on South-South Cooperation, 20th Session	TBA likely May 2018	Uganda/Bangladesh	
South-South Dialogues II (focused on Triangular Co-operation and Private Sector Engagement)	Q2/Q3 2018, Rio de Janeiro	Germany (WG Lead)	Canada, Japan, Mexico (members of GPI on Triangular Cooperation)
BRICs Summit South Africa	TBA (Sept?)	X	
Global South-South Development Expo 2018	November 2018 China (TBC)	TBC	TBC
Second Informal exchange with researchers from emerging economies (TBC)	NY (Q2/18)	Germany (organizer)	X
Specialised Policy Dialogue on Innovative Approaches and Solutions	TBC	Germany to host	X
Forum on China-Africa Cooperation	TBA	Uganda	SC Members from Africa
2018 G20 Summit (DWG)	30 Nov-1 Dec, Buenos Aires	Germany	G20 members
BAPA+40 Negotiations facilitated by UNOSSC	2019 Argentina	Uganda	