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Note to the Secretary-General

MDG Advocacy Group First Quarter Activities 2014:
Davos, AU Summit, New MDG Advocates

I am pleased to update you of the proposed activities of your MDG Advocates over the next quarter under the leadership of Assistant Secretary-General Thomas Gass. With the new Co-Chair, Prime Minister Solberg of Norway, we have renewed momentum to intensify MDG Acceleration efforts.

Davos

The first event with the new Co-Chair will take place at the World Economic Forum in Davos, where many MDG Advocates will be present. Davos provides an important opportunity to keep MDG achievement front and center on the private sector and world agenda. In close consultation with the Co-Chairs, we are preparing a lunch event on 23 January on "Scaling Up Success: Investing in Girl Empowerment for MDG Acceleration." We have the confirmed participation of both Co-Chairs President Kagame and Prime Minister Solberg, and MDG Advocates Muhammad Yunus, Jeffrey Sachs, Ray Chambers, Her Highness Sheikha Moza, Ambassador Dho Young-shim, Stine Bosse and Phillippe Douste-Blazy currently, with further confirmations likely.

The concept note is attached. The session will highlight specific approaches that enable girls and women worldwide to learn, earn, thrive, and control their own destinies. The focus is on replicating and scaling-up successful quality programmes; promoting innovative approaches including quick adoption of broadband and ICTs for education and health; and encouraging collaboration to ensure the best outcomes for girls and their communities. The MDG Advocates, as expert implementers, are well suited to both communicate the new findings in the field of girls' health and education - as well as mentor a new generation of leaders to help chart the path forward.

A private meeting will also be held with the Advocates, Co-Chairs and hopefully yourself and/or the Deputy Secretary-General or a senior official of your choosing, to welcome Prime Minister Solberg to the Group.

AU Summit

There is also keen interest by the Co-Chairs, especially President Kagame who has personally made this request to ASG Thomas Gass this past September, to hold a meeting at the margins of the AU Summit in Addis Ababa on 29-31 January (details to be confirmed). The objective of this meeting would be to mobilize global political leadership in support of the MDG initiatives that can bridge remaining gaps in Africa. The majority of MDG Advocates are actively engaged in supporting scalable and transformational projects in Africa. A meeting at the AU Summit with key African leaders and donors will provide the Advocates an opportunity to promote important programmes to accelerate MDG progress.

New MDG Advocates

Finally, we are also looking to recruit two new MDG Advocates to replace former members. After informal consultations, my staff proposes Sir Richard Branson, who would focus on sanitation and technology, and Wanjira Maathai, the daughter of the late Wangari Maathai, who continues to build on her mother's legacy on addressing Climate Change with the Green Belt movement in Africa (Bios attached). We look forward to your feedback and to finalizing this in time for announcing at Davos. Thank you for your continued support.



WU Hongbo
6 December 2013

cc: Deputy Secretary-General

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World Economic Forum 2014

Scaling Up Success: Investing in Girl Empowerment for MDG Acceleration

Private and Public Sector Leaders Convene to Scale Up Promising Initiatives for Girls in the Global Economy

*Participation by **UN Secretary-General, MDG Advocates, UNF** and many others*

23 January 2014 | Time (TBC)
Davos, Switzerland

Background:

Providing girls with opportunities for better health, education and well-being has effects far beyond the single individual. A girl **multiplies the impact** of an **investment** made in her future by extending benefits to the world around her, creating a better life for her family, community and society at large. Girls can and must be empowered in order to achieve their full potential as change agents.

The growing momentum around girls as catalysts for development is undeniable. Malala Yousafzai, whose voice resonated around the world as a champion for girls' education, has advanced the importance of addressing this often overlooked issue in philanthropic and core business strategies. A chain of successive events have followed: The highly successful *International Day of the Girl*, mobilizing thought leaders and civil society across the globe; the launch of the Girl Declaration widely supported by the private sector; and CGI's efforts this past September to catalyze action and expand awareness of the positive returns of girl **investment** along the corporate value chain. The time for engaging Secretary-General Ban Ki-moon's **MDG Advocates** and leveraging their unique ability to contribute to these critical development outcomes, is imminent.

Overview:

The goal of the MDG Advocate-led ***Scaling Up Success*** panel is to catalyze connections to accelerate progress on the MDGs. The Secretary-General will open the session, which will begin with a discussion on pioneering girl-centered initiatives aimed at MDG acceleration. The Secretary-General's Advocates, with their unique roles as luminaries in their respective fields, will elaborate on high-impact initiatives and the role of innovation in scaling up access for girls. They will also discuss how to help advance traditional philanthropy in the direction of smart targeted investments and creative partnerships among traditional donors, civil society, governments and the private sector, with a specific goal of garnering new commitments to accelerate implementation and scale up of successful initiatives focused on girls as agents of change.



Sample topics and projects include:

- Educate a Child Initiative (ECA)
- GEFI
- Every Woman Every Child
- 1 Million Community Health Workers Campaign
- OOSCI – Out of School Children Initiative
- Girl Declaration
- ConnectToLearn

Other MDG Advocates and industry leaders will provide constructive feedback on the presentations. This format will enable participants to interact with speakers and explore collaboration.

Secretary-General Ban Ki-moon's **MDG Advocates**, as expert implementers, are well suited, along with others, to both communicate the new findings in the field of girls' health and education - as well as mentor a new generation of leaders to help chart the path forward.

Outcomes:

Each of the initiatives is expected to provide an awareness of the metrics of the existing gaps and to garner new commitments to help achieve success. Commitments need not only be financial. Where appropriate, they can be offers of technical expertise, advocacy, and a commitment to coordinate on a common strategy to accelerate efforts.

Objective:

This session will highlight specific approaches that enable girls and women worldwide to learn, earn, thrive, and control their own destinies. The focus is on replicating and scaling-up successful quality programmes, promoting innovative approaches including quick adoption of broadband and ICTs for education and health, and encouraging collaboration to ensure the best outcomes for girls and their communities.

Participants and Format

The session is designed as a round table discussion. The panel will consist of:

- Panelists who will each initially have five minutes to speak and share knowledge on presenting gaps, lessons learned, good and bad practices and key challenges
- The moderator will open the session with brief remarks framing the discussion, introduce the panelists, and invite each panelist to speak. When all panelists have made their presentations, the Moderator will pose specific questions to each panel and pose general questions to which any member of the panel may respond
- Encourage engagement of all participants. Panelists may take as well as pose questions, particularly to enhance understanding of challenges, gaps, best practices, etc.



- Allow for questions or comments from the floor once the initial discussion among panelists is completed
- Focus on substantive issues, based on relevant experiences from the panelists
- Round table format; no dais or podium is required. Panelists will share a table with others, and sit together along with the moderator

Session Structure (90 minutes)

The structure of the session:

- Moderator: Brief remarks, introduce the topic and the panelists, and describe the format for all participants (5-7 minutes)
- Presentation of XXXX(5-7 minutes)
- Panelists respond to the findings and presentations (5 minutes each, total of 25 minutes)
- Moderator's questions and panel debate: 40 minutes
- Panelist's recap: 10 minutes (2 minutes each)
- Wrap up by Moderator: 2 minutes
- Flex time: 5-7 minutes

Roles

The moderator will initiate the conversations among the panelists and engage them and the audience by inviting ideas, comments, or questions from those in the hall. The moderator will manage time and will cue panelists as necessary on time constraints.

Panelists are expected to focus their presentations on good practices and lessons learned, and avoid detailed descriptions on projects. Panelists are requested not to use traditional presentation format. Use of videos and/or info graphics to supplement presentations are welcome. Panelists are also expected to engage with each other and with the participants in the hall.

Bios for proposed MDG New Advocates

Sir Richard Branson is Founder of the Virgin Group, and Co-Founder and Co-Chair of The B Team. Virgin is one of the world's most recognized and respected brands and has expanded into many diverse sectors from air and ground travel to telecommunications, health, space travel and renewable energy through more than 400 companies worldwide, employing approximately 50,000 people in 29 countries.

In 2004, Richard established Virgin Unite, his non-profit foundation. It mobilizes the talent and resources from across the Virgin Group and beyond, to tackle tough social and environmental problems in an entrepreneurial way. It is built on the belief that, the only way we can address the scale of the challenges facing the world today is by revolutionizing the way businesses and the social sector work together – driving business as a force for good.

Richard has been working closely with Virgin Unite to bring together the right partners to help create new global leadership models to address conflict, climate change and sanitation.

Wanjira Maathai, Vice Chair, Green Belt Movement; Project Leader, Wangari Maathai Institute for Peace & Environmental Studies. From 2002 to 2012, Wanjira Maathai was Director of International Affairs for the Green Belt Movement in Kenya, which was founded by her mother, the late Nobel Peace and Right Livelihood Award Laureate Wangari Maathai. She currently serves as the Project Leader for the Wangari Maathai Institute for Peace & Environmental Studies (WMI,) where she is co-leading the development of an institute at the University of Nairobi, which will foster transformational leaders. She serves on the Board of Directors of both the Green Belt Movement and the Wangari Maathai Institute for Peace & Environmental Studies.

Wanjira Maathai is a resonant voice of New Africa. She grew up in Kenya and is a graduate of Hobart William Smith College and the graduate schools of Business and Public Health at Emory University. She has worked as Senior Programme Officer for International Health at the Carter Presidential Center in Atlanta

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For DSG's approval <input checked="" type="checkbox"/>	For SG's approval <input type="checkbox"/>	Approved <input checked="" type="checkbox"/> <i>7/6</i>
For DSG's attention <input type="checkbox"/>	For SG's attention <input type="checkbox"/>	Noted <input checked="" type="checkbox"/>
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<u>Subject:</u> Note to SG from Mr. Wu on MDG Advocacy Group First Quarter Activities 2014: Davos, AU Summit, New MDG Advocates	<u>Date:</u> _____ <u>Comment (if applicable):</u>	<u>Date:</u> <i>11/12/13</i> <i>① AU Summit → DSG will attend</i> <i>② Davos Lunch. Not sure because Geneva E meeting on Jan 22.</i> <i>7/6</i>
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