

UN 2020

CIVIL SOCIETY PARTNERSHIPS FOR THE UN WE NEED

UN2020 Information, Organization and Strategy Meeting Report

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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UN2020 Information, Organization and Strategy Meeting Report

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

On November 12, 2019, nearly 60 civil society representatives representing 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. The meeting built consensus for moving forward on a UN2020 plan of action based upon a division of labor as defined by ToRs for five proposed working groups structured around fundraising, events planning, UN75 dialogues, advocacy, media & communications. Key actions and volunteers were identified for each working group.

This report presents a summary of key actions and reflects important strategic considerations raised during the meeting. However, none of these recommended actions are to be considered definitive: the participants in the UN2020 campaign will continue to refine and prioritize specific actions as the working groups get to work.

Structure of the Report

Following sections on the meeting background and objectives, this report provides summary highlights of key issues and ideas that emerged in each session, including from panelists and other meeting participants (see Annex 1 for full meeting agenda). This section is followed by "next steps" that align with each proposed Working Group (see Annex 2 for terms of reference for the Working Groups). These next steps were generated through active discussion during each session as well as through the use of Mentimeter (web-based) and handwritten notecards. The report ends with some concluding remarks for overarching next steps.

BACKGROUND

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.

MEETING OBJECTIVES

1. To 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. To 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. To strategize on how global civil society can best organize itself to curate progressive, far reaching reform proposals for further strengthening the UN system.
4. To identify important calendar events that civil society campaigns can use to promote UN75 global governance renewal & strengthening in 2020 and beyond.
5. To 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.
6. To expand the membership of the UN2020 campaign and to discuss other opportunities to scale up.

SESSION HIGHLIGHTS

Welcome & Introduction to UN2020 Working Groups

The meeting began with a welcome from **Daniel Perell** (Baha'i International Community) who reflected on the importance of focusing attention on not only the symptoms (inequality) but the illness (unjust global order) such that we will need to recognize our shared humanity, the need for a global system that can attend to this shared humanity, and the importance of upholding the highest standards of character through faith in something larger than ourselves.

Richard Ponzio (Just Security 2020, The Stimson Center) gave an overview of the terms of reference for each of the five proposed UN 2020 Working Groups on Fundraising, Events Planning, UN75 Dialogues, Advocacy, Media & Communications (see Annex 2). He encouraged the meeting participants to speak specifically about actions that could be taken by these Working Groups. This would contribute towards the meeting objective of creating an Action Plan.

Key Issues/Questions:

Participants were urged to consider the following questions in particular: Do we have sufficient funding for an NGO Forum? How do we form a civil society declaration? How can civil society best organize itself on a collective basis? How do we move forward from here towards the UN 75th Anniversary?

UN75 Global Dialogues & Summit Outcomes

This session, moderated by **Giovanna Kuele** (Instituto Igarapé), focused on the UN75 Global Dialogues Toolkit, youth engagement, and the UN75 political declaration.

Natalie Samarasinghe (UN75) explained that the starting point for the UN75 Global Dialogues initiative was the interest in bringing people together amid the deep distrust that currently exists between people, governments, and institutions. Indeed, rather than engage with people via “gatekeeper NGOs”, the UN wants to engage with people directly – and to take advantage of technology to do so. They are also interested in organizing UN town hall meetings and partnering with organizations that can go into communities and use some of the various methods (e.g., surveys and focus groups) to collect people’s perspectives. UN75 launched its website (www.un.org/en/un75) that includes toolkits for dialogue, framing questions, issue briefs, FAQs, videos and surveys designed to capture as many diverse voices as possible from participants worldwide. This information will be analyzed and shared periodically with Member States and the general public to influence the negotiations of the UN75 Declaration and ultimately to renew and reform the UN through civil society input. Some Member States are talking about organizing a SG-led commission on global governance to focus on implementation after 2020.

Barbara Adams (Global Policy Forum) emphasized that the key choice was between working within what seems possible and really putting something new on the reform agenda. There is a need to differentiate between what we want to accelerate through action and what megatrends we want to stop like the arms trade, carbon emissions and nuclear proliferation. Inevitably the UN75 political declaration will be the result of consensus building and therefore may not be sufficiently strong on human rights, although there is Member State agreement on shared but differentiated responsibilities. It is important to ensure that UN funding is contributing to human rights. Regarding the negotiation of the UN75 political declaration, we need to be clear about what agreed language is acceptable and what language is non-negotiable.

Jolly Amatyia (Major Group for Children & Youth) shared a formal statement on behalf of more than 8000 youth led initiatives, welcoming the importance placed on youth participation in the commemoration process. The anniversary should assert that the UN is not a toothless organization; it should position itself as a champion of human rights. She said they plan to support UN75 by convening dialogues across sectors and countries and to work with all Major Groups to create a strategy to influence the declaration.

Key Issues/Questions:

- What could be done to accelerate donor commitment for UN75 activities from Member States and the private sector?
- How do people participate in the dialogues in contexts where people either do not know about the UN and the SDGs – or where these are unpopular?

Implications for WGs:

- How can UN2020 members activate their organizations and networks to initiate and/or participate in the UN75 Global Dialogues?

Prospects for UN75 NGO Forum & Civil Society Declaration

This session, moderated by **Bette Levy** (Soroptimist International), focused on NGO Forum modalities and outcomes, the Millennium NGO Forum+20, and the Triumph Group funding proposal. Bette Levy oriented the session around the following questions: Do we even want a civil society forum? If so, what should it look like, what should it accomplish, how will we get there (i.e., fundraising), and who should be our partners?

Fergus Watt (UN2020) responded by presenting some ways to use the NGO Forum as a tool/ catalyst to mobilize civil society on a global basis for the idea of “the UN we need.” The date of the forum should be set early enough so that the release of the civil society declaration will decisively influence the GA negotiations of the UN75 to be concluded by June 2020. There is a need to be strategic about which UN & civil society leaders would be invited to speak and participate, and to consider what kind of outcomes should be the result of the forum. Elements for the civil society declaration could include a preamble on values, a section on cross-cutting issues, and a section on short-term and long-term reform proposals. Since the NGO Forum will be scaled to the amount of funding, it would be prudent to have a “Plan B” for the scenario of very limited funding.

Liberato Bautista (CoNGO & The United Methodist Church) shared the CoNGO Declaration on the occasion of the 75th Anniversary of the UN adopted by the CoNGO Board meeting in Geneva, 10-12 October 2019. He noted that the NGO Millennium Forum Declaration adopted in May 2000 is still the most comprehensive declaration of what we ought to do as civil society; moreover, it distinguishes between “the people” and “NGOs.”¹ CoNGO is thinking about how to create a gathering of civil society initiatives in order to create “75 civil society UNITIES for the UN@75” that could be handed over to the UN.

Aaron Etra (UNA-USA Council of Organizations) spoke about the Triumph Group funding proposal on the table. He also emphasized that an NGO Forum should only be done if it is innovative and moves beyond just “talking to ourselves.” Another possibility is to create an opportunity for people to participate in the Expo Dubai event since the UN has a pavilion but no program yet. In general, there are civil society trade groups and private sector groups interested in participating in a forum with NGOs – but again, the forum needs to bring something new and we need to reach out.

Soon-Young Yoon (International Alliance of Women / Beijing+25) was the session respondent. She summarized her colleagues’ comments and outlined several learnings. She said it is time that we use UN2020 to strengthen our own movements as a strategy to strengthen the UN – and we need to break down the silos between the different initiatives by combining online

¹ On 22-26 May 2000, 1,350 representatives of more than 1,000 NGOs and other CSOs from over 100 countries gathered in New York at the UN Headquarters. The outcome of this gathering was the NGO Millennium Forum Declaration (<https://undocs.org/pdf?symbol=en/A/54/959>) which influenced the UN Millennium Declaration adopted on September 8, 2000 (<https://undocs.org/A/RES/55/2>).

tools (e.g. MaestroConference) and face-to-face meetings. She urged participants to talk about having a “Plan B” in case there is a lack of funds to support a large NGO Forum. If there is no funding by the end of December, then a Plan B will be needed.

Key Issues/Questions:

- How to tap into private sector interest in a “one world” vision to support efforts and build a more inclusive model for partnerships?
- If we proceed with private sector partnerships, what criteria should be adopted to ensure that all partners concerned do not contradict human rights and the values that underpin the UN and the SDGs?
- A series of UN75 townhalls in advance of a large NGO forum would ensure inclusiveness engagement – it could also serve as a good “Plan B” option should funds not be available for organizing the proposed NGO Forum.
- Recalling that the Secretary-General will be appointed by the GA in 2020, SG candidates could be invited to speak at UN75 related events.
- Language matters: using the label “NGO Forum” may keep away other civil society groups; “We the Peoples” is more inclusive. It is important to ensure transparency and inclusivity so that all constituencies feel a part of the process.

Implications for WGs:

- Fundraising WG needs to think about a vetting process for all donors and partners, including those from the corporate sector.
- Advocacy WG needs to think about what the added value of another CSO declaration would be – including a robust plan of action for implementation after the UN75 summit that will be essential for long-term impact.
- Events WG needs to consider the scale of the NGO Forum and who should be invited.
- Media & Communications WG needs to think about language to build trust and partnerships.
- UN75 Dialogues WG needs to think how the NGO Forum could be used to motivate participation in the UN75 dialogues – and vice versa.

Working Lunch – Open Discussion on “Possible Strategies for Next Steps”

The working lunch discussion was moderated by **Margo LaZaro** (NGO Committee on Sustainable Development-NY). She initiated the conversation by noting that instead of complaining, we need to ask how we can help. She reiterated this point later in the discussion when she said that everyone needs to think about their unique interests and passions – and then actually do some work rather than waiting for others to do it. She also distributed notecards for participants in New York to write down their ideas for next steps.

Key Issues/Questions:

- Each constituency has their own particular agenda – but to be successful as a *movement*, it is important to bring everyone together and identify one or two key actions that can be collectively achieved
- Who is the audience we are trying to reach? With what message (what is our focus)?
- How can we strengthen the links from local to global?
- How can we use networks to reach NGOs and people around the world?

Implications for WGs:

- WGs need to coordinate around a set of shared goals that are specific, targeted, and feasible. These goals should not reflect the special interest of any one particular constituency but that represent areas of shared interest that would benefit from coordinated global collective action. For example, what specific reforms are to be advocated for? How will these be decided? Will they be expressed in a declaration? Who will prepare it?

From UNGA 2019 to UNGA 2020 & Beyond – Connecting UN75 to the 2030 Agenda & Paris Agreement

This session, moderated by **Daniel Perell** (Baha'i International Community), focused on creating a sense of continuity and coherence across time and "SDG space", which isn't always connected to other spaces. Speakers shared their insights gleaned from experience with other initiatives.

Frances Zainoeddin (SI UN Representative, New York, Representative of the Stakeholder Group on Ageing) declared that NGOs know a lot of about leaving no one behind because they have been there amid everything. She gave an overview of how the Major Groups and Other Stakeholders (MGoS) were established, and their involvement with the High Level Political Forum (HLPF). She emphasized the importance of preparing for both the negotiation of the UN75 political declaration as well as the HLPF review where MGoS want the HLPF to provide real political guidance and recommendations – and to have more teeth. Member States should be expected to provide adequate funding; actions and outcomes cannot be expected otherwise.

David Steven (NYU Center on International Cooperation) spoke about Pathfinders for Peaceful Just & Inclusive Societies, a group of 31 countries working with partners from all sectors to implement the SDG targets for peace, justice, and inclusion (SDG16+). The Pathfinders launched a platform for accelerating action and a kind of docking station to bring partners together around a "Roadmap" for action. The SG will be convening the first SDG Action Platform as a part of the 75th anniversary summit in September 2020. We should urge the UN to put transformation at the heart of the Decade of Action for the SDGs to ensure that we will have results by the second SDG summit in 2023. He reflected on the fact that the Climate Summit received much more attention than the SDG Summit – which raises the question of *why*. Indeed, there are lessons that can be learned from the Climate Summit for focusing on concrete actions.

Ingo Ritz (Stand Together Now Campaign & People's Assembly Declaration) participated in the meeting via Zoom. He said the Stand Together Now Campaign had activities related to the SDGs and Climate Summit. A People's Assembly organized by the Global Call to Action Against Poverty (GCAP) was held in parallel to the SDG Summit. The declaration reflected the demands of this diverse civil society group representing more than 80 countries. However, the media did not pick up on the story. Moving forward with a more bottom-up approach should be taken, for example, by starting local people's assembly to explore what 75th Anniversary could mean for them. This could be connected with UN75 global dialogues.

Key Issues/Questions:

- It is worth learning lessons from the trajectory of different mobilization campaigns, such as impact of the millennials on the Climate Summit which managed to take something well-known for decades and make it feel urgent.
- Are there already too many political declarations? They are non-binding and therefore mostly feel-good products.

Implications for WGs:

- Advocacy WG should review examples of both successful and unsuccessful advocacy strategies to glean lessons learned. This can include tapping into the collective wisdom of the broader UN2020 network for ideas.
- The UN2020 campaign needs to give people concrete actions and proposals they can take to support UN renewal and reform.

On the Road to 2020: Civil Society Events & Advocacy

The session, moderated by **Jeffery Huffines** (UN2020 & CIVICUS), focused on the PyeongChang Global Peace Forum 2020, the Together First global governance dialogues, and the UN75 San Francisco Global Forum.

Anselmo Lee (Kyunghee University, South Korea) described the PyeongChang Peace Forum (PPF) as a global and local – or “glocal” – platform for dialogue for building sustainable peace and development. The first PPF was held on the first anniversary of the 2018 PyeongChang Olympics in February 2019, which opened the door to meaningful peace talks between South and North Korea. The second PPF will be held February 9-11, 2020, and will explore the connections between sustainable development, human rights, peace, and people-centered multilateralism. Members of UN2020, Stand Together Now campaign, Global Policy Watch and peace/disarmament networks will be invited to participate in the PPF 2020.

Ben Donaldson (UNA-UK) spoke about the Together First global governance dialogues. He focused on three actions to do in the next year. First, Together First will host a series of dialogues that will both feed into the UN75 Dialogues but also be reported on their own website (along with their methodology toolkit). Second, they will identify the “Top 10 Reforms” and determine the degree of support Member States have for each reform. Third, they want to bring in a “super crowd-sourced” shadow declaration to ensure the process is legitimately participatory. He also encouraged participants to submit a reform proposal through the Together First website by January 10.

Maureen Connolly (One Earth Future Foundation) discussed the upcoming UN75 San Francisco Global Forum in June 2020 and its organizational structure around two tracks. The first track will focus on partnerships and will seek to show that solutions can be made a reality through innovative, multi-stakeholder partnerships including UN agencies, states, civil society, as well as the private sector and more. The second track will focus on innovations for institutional arrangements for global governance that will build on a e-consultation during April-May 2020 to be used as an impetus for advancing reforms post-2020.

Key Issues/Questions:

- Building upon the three key actions proposed by Together First, what are some practical ways for building an integrated advocacy campaign using key events as “stepping stones” towards the Leaders Summit? Consider ways that the outcomes of key civil society events throughout 2020 can reinforce and build on one another.

Implications for WGs:

- Advocacy WG:
 - o When drafting the shadow declaration, develop clear asks that address specific target audiences (e.g., Member States, UN & other stakeholders).
 - o Adjust the tactics of the UN2020 advocacy strategy to match the progress of the negotiations of the UN75 political declaration. Know when to apply political pressure on Member States at the UN and national capitals to ensure a robust outcome document.
- UN75 and Media & Communications WGs:
 - o Coordinate the messaging between the different events being organized by UN75 and partners such as PPF 2020, Together First, OEF and UN2020 to ensure policy coherence and mutual support.

Wrap Up & Next Steps

This session, moderated by **Volker Lehmann** (Friedrich-Ebert-Stiftung New York), began with a brief summary by the rapporteur, **Mercedes Ward** (U Water Center, University of Utah), of recurring issues and key questions that will have to be dealt with by the Working Groups as they move forward.

She noted that an overarching policy challenge is how to review, evaluate and implement proposals to strengthen and reform multilateralism and the UN. There are several mechanisms that have been developed by the UN75 secretariat and UN2020 civil society partners to gather ideas and curate reform proposals, including feedback from the UN75 Global Dialogues. But how do we engage people in UN75 dialogues who are unfamiliar with the UN and the SDGs? How will the CSO reform proposals and ideas from UN75 dialogues be collected, analyzed, and put to use for UN2020 advocacy and messaging purposes? Fundraising is key – but how should we engage with the private sector? What human rights standards should be adopted as criteria for adoption by all donors, both corporate and otherwise? In terms of the political declaration and civil society shadow declaration, what added value does another declaration create? What will make the NGO Forum innovative? Finally, in all matters, we should be careful with language because words matter for inclusivity.

During the ensuing discussion, consensus was reached that UN2020 will aim to achieve “Plan A” regarding the planning of a UN75 NGO Forum event and the drafting of a civil society declaration and global plan of action. Therefore, a plan needs to be developed immediately and funding secured as soon as possible.

In order to move forward, participants were reminded to sign up for one or more of the Working Groups. The UN2020 secretariat will play the role of coordinating these different working groups and facilitating communication among them. The UN2020 strategy report will provide a summary of next steps and recommended actions that emerged throughout the

course of the day's discussions as well as from the notecards and Mentimeter survey. Following the UN2020 strategy meeting, Working Groups were organized to have their first meetings before the end of the year. The "Next Steps for Working Groups" section below also reflect recommendations made by the Working Groups during their first round of meetings in 2019.

NEXT STEPS FOR WORKING GROUPS

Fundraising Working Group: Key Recommendations
<ul style="list-style-type: none"> • Develop funding proposals for UN2020 events and activities that will meet the funding requirements of Member States, foundations and the private sector. <ul style="list-style-type: none"> ○ 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.
<ul style="list-style-type: none"> • 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).
<ul style="list-style-type: none"> • Adopt robust human rights criteria that all donors should follow.
<ul style="list-style-type: none"> • Develop strategic partnerships with innovative private sector actors & sectors such as the MICE (Meetings, Incentives, Conferencing, Exhibitions) industry.
<ul style="list-style-type: none"> • 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 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 (MGoS), 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 implement an advocacy strategy to 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 a 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 develop and coordinate lobbying of governments engaged in the UN75 negotiations at UNGA and national capitals.
- Develop synergies for joint advocacy & mobilization with other like-minded global campaigns engaging the Decade of Action on the SDGs, COP26 & 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.
- 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.

<ul style="list-style-type: none">• 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 so that they 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.
<ul style="list-style-type: none">• 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.
<ul style="list-style-type: none">• Some specific demands for the UN75 shadow declaration include:<ul style="list-style-type: none">○ 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.○ More funding for the UN, which is completely inadequate given its mandate and activities.○ GA mandated modalities for continuing the UN75 conversation about ongoing UN reform beyond 2020.

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 75th 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 75th 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.

CONCLUDING REMARKS

It is no coincidence that the global polity has been facing a twin crisis of democracy and multilateralism. In October 2019, the Secretary-General announced that the United Nations would run out of money unless Member States paid their outstanding dues in the amount of \$1.3 billion, with the United States alone owing over \$1 billion. Civil society advocates are deeply concerned about a United Nations system that is under-resourced, under attack and unable to respond adequately to the many challenges facing humanity. There is an urgent need to strengthen the UN system so that it will be able to meet the challenges of this century, and to avoid repeating the catastrophic failures of the last century.

The 2019 opening session of the UN General Assembly stood out for revealing the stark divide now defining international relations: the split between “globalists and patriots”. To counter the rise of nationalism and protectionism, the German and French foreign ministers gathered some 50 countries for the first meeting of the “Alliance for Multilateralism,” a group of nations working to boost international cooperation, reform international institutions, and tackle various global issues such as disarmament, digitalization and climate change.

Against this backdrop, proponents in favor of a strengthened, transformed multilateral system recognize the 75th anniversary of the United Nations as an important opportunity to hold governments accountable to the commitments they made to the UN Charter in 1945, and to mobilize the necessary public support to demand that world leaders develop meaningful progressive improvements to global institutions and policy, through a UN75 Summit dedicated for this purpose.

In order for CSOs to contribute substantively to this effort, a coordinated global campaign is required. The UN2020 strategy meeting held in New York in November solidified this coordination through a consensus around the TORs for the five working groups. The UN2020 Coordination Committee and secretariat will facilitate communication and coordination across the working groups in collaboration with their respective co-leads. These groups will tap into the skills of UN2020 partners to meet specific campaign needs such that people with relevant expertise and passion can apply their talents in the most effective way possible.

For more information (or to volunteer to join a Working Group), please contact:

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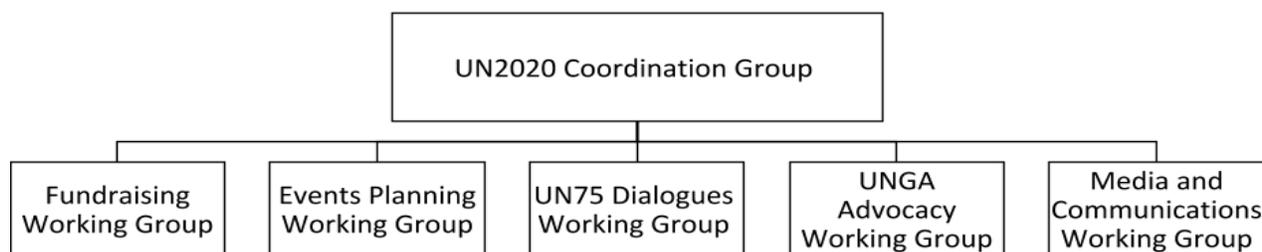
ANNEX 1: MEETING AGENDA

Time	Agenda item
9:15 - 9:30	Sign-in and Coffee
9.30 - 10.00	Welcome: Daniel Perell, Baha'i International Community <hr/> Introduce UN2020 Working Groups: Richard Ponzio, Just Security 2020, The Stimson Center
10.00 - 11.00	UN75 Global Dialogues & Summit Outcomes Moderator: Giovanna Kuele, Instituto Igarapé Speakers: <ul style="list-style-type: none"> • UN75 Global Dialogues Toolkit - Natalie Samarasinghe, UN75 • Youth Engagement - Jolly Amatya, Major Group for Children & Youth • UN75 Political Declaration - Barbara Adams, Global Policy Forum
11.00 - 11.10	Short break
11.10 - 12.10	Prospects for UN75 NGO Forum & Civil Society Declaration Moderator: Bette Levy, Soroptimist International Speakers: <ul style="list-style-type: none"> • NGO Forum Modalities & Outcomes - Fergus Watt, UN2020 • Millennium NGO Forum+20 - Liberato Bautista, CoNGO & The United Methodist Church • Triumph Group Funding Proposal - Aaron Etra, UNA-USA Council of Organizations • Respondent: Soon-Young Yoon, International Alliance of Women / Beijing+25
12.10 - 13.25	Working Lunch - Open Discussion on "Possible Strategies for Next Steps" moderated by Margo LaZaro, NGO Committee on Sustainable Development-NY
13.25 - 14.25	From UNGA 2019 to UNGA 2020 & Beyond - Connecting UN75 to the 2030 Agenda & Paris Agreement Moderator: Daniel Perell, Baha'i International Community Speakers: <ul style="list-style-type: none"> • Major Groups & Other Stakeholders Mechanism - (TBD) • Pathfinders for Peaceful, Just & Inclusive Societies - David Steven, NYU Center on International Cooperation • Stand Together Now Campaign & People's Assembly Declaration - Ingo Ritz, GCAP/Action for Sustainable Development
14.25 - 14.30	Short break

14.30 - 15.30	On the Road to 2020: Civil Society Events & Advocacy Moderator: Jeffery Huffines, CIVICUS & UN2020 Speakers: <ul style="list-style-type: none">• PyeongChang Global Peace Forum 2020 - Anselmo Lee, Kyunghee University, South Korea• Together First Global Governance Dialogues - Ben Donaldson, UNA-UK• UN75 San Francisco Global Forum - Maureen Connolly, One Earth Future Foundation
15.30 - 16:30	Wrap Up & Next Steps Moderator: Volker Lehmann, Friedrich-Ebert-Stiftung New York Rapporteur: Mercedes Ward, University of Utah

ANNEX 2: WORKING GROUP STRUCTURE AND TOR

Structure



Terms of Reference

Fundraising Working Group

- Develop funding proposals, budgets and concept notes for UN2020 events and other activities; tailor according to donor requirements.
- Develop and maintain a list of existing & potential donors and sponsors.
- Schedule and organize meetings with potential funders and follow-up.
- Maintain fundraising tracking matrix to include potential funders, proof of concept requirements, meeting dates, email follow-up dates, next steps.
- Organize fundraising activities.

Events Planning Working Group

- Develop program for UN75 NGO forum or a series of forums depending on funding.
- Support UN75 NGO Town Hall Meetings hosted by the PGA, UNDGC, UNDESA.
- Organize and/or cosponsor side events at key UN calendar events such as CSW64, Beijing+25 forums, 2020 NPT Review Conference, HLPF 2020, UNGA 2020, UN Day.
- Support co-sponsored events organized by UN2020 partners.
- Maintain calendar of key events for 2020.

UN75 Dialogues Working Group

- In cooperation with UN75 secretariat, encourage CSOs to convene UN75 formal focus groups, informal conversations, online discussions and social media chats with diverse constituencies at national & grassroots level, focusing on youth and marginalized communities.
- Harvest recommendations and ideas from UN75 dialogue outcomes to generate messaging for UN2020 advocacy & communications working groups.
- Track UN75 related studies, research and meeting outcomes that feature UN reform innovations for UN2020 advocacy strategy.

UNGA Advocacy Working Group

- Organize civil society advocacy at UNGA, missions & national capitals during the negotiations of the UN75 political declaration in the lead up to the UN75 Summit.
- Coordinate UN75 advocacy with MGoS advocacy of the HLPF Review negotiation.
- Develop and coordinate messaging for proposed UN75 civil society declaration.
- Develop advocacy strategy targeting UN75 political declaration once it is adopted in September 2020.

Media and Communications Working Group

1) Content Creation

- Create content and advocacy messaging ready for dissemination. This includes writing, videos, and photography.
- Collaborate with partners to generate content for social media outlets and website.

2) Branding and Design

- Ensure UN2020 branding is consistent across all strategic media platforms, including print media.
- Produce design work and package content ready for dissemination.
- Create UN2020 branding style guides and templates.

3) Social Media and Website Strategy

- Create social media and website strategy that includes basic structures, outlines, timelines, posting calendars and assigned roles.
- Manage and oversee this strategy by implementing 'Hootesuite'.
- Provide platforms and assign content with a variety of messages including UN reform proposals for dissemination.
- Collaborate with key partners to repost content.
- Enhance the UN2020 website to include mission, principles, the "Why", call to action, recent updates, calendar of events, background information (resources).
- Ensure social media platforms and websites are consistently and constantly updated.

4) Advocacy and Promotion

- Find avenues to disseminate advocacy messages targeted to various stakeholder groups -- politicians, policymakers, program managers, celebrities, civil society and local communities.
- Seek collaboration opportunities with UNDGC, celebrities, mayors, ambassadors, etc. for public promotion.
- Play a primary role (in collaboration with other Working Groups) in recruiting new CSOs to join the UN 2020 global coalition and reach an initial target of 1000+ organizations by June 2020.
- Engage and organise key events to advocate and promote UN2020

WHAT IS THE UN WE NEED?

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