

ATM - info
Team - PDF

Joe / Nelson
pb look
at this and
positioning
take on issues.

ACTION

COPY

LM

OSG/CAC
ATM

OCT - 2 2014

14-09077

Note to the Secretary-General

This could help us allocate
responsibilities for our
progress

MDG Advocacy Group Breakfast Session and Launch of "MDG Advocacy Leaders Report"
(25 September 2014)

Champions for
Pros
15/10

I am pleased to inform you of the success of the Fifth Annual MDG Advocacy Group Meeting and Breakfast Session.

The Fifth Annual MDG Advocacy Group Meeting, which preceded the Breakfast Event, was attended by co-Chairs Prime Minister of Norway Erna Solberg and President of Rwanda Paul Kagame, as well as MDG Advocates Her Highness Sheikah Mozah bint Nasser of Qatar, Mr. Jeffrey Sachs, UN Special Envoy for Financing the Health MDGs, Mr. Ray Chambers, UN Special Envoy for Malaria, Mr. Ted Turner, Chairman of the UN Foundation, Mr. Philippe Douste-Blazy, Special Advisor to the Secretary-General on Innovative Finance for Development, Ms. Stine Bosse, Danish private sector leader, Ambassador Young Shim Dho, Chairperson of the World Tourism Organization's Sustainable Tourism for Eliminating Poverty (ST-EP) Foundation, and Professor Muhammad Yunus, Nobel Peace Prize Winner.

01/10/14

The Breakfast event immediately followed. Organized by DESA under the leadership of ASG Thomas Gass, and in partnership with Roll Back Malaria and the UN Millennium Campaign, the event created real momentum and exuberance around the final countdown to the MDGs. Financial commitments were made, and important reminders were given for areas that need attention in order to accelerate implementation of the MDGs in the final stretch to 2015. Recurring themes were the continuing need for partnerships and innovative financing, and the need to focus on girls and young women, education, sanitation and regions in or emerging from crisis situations. The Master of Ceremonies was Mr. Rajesh Mirchandani, BBC Correspondent.

Some key highlights from the Breakfast:

- **President Paul Kagame** – reiterated the call for international cooperation in order to make progress. He recently presented the Kigali Action Plan encouraging AU Member States, the African Development Bank and the AU partners to improve hygiene and sanitation conditions and increase investment in better management of Africa's water resources.
- **Prime Minister Erna Solberg** – stressed the need to ensure access to education for girls and vulnerable groups, noting that not a single vulnerable state has achieved the MDGs, and that crisis and conflict are the enemy to poverty eradication development and access to human rights. Norway committed to providing quality education to a million more children in conflict areas, and called upon others to join in increasing access to education and health in order to prevent a lost generation.

DESA-14/01297

DE V / 03 / JOT



ACTION *LM ✓*COPY *DSG/cdc*
ASm

OCT - 2 2014

14-09077

Note to the Secretary-General

MDG Advocacy Group Breakfast Session and Launch of "MDG Advocacy Leaders Report"
(25 September 2014)

01/10/14

I am pleased to inform you of the success of the Fifth Annual MDG Advocacy Group Meeting and Breakfast Session.

The Fifth Annual MDG Advocacy Group Meeting, which preceded the Breakfast Event, was attended by co-Chairs Prime Minister of Norway Erna Solberg and President of Rwanda Paul Kagame, as well as MDG Advocates Her Highness Sheikah Mozah bint Nasser of Qatar, Mr. Jeffrey Sachs, UN Special Envoy for Financing the Health MDGs, Mr. Ray Chambers, UN Special Envoy for Malaria, Mr. Ted Turner, Chairman of the UN Foundation, Mr. Philippe Douste-Blazy, Special Advisor to the Secretary-General on Innovative Finance for Development, Ms. Stine Bosse, Danish private sector leader, Ambassador Young Shim Dho, Chairperson of the World Tourism Organization's Sustainable Tourism for Eliminating Poverty (ST-EP) Foundation, and Professor Muhammad Yunus, Nobel Peace Prize Winner.

The Breakfast event immediately followed. Organized by DESA under the leadership of ASG Thomas Gass, and in partnership with Roll Back Malaria and the UN Millennium Campaign, the event created real momentum and exuberance around the final countdown to the MDGs. Financial commitments were made, and important reminders were given for areas that need attention in order to accelerate implementation of the MDGs in the final stretch to 2015. Recurring themes were the continuing need for partnerships and innovative financing, and the need to focus on girls and young women, education, sanitation and regions in or emerging from crisis situations. The Master of Ceremonies was Mr. Rajesh Mirchandani, BBC Correspondent.

Some key highlights from the Breakfast:

- **President Paul Kagame** – reiterated the call for international cooperation in order to make progress. He recently presented the Kigali Action Plan encouraging AU Member States, the African Development Bank and the AU partners to improve hygiene and sanitation conditions and increase investment in better management of Africa's water resources.
- **Prime Minister Erna Solberg** – stressed the need to ensure access to education for girls and vulnerable groups, noting that not a single vulnerable state has achieved the MDGs, and that crisis and conflict are the enemy to poverty eradication development and access to human rights. Norway committed to providing quality education to a million more children in conflict areas, and called upon others to join in increasing access to education and health in order to prevent a lost generation.

DESA-14/01297

DEV/03/001



- **Her Highness Sheikah Mozah bint Nasser** – reported that the Qatar Foundation has helped an estimated 58 million out of school children, who are also the most marginalized, living in slums, refugee camps and in remote places. The Educate a Child program has reached 2.5 million children in 33 countries in the last two years, and has the goal of reaching an additional 10 million children by the end of the 2014/2015 school year.
- **Professor Jeffrey Sachs** – noted that the issue of not reaching the MDGs is one of organization, management and delivery. He notes that the existence of big programmes that scale-up, rather than proliferation of partnerships, is more effective. He called for pooled funding for priority areas taking the example of GAVI and the Global Fund for AIDS Tuberculosis and Malaria.
- **Mr. Ray Chambers** – noted that he and a group of leaders, led by the Prime Minister of Norway and including Canada, the US, and the World Bank, have come together and created a multi-billion dollar financial commitment to achieve the MDG health goals by 2015.
- **Mr. Ted Turner** – pledged to stand beside youth leaders in the development of the post-2015 agenda.
- **Ms. Stine Bosse** – noted that the number of people fleeing from their homes is larger than ever, and that it is impossible to talk about achieving real solutions before that number is decreased. Ms. Bosse committed to putting her personal effort to increasing knowledge, effort, alignment and engagement towards reaching the MDGs and what is needed after.
- **Mr. Philippe Douste-Blazy** – mentioned that he formulated a program where \$1 is donated from airline tickets in 13 countries, which raised \$2.5 billion in eight years. In the Republic of Congo, 10 cents per barrel of oil will be given to fight chronic malnutrition. He said “We can change the world with a microscopic levy on economic activities.”
- **Ambassador Dho** – said that improvement in conditions in Korea is due to the focus and importance given to education: parents are willing to sacrifice for their children, and there is political will in support of education. Her organization has given 153 small libraries to give children education in Africa.
- **Professor Muhammad Yunus** – emphasized the need to redesign the banking system so that it is an inclusive system. “If we do not redesign the banking system, we cannot fix poverty”. He also called for focus on youth unemployment so that children have options to either work for someone, or to create jobs themselves.

In addition, Dr. Fatoumata Nafou-Traore, Executive Director of Roll Back Malaria, as co-host, called for leaders to unite to end unnecessary malaria deaths. Malaria interventions are considered low cost with high return.

The MDG Leaders Report was launched by Madame Graça Machel, who urged guests to make every day, every action and every life count, today, tomorrow and over the next 462 days.

Former Prime Minister Gordon Brown urged the world to focus on providing access to universal education, especially for those in conflict-ridden zones, as well as to fight against child labor, marriage and trafficking.

Yvonne Chaka Chaka, World-renowned South African singer and Roll Back Malaria Partnership Goodwill Ambassador, called on everyone to work together in partnership, and to continue working for MDG acceleration every day.

Deputy Secretary-General Jan Eliasson closed the event, which also had significant pick up on social media under the hashtag #MDGLeaders, #MDGMomentum and on the @mcampaign twitter account. It is anticipated that the messaging from the report will be continuously spread throughout social media for some time.

We look forward to follow up on the success of this event in November at the MDG Advocacy Sherpa's Retreat.

Thank you for your continued leadership.



WU Hongbo
1 October 2014

cc: Deputy Secretary-General



Fw: Note to the SG (DESA-14/01297) - MDG Advocacy Group Breakfast Session and Launch of "MDG Advocacy Leaders Report", 25 September 2014

SGCentral to: Hazel Foster

02/10/2014 01:06 PM

Sent by: Hazel Foster

----- Forwarded by Hazel Foster/NY/UNO on 02/10/2014 01:06 PM -----

From: Helen Valencia/NY/UNO
To: SGCentral/NY/UNO@UNHQ,
Cc: Hongbo Wu/NY/UNO@UNHQ, Haitian Lu/NY/UNO@UNHQ, Kay Govia/NY/UNO@UNHQ,
Yunxiao Long/NY/UNO@UNHQ, Lin Yang/NY/UNO@UNHQ, Anastasiya
Delenda/NY/UNO@UNHQ
Date: 02/10/2014 11:38 AM
Subject: Note to the SG (DESA-14/01297) - MDG Advocacy Group Breakfast Session and Launch of "MDG Advocacy Leaders Report", 25 September 2014

Dear colleagues,

Please find attached a Note from Mr. Wu to the Secretary-General entitled, "MDG Advocacy Group Breakfast Session and Launch of "MDG Advocacy Leaders Report", 25 September 2014."

Regards,

Helen



DESA-14-01297.pdf



Helen Valencia
Office of the Under-Secretary-General
for Economic and Social Affairs (DESA)
United Nations, S-2930
Tel: +1-212-963-0215 Fax: +1-212-963-1010
E-mail: valenciah@un.org