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# Global Goals Advocacy Programme

## ANNUAL REPORT

United Nations Development Programme in Sudan

July, 2018





*“Young people played a vital role in shaping 2030 Agenda’s priorities through advocacy and participation in online and local consultations.” -Achim Steiner, UNDP Administrator*

## Executive Summary

The United Nations Sustainable Development Goals (SDGs), adopted by the UN General Assembly in September 2015, represent a historic milestone, a commitment among nations all across the world to walk together towards the achievement of 17 essential, urgent and measurable advancements for the world's people. From education to environmental protection, to women's rights, the SDGs represent a progressive, global vision for the future.

The SDGs came into effect in January 2016, and they will continue to guide UNDP policy and funding until 2030. As the lead UN development agency, UNDP is uniquely placed to help implement the Global Goals through its work around the world.

The United Nations Development Programme - UNDP in Sudan, in collaboration with the United Nations Volunteers (UNV), have launched on August 3rd the Global Goals Advocacy Programme directed towards promoting and supporting the Sustainable Development Goals (SDGs) upheld by the United Nations in September 2015.

Through empowering a group of 20 youth- representing different parts of the country and diverse backgrounds - the programme aims to spread the word about the SDGs and raise awareness amongst local communities on the realization of 2030 Agenda. Before joining the programme, Sudanese SDG's advocates underwent an extensive selection process to which more than two thousand youth applied for a position with SDG's Advocates Team Sudan.

Over the course of one-year, the programme succeeded in raising the public awareness around sustainable development issues in Sudan, reaching audience, and expanding a wide organizational outreach though highlighting the work of the Country office as a response to the development challenges in Sudan.





SDGs Advocates in Action during an advocacy event in Omdurman Islamic University (OIU), Photo: UNDP

## Introduction

In the UN system, the word ‘advocacy’ means many different things all at once. It means conducting research and providing the information needed for governments and other key actors to act based on evidence and fact. It means providing direct support to governments as a partner for policy development and implementation. It also means working with civil society, the media, the corporate sector, social movements and the public to help build the political environment for action. All of these aspects of advocacy are essential elements of UN advocacy for SDG implementation.

The Global Goals Advocate Programme is a series of comprehensive advocacy activities led by the United Nations Development Programme (UNDP) in Sudan in collaboration with the United Nations Volunteers (UNV) to advocate for the Sustainable Development Goals (SDGs) aiming to promote UNDP Sudan Country Office achievements and activities among Sudanese youth at community level in universities, schools and youth centers.

Many of the Sustainable Development Goals call for long-term attitude and behaviour changes. Youth volunteers advance changes in mindsets by raising awareness or championing those changes and inspiring others.

As we seek to build capacities and to help the new agenda to take root, volunteerism can be another powerful and cross-cutting means of implementation. Volunteerism can help to expand and mobilize constituencies and to engage people in national planning and implementation for the Sustainable Development Goals (SDGs).

The programme has been spearheaded by 20 talented young leaders who worked as SDGs advocates and agents of change in Sudan. The SDG Advocates had the task of promoting the universal sustainable development agenda, raising awareness of the integrated nature of the SDGs, and fostering the engagement of new stakeholders in the implementation of the SDGs. This diverse group of Advocates had engaged with partners from civil society, academia, and the private sector in promoting SDG implementation.





## Programme Objectives

- Creating youth advocacy group that advocates for the SDGs in both Khartoum and rural areas and mobilize support for the Sudan 2030 Agenda in Sudan.
- Raising community awareness of the role of UNDP in supporting the development agenda in Sudan.
- Promoting UNDP CO activities and projects at community level and mobilizing political and financial support to these projects.

## Duration

One-year programme (August 2017- August 2018).

## Selection Criteria

- Youth aged (18-30).
- Be a recent graduate from Sudanese Universities.
- Highly interested in development issues in Sudan.
- Excellent interpersonal communications skills.



## Outcomes

1. 20 SDGs Advocates have been formed and successfully ran the advocacy programme.
2. Improve UNDP CO branding and positioning through expanding the outreach.
3. Raise the community awareness and sensitize youth communities around the SDGs.

## Programme Results

 **25,327**

Individual has been sensitized on the SDGs at community level

 **12**

Advocacy events have been organized around SDGs awareness.

 **23.1M**

Total viewers outreach via Broadcast television

 **210K**

Listeners outreach via Broadcast FM radio

 **35%**

The increase of CO digital outreach on social media



# Programme Timeline





# Activities Chart





Testimonies



***"You're never too young to change the world" -Samah Anwar Abbas***

For me having the opportunity to advocate for the SDGs and to coordinate such an amazing group was one of my best ever lifetime experience. The 17 Goals have become our lifestyle, and together we can make a better future for our country and ourselves.

After one year of engaging with youth from different universities and backgrounds through the programme events, I learned that we as a youth have an important role in advocating for sustainable development for Sudan. The Global Goals Advocacy Programme brought us with amazing experiences to help shape our community, raise the awareness, foster new skills and be truly a source of inspirations for others.





***The Global Goals have promised us to “leave no one behind”. -Alaa Haddad***

I truly believe that we can only achieve a sustainable future by making the SDGs a responsibility of each individual in the community, by ensuring that we are all part of the process of achieving sustainable development.

Advocating for the Global Goals is the first, and the most important step through which we can accelerate for development in Sudan. Mobilizing communities under the roof of SDGs by raising awareness about the value of the Sustainable Development Goals in our daily lives is the foundation we need in order to start moving forward the wheels of development in Sudan.





***“Being an SDGs advocate has been a key step in providing me with the knowledge, network, capacity required to formulate and implement strategies for fighting poverty.”***

***-Anas Abuelgasim***

I advocate for inclusive, sustainable and equitable development in Sudan, led by stable, effective and responsive institutions. Within that context, I view development as a multidimensional, integrated and structural series of evidence-based interventions.

When I look at the Global Goals framework in Sudan, I think we need to focus on Goal “1” of Eradicating Poverty in All Its Forms. This is the ultimate goal of any bold development commitment, and it must go hand-in-hand with national strategies of economic growth, and addressing other social needs including education, health and employment opportunities.





***“Nothing will make me happier than seeing all 17 Global Goals achieved in my country Sudan as well as the rest of the world.”***  
*-Wafa Salah*

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. Moreover, as SDGs Advocate I wish to see the work we have done reflects in the society by many ways including young people we have targeted at community level.

I have always been passionate about Goal “4” Quality Education. It is a very important part of a developing our communities and building a brighter future. I see the youth as a key part of achieving these goals, preparing the young generation to be better and do better in a way they see all goals are alike and achievable. It will make Sudan’s future full of hopes.



***“Being SDGs Advocate, not only helped me to take a huge step toward this passion, but also provided me with the knowledge that I am seeking in the path of development”.***

***-Hanaa Hussain***

Being a part of this programme, I realized that I have a vital role to take social responsibility to carry toward my country and that even the simplest move and spirit count. That is why I followed my passion for a better future by being an advocate for the SDGs. I am always eager to know more about the possible solutions that will hopefully result in contributing to the development of Sudan.

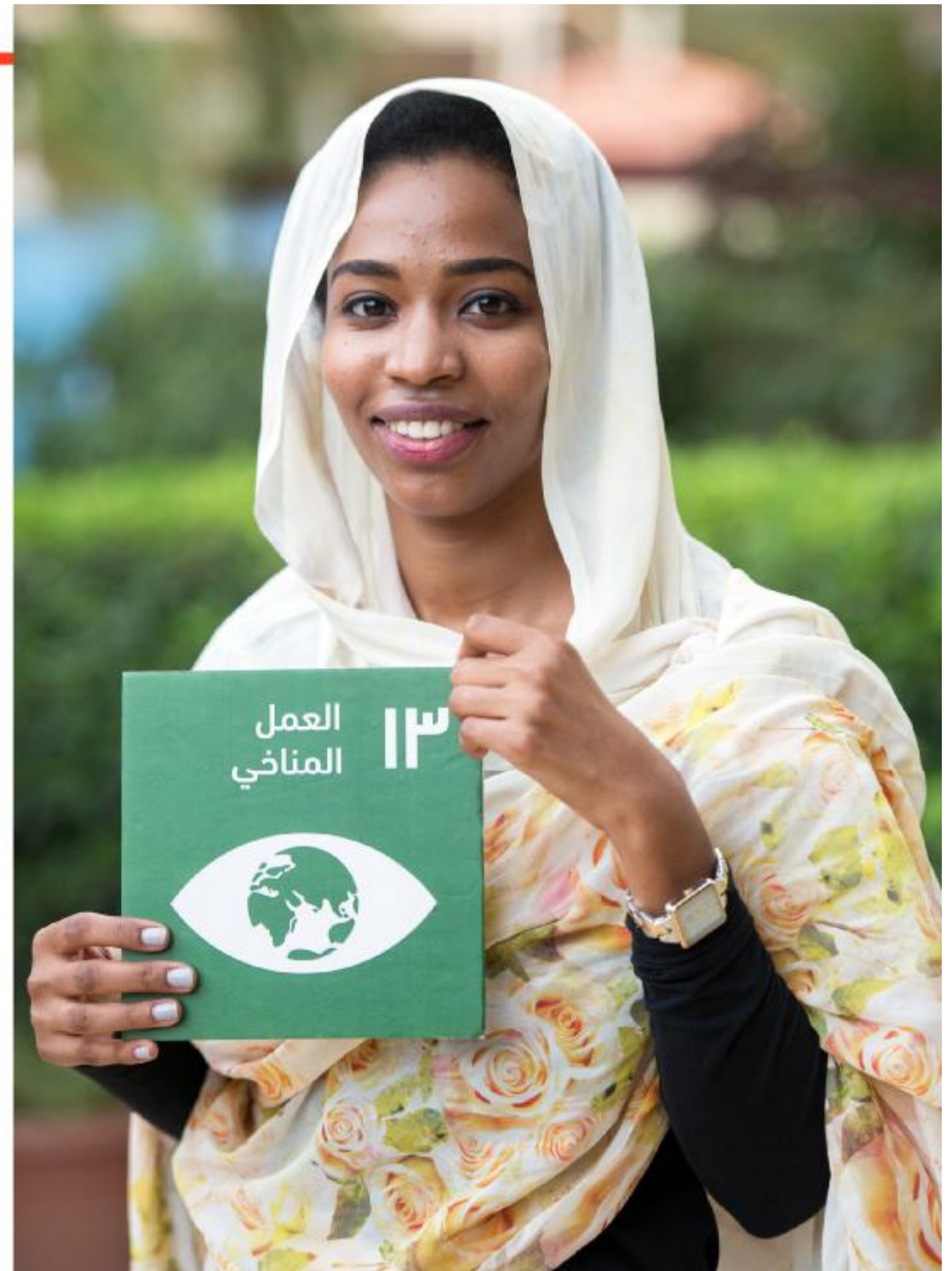
After reading about the SDGs and knowing its importance, I have come to realize the most goal I am passionate about it is Goal “16” of attaining Peace, Justice and Strong Institutions. Because in my opinion, the only way we can implement the SDGs is to create a sustainable and peaceful environment, ending inflaming conflicts and wars, and enabling everyone to work eagerly towards developing their local areas and eventually maintain a prosperous, peaceful and a strong community.



***“Ensuring the people of Sudan are hunger-free and have equal access to proper health facilities, education, electricity, water and sanitation is the target we hope to achieve through dedication and consistency.” -Rayan Omer***

My experience as SDGs Advocate has enabled me to interact personally with a variety of talented individuals and to closely witness the passion of innovative youth to think and plan collaboratively as to promote and implement SDGs.

If I were to choose one goal it would definitely be Goal “4” Quality Education, as in my opinion education breaks the vicious cycle of poverty and empowers individuals to seek a better quality of life.





***“Advocating for SDGs means figuring out ways to make individuals and groups realize how influential they are and could be, and that every action, no matter how small, will contribute to a better tomorrow and to building the future we want.” -Sara Bedri***

Being an SDGs advocate has opened my eyes me to a new world and enlightened me in many ways. I have learned a lot through these months from mentors and fellow advocates who have come from different fields and backgrounds but are united in their love for our country Sudan.

A change in mindset will inspire action and it is my dream to measure our success and result by witnessing those actions of prosperous and empowered communities in Sudan. I am mostly passionate about Goal “4” of Quality Education and Goal “6” of Clean Water and Sanitation, and this is because Education is the key factor to sustain our future by planting the right seeds from an early age. Without achieving Goal “6” then a lot of people would not even be alive to receive quality education that I am very passionate about.





*“As there is a will, there is always a way.” -Azza Elamin*

In Sudan, there are many ways in which bringing on change can help the country in ma and what makes it better is that a huge number of people want that change and are also working towards making it happen. What I have noticed is that the most crucial factors that these people are focusing on are poverty, health and education. By working on these three factors, which are part of the sustainable development goals, more people will become aware of the impact they will have on our community and in return raise the levels of motivation creating a bigger number of people willing to put their hands together and work towards creating that better future.







*“Sudan has a lot to give to the world and yet a lot to show, with cooperation, support and pure love for our homeland, the future of Sudan is very promising, not only for itself but also for the rest of the world.” -Abdullah Elamin*

I am passionate about Goal “1”: No Poverty. With the end of poverty, more people will have a good health, more people will be satisfied and one of the basic needs of their lives will be fulfilled and they will be in a stable set of mind and emotions to make the right decisions about their lives and their country, they will be able to think furthermore than what they need to do to get the food needed for them and their family, diseases will decrease, people will survive.

*“By realizing the importance of the SDGs, I hope to see my country transformed along with the rest of the world into a peaceful and prosperous atmosphere for us all.” -Musaab Saeed*

For me the program aiming to raise awareness about the SDGs throughout the country with a high emphasis on youth has been so far a remarkable experience, the SDGs with its universality and being so comprehensive set of goals are a key to our desired future, and advocating for them is the first step of being part of the solution to our problems, and for me this feeling is extremely rewarding.

I am passionate the most about Goal “3” Health and well-being, as I wish to see my country and its people free of the burden of preventable diseases and maternal and child mortality and enjoying healthy lives.





***“Our voice is powerful; we should tell the world why achieving equality for every woman and girl is worth fighting for.”***  
*-Safaa Elfatih*

I consider my experience as UNDP SDGs Advocate to be the most unique one because I got to know more insights on SDGs which expanded my knowledge into various avenues. Also during all the events, I have organized, I have observed and learned what people really need and how we can share our thoughts and solutions. Many people were interested to achieve the SDGs & that is exactly what we want to see as a result of advocating for SDGs.

I am very passionate Goal “5”: Gender Equality. Because I believe that gender equality must be achieved all over the world; now it is 2017 and women around the world are still being abused, objectified and silenced.







***“Through advocating for the SDGs in my community, I am willing to help in raising the awareness across my generation, and promote the practices that can help in achieving these goals in Sudan.” -Mohamed Gamal***

From my personal experience as SDGs Advocate, I can state that there is a great interest among the society, particularly the youth segment, to know more about the Global Goals. Besides, I noticed that some of them are willing to start doing things that aligned with achieving the goals. This fact, however, has triggered me to define a number of simple common practices related to some of the goals that can help in achieving positive tangible results such as using recyclable materials, avoid throwing garbage on streets and reduce the usage of plastic bags...etc.

What's more, I hope that each one that knows about these goals starts advocating for the importance of these goals and the great effect that it can leave on Sudan on all levels.



***“No words will be enough to describe how proud I am to be a SDGs Advocate and I’ll continue spreading words to everyone.”***

***-Braa Saeed***

After what I learned about SDGs, I started imagining how my country is going to be in the near future, how much progress can be achieved if we act together hand on hand, and mostly how it is a huge not burden but collective responsibility on our shoulders.

At the programme, I had the privilege to meet young leaders from different places around Sudan; they were young, fresh and carrying extraordinary ideas and thought, rolling down through their heads and sneaking out from their mouths spontaneously, they were creative and I was amazingly grateful to meet each and every one of them.

Finally, yet importantly, no words will be enough to describe how proud I am to be an SDGs Advocate, and I’ll continue spreading words to everyone “everyone will teach another one” about SDGs, innovation and development, hoping that my country will fulfill and obtain these 17 goals even before 2030.





*“A country that is tolerant and accepting, proud and investing in its people in every corner, that is the Sudan I wish to see by 2030.” -Israa Alazreg*

The Privilege of working with such an esteemed organization and advocating for such a profound cause which is the implementation of the SDGs in Sudan, as well as raising the awareness of Sudanese youth about the importance and impact of these Goals on their lives and future has been a great honour. And it goes without saying that the SDGs are a stepping stone for Sudan greater tomorrow that is full of progress and improvement.

I am very passionate about Goal “16” Peace, Justice and Strong Institution, for when we live in a state of war (all meanings of the world included) all roads to development are at a halt until we find safety again. Peace cannot be accomplished without a strong country that is just and ruled by the law, a country that is united in its diversity, better yet empowered by its people.





***“In line with the SDGs and the national priorities for Sudan, I think we will have a better future if we invest in our youth. It’s very important to have aware and enlightened young minds because they are going to be the future architects of our nation and of the world.” -Zahra Ali***

My journey with the Sustainable Development Goals Advocacy Programme was one of the most exciting and valuable experiences that I had. In this programme I had the opportunity to learn more about the SDGs, the right approaches of advocacy and the mechanisms that will be used to implement them in Sudan.

I strongly believe that every young person is unique and has some potential that can be improved and evolved. We definitely cannot talk about sustainable development without the effective involvement and contribution of local communities, economic sectors and youth as the key factor of action.







***“Reaching economic recovery and prosperity in Sudan is depending on the achievement of the SDGs, that’s why we should work together to achieve Sudan’s vision of sustainable development.”***

*-Ahmed Khamis*

Sudan as one of the nations is the cradle of civilization in northeast Africa, and the relics that reflect its history and civilization remain apparent to this day. As known Sudan is rich in natural resources and its enclosed by all the components of economic power in the depth of its land, which is fertile, rich in mineral variety and the breadth of its agricultural area.

I am passionate about Goal “12” of Responsible Consumption and Production as one of the SDGs that seek to ensure sustainable consumption and production patterns encouraging using of energy efficiency and apply infrastructure sustainability, access to basic services, employment opportunities and to improve the quality of life for all. Achieving Goal 12 will help Sudan accelerate development plans, reduce future economic environmental and social costs, strengthen economic competitiveness and reduce poverty.





***“The Sustainable Development Goals are the most important set of objectives that countries are working on now. Despite the diversity of SDGs and their focus, they are an essential part towards the desired results in Sudan.” -Heba Fadul***

I believe 2030 Agenda may hopefully solve several problems, and to raise awareness of these goals, we must work in different regions and locations and motivate young people to participate in their communities and integrate them into development projects in the agricultural projects, security and peace and other projects that relate to the achieving of these goals.

I would like also to emphasize on the importance of empowering women and integrate them in these projects to achieve Goal “5” of Gender Equality as the role of women have an integral part of the development process.



***“I always dream of a better Sudan in which everyone will live in peace and security. Sudan that’s is free of poverty, hunger and disease, and in which everyone has access to basic services and education without discrimination on any religious, ethnic or qualitative basis.” -Israa Saad***

Through my experience in the programme, I have had made sure that the SDGs are the goals through which we can achieve what we hope for our nation and planet Earth, so we must tell everyone about them, so we can achieve them together.

If I can choose one goal, I will choose Goal “13” Climate Action. Sudan is one of the main affected countries by the climate change due to its fragile environment system and weak infrastructure. The vast majority of Sudan’s land is sensitive to climate change. Food security determines at a rate of rain and more than 70% of the population of Sudan is directly dependent on climate-sensitive source of livelihood.





***“I have a great passion to see how Sudan will become in the upcoming years as a result of achieving the SDGs.”***

*-Zainab Ali*

We in the SDGs Advocacy Programme aspire and dream that change will become a reality we see with our eyes and touch in all aspects of our lives in Sudan.

I am passionate the most about Goal “8” of Decent Work and Economic Growth. The heart of the SDGs lies in strengthening the economy because as we know, when the economy thrives, all problems and crises including poverty, hunger, malnutrition, poor health will be eliminated, and ultimately improving people’s lives.





***“I have always believed that to create a significant change in our communities, we must start at the roots, with its members.” -Azza Nabil***

Throughout this programme, we were promoting and generating the momentum and commitment to achieve the universal Sustainable Development Goals, especially among the youth. With an emphasis on how each individual’s contribution can have a greater effect.

My interest and passion for finding solutions to water issues, drove me to advocate for Goal “6” of Clean Water and Sanitation. As water is the base of life, I have been raising awareness of the integrated nature of the SDGs in general, and Goal 6 more particularly. With Sudan’s great agricultural potentials, water is a core element to developing this sector. This will have a substantial contribution to reducing poverty, hunger, and unemployment. In addition to

boosting the industrial sector through generating hydro energy and providing production materials. All will lead to a stronger and more resilient economy.





*As SDGs Advocates, we want to make more people aware that any small effort or responsibility is what leads to the positive impact within the community” -Yasir Amir*

Awareness is the key factor to develop a community that works to build generation with knowledge and commitment to help Sudan become one of the best countries and even help other nation.

I always had the certainty of seeing Goal “8” Decent Work and Economic Growth as the most important one because I believe creating innovative opportunities represents the view of growth and decent environment for people in Sudan.

*“As SDGs Advocate, I see advocacy as a powerful tool because it can easily spread a great amount of knowledge flowed by solutions relevant according to the need of our communities, and by that, we provide different plans and solutions to the community to raise a better life quality for Sudan.” -Rowan Saeed*

During the past year as a SDGs advocate I got have exposed to various ways on how to implement the SDGs in Sudan, and I believe the community has a major role in accomplishing these goals, especially youth due to their great capabilities to carry out this message.

SDGs are unique because every goal is connected to the other, by making any small improvement we will end up with a massive amount of change. My favorite goal is Goal “3” of Health and Well-Being due to my close relevance to it as medical field personnel, and I

have been massively glad advocating and volunteering for its success.







Abdullah Elamin, SDGs Advocate broadcasting live in an advocacy show on Sudania24 TV during Comboni Cultural Week in Khartoum, Photo: UNDP.





## Best Practices & the Way Forward

- Establishing this advocacy programme is proven to be successful in engaging youth communities, connecting them with UNDP's work and raise their awareness about the development challenges in Sudan.
- In addition to youth empowerment, youth capacities were very useful in improving the CO outreach and strengthening of delivering key development messages to the community.
- The programme succeeded in creating and empowering outstanding youth advocacy group and mobilize them as agents of change for UNDP in Sudan.
- Focusing on both engaging audiences at community level and online communications proven to expand the overall outreach of the organization.
- As a new pioneer initiative, managing the programme was both demanding and challenging, as we have to balance real resource limitations (time and money) with our desire for quality outcomes.



## Recommendations

- Allocate sufficient resources for future programme classes, to expanding the programme interventions to the rural areas across Sudan.
- Engaging youth in more systematically interventions in Sudan to help mainstream this concept in various youth sectors all across Sudan (Innovation challenges, SDGs Games... etc.).



# Acknowledgment

We thank the following partners for their contribution to the success of the Global Goals Advocacy Programme:

## Academic Partners



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