CONCEPT NOTE

FOR

MDGs AWARDS 2011

21, October 2011

VENUE: NATIONAL MUSEUM AUDITORIUM

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Partners
INTRODUCTIONS

The 2011 Millennium Development Goals (MDGs) Award will acknowledge the contribution of NGOs, Development Partners Institutions, Private Sectors and Individuals in Kenya that have demonstrated outstanding efforts in driving the achievement of one the eight Millennium Development Goals (MDGs) through their core programmes. This initiative is being implemented in partnership with UNDP Kenya Country Office, Ministry of State for Planning, National Development and Vision 2030, Synovate and the Government of Finland.

The Millennium Development Goals (MDGs) were endorsed by 189 countries, including Kenya and they include eight goals that promote poverty reduction, increase access to education, improve maternal health, promote gender equality, and aim at combating child mortality, AIDS and other diseases like malaria, tuberculosis and cancer. With only five years left to reach the 2015 deadline, significant progress have been made, but it has been realized that there is need for urgent and increased efforts by all stakeholders in order to meet the Goals. The eight Millennium Development Goals are:

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

If the MDGs are to be achieved by 2015, not only must the level of financial investment be increased but innovative programmes and policies aimed at overall development and economic and social transformation must be rapidly scaled up and replicated. The MDGs are achievable, but there is clearly an urgent to address challenges, acknowledge failures and come together to overcome the obstacles to their achievement. This will require the embrace of pioneering ideas and political will on the part of governments and their development partners.

There has been clear progress in implementing the Millennium Development Goals in Kenya, but their overall success is still far from assured. Of the eight MDGs, Kenya has made good strides in goals related to Education, Maternal Health, and prevention of HIV/AIDS in the recent years; however progress on the rest of the goals has fallen behind. The proportion of child births that have been attended by trained personnel and those that took place in health facilities in the rural areas have both declined.

Agriculture productivity is declining due to inadequate supply of farming inputs, insufficient manpower and overreliance to rain feed agriculture thus the proportion of people under threat
from hunger is on the rise. Little headway has also been made in improving access to clean water while malaria, tuberculosis and cancer are rife in both the poorest rural and urban settlements.

It is cognizant of this that the Millennium Development Goals Awards is being proposed as a mechanism for recognizing significant efforts that have been made by different institutions in advancing social change through various innovations in their different capacities hence achieving the MDGs. The award has been designed to recognize National efforts in achieving the MDGs while galvanizing grounds wells of support for their achievement by all sectors of the society in the future.

**AWARDS CATEGORIES**

The MDGs Awards 2010 will be given and judged based on the activities of the organizations in the last 10 years. The 2010 award categories are as follows

<table>
<thead>
<tr>
<th>NO</th>
<th>2010 MDGS AWARDS CATEGORY</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MDGs, Eradicating extreme poverty and hunger award UN AGENCIES/WFP</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards poverty eradication in Kenya</td>
</tr>
<tr>
<td>2</td>
<td>MDGs, Achieving universal primary education UNESCO and UNICEF</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution toward in promoting literacy in Kenya</td>
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<tr>
<td>3</td>
<td>MDGs, Promoting gender equality and empowering women UNIFEM and UN Women</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards empowering women in Kenya</td>
</tr>
<tr>
<td>4</td>
<td>MDGs, Reducing Child Mortality award UNICEF</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards reducing infant mortality in Kenya</td>
</tr>
<tr>
<td>5</td>
<td>MDGs, Improving Maternal Health care award UNICEF</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards delivery of sound maternal health care in Kenya</td>
</tr>
<tr>
<td>6</td>
<td>MDGs, HIV/AIDS award UNAIDS</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards mitigation and prevention on HIV/AIDS in Kenya</td>
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<tr>
<td>7</td>
<td>MDGs, Malaria award WHO</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards controlling the spread of Malaria in Kenya</td>
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<tr>
<td>8</td>
<td>MDGs, Environment Conservation award UNEP</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards conserving and promoting sustainable ecosystems in Kenya</td>
</tr>
<tr>
<td>9</td>
<td>MDGs, Water Management award UN-Habitat</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards water management and conservation in Kenya</td>
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<tr>
<td>No.</td>
<td>Category</td>
<td>Description</td>
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<tr>
<td>8</td>
<td>MDGs, Housing award</td>
<td>The recipient of this award will be required to have shown progressive and tangible contribution towards increasing access to affordable and decent housing in Kenya</td>
</tr>
<tr>
<td></td>
<td>UN-Habitat</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>MDGs, Youth empowerment award</td>
<td>The recipient of this award will be required youth based institution which has shown progressive and tangible contribution towards poverty eradication in Kenya</td>
</tr>
<tr>
<td>10</td>
<td>MDGs, Media award</td>
<td>The recipient of this award (s) will be a media house or Journalist who has shown progressive and substantive coverage in highlighting one or more of the eight MDGs in Kenya</td>
</tr>
<tr>
<td></td>
<td>A) Print</td>
<td></td>
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<td></td>
<td>B) TV</td>
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<td></td>
<td>C) Radio</td>
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<tr>
<td>11</td>
<td>MDGs, Lifetime Achievement award</td>
<td>The recipient of this award will be an individual whose contribution is expansive towards advocating for the MDGs in a capacity with national impact in Kenya</td>
</tr>
</tbody>
</table>

Each category has taken into account the different sectors and industries that we believe may have played a part in driving the achievement of Millennium Development Goals in Kenya.

**MISSION**

To recognize organizations and Individuals that have in the past been committed to continuously contribute towards the achievement of MDG’s in Kenya

**OBJECTIVES**

1) To profile and mobilize participation for the Stand Up and Take Action Campaign and create a buzz towards the High Level Summit in September 2010.

2) Pay tribute to organizations and individuals that have taken noteworthy initiatives towards the achievements of one of the eight MDGs goals.

3) Garner support for the achievement of the MDG’s from the wider society

4) Prepare people to create ownership of the MDGs in order to catch up on reaching them goals by 2015.
5) Provide a platform that will facilitate collaboration between the public, private sector and civil society organizations, to foster effective and timely development agenda in the country.

ELIGIBILITY

The awards will be given to any registered NGOs and civil society, development partner’s institutions and private sector institutions that have successfully developed practical and innovative project or policy strategy with significant intervention towards enhancing the achievement of any of the MDGs in Kenya.

ENTRY

Entries will be received from around Kenya to the MDGs Award secretariat for onward transmission to the judging panel. The judging panel spends an entire week judging the entries according to the predetermined categories.

CRITERIA FOR SELECTION

Nominations will be sought from institutions and other organizations that have designed and successfully implemented activities leading to progress in achieving one or more of the Millennium Development Goals, taking into account social, economic and environmental principles of sustainable development.

To be considered for an award, recipient institution or individual must:

1. Demonstrate the value of linkages between core practices and the MDGs.

2. Demonstrate, where required and appropriate, a partnership approach with other major stakeholders as a major element in the success of a project. Partnerships must set an example for others and demonstrate where further efforts should be focused.

3. Highlight what has been accomplished, obstacles encountered, and lessons learned.

4. Show strong potential for scaling up and replication.

The recipients will have to adhere to the following pillars in their activities:

Sustainability;

The project should be presented its positive impact and effect either intermittently at intervals on a consistent, continuous basis required over the long term.
Measurable Impact and effect;
The value of access is measured through qualitative indicators to quantify impact and effect.

Efficiency and Effectiveness;
The awarded project should demonstrate efficiency on a cost benefit analysis in utilizing its resources.

Community participation and contribution;
The recipient should demonstrate community participatory engagements in implementing their projects. There should be an element ownership by the community.

Replication.
The recipient of the award needs to have best practices and lessons learnt that can be transposed and replicated in other locations either in Kenya or internationally

GUIDING PRINCIPLES IN SELECTION OF RECIPIENTS FOR THE JUDGING PANEL (SEE ANNEX 1)

a) Performance Indicators:
   I. Impact
   II. Output
   III. Efficiency
   IV. Process
   V. Sustainability
   VI. Replication

b) Key result areas:
   I. Advocacy
   II. Mobilization strategies
   III. Implementation strategies
   IV. Community ownership
VOTING

Voting would be done both online and via mobile texting. Codes will be developed for the various categories. Online voting will be activated through social networking sites (Facebook, Jhoos, Hi 5, twitter and others) as well as other online applications like Google-Tv and You-tube. Voting via text messaging will be enabled for all networks to jointly participate in the process; this will ensure and enhance the un-discriminatory participation of the Kenyan citizens.

JUDGING PANEL

A judging panel will be set up to review the submissions and select the award recipients according to their various fields and achievements. The judging panel will include individuals who are also working towards achievement of the MDGs and have therefore acquired experience in their respective fields. These should be persons who command respect, are reputable and uphold ethics in their capacities.

PRIZES

Individually designed plaques will be presented to winners per category. The MDGs Award is a one –time recognition or prize for Institution towards achievement of the goals by 2015.

EXPECTED RESULTS

1. Enhanced community participation in realising the MDGs
2. Stronger visibility of the MDGs

IMPLEMENTATION UNIT

Implementation of the award ceremony will be carried out by a planning committee comprising of the project management team and key development partners. They will form part of the stakeholders who will advise accordingly and act as a monitoring unit for the award process.
SUSTAINABILITY

The sustainability plan of the award will include the following:

1. Corporate contribution through supporting pre and post MDGs Trust Fund activities

2. Selling of tables to raise funds from institutions during the annual award gala night;

3. Establishment of networks that would encourage individual and corporate contributions;

4. Production of media (magazines, e-newsletters, brochures etc) and other advocacy tools that would facilitate partnerships and platforms to engage stakeholders. Funds will be raised through advertising opportunities in the media above.
MILLENIUM DEVELOPMENT GOALS (MDGS)  
2011 AWARDS – WORKPLAN

<table>
<thead>
<tr>
<th>NO</th>
<th>DATE</th>
<th>ACTIVITY</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
</table>
| 1  | 1 May – 2 August, 2011| • Invitation and confirmation of sponsorship  
• Venue Hire               | MDGs Trust Fund                                                            |
| 2  | 10 October, 2011      | • Formation and confirmation of the judging panel  
• Call for Submission  
• commencement of award nominee submissions | MDGs Trust Fund and Partners |
| 3  | 14 October, 2011      | • Close of nominee submissions and commencement of judging process  
• Selection of the award recipient | MDGs Trust Fund and Judges |
| 6  | 21 October, 2011      | 2011 MDGs Gala Awards’ Ceremony                                           | MDGs Trust Fund & Partners |

NAMES OF CURRENT PROJECT ADVISORS

<table>
<thead>
<tr>
<th>NAMES</th>
<th>INSTITUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mr. G. Mailu</td>
<td>MDGs Unit, Ministry of Planning and Vision 2030,</td>
</tr>
<tr>
<td>2. Ms Fatou Leigh</td>
<td>UNDP-KENYA, Africa Office</td>
</tr>
<tr>
<td>3. Ms. Lisa</td>
<td>MDGs Phase 11</td>
</tr>
<tr>
<td>4. Ms. Maggie Ireri</td>
<td>Synovate Kenya</td>
</tr>
</tbody>
</table>

PROJECT MANAGER

Mr. Ben Omondi, HSC       MDGs Trust Fund
PROPOSED PROGRAMME

FOR THE MDGs’ AWARDS GALA NIGHT – 21, OCTOBER 2010

6:30p.m. -7:00p.m.          Arrival of Guests
7:00p.m. - 7:30p.m.        Entertainment then welcoming remarks
7:30p.m. - 9:00p.m.        Presentation of awards with entertainment in between. Then Presentation of certificates of appreciation to the sponsors
9:00p.m. - 9:30p.m.        Closing remarks and cocktail

For more Information, Please Contact

Millennium Development Goals award Secretariat
Kileleshwa Off, Laikipia road
P.O Box 7192 00100
Nairobi, Kenya
Tel: 020 -8074268, Cell: 0725 442997
Email: info@mdgstrustfund.org
ANNEX (1)

Nomination Criteria reference

Nomination

The principle is that everyone can nominate someone else! The motivation is the most important part of the nomination. It must specify the candidate's special merits and why they are special. First, the motivation must include a list of the candidate's various activities. Indicating the period in which the candidate was active is also recommended, as well as specifying for each merit the amount of time that each activity requires or required.

An example of the nomination format might be:

Activity: 1
From
To
Short description
Scope: region / provinces / national / international / global
Duration of the activity
Time devoted to the activity

Criteria

(Adapted from: http://www.gov.mb.ca/conservation/susresmb/principles-susdev/index.html)

1. Efficient Use of Resources
(a) encouraging and facilitating development and application of systems for proper resource pricing, demand management and resource allocation together with incentives to encourage efficient use of resources; and
(b) employing full-cost accounting to provide better information for decision makers.

2. Public Participation
(a) establishing forums which encourage and provide opportunity for consultation and meaningful participation in decision making processes by the nominees;
(b) endeavoring to provide due process, prior notification and appropriate 
and timely redress for those adversely affected by decisions and actions; 
and
(c) striving to achieve consensus amongst citizens with regard to decisions 
affecting them.

3. **Access to Information**
   (a) encouraging and facilitating the improvement and refinement of economic, 
environmental, human health and social information; and
(b) promoting the opportunity for equal and timely access to information by 
the nominees

4. **Integrated Decision-Making and Planning**
   encouraging and facilitating decision making and planning processes that are efficient, timely, 
accountable and cross-sectoral and which incorporate an inter-generational perspective of future 
needs and consequences.

5. **Waste Minimization and Substitution**
   (a) encouraging and promoting the development and use of substitutes for 
scarce resources where such substitutes are both environmentally sound 
and economically viable; and
(b) reducing, reusing, recycling and recovering the products of society.

6. **Research and Innovation**
   encouraging and assisting the researching, development, application and sharing of knowledge and 
technologies which further our economic, environmental, human health and social well-being.

**Nomination’s review (to be reflected by the jury):**