

# UN 2020

*CIVIL SOCIETY PARTNERSHIPS FOR THE UN WE NEED*

## UN2020 Information, Organization and Strategy Meeting Executive Summary

**DATE:** 12 November 2019, 9:30am-4:30pm EST

**VENUE:** Baha'i International Community's United Nations Office, 866 UN Plaza, Ste 120



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NGO Committee on Sustainable Development-NY



# UN2020 Information, Organization and Strategy Meeting

## Executive Summary

**When:** Tuesday, 12 November 2019, 9.30-16.30

**Where:** Baha'i International Community's United Nations Office, 866 UN Plaza, Suite 120

**Hosted by:** World Federalist Movement-Institute for Global Policy, CIVICUS, The Stimson Center, The Workable World Trust, Friedrich-Ebert-Stiftung New York, United Nations Association-UK, Soroptimist International, NGO Committee on Sustainable Development-NY

## MEETING OBJECTIVES

Last June the General Assembly adopted a modalities resolution ([A/RES/73/299](#)) that decided that the UN shall prepare a Leaders Summit on 21 September 2020 to commemorate its 75th anniversary under the theme "The future we want, the United Nations we need: reaffirming our collective commitment to multilateralism." The President of the General Assembly will appoint two co-facilitators to lead and conclude intergovernmental negotiations on a "concise, substantive, forward-looking and unifying declaration" no later than June 2020.

Member States decided that the UN75 theme shall guide all activities, meetings and conferences organized by the UN in 2020, emphasizing the need to engage civil society and youth in all activities to commemorate the 75th anniversary. Moreover, on 24 October the Secretary-General invited people worldwide to initiate and participate in a series of [UN75 Global Dialogues](#) on the major challenges we face and the role of global cooperation in addressing them.

With an effective UN process of stocktaking and review, the 75th anniversary of the UN could become the much-needed opportunity leading to renewal, innovation, and reform of the United Nations system after 2020. Now is the time for key global, regional and national civil society networks to organize their participation in UN75 commemorative events, dialogues and activities during 2020, including their participation in the planning of key commemorative events throughout next year, that includes the proposed UN75 NGO Forum in New York next spring to influence the outcomes of the UN75 Leaders Summit in September 2020.

On November 12, 2019, nearly 60 civil society representatives and members from diverse constituencies gathered in New York in person and online to discuss strategies for how civil society may contribute to the renewal and reform of the UN as part of the UN's 75th anniversary stocktaking in 2020 and beyond (see Annex 1).

The objectives of the meeting were to (1) develop a UN2020 Plan of Action and establish a division of labor based on the following proposed thematic Working Groups on Fundraising, Events Planning, UN75 Dialogues, Advocacy, Media & Communications; (2) utilize the 75th anniversary theme to amplify and carry forward key international civil society campaigns to accelerate the achievement of important global agreements & events such as Beijing+25, NPT 2020 Review, Agenda 2030 and the Paris Agreement; (3) strategize on how global civil society

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can best organize itself to curate progressive, far reaching reform proposals for further strengthening the UN system; (4) identify important calendar events that civil society campaigns can use to promote UN75 global governance renewal & strengthening in 2020 and beyond; (5) begin preparations on an NGO forum, or series of forums, at the United Nations to create critical mass for maximizing global civil society's influence vis-a-vis Member States in preparing the UN75 Political Declaration; and (6) expand the membership of the UN2020 campaign and discuss other opportunities to scale up.

The key recommendations generated for each Working Group are summarized below.

## NEXT STEPS FOR WORKING GROUPS

### Fundraising Working Group: Key Recommendations

- Develop funding proposals for UN2020 events and activities that will meet the funding requirements of Member States, foundations and the private sector.
  - Map a list of governments, foundations, philanthropists, CEOs and NGOs. Invite UN2020 supporters to contribute to the exercise.
  - Maintain an up-to-date Donor Tracking Matrix.
  - Identify top 15 Member States most likely to fund and support UN2020 efforts in other tangible ways (e.g., hosting off-the-record PR lunches with UN2020-Together First experts on specific reform proposals we wish to prioritize within the context of the UN75 Declaration negotiations).
  - Tap into innovative private sector partners that follow the highest ESG standards to support the campaign's efforts and build a more inclusive model for partnerships.
  - Organize fundraising appeals and activities to engage the participation of civil society.
- In collaboration with the Events Planning Working Group, prepare budgets and identify donors & co-sponsors for key UN2020 events (e.g., NGO Forum, Town Hall Meetings, Regional & National UN75 Dialogues). Fundraise for robust global south civil society participation. Develop NGO & corporate sponsorship packages as necessary (registration, exhibitions, publications, videos, podcasts, VIP events).
- Adopt robust human rights criteria that all donors should follow.
- Develop strategic partnerships with innovative private sector actors & sectors such as the MICE (Meetings, Incentives, Conferencing, Exhibitions) industry.
- Help CSO networks to apply for the UN75 trust fund to support UN75 dialogues at regional, national and local levels.

### Events Planning Working Group: Key Recommendations

- Organize a high-level CSO Forum at UN to coincide with the International Day of Multilateralism on 24 April hosted by the President of the General Assembly (Plan A).
  - Develop concept note that includes dates, venue, title, purpose, program, speakers, target audiences, co-sponsors, outcomes.
  - Draft budget in cooperation with the Fundraising WG, solicit donors & secure funding.
  - Organize planning committee representing the diverse constituencies of the UN2020 campaign.
  - In cooperation with Advocacy WG & Comms WG, organize a drafting committee to develop messaging for the civil society declaration and a plan for global action.
  - Link NGO Forum with other UN75 dialogues, town hall events, conferences, UNGA 2020 and beyond.
- Organize a series of UN75 Dialogues and Town Hall Meetings at global, regional, and national levels that will feed into UN2020 advocacy messaging for the civil society declaration in the lead up to the CSO Forum to influence the outcome of the UN75 political declaration.
- Organize and cosponsor UN75 events at key UN calendar events such as CSW64, GA Youth Plenary & ECOSOC Youth Forum, Beijing+25 forums, 2020 NPT Review Conference, HLPF 2020, UNGA 2020 Week and UN Day.
- Integrate UN75 related events so that the outcomes of each event contributes to the other event outcomes, functioning as “stepping stones” towards the UN75 Leaders Summit and beyond.
- Make UN2020 events, dialogues and meetings as interactive as possible. Combine online tools (e.g. MaestroConference) and face-to-face meetings to break down silos between different constituencies and initiatives.
- Maintain calendar of UN75 events for 2020.

### UN75 Dialogues Working Group: Key Recommendations

- Encourage and support UN2020 members to activate their organizations and networks to initiate and participate in UN75 Dialogues. Develop information and training workshops via Zoom to introduce the UN75 toolkit for dialogues (guidelines, framing questions, information on existing trends). In consultation with the UN75 secretariat, establish feedback loops so that the results of the dialogues may be shared and analyzed in real time to inform the civil society shadow declaration.
- Collaborate with UN2020 partners like Together First who will be hosting a series of dialogues that will feed into the UN75 Dialogues to be reported on their own website (along with their methodology toolkit). We need to identify how these activities can be most effectively and synergistically integrated with other actions for the UN2020 campaign, including the NGO Forum and Town Halls.
- Include new sectors in the UN75 dialogues to build a broad perspective of “We the Peoples.” Most importantly, there must be grassroots engagement, especially of women, youth and underrepresented communities. In addition to using the UN75 and Together First toolkits for dialogues, create UN2020 podcasts to activate CSO networks to reach out to communities unfamiliar with the UN and SDGs to hear their perspectives.
- Identify ways to use the dialogues to strengthen the links from local to global. For example, the dialogue process itself should contribute to building public knowledge about the UN and its impact on local communities, particularly through the Agenda 2030. Therefore, dialogues should be inclusive even of critics/skeptics of the UN and Agenda 2030; only through such open discussion will the slow process of shifting mindsets about the value of the UN and the importance of Agenda 2030 occur.
- Convene UN75 dialogues across sectors and countries. Work with all constituencies, including the Major Groups and other Stakeholders, to create a strategy to influence the UN75 political declaration.
- Think about how the NGO Forum could be used to motivate participation in the UN75 dialogues – and vice versa.

### Advocacy Working Group: Key Recommendations

- Undertake a multistakeholder mapping exercise and SWOT analysis of member state positions on key UN75 advocacy & UN reform proposals. Identify UN75 focal points inside UN missions.
- Invite key international, regional and national CSO & MGoS platforms to join the Advocacy Working Group to develop an agreed methodology to provide inputs into the shadow civil society declaration and help lobby governments at UNGA and national capitals responsible for negotiating the UN75 political declaration. In cooperation with the Events Planning WG, make plans to present the civil society declaration and plan for global action to the SG at the proposed CSO Forum (23-24 April 2020) to coincide with the International Day of Multilateralism hosted by the PGA.
- At PyeongChang Peace Forum, 9-11 February 2020, UN2020, GCAP/Stand Together Now Campaign, Global Policy Watch/Civil Society Reflection Group and PNND/peace groups will consider elements of the civil society declaration, to include preamble on values, section on cross-cutting issues, and section on short-term & long-term reform proposals. Collaborate with UN2020 partners like Together First, Stimson Center & One Earth Future, Global Policy Watch, CoNGO and others that are curating key messages & UN reform proposals to populate the shadow declaration. Harvest messaging from UN75 dialogues and town hall meetings to be fed into the development of a "crowd-sourced" civil society declaration to be featured on a common interactive web-based platform hosted by Together First.
- Develop Advocacy Work Plan for 2020 that will include: timeline, strategy, tactics, tools, and modes of engagement (e.g., bilateral meetings, briefings, town hall meetings sign-on letters) targeting specific member states, GA political groups, and GA groups of friends engaging the negotiations of the UN75 political declaration. The proposed UN75 NGO Forum in mid-April is strategically timed to present key CSO advocacy demands during the last quarter of the UN75 negotiations to conclude by June 2020.
- Collaborate with international, regional and national networks to coordinate lobbying of governments engaged in the UN75 negotiations at UNGA and national capitals.

<ul style="list-style-type: none"> <li>• Develop synergies for joint advocacy &amp; mobilization with other like-minded global campaigns engaging the Decade of Action on the SDGs, COP26 &amp; Paris Climate Agreement, Beijing+25 Generation Equality Forums, 2020 NPT Review, New Urban Agenda, human rights reform, and others. Also collaborate with parliamentarians, mayors and cities, and faith-based organizations.</li> </ul>
<ul style="list-style-type: none"> <li>• Help organize regular civil society briefings with the UN75 co-facilitators responsible for guiding the GA negotiations of the political declaration. Develop pre-emptive plan if civil society is shut out of GA negotiations on UN75. Also coordinate UN75 advocacy efforts with MGoS advocacy taking place to influence the negotiation of the HLPF review also taking place in 2020.</li> </ul>
<ul style="list-style-type: none"> <li>• Incorporate CSO reform proposals and ideas from UN75 dialogues into UN2020 messaging and advocacy. To ensure policy coherence and mutual support, coordinate the outcomes of key civil society events that will reinforce and build upon one another in the lead up to the NGO Forum and UN75 San Francisco Global Policy Forum through UNGA 2020 and beyond.</li> </ul>
<ul style="list-style-type: none"> <li>• Develop a post-UN75 advocacy strategy that will focus on the implementation of UN75 political declaration outcomes and continued advocacy of ambitious UN reform proposals.</li> </ul>
<ul style="list-style-type: none"> <li>• Some specific demands for the UN75 shadow declaration include: <ul style="list-style-type: none"> <li>○ More voices should be included in UN decision-making processes. This could be achieved through new modalities for citizen representation at the UN, including the appointment of an USG for Civil Society and the creation of a parliamentary assembly network.</li> <li>○ More funding for the UN, which is completely inadequate given its mandate and activities.</li> <li>○ GA mandated modalities for continuing the UN75 conversation about ongoing UN reform beyond 2020.</li> </ul> </li> </ul>

## Media & Communications Working Group: Key Recommendations

- Identify the target audiences and key messages – including the main actions – for each audience.
- Decode buzzwords and re-evaluate slogans like “Leave No One Behind.”
- Learn about new software and technology (e.g., MaestroConference) for possible use in events.
- In terms of messaging, move toward “UN2020 and Beyond” to help keep the initiative going past the UN 75<sup>th</sup> Anniversary. Coordinate messaging between UN2020 events to ensure policy coherence and mutual support so that event outcomes build upon one another to generate greater public awareness about the 75<sup>th</sup> anniversary throughout 2020 and beyond.
- Consider how to use language to build trust and partnerships.
- Broadcast events (e.g., NGO Forum) to reach a wider audience. For this, reach out to the UN Department of Global Communications as a strategic partner.
- Develop multimedia presentations for key UN2020 events.
- Be clear in communications about the relationship and distinctions (if any) between the different dialogues being organized by UN75 and UN2020 partners. For example, UN75 Dialogues are framed around people’s visions for the future and whether we are on track, whereas the TF/UN2020 dialogues will be conducted through the lens of UN/global governance reform.
- Use online and offline tools and networks. For example, involve schools and local institutions and/or partner with regional UN offices.
- CSOs can be encouraged to recruit others to join the UN2020 coalition and participate in the UN75 Global Dialogues. CSOs can use their websites, email, social media, and events to get the UN2020 message out to their partners and networks. If done in a savvy way, this can strengthen their own movements.
- Use Slack for internal communication among the UN2020 Coordination Group and Working Groups.

**For more information (or to volunteer to join a Working Group), please contact:**  
 Fergus Watt ([ferguswatt6@gmail.com](mailto:ferguswatt6@gmail.com)) or Jeffery Huffines ([jeffery@UN2020.org](mailto:jeffery@UN2020.org))

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## ANNEX 1: MEETING AGENDA

Time	Agenda item
9:15 - 9:30	<b>Sign-in and Coffee</b>
9:30 - 10:00	<b>Welcome:</b> Daniel Perell, Baha'i International Community <hr/> <b>Introduce UN2020 Working Groups:</b> Richard Ponzio, Just Security 2020, The Stimson Center
10:00 - 11:00	<b>UN75 Global Dialogues &amp; Summit Outcomes</b> <b>Moderator: Giovanna Kuele, Instituto Igarapé</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• UN75 Global Dialogues Toolkit - Natalie Samarasinghe, UN75</li> <li>• Youth Engagement - Jolly Amatya, Major Group for Children &amp; Youth</li> <li>• UN75 Political Declaration - Barbara Adams, Global Policy Forum</li> </ul>
11:00 - 11:10	Short break
11:10 - 12:10	<b>Prospects for UN75 NGO Forum &amp; Civil Society Declaration</b> <b>Moderator: Bette Levy, Soroptimist International</b> <b>Speakers:</b> <ul style="list-style-type: none"> <li>• NGO Forum Modalities &amp; Outcomes - Fergus Watt, UN2020</li> <li>• Millennium NGO Forum+20 - Liberato Bautista, CoNGO &amp; The United Methodist Church</li> <li>• Triumph Group Funding Proposal - Aaron Etra, UNA-USA Council of Organizations</li> <li>• Respondent: Soon-Young Yoon, International Alliance of Women / Beijing+25</li> </ul>
12:10 - 13:25	<b>Working Lunch - Open Discussion on "Possible Strategies for Next Steps"</b> <b>moderated by Margo LaZaro, NGO Committee on Sustainable Development-NY</b>

13.25 - 14.25	<p><b>From UNGA 2019 to UNGA 2020 &amp; Beyond - Connecting UN75 to the 2030 Agenda &amp; Paris Agreement</b></p> <p><b>Moderator: Daniel Perell, Baha'i International Community</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Major Groups &amp; Other Stakeholders Mechanism - (TBD)</li> <li>• Pathfinders for Peaceful, Just &amp; Inclusive Societies - David Steven, NYU Center on International Cooperation</li> <li>• Stand Together Now Campaign &amp; People's Assembly Declaration - Ingo Ritz, GCAP/Action for Sustainable Development</li> </ul>
14.25 - 14.30	Short break
14.30 - 15.30	<p><b>On the Road to 2020: Civil Society Events &amp; Advocacy</b></p> <p><b>Moderator: Jeffery Huffines, CIVICUS &amp; UN2020</b></p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• PyeongChang Global Peace Forum 2020 - Anselmo Lee, Kyunghee University, South Korea</li> <li>• Together First Global Governance Dialogues - Ben Donaldson, UNA-UK</li> <li>• UN75 San Francisco Global Forum - Maureen Connolly, One Earth Future Foundation</li> </ul>
15.30 - 16:30	<p><b>Wrap Up &amp; Next Steps</b></p> <p><b>Moderator: Volker Lehmann, Friedrich-Ebert-Stiftung New York</b></p> <p><b>Rapporteur: Mercedes Ward, University of Utah</b></p>

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