



african monitor

African voices for Africa's development

ANNUAL REPORT

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**Unlocking the African Moment: Enabling Ordinary African Citizens to Shape the
Development Agenda**

Prepared for the African Monitor Board of Trustees



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1. INTRODUCTION

African Monitor aimed to use grassroots evidence base to inform and influence the African and global development policy agendas in 2012-2015 towards a more grassroots-centered development approach, where ordinary citizens are drivers of social, economic and political progress. Organizing around the theme *Unlocking the African Moment: A grassroots led agenda*, AM found the platform to drive this grassroots-led policy agenda in the continental and global deliberations around the post-2015 development agenda.

The post-2015 development agenda entails a series of deliberations initiated by the United Nations in 2012 to determine the global development compact that would replace the Millennium Development Goals (MDG's). The United Nations Secretary General committed to a global consultative process to determine this agenda, which has been underway for the last three years. This process was further affirmed by the African Union's own commitment to conduct Africa-wide consultations on the post-2015 development agenda in order to develop the Common Africa Position (CAP), which was endorsed by AU member states and launched at the beginning of 2014.

African Monitor organized its work to solicit grassroots perspectives to influence the post-2015 agenda, focusing specifically on youth perspectives. By design, the focus was largely on advocacy engagement and influencing efforts, supported by research. African Monitor's monitoring work focused on a programme to curb illicit financial flows in South Africa.

2. ADVOCACY PROGRAMMES AND CAMPAIGNS

2.1 THE VOICE AFRICA'S FUTURE (VAF) CAMPAIGN

2.1.1. Project Overview:

African Monitor initiated the VAF campaign to solicit youth perspectives and aspirations for the post-2015 development agenda. The main objective of the initiative was to establish and enhance youth participation in the post-2015 agenda through the use of new media, particularly crowd-sourcing, mobile technology, and radio campaigning.

Working with partners in 10 countries with support from DFID, AM rolled the programme out in 6 African countries (Ghana, Ethiopia, Kenya, Uganda, Tanzania, and Botswana) on mobile platform and in 4 countries on an offline platform (Burkina Faso, Zambia, Malawi and South Africa). The initiative was received with excitement by young people across the 10 countries; as it created a rare opportunity for them to contribute to this development agenda through the VAF campaign. The use of innovative mobile technology to solicit and share their voices further contributed to the momentum of the project. The common trend between the 10 countries was that young people had very limited information about the MDGs and the post-2015 agenda. There was also a desire from young people to be informed about how the post-2015 process is unfolding; and they were keen to use the outcomes of the first phase in different advocacy opportunities at the national and continental level.

The experience of conducting the VAF campaign differed from one country to another. Some countries easily accessed the media platform and were able to collect sufficient voices through the media; while in other countries volunteers were needed to reach out to young people in the community and public places. Some country teams were able to participate only in the national consultations on post-2015, whilst in other countries teams participated and contributed in regional and global processes as well. Needless to say, significant and critical data was generated through this programme, with over 77 thousand participants across the ten countries.

The data generated provided impetus for advocacy at various entry levels within the post-2015 discourse:

- At national level during consultations organized by the UN system in partnership with local governments, youth activists were able to share emerging perspectives. Furthermore, there has been extensive engagement with the broader youth community at the national level through media and campaign events.

- At continental level as part of the African Union process to develop the Common African Position on post-2015. Emerging results have been shared extensively with the AUC, AFDB, ECA, NEPAD, and the High Level Commission chaired by President Sirleaf of Liberia. Evidence of the success of these extensive efforts was clear at the January 2014 AU summit where member states adopted the Africa Common Position on the post-2015 development agenda. The African Common Position is a progressive document that addresses some of the major concerns raised through the VAF programme and civil society at large.
- At continental level the results have also been used to shape the common position which emerged out of African Civil Society through the Africa CSO Working group on post-2015. African Monitor's role as Head of the Secretariat meant that the emerging results could constantly be fed into position papers and messaging from this CSO network.
- At international level through the UN process, results were fed into various structures of the UN including the HLP, the UNSGs Secretariat, and most importantly the office of President Sirleaf in her capacity as co-Chair of the HLP. Furthermore, ongoing communication and sharing with UNMC's My World has been undertaken; with plans to conduct joint advocacy on results in the build up to the UN General Assembly meeting in September 2015. With the emergence of the Open Working Group as a critical influencing body in 2014, further inputs have been made during their deliberations on various key themes.
- At international level through various engagements with global CSO's on post-2015, including working with Beyond 2015, the International Civil Society Centre, Project Participate, and the Global Coalition Against Poverty.

2.1.2 Project Operations and Set-up:

The project set-up process entailed establishing a project team within the AM office, identifying, recruiting and setting up country teams, training country focal points and establishing critical country level partnerships. Furthermore, the technical aspects of the project included developing the methodology, and setting up an online and offline data collection system.

Project team and critical service providers: The full project team was set-up, including a project coordinator, a research and methodology specialist, a youth coordinator managing the country teams; a media support team, and country point organizations that are facilitating the in-country activities. This team was mainly made up of staff employed by African Monitor under various arrangements (full-time, part-time,

consulting), together with partners in the ten countries. They were supported by operational staff from African Monitor, where the AM's Director as well as the Finance and Operations Director were providing oversight. This team was further buttressed by critical service providers such as Text To Change that provided all the mobile technical support; Netmechanic that provided web-support, including website development, etc.

Setting up Country teams: African Monitor engaged in a process to identify suitable in-country partners in ten countries, who would act as focal points to facilitate all the in-country activities. These partners were successfully identified through existing AM relationships and campaigns, and Terms of Reference (ToR) were developed and agreed. This was followed by the signing of MOUs; and respective country plans and a monitoring framework were agreed upon. A list of country partners is included as *Addendum 1*.

Training for Country focal points: An inception workshop for the whole project team, including Country focal points was organized from 7 to 8 February 2013 in Johannesburg. The purpose of the workshop was to induct project team members, share the project and work-plans with in-country partners; as well as provide necessary training in project coordination, advocacy and media work. Delegates from 10 African countries and representatives from 5 international organizations attended the workshop. The workshop report was finalized and distributed to all participants, and is available upon request. A toolkit was provided to assist the conveners to run the country work smoothly.

Exploring and Establishing Critical Partnerships: African Monitor pursued and established partnerships with critical stakeholders that would advance the objectives of the campaign. As a result of these efforts, partnerships were established with major CSO networks including the Africa CSO Working Group on Post-2015, Beyond 2015 – particularly their child and youth working group, and the African Youth Post-2015 Working Group. The project was widely endorsed by youth networks. Another partnership established is with the UNDP My World project, which is an initiative attempting to solicit global perspectives on the post-2015 agenda through off-site and on-site methods. The data sharing arrangement with My World Africa has been concluded where we were able to share our reports and dataset. There is also a principle agreement to embark on joint advocacy initiatives. Numerous other partnerships have yielded benefit to the project, e.g. the partnership with Project Participate through which some members of VAF were trained in creative documenting methods.

Methodology - Data generation and analysis: The methodology for the project was finalized in December 2012, where an adaptation of the concept mapping approach was adopted for phase 1 of the project (participants would be asked an open-ended framing question/focus statement about the future they want for Africa); and a choice of categories would be offered in phase 2 based on the results of phase 1, in order to ascertain priority issues for youth in Africa. A pilot was undertaken in Tanzania, Uganda and Kenya during the month of January and February 2013. The purpose of the pilot was to assess the simplicity and comprehensiveness of the focus statement as well as its validity and reliability across respondents. The pilot also assessed the feasibility of the project in terms of response turn-around time as well as any potential challenges. The results of the pilot led to the conclusion by the project team that the methodology is suitable.

2.1.3 Programme Results:

Data generation:

Youth voices were collected through mobile, web based and off mobile platforms. Through mobile platform which was rolled out in six countries 16,722 voices were collected in the first phase and 15,120 voices on the second phase.

1 st phase	Number	2 nd phase	Number	Total
Mobile				
Botswana:	5 319	Botswana:	637	5 956
Ethiopia:	4 393	Ethiopia:	820	5 213
Ghana:	936	Ghana:	1 569	2 505
Kenya:	950	Kenya:	1 545	2 495
Tanzania:	2 778	Tanzania:	661	3 439
Uganda:	2 346	Uganda:	9 888	12 234
Sub total	16 722		15 120	31 842
Offline				
Malawi	NA	Malawi	3 553	3 553
South Africa	NA	South Africa	11 836	11 836
Burkina Faso	NA	Burkina Faso	15 079	15 079
Zambia	NA	Zambia	14 848	14 848
Sub total				45316
Total				77,158

On the offline platform rolled out in four countries - Malawi, Burkina Faso, South Africa and Zambia - 45,312 voices were collected. In total 77,158 voices were collected.

This project proves that while mobile campaigning has potential in Africa, an enabling environment (radio marketing, incentives and volunteers) has to be created for massive uptake. With the offline option, it was much faster to generate a bigger number of voices with one-on-one mobilization through youth volunteers and fieldworkers. It is clear that in the African context, this traditional method of gathering voices still has merit.

2.1.4 Data Synthesis and Key Messages:

The qualitative data was coded and categorised through initial key word generation, then the key words were grouped into categories which refer to similar concepts. A computer program called Vision Data Tools was designed to assist with this categorization. For example, key words such as 'transparency', 'participation', 'election' and 'democracy' were grouped under 'Governance'.

Eleven broad concepts emerged from the data, formulated through an iterative process that took into consideration context of the key words in each response. The concepts are grounded in the current debate around the post-2015 development framework. The eleven broad concepts entailed two cross-cutting aspects: the aspiration for self-development as well as hopes for Africa's advancement:-

A United Progressive Africa: This concept encapsulates an African youth vision for a united and independent Africa advancing in political, social, cultural and economic aspects and promoting its African identity, culture and value system.

Youth empowerment and self-development: This concept entails an African youth vision for empowerment and self-betterment as the next generation of leaders, entrepreneurs and professionals, where young people are viewed as catalysts for development.

These two aspects of advancement can be realised through the nine categories below, which work together to realise a better future for Africa and its citizens.

Better governance: This envisions a democratic state based on a free and fair electoral system that is participatory and responsive; with transparent and accountable government institutions led by a corruption-free political leadership; and where human rights and political freedoms are upheld.

Employment and access to economic opportunities: This category was focused on youth employment and self-employment, and broader access to economic opportunities in the form of entrepreneurship (business start-up and ownership) in the formal and informal sectors, including services, agriculture, and manufacturing.

Economic development: This concept encompasses economic growth, industrialisation and technological advancement; infrastructural development and provision of an enabling environment for investment, entrepreneurship and innovation with appropriate institutional settings. It also included development planning and economic management, including national resource management for economic development.

Quality education and skills development: Access to, and successful completion of, education, starting from early childhood education, through primary and secondary schooling to tertiary education; including vocational and technical education and skills development programmes. Equitable access to education as well as literacy was part of this concept.

Peace and stability: This concept entails a peaceful and stable Africa that is free from conflict and war. It includes a sense of unity and harmonious co-existence among various social and religious groups. Free from all forms of violence, with an emphasis on ending violence against women, youth, children and other vulnerable groups, and control of crime.

Quality health services: This encompasses access to general health care for all population groups in all spatial areas, with special focus on child and maternal health (access to reproductive health care and family planning); strengthening of health systems; and the control of epidemics (HIV, malaria, and TB).

Poverty eradication and improved livelihoods: This category refers to the elimination of poverty and improved livelihoods, where households have access to sufficient food, clean water, sanitation facilities and housing. It includes efforts towards ensuring food security and food production with a special focus for smallholder agriculture

Equal societies: This concept comprises the promotion of gender equality, reduction of income inequality and elimination of all forms of exploitation, marginalisation and discrimination (women, youth, aged, disabled, children and other vulnerable groups).

Environmental sustainability and conservation: The sustainable use of natural resources including fauna and flora, rivers and water sources was raised as an important concern; including investment in afforestation, soil and water conservation and preservation of

the natural habitat. Efforts in climate change mitigation, adoption of green technologies and green energy sources are some elements of the sustainable future for Africa.

The 11 broad concepts that emerged out of the analyses of phase 1 were ranked according to frequency of reference. The resulting concept map gives an *indication* of the weight attached to each concept; however it should not be taken as conclusive. Still, the weight differences per category per country did reflect country-specific challenges and opportunities.

Heard collectively, the perspectives from African youth are pushing for a holistic assessment of Africa's future challenges and opportunities. One senses from these voices that African youth are aware of the opportunities and potential for an African renaissance and are optimistic about the coming 15 years; with the caveat that present day challenges, namely governance, peace and stability and social and economic progress, will determine the shape and pace of human development.

2.1.5 Next Steps in the Programme (FY 2014):

The campaign began from the premise that it was important to create platforms for ordinary citizens to influence and shape this global development agenda. The assets built in 2013, and the lessons learnt so far will be leveraged to make sure that the aspirations of African youth directly impact the outcomes of the intergovernmental negotiations at the UN level.

Our vision for the next phase of the project is encapsulated in the theme for our work on post 2015 during the next two years: **From Voice to Influence to Action**. It is clear that the post-2015 development process is far from over, as the next 18 months will focus on the intergovernmental negotiation. However, before this process begins in earnest in September 2014, a number of entities will continue with consultations that will have a direct bearing on the outcomes of the inter-governmental negotiations, including the Open Working Group and the Office of the President of the UN General Assembly. It is imperative that AM accelerates its policy influencing work through the VAF campaign, targeting the OWG, the UNGA, the Africa Group at the UN, the G20/G77, select member states, and key civil society networks. As we evolve from 'gathering voices' to 'influencing the agenda' in specific and measurable ways, our aim will be to ensure that the outcomes of the global development framework reflect the concerns of ordinary citizens, especially those of Africa's youth.

2.2. ADVOCACY AND POSITION/POLICY INFLUENCING

The most important aspect of AM's work on the post-2015 agenda is the ability to effectively influence perspectives, especially promoting an equitable development agenda that prioritizes the needs of grassroots communities, founded on principles of equity, justice, and human rights. A number of avenues were explored at national, regional and global levels to influence key stakeholders. Given the timeframe of the project (project end-date being December 2013), and given the trajectory of the UN process during this time, AM had determined to prioritize influencing few but critical stakeholders, taking into consideration their global influence, as well as internal time and capacity limitations. These were:-

- At the national level to prioritize influencing the post-2015 country deliberations which were mostly led by UNDP in partnership with government departments. The positions reached at country level were anticipated to inform country positions during the African Union deliberations on post-2015; as well as country positions at the United Nations.
- At the continental level, target all processes that would culminate into the Africa Common Position; as well as key people that would have strong influence in this process. This included HE President Sirleaf and her Secretariat while she was co-Chair of the HLP; the Africa HLC on post-2015 and the Sherpa's; the AUC, particularly the offices of the AUC Chair and the Commissioner for Economic Affairs; UNECA and the African Development Bank; the Pan Africa Parliament; key civil society structures involved in the post-2015 deliberations including the Africa CSO Working Group on Post-2015. The African Common Position will inform the position of the Africa Group at the United Nations General Assembly, and during the intergovernmental negotiations.
- At the global level, target the UN HLC through individual members and through the HLC global consultations; UN thematic consultations; the Open Working Group consultations; and global civil society discussions.

2.2.1 National level influencing and advocacy work:

At the national level, country teams engaged in country consultations through the UN system and other country processes to influence the national post-2015 agenda. A number of other activities were implemented across the 10 countries to share perspectives emerging from the data (these are highlighted in Addendum 1: Detailed country reports).

2.2.2 Regional level influencing and advocacy work:

At the regional level, African Monitor and youth champions attended key regional consultations and held important bilaterals to promote VAF youth perspectives on the post-2015 agenda. The key engagements were:

- **UN HLC Africa:** African Monitor, together with CSO partners, participated in two different bilaterals with the UN HLP Co-Chair President Sirleaf in Monrovia, Liberia. The first conversation was organized through the Africa CSO Working Group on Post-2015, where the African Monitor Director had the opportunity to present key concerns from African civil society, among them the need for economic transformation, addressing inequality, and creating opportunities for Africa's youthful population. The second occasion was during the 3rd HLP meeting in Monrovia, where CSO Outreach was coordinated by African Monitor. President Sirleaf attended a closed meeting with members of global CSO's, where various sectors presented their key concerns. Represented among the youth groups was the VAF campaign, which used pilot findings from the VAF campaign to highlight issues around employment and good governance. VAF national coordinator for Kenya (the Organization for African Youth) was the lead facilitator of the youth discussions, supported by Restless Development. When the results of the VAF campaign became available, these were shared with President Sirleaf and her office.
- **The Pan African Parliament:** PAP together with the UNDP led thematic consultations on governance; as well as key discussions on the role of civil society and citizens in the new global development agenda. They further partnered with a group of CSO's to host a dialogue on economic transformation in Africa and the post-2015 agenda. In two of these occasions African Monitor had an opportunity to engage with members of PAP through a key note address by AM President, Archbishop Ndungane and a presentation by AM Director Ms Mniki-Mangaliso. The focus of both presentations was the pilot results of the

campaign, providing youth perspectives on governance, particularly focusing on corruption which emerged strongly from the pilot results.

- **The Africa Common Position:** African Monitor participated in major discussions of the AUC and UNECA of 2012 and 2013, all of which culminated in the adoption of the Africa Common Position in January 2014. A tripartite alliance between AUC, UNECA and the AfDB was formed in 2012 to conduct sub-regional consultations on post-2015. The outcomes of the sub-regional consultations led to a continental meeting – the Africa Wide Consultations on Post-2015 Development Agenda and Expert Group Validation Meeting on Africa's Progress Report on MDGs, held in Tunis, Tunisia, 11-14 March 2013. African Monitor's senior program coordinator and one of the youth champions attended as panelists in the meeting. They shared the emerging perspectives and these were captured in the outcome document titled the "Africa Common Position on post-2015 MDGs". One of the key successes captured in this document, through AM's insistence, was the idea of economic opportunities (including access to productive infrastructure and ownership of productive assets) as a critical part of economic transformation. This element is still a strong focus in the final Africa Common Position adopted by Heads of State in January 2014.

Since this meeting, the Africa Common Position went through a number of approval stages, including it being presented to the African Finance Ministers in March 2013, to the Heads of State in May 2013, being interrogated by the AU HLC from June to December 2013, and being adopted by the AU Heads of State in January 2013.

The Conference of African Ministers of Finance, Planning and Economic development of the Economic Commission for Africa met on the 21 to 26 March, 2013. At The Finance Ministers Meeting in Cote D'voire, Mr. Masiwa Rusare represented African Monitor. Together with other CSOs present, Mr. Masiwa's input ensured that the post-2015 MDGs issues were elevated to the centre of discussions. With so much discussions happening on industrialization, ECA's strategic realignment, regional integration and financing development, it was a challenge to keep focus on post-2015 MDGs. At the end of the meeting, the Ministers concluded that a team of experts be composed from AUC, UNECA, and AfDB to translate the outcomes of the Tunis "Africa Common Position" into goals. Through AM's advocacy and engagement, civil society was invited to be a critical part of this process. African Monitor continued to engage the various stakeholders involved in refining the Africa Common Position until the final stage, where it was adopted by the Heads of State.

- **Africa Regional Consultations on SDGs:** the African Union also engaged in a consultation process on the SDG's. VAF youth champions Mr. Willice Okoth Onyango and George Ndung'u attended the Africa Regional Consultation on SDGs. The VAF campaign was invited to this meeting in Addis Ababa to share the youth recommendations and perspectives gathered in the region. We delivered a statement in the High Level Policy Dialogue and addressed the African Ministers during the meeting.

- **Other engagements:** A number of other engagements included participation/engagement in:
 - The launch of SADC We Want campaign by SADC CNGOs and Civil Society RPO Steering Committee -13 -14 March, 2013.
 - Presenting VAF findings on 30 September 2013 during a policy dialogue on post-2015 organized by OXFAM and the Institute's Development Diplomacy Research Programme in SA.
 - Presenting VAF findings on 16 – 18 October 2013 at an Expert Meeting on the Post-2015 Development Agenda and Gender Equality in Africa organized in Nairobi by UN Women. The outcomes document became UN Women Africa's position on the post-2015 agenda, which later formed part of UN Women's position globally.
 - Presenting VAF outcomes on 21 October 2013, through a key note address at the Good Governance Conference organized by the South African Public Protector.
 - Four Youth champions led by the AM director to attend the AU Summit in January 2014, where an intergenerational dialogue was organized collaboratively by the African Union Commission and the Obasanjo Foundation, to take place between youth representatives and African Heads of State. In preparation for this intergenerational dialogue with Heads of State, youth representatives from across the continent spent a full day deliberating on key issues affecting young people in Africa, especially those related to employment and inclusive development. VAF delegates participated actively in these discussions, informing the content of the statement to be read to the Heads of State. They also motivated that these critical issues should be featured as part of Africa's position on the post-2015 development agenda. During this mission, VAF delegates engaged the government delegations from Botswana and Burkina Faso, the office of the AU Chair, as well as Former President Obasanjo.

2.2.3 Global level advocacy and influencing work:

African Monitor and youth champions have attended global consultations and initiated engagements to provide youth perspectives on the post-2015 agenda. The key engagements included:

- **UN HLP Activities:** African Monitor participated in a number of critical engagements to influence the outcomes of the HLP report, which was presented to the UN Secretary General in June 2013. Among these were:-
 - **AM coordinated HLP CSO Outreach in Monrovia, Liberia,** in January 2013, including hosting a bilateral between CSO's and President Sirleaf; as well as hosting a town hall meeting between CSO representatives and members of the HLP. Critical issues for this meeting were around vulnerable groups (youth, women, children, the disabled, elderly and indigenous groups); as well as a transformative economic agenda. Key aspects that were raised were highlighted in the HLP report.
 - AM President and AM Director held a bilateral with HLP member, Excellency Horst Köhler, former President of Germany, where the pilot results were discussed to inform the deliberations of the HLP meeting in Bali. Excellency Köhler committed to promote issues around governance integrity, ending corruption, and financing development. He further shared a letter of appeal from AM with the HLP, focusing on various issues including a value driven development compact based on a strong ethical foundation; eradicating poverty in one generation; a transformative economic agenda; and dealing decisively with corruption. These are all areas that have emerged from the final HLP report.
 - AM ensured that there was participation during the HLP meetings in Bali, by sending a VAF representative. A preliminary synthesis report of VAF results was prepared in time for the Bali High Level Panel meeting at the end of March 2013. Voice Africa's Future was represented by Mr. Willice Okoth Onyango at the meeting, the campaign champion from Kenya. The report from Voice Africa's Future was made as part of the Beyond 2015 Child and Youth Working Group input to the youth conference.
 - The VAF representative further participated in the Global SCO Forum and outreach on post-2015 development agenda, held on the 23rd and 24th 2013; and the Youth multi stakeholder meeting on post-2015 development agenda (Bali, March 24th and 25th).

- **UN system and UN General Assembly:** A VAF representative attended the United Nations General Assembly in September 2013 and spoke at some forums and side events. The team shared the report of the campaign with some members of the HLP including John Podesta and Paul Polman. Extended discussions with John Podesta led to the idea of a partnership to participate in a youth high level panel.
 - AM also participated in a global conversation facilitated by the UN Secretariat on post-2015 with UNMC, held simultaneously in Nairobi Kenya, London UK, Dhaka Bangladesh, and Bogota Colombia. The event followed closely after the official launch of the HLP report, and served as an opportunity for CSO's to react to the report and engage members of the HLP on the outcomes. The meeting was attended by Amina Mohamed (Special Advisor to the UNSG on post-2015 and HLP member) and Betty Maina (HLP Member), with results fed back to the UNSG. AM Director had an opportunity to present reactions to the HLP report using outcomes of the VAF campaign and perspectives from members of the Africa CSO Working Group.
 - AM and VAF also participated at the United Nations Youth Assembly. The team was invited to New York to address 1,300 youth delegates in August 2013 on 'youth leadership and post-2015 processes'. The presentation featured findings from the VAF campaign.
 - Participating at the ICT and Innovation for development plenary: on the sidelines of the UN Youth Assembly, the team presented VAF campaign results during a plenary on ICT and Youth Innovation that was also joined by global youth audience via a Google hangout. The VAF campaign through mobile platform was hailed to be among the innovative ways that young people use to participate in the development discourse within their countries, but also at regional and global levels. Representatives from Google and UN Foundation were also part of the plenary.
- **German Government:** African Monitor President and AM Director met with Mr. Dirk Niebel- Federal, the Minister for Economic Cooperation and Development and made intervention at the German Parliamentary Development Committee. In both meetings, perspectives emerging from the pilot results informed the discussions; main focus being the need for the donor community to support a more inclusive economic transformation agenda both at the UN level with post-2015, as well as with donor financing.
- **Other engagements:** throughout the campaign, bilateral have been held with numerous influential persons and structures, including the Asia Pacific Regional

Parliamentarian Forum, Lysa John - HLP Head of Outreach, Amina J. Mohammed - Special Advisor to Secretary-General on Post-2015 Development, Paul Poleman – Member of HLP, various Sherpa's of the UN HLP and AU HLC.

- **Global CSO Activities:** During the Bonn Civil Society conference “Advancing the Post-2015 Sustainable Development Agenda”, AM President shared the emerging perspective from the Voice Africa's Future initiative. Key issues on eliminating inequality, promoting good governance as well as youth empowerment were the focus. These were well received and informed the deliberations. At the same conference the AM Director met with global teams from Oxfam, GCAP and Beyond-2015 to share these emerging results. It was agreed that the issue of inequality is emerging as a priority concern across the globe, and that a global CSO strategy for advocacy could focus on this.
 - From 13-15 November 2013 African Monitor Director attended the Global Perspectives 2013 conference held in Johannesburg. Organized annually by the International Civil Society Centre, and co-hosted this year by Action Aid International and CIVICUS, the Global Perspectives conference brought together more than 100 leaders from international and national civil society organizations (CSOs), politics, business and academia. African Monitor Director addressed the audience on the topic of global development and the role of Africa. The VAF campaign and the work of the Africa CSO Working Group on post-2015 were headlined.
 - AM Programme Officer Freddy Nkosi attended the Global Perspectives 2013 conference held in Johannesburg and presented at the Market Place Session titled “How my organization prepares to implement the post-2015 Agenda?” The results of the Voice Africa's Future were presented.
 - On October 31-November 1, African Monitor Director attended the 2013 Open Government Partnership (OGP) Annual Summit in London and presented in a round table discussion and plenary the Voice Africa's campaign. AM Director spoke about the role of civil society in the development of the post-2015 development agenda, the need for financing, and the sustainable development consensus.

A detailed **Results and Outcomes Report** has been attached as Addendum 2.

2.2.4 Media and Marketing:

A marketing and popularization plan was developed including brand identity for the campaign, promotional materials, and a media strategy. Promotional materials (brochures, banners and other material) have been produced, distributed widely and shared with country focal points for further distribution. The website was launched <http://www.africayouth2015.org/> alongside a social media presence on Facebook <http://www.facebook.com/VoiceAfricasFuture> and on twitter. At county level, various types of campaign materials were developed including posters and t-shirts.

Country focal points have worked collaboratively with various stakeholders in their countries in order to promote the initiative. For example, in Burkina Faso and Ethiopia, soccer stars were invited to endorse the campaign; in Botswana the mobile platform was presented during a weekly TV show and on radio; in Tanzania the mobile platform was introduced to a group of youth leaders; in Uganda, the Ministry for youth was been approached to support a youth parade across Kampala's streets, etc.

A group of African youth champions for "Voice Africa's Future" were identified across the various countries to endorse and support campaign, working with the focal points. The youth champions are young people who are at the forefront of the youth activities in the post-2015 process. They are actively involved and well linked to various post-2015 platforms. This group was helpful to popularize the platform, take forward and advocate for the perspectives emerging from the data.

In terms of media, there has been various activities aimed at promoting and popularizing the initiative, including various media appearances as described in the detailed in-country progress report (*Addendum 1*).

Radio adverts were recorded for all countries in English, Swahili and French in order to advertise and popularize the campaign, inviting youth to participate via SMS. Considerable difficulty was experienced in airing the adverts in a number of countries, as the radio stations expected to be paid for advertising air-time. However, some success was achieved, as the adverts were aired in a number of countries.

A number of newspaper articles were also written and published, including articles in the Huffington Post (http://www.huffingtonpost.com/willice-onyango/africas-youth-riding-the-b_4156928.html), a newspaper in the Netherlands [http://www.texttochange.org/sites/default/files/mediafiles/2013-12-11,%20Volkskrant,%20SMS%20voor%20een%20betere%20toekomst%20\(1\).pdf](http://www.texttochange.org/sites/default/files/mediafiles/2013-12-11,%20Volkskrant,%20SMS%20voor%20een%20betere%20toekomst%20(1).pdf); and in a number of national newspapers.

2.3 CURBING ILLICIT FINANCIAL FLOWS IN SOUTH AFRICA

The **goal** of the project is to reduce illicit financial flows in South Africa.

At the end of the grant period, the following **objectives** would have had been achieved;

- a) Enhanced understanding of illicit financial flows among civil society and policy makers in South Africa.
- b) Increased demand for reduction of illicit financial flows by civil society.
- c) Consolidated information and messages on illicit financial flows informs policies and systems for improved control of illicit financial flows in South Africa.

The following are the key achievements for the 1st period (five months) of implementation:

2.3.1 Scoping Research and publication: Illicit Financial Flows in South Africa

A scoping report outlining the state of illicit financial flows in South Africa was produced, based on research from secondary sources conducted over a four month period. It highlights that illicit financial outflows are composed of (1) the proceeds of theft, bribery and other forms of corruption by government officials; (2) the proceeds of criminal activities including drug trading, racketeering, counterfeiting, contraband, and terrorist financing; and (3) the proceeds of tax evasion and laundered commercial transactions. The most important component of the illicit outflows that affects South Africa is trade mispricing; that is the mis-invoicing of international trade transactions with the ultimate purpose of diverting financial resources.

The findings show that South Africa is among the top 20 countries in the world affected by illicit out-flows. According to recent estimates of the Global Financial Integrity, SA has lost more than 100.7 billion dollars over for the period 2002- 2011. South Africa is ranked number 13 in terms illicit out-flows among developing countries. South African research into financial outflows has focused more on capital flight, rather than illicit outflows. The substantial literature on capital flight from South Africa focuses on the magnitude and factors affecting capital flight from during last days of apartheid and post-apartheid periods (Ben w. Smit, 1991, Zavareh Rustomjee, 1991; J.W Fedderke and

W Liu, 2001; Seeraj Mohamed and Kade Finnoff, 2004). A study by Mohammed and Finn (2004), estimated capital flight from South Africa to reach 6.6 percent of GDP per year for the period 1980 to 2000. Their findings indicate that capital flight as a percentage of GDP was higher after the democratic elections in 1994, even though there was much more political and economic instability during the period investigated before the democratic elections. The report raises concern that there is not much research done to uncover other aspects of the illicit financial flows phenomenon, particularly focused in South Africa.

The report concludes that the need to curb illicit out-flows is urgent in the light of South Africa's developmental targets, especially that of increasing inequality through inclusive growth. The report estimates that without illicit flows, the South African government would have significantly more resources available to address the national development challenges.

2.3.2 Scoping Research and publication: The Regulatory Framework for Illicit Financial Flows in South Africa

A scoping report outlining the state of illicit financial flows in South Africa was produced, based on research conducted over a four month period. The main finding from the report is that, although South Africa's regulatory framework is strong by developing country standards; it disproportionately focuses on money laundering at the expense of other dominant forms of illicit financial flows such as trade mis-invoicing perpetrated by private companies and multinationals. In South Africa trade mispricing accounts for over 80% of the illicit outflows in South Africa (GFI, 2013). According to the Global Financial Integrity Report (2013), 60- 65% of the resources that leave Africa involves multinational companies through transfer pricing, trade mispricing and other corporate malpractices, while 30-35% constitute drug trafficking and smuggling. Only 3% are a result of corrupt activities. Given this scenario, one would expect that South Africa places disproportionately more emphasis on other forms of illicit financial flows and especially those involving transnational corporations.

2.3.3 Scoping Research: CSO Engagement in Research & Advocacy on Illicit Financial Flows in SA

The findings of the rapid mapping exercise noted that most of the key organizations working on the illicit financial outflows in South Africa such as Economic Justice Network, are doing so from an awareness-raising point of view with less focus on advocacy with policy makers. They also lack the technical capacity to credibly analyze this phenomena and engage policy makers on these.

The intention of the mapping exercise was to enable African Monitor to determine which partners to work with in developing a strong CSO alliance on illicit flows. To date, working and information sharing relations have been developed with EJV as well as Tax Justice Network. In doing this, African Monitor is adding value to the work that is already on-going.

2.3.4 CSOs and media engaged on the outcome of the research

AM's President and the AM Director attended the Mining Indaba held in Cape Town at the end of January. Archbishop Ndungane, gave a key note address calling on mining companies to commit to curbing any form of illicit flows (trade mispricing, tax evasion, etc) in their industry.

African Monitor further participated in the Alternative Mining Indaba also held in Cape Town at the end of January to present its initial research findings on illicit flows. The report generated a lot of interest from CSOs and media. The presentation was covered in business report of the Cape Times (http://www.iol.co.za/business/news/illicit-flows-pick-africa-s-pockets-1.1642596#.UvTCc_mSx-g). In addition, City Press requested further information on AM's work on illicit financial flows and a long term partnership on these issues is underway.

2.3.5 Input into the Tax amendment Bill

African Monitor, together with Economic Justice Network made inputs into the Davis Tax Committee – the structure that has been set up to propose changes into South Africa's tax law. This committee solicited inputs into the Tax amendment bill for South Africa that is under discussion. African Monitor's input was based on the scoping research work undertaken to date. The Committee is still busy with its work.

2.3.6 Reflections on progress and next steps

By and large, AM is well on its way to meet the stated objectives of the project. In terms of objective (a), research and data has been gathered on two critical areas that will assist to increase the knowledge and understanding of civil society in this area. The first is a research piece on the quantities and systems of illicit flows in South Africa; and the second is on the legal provisions to manage and control financial flows. Initial engagement with civil society in South Africa through a partnership with the Economic Justice Network has demonstrated the interest in the area, as well as the dire need for



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more information. As a result, a workshop for a CSO coalition in South Africa was planned for March 2015.

In terms of objective (b), it is our hope that the establishment of the CSO coalition on illicit flows in South Africa will bring impetus to increase demand for a reduction in illicit flows. Direct activities towards this objective will begin in the next period of implementation (i.e. March to September 2015).

In terms of objective (c), work to influence policy has already started in the form of direct inputs to the Tax Amendment Bill of South Africa. More such activities are planned for the next period of project implementation.

3. REFLECTION ON PROGRAMME IMPLEMENTATION, ADVOCACY AND INFLUENCING IMPACT

While African Monitor has not engaged in any active evaluation of impact, it is our sense that a number of successes are evident for us in the post-2015 agenda, especially in relation to the outcomes of the UN HLP consultations as reflected in their report, the outcomes of the Africa consultations as reflected in the Africa Common Position, as well as the general direction of the post-2015 discussions. These successes can be summarized as follows:-

- **Additional (excluded) African Voices Are Heard!**

VAF has so far generated significant and critical data about the experiences of Africa's youth, their key concerns, and their aspirations for the future. The data generated has provided impetus for advocacy at various entry levels within the post-2015 discourse.

- **A clear and unmistakable focus on the poor**

As we began our work with VAF and the Africa CSO Working Group, it was clear to us that experiences, needs and aspirations of grassroots communities had to be at the centre of the post-2015 development agenda. We were encouraged to note that our CSO partners globally began to take up the call for a grassroots focussed participatory process in the consultations, something that the members of the HLP welcomed. The VAF campaign has provided impetus to this call, as it demonstrated not only the necessity for such consultations, but also the depth of knowledge that can come from such consultations and how technology can support such processes. HLP members further affirmed this conviction when they stated in their report, "We realized that the next development agenda must build on the real experiences, stories, ideas, and solutions of people at the grassroots, and we as a Panel, must do our best to understand the world through their eyes and reflect on the issues that would make a difference to their lives" (HLP Report, 2013)

- **End Poverty In a Generation headlined:**

This focus on the needs of the poor has forced the international community to recognise that eradicating poverty has to be the highest intention and goal for the new post-2015 development agenda. There is a specific commitment, first officially headlined in the report of the HLP, to end poverty within a generation. AM had joined the call of other CSO partners globally to call for this exact commitment. In his key note address at the Bonn Civil Society Conference on Post-2015, AM President Archbishop Ndungane called for a 0% target on poverty. This intention is further supported by African leaders in the Africa Common Position, which states that the urgent need to end poverty in all its forms should be the over-arching goal of the post-2015

development agenda. The outcomes document of the UNGA 2013 equally boldly commits “we...are committed to freeing humanity from poverty and hunger as a matter of urgency.”

- **Leave No One Behind – and address Inequality decisively**

One of the strongest messages from the VAF campaign has been the need to end inequality. This message received strong attention from global CSO's interacting with HLP members in Monrovia Liberia during the 3rd HLP consultations; and has become the common ground that is rallying CSO's together. Both the HLP Report, the SG's report “A Life of Dignity for All, and the Africa Common Position note the importance of the principle. More effort needs to be put into defining specific goals and targets that would lead to promoting equity.

- **A transformative economic development agenda**

A transformative economic agenda is another aspect that received prominence in the VAF campaign, covering a number of aspects including creating gainful employment for Africa's youth. Over and above this, was a strong call to create an enabling environment for economic participation, achieved through greater access to infrastructure, financing, technology and ownership of productive assets. The Africa Common Position acknowledges this, committing to realising inclusive growth that leads to a rapid decrease in inequality and focuses on increasing Africa's productive capacity. The articulation of how economic power and access can be transferred from the hands of the few to the poor in a more systematic way however is not strong and does not permeate through all of the various pillars.

- **Good governance and promoting transparency**

African youth, as expressed through the VAF results, are yearning for good, clean and accountable governments. This call is anchored on the belief that governments should have leaders with integrity who are accountable to their citizens. There was an overwhelming call to end corruption in all its forms. The HLP report, the UNSG's report as well as the Africa Common Position acknowledge all these factors. However, there is need to strengthen Africa's position on governance, as the current focus is too external, without considering what kind of commitment African governments have to make.

On-going work by African Monitor and its VAF partners will aim to strengthen the principles that have been endorsed by the African Union and the UNSG, as well as champion areas where there are gaps; by ensuring that a strong set of goals and targets are developed and promoted at the AU member state and UN levels; especially within the Africa Group, the OWG, the UNSG office, and the Office of the President of the UNGA.

4. CONCLUSION AND NEXT STEPS

AM's campaign on the post-2015 development agenda began from the premise that it was important to create platforms for ordinary citizens to influence and shape this global development agenda. The VAF initiative has been running in 6 countries on a mobile platform, and in 4 countries on an offline platform. Through the project, a sizable number of youth voices was generated – a total of 77,158 youth voices. It has so far generated significant and critical data about the experiences of Africa's youth, their key concerns, and their aspirations for the future. We were also able to build a strong youth network focused on the post-2015 process in the 10 African countries, which possess strategic relationships with media, policy makers and the wider public. The assets built in the first phase, and the lessons learnt so far are being leveraged to make sure that African youth aspirations directly impact the outcomes of the intergovernmental negotiations. As we evolve from 'gathering voices' to 'influencing the agenda' in specific and measurable ways, our aim will be to ensure that the outcomes of the global development framework reflect the concerns of ordinary citizens, especially those of Africa's youth.

AM's great concern for development in Africa and globally leads directly to the question of financing development by accessing the resources necessary for effective implementation of commitments. The incidence of illicit financial flows is one of the more significant hindrances to domestic resource mobilisation, as it robs the state and its citizens of finances that could be directed towards development. African Monitor is therefore committed to bring greater focus to this area of domestic resource mobilisation, by helping governments and other stakeholders to find effective and sustainable ways of curbing illicit financial flows.

In all its work in 2014, African Monitor will continue aiming for effective engagement and influencing towards a grassroots centred, and a grassroots-led development agenda; as well as greater institutional stability and sustainability.

END

ADDENDUM 1: DETAILED VAF COUNTRY LEVEL IMPLEMENTATION REPORT

BOTSWANA

The Voice Africa's Future campaign in Botswana was carried out by the Youth Alliance for Leadership and Development in Africa (YALDA). A country team, comprising of the following organizations: YALDA, Orange Botswana, Botswana National Youth Council and Yarona FM, was established to coordinate activities of VAF.

Soon after the establishment of the country team, a youth consultation with leaders of different youth led NGOs was held at the Botswana National Youth Centre. This was to sensitize them about the post-2015 development process. Some of the Organisations involved included: the Remmogo Youth Organization, Botswana Family Welfare Association, Junior Chambers Botswana Chapter (JCI), AISEC and Botswana Scout Association among others. Representatives from the Vision 2016 Council were also present.

The consultation on its own ensured that the team reached out to a massive number of young people as the purpose of the consultation was to inform youth leaders about the post-2015 and VAF, with the hope that they will impart information to their communities. It was also important that the team had representatives from the Vision2016 Council. The country team also met with the Office of the President of the Republic of Botswana which supported VAF by sending an email informing the line Ministries about the campaign.

Furthermore, YALDA developed partnerships with BOFWA and the UNFPA to get as many youths of Botswana as involved in the post-2015 development process and other Development Frameworks as possible. Because YALDA has been the only Youth organisation at the forefront of the post-2015 consultations in the country; more organisations such as the UNFPA and the Youth Empowerment Scheme were interested in partnering with YALDA to implement projects aimed at sensitizing young people about the various International Development Frameworks and Youth Empowerment Initiatives.

Key achievements

Campaign launch: an official launch was held at the University of Botswana main Foyer (Student Centre). There was media coverage including TV, Radio and online. The

management of the University and the stakeholders were invited. During the event there were volunteers covering the campus with flyers to inform students about the campaign.

Using social media to popularise the campaign: a Facebook page was opened with a purpose of not only informing young people about the Voice Africa's Future Campaign, but also to update them about all the activities surrounding the post-2015 development process. It was also to monitor how much young people of Botswana know about the Development Frameworks put in place. They also used the page to direct young people to VAF's web page as well as Twitter and Facebook. The page currently has 211 likes. They also had a few local celebrities such as Drea the poet, KBoss the Hip Hop Artist and Rebatho Mtonga the News Reader who shared on their Facebook walls information about the Campaign.

Media campaign: the team established a good partnership with various media houses, which facilitated access to the media. Prior to the official campaign launch, the team had a Radio Interview with a local Radio Station (Yarona FM) that had partnered with them to popularise the VAF campaign. This was to invite young people to the Launch and inform the listeners about the purpose of the campaign. Yarona FM as a partner offered the team interviews to talk about the Campaign. A radio jingle was also created to popularise the VAF Campaign and it ran for 3 months. The team also had interviews with RB2 (a local radio station) and the National Radio Station and the Botswana TV (BTV). Moreover, The Voice Newspaper and Mmegi Newspaper ran adverts to popularise and inform readers about the Campaign. Links to some of the news covered on the Campaign: <http://youthhubafrica.org/2013/04/09/yalda-botswana-launches-voice-africas-future-campaign/> and <http://www.mmegi.bw/index.php?sid=1&aid=783&dir=2013%2FApril%2FTuesday23>

Multi-media campaign: the team used multi-media outlets to vigorously advertise the campaign. T-shirts, posters, flyers and banners were created to popularise the campaign. Banners were placed permanently outside YALDA office at the National Youth Centre which is frequented by young people. Posters were strategically placed in Colleges and Public Places such as the Malls.

Meeting with key stakeholders: a meeting was held with the stakeholders in the Youth development Sector including the Department of Youth Management (Director, Deputy Director and Youth Empowerment Scheme Director), the Botswana National Youth Council Management including the Executive Director, Press Secretary to the President and the Principal Youth Desk Officer at the Office of the President. The purpose of the meeting was to get buy-in and support from these key stakeholders.

Involvement in the post-2015 at continental level: the team was able to participate in various regional meetings on post-2015, this includes among others: International Youth Conference on Youth and Democratization in Africa: Lessons Learned and Comparative Experiences (Ethiopia, November 2012); Post-2015 Global Thematic Consultation on Governance (South Africa, February 2013); Post-2015 Development Agenda on Population and Youth Employment Conference (Cape Verde, May 2013). The team successfully participated in these meetings as they were able to present country papers on situations of young people in Botswana.

Sharing the preliminary VAF report: the launch of the preliminary report was held at the Ministry of Youth Sports and Culture to share emerging youth perspectives of Botswana regarding the post-2015. The Ministry of Youth Management and leaders from Youth-led NGOs were invited. The Report has also been shared with a network of Youth Led NGOs affiliated with the Botswana National Youth Council.

Lessons learned, challenges and comments

The Youth Alliance for Leadership and Development in Africa (YALDA) had successfully achieved all its planned activities, by establishing a country team; developing partnership with key and relevant stakeholders; popularising the campaign using various channels and participating in various regional post-2015 processes. The comparative advantage the team had was the ability to access the media, as this played a critical role to popularise the campaign and increase youth participation in the post-2015 agenda.

However, one of the biggest challenges faced by the team was that the sms short code was only accessible in one mobile service provider, which is Orange and was not accessible to others, such as MASCOM. Young people were not happy that only one mobile network was used for this campaign and they felt it left most of them out. Though, with the use of social media, multi-media and ordinary media as well as physical meetings, the team was able to reach more young people.

UGANDA

The Voice Africa's Future campaign in Uganda was implemented by the Inter-Faith Action for Peace in Africa (IFAPA) Youth Desk. A functional working team, comprising of youth associations and networks was established in March 2013 to run the campaign in various provinces of Uganda. The following organisations were part of the working team: Restless Development, UNESCO youth Desk, National youth Council, National Students' Union, Allied Youth Initiative, United Nations University Associations (UNAU), BRAC – Uganda.

The team collected voices of youth through innovative mobile technology. This required appropriate strategies to popularize the post-2015 agenda and the sms short code to be used to participate in the mobile platform. Moreover, a team of 10 volunteers were trained and deployed on the ground to popularise the campaign and encourage young people to share their voices and opinions.

Publicity materials such as banners, fliers, posters and T-shirts were printed and widely distributed to popularise the campaign; whilst incentives such as airtime vouchers and movie tickets were distributed to encourage participants during the campaign quiz organised in different youth clubs and gatherings.

Key achievements

Launch ceremony: the team held a successful launch ceremony at Makerere University, which is one of the oldest and biggest universities in Uganda. The ceremony was attended by many young people, mainly University students, who welcomed the campaign at their university.

Using social media to popularise the campaign: the team used social media effectively and efficiently, especially Facebook and Twitter, to popularise the campaign amongst young people. The team used both their own Facebook page that they set up as well the Facebook page set up by African Monitor to popularise the campaign. The Facebook page attracted young people to participate in the mobile platform and there were more than 112 Facebook likes.

Establishing partnership: the establishment of a good partnership with various organisations contributed in the success of the campaign in Uganda. The team was able to reach many youth people through different local processes, such as monthly country youth working meetings and discussions, weekly meetings and discussion

organised by university students' chapters and clubs, students' annual symposiums, university students' activities.

Popularising the campaign at the public exhibition: the VAF campaign was popularised during the two day exhibition organised by IFAPA Youth Desk in partnership with local organisations, such as the Uganda Youth Network and Allied Youth Initiative. The team took the opportunity to showcase the VAF campaign, distributed the publicity materials and advertised the SMS platform, answered questions from the participants. The VAF campaign attracted many young people who were interested to participate in the mobile platform and share their voices.

Annual Students' Symposium: the team reached out to students at the event which they organized in partnership with the National students' Union. The event brought together over 50 schools and was attended by more than 2000 young people. The team challenged young people to participate in the mobile platform and send their message on the spot.

Door to door campaigning: this was the greatest achievement for the team, to be able to identify, train and deploy volunteers to go into the communities and public places. The volunteers reached more young people during the door to door campaign than they did in any other events and activities.

Lessons learned, challenges and comments

The volunteers contributed enormously in the success of the VAF campaign in Uganda. With a good management and support from the team, volunteers were able to popularise the VAF campaign, educate young people around the post-2015 agenda and assist them to send the sms. More than 10000 young people were reached by volunteers and participated in the mobile platform.

Although the great achievement mentioned above, attempts to reach media in order to raise the hype through radio and TV jingles failed. The team was not able to access the media because of exorbitant fees to be paid. Fortunately IFAPA Youth Desk had a team of volunteers who were committed to make the campaign successful in Uganda.

ETHIOPIA

The Talent Youth Association (TaYA) was responsible to implement the Voice Africa's Future campaign in Ethiopia. To successfully implement VAF, TaYA collaborated with two of the largest civil society networks in Ethiopia namely Consortium of Christian Relief and Development Association and Consortium of Population, Health and Environment. They widely promoted VAF amongst their members, which count over 400 CSOs both national and international. They extensively promoted the campaign using their online newsletters and distributing project information at their different events. This helped TaYA to share the information to various organizations not only in urban areas but also in remote rural and pastoralist areas. Furthermore, the team played an important role to represent African Monitor and VAF in various meetings and processes happening in Addis Ababa, especially at the African Union Commission and United Nations Economic Commission of Africa (UNECA).

Key achievements

Launching VAF: The VAF project was launched at Radisson Blu Hotel on 3rd of April 2013 at the presence of ambassadors, donor agencies, network and consortium leaders and members, media delegates, known artists, youth activists and leaders, representatives of disability organizations and government officials. The facilitator of the Ethiopia MDG report –by Dr. Costantinos B. Tesfay presented the synopsis of the findings from the review process and the various consultations held.

Media campaign: Efforts were made to promote the post-2015 agenda at the program organized by BBC World, Hard Talk Special which was hosted by Zaineb Badawi in May 2013; during the program US Secretary of State John Kerry was invited. The theme of the program was "YOUTH CONNECT" and was aired four times on May 28, 2013. Awareness raising and mobilization program was aired by Addis Ababa Mass Media Agency for 20 minutes. Mobilization activities with Sheger FM 102.1 radio and Zami FM 90.5 and Zami 90.7 (FM Radio programme) were also held.

Promoting VAF at Addis Ababa University: On July 6 there was a graduation ceremony of the Addis Ababa University /AAU/ one of the biggest public university in the country. Over 8,000 students graduated from different campuses throughout the country under AAU. We have distributed 600 flyers in the graduation ceremony.

Mobilising resources: the Packard Foundation made available support for Voice Africa's Future Ethiopia for the popularization of the existing MDGs and the post-2015

youth agenda among the youth in different parts of the region. Through the support the team received from the Packard Foundation, they were able to widely promote the campaign using popular radio programs.

Participating at the national consultations: TaYA engaged with representatives of UNDP and Ministry of Finance and Economic Development (MOFED) since MOFED and UNDP were facilitating the national consultation process. TaYA was invited to participate at the national consultation workshop on post-2015 development agenda that was conducted on 25th and 26th of April 2013.

Promoting VAF at the AU 50th Celebrations events: VAF campaign was promoted during 2km walk which was organized to commemorate the 50th anniversary of the African Union. The walk started at the AU Head Quarters and ended up at Meskel Square. The 2km walk was organized by Ethiopian Ministry of Foreign Affairs and at which AU Commission, Diplomatic Missions, delegates, high school students and CSOs were in attendance.

Promoting VAF at the US Embassy reception: Youth delegates from African countries and their Ethiopian counterparts were invited to share the world they want to see in the future; and also learnt about US Foreign Policy in the future. This took place during the 50th anniversary AU heads of state summit.

Lessons learned, challenges and comments

The Talent Youth Association took advantage of its strategic location to engage various continental and international actors around the post-2015 agenda, and specifically around the VAF campaign. TaYA attended some of the strategic events, such as the AU 50th celebration, US Embassy reception. They also took advantage of the presence of international foundations, such as Packard Foundation, to raise substantial resources to support the campaign.

The team also learned that the media played an important role in popularising the VAF campaign in countries such as Ethiopia. The media contributed enormously to reach more young people not only those living in the urban areas, but even those living in rural areas.

The main challenge the team faced was the technical challenge, as the country has only one operating mobile company. When the mobile company experienced technical failure, there was no alternative for young people to share their voices through mobile platform.

TANZANIA

No One Left Behind-Tanzania (NOLB) collaborated with local youth partners and key stakeholders to introduce VAF in Tanzania. NOLB Tanzania managed to establish partnership with different organisations, notably: TAMASHA, Tumaini University, Dar es Salaam College, Tanzania Institute of Accountancy and the Open University of Tanzania, Faraja Nursing College in Mbeya and Restless Development whereby their youth group were willing to popularise the campaign at their own initiatives.

The partnership with these organisations made it possible for the team to popularise the mobile platform and collect voices of young people across the country. The team took opportunity of many events and activities which were organised in different provinces to promote the VAF campaign and invite young people to share their voices.

Key achievements

Launch ceremony: the team launched VAF campaign in 5 different universities in Tanzania, namely: Kilimanjaro Christian Medical College, Tumaini University Dar es Salaam College, University of Dar es Salaam, Open University of Tanzania and Tanzania Institute of Accountancy. The team offered small incentives for masses of students to have their say about the post-2015 framework.

Media campaign: No One Left Behind-Tanzania used media such as radio, TV and Newspapers to popularise the VAF campaign. The team conducted five TV interviews to popularise the campaign at Tumaini TV, ITV, Mlimani TV, Channel Ten as well as six radio programmes at Tumaini Radio, Clouds Radio, Radio France International, Mlimani Radio and TBC FM. The team was invited at Radio France International (90.0fm and online) to discuss the post-2015 agenda in specific reference to women's rights motivating thousands of listeners around Tanzania to think about this critical issue and send their views through the short code which was available. The team participated in the breakfast programme on Radio KiliFm in Moshi to discuss the post-2015 agenda and urged young people to participate in the mobile platform.

Using social media to promote VAF: the team effectively and efficiently used social media, principally Facebook, Twitter and a blog, to promote the campaign. For example, between 18th February and 18th March 2013 they were over 50 posts made on the No One Left Behind-Tanzania Facebook page in order to promote the VAF campaign and attract feedback from young people in Tanzania. During the same period more than 100 posts on Twitter were made in relation to the same goal. The

team posted an ad on VAF campaign in one of the main youth websites in Tanzania Jamii Forum. The ad was seen by more than 2500 viewers.

Promoting VAF at Universities and Colleges: the VAF campaign was promoted in a number of universities and colleges in Tanzania. This activity was made possible through the partnership NOLB developed with the following institutions: Tanzania Institute of Accountancy, Mwenge College centre, colleges in Mbeya region (Southern Island region) and Tumaini University Dar es Salaam College. During their visit at universities and colleges, the team challenged the students to participate in the mobile platform.

Promoting VAF at Mount Kilimanjaro: the team climbed Kilimanjaro Mountain with the World Food Programme and Child Reach International in a special programme seeking to promote women's rights and development in the developing world. They used several press conferences as well as broadcasts and interviews on ITV and Channel Ten to promote the VAF campaign and the post-2015 agenda.

Promoting VAF at national consultation: NOLB Tanzania was involved fully in the post-2015 consultation process at the country level by participating in all possible meetings and platforms that involved youth.

Lessons learned, challenges and comments

No One Left Behind successfully used the media and social media to popularise the VAF campaign in Tanzania and collect voices of young people through the mobile platform. The media access was the key behind the great success of the campaign in Tanzania.

Moreover, the partnership with various organisations contributed tremendously to reach out to young people in different provinces and in different places, such as universities, colleges, youth centers, etc.

However, the language barrier was highlighted as the main challenge in Tanzania, as the majority of the population is fluent in Swahili than in English. Therefore, the team spent a substantial amount of time translating all the campaign documents, materials, information and messages from English to Swahili. Inversely the team had to translate all the voices collected from young people from Swahili to English, which was time consuming for the team.

ZAMBIA

The Voice Africa's Future campaign in Zambia was conducted by the Civil Society MDG Campaign/GCAP Zambia, which has been involved in the MDG and the Post-2015 conversations for many years.

From the onset, Civil Society MDG Campaign/GCAP Zambia introduced the VAF campaign to youth organisations and other stakeholders and established a country team. This was done firstly by engaging enumerators from youth organisations and institutions of higher learning, to ensure that the VAF campaign reaches out to all young people in key institutions that advance the welfare of young people in Zambia.

The team strived to establish and form partnerships with youth networks and youth-led organisations and individuals. The team further forged partnerships with government departments, especially the Ministry of youth and sport, the ministry of finance and national planning. Meetings have been held with both local and international NGOs based in Zambia to solicit their buy in around the VAF campaign.

Key achievements

Popularising the campaign: Civil Society MDG Campaign/GCAP Zambia used different means to popularise and market the VAF campaign in Zambia. This was done through various channels such as interviews on community radio stations, newspaper publications and holding meetings with key players such as the Ministry of youth and sport, Ministry of finance and national planning, Ministry of foreign affairs, school administrators, sports bodies and members of the civil society. The popularisation efforts facilitated the spread of the VAF campaign to other districts, beyond Lusaka, Solwezi and Kitwe where the offline platform was conducted.

Engaging young people on Post-2015 during the Zambia Social Forum: VAF campaign was largely popularised during the Zambia Social Forum on 11th October 2013 in Kafue district whose main focus was to see how local communities and young people included have benefited from Zambia's implementation of the MDGs since their inception. Young people through a form of hearings on the MDGs presented their petition to government which was represented by the Deputy Minister of Community Development, Mother and Child Health. She assured the young people that government through various interventions is working hard to try and address the many challenges young people face in their communities and assured them that she was going to convey the message to the head of state in Lusaka. This was a great

opportunity for the team to engage young people around the post-2015. GCAP Zambia challenged and encouraged youth organisations to share the VAF outcomes with their networks as well as seize the remaining opportunities to influence the post-2015 process both at local, regional and global levels.

Contributing on the Post-2015 process at national and international levels: GCAP Zambia was able to participate and contribute in different post-2015 processes, at national and international levels. Some of the platforms where the team participated and contributed include the UN-led post-2015 consultations in Zambia; Beyond 2015 campaign and the commonwealth people's forum held in Sir-Lanka where the team highlighted some of the VAF outcomes from Zambia. The team advocacy's strategy was to take advantage of any forum, whether organised locally or international, to share the outcomes of VAF campaign.

Engaging the government on Post-2015: Government and other stakeholders have become more aware about the need to engage and collaborate with young people on the post-2015 development process in Zambia. Meetings have been held with key government ministries to share with them the outcomes of the VAF campaign in Zambia and advocate for their inclusion in the final government position document on post-2015 for Zambia. These included the Ministry of youth and sport, Ministry of finance and national planning, and the Ministry of foreign affairs.

Collecting over 15000 voices: more young people have expressed interest on the post-2015 initiative in Zambia as a result of VAF popularization. The team reached more than 15000 young people through VAF popularization and marketing.

Advocating the government to include VAF findings in the Zambia report: the team had consultative meetings prior to the September UN general meeting to advocate the Zambian delegation to include the outcomes of the VAF findings in Zambia in their presentation at the UN General Assembly.

Lessons learned, challenges and comments

The exercise of conducting the survey by the youths themselves was a major milestone in engaging the youths on the post-2015 development architecture and initiating debate among the young people on many development challenges that they face in Zambia.

Another significant highlight was the enumerator's workshop in Lusaka which helped them to connect with the issues on the ground and most importantly to connect with other young people from different districts.

Throughout the implementation of the VAF campaign in Zambia, the team learned an important lesson that it was very important to include youth perspectives in the post-2015 development framework, especially when they consider that more than half of the population are youth below the age of 35, therefore represent a huge proportion of the Zambia population.

One major challenge faced by the team was the limited access to the media, which could assist to reach more young people, not only those participating in the offline survey but the broader youth community in Zambia.

GHANA

The Youth Advocates Ghana (YAG) was the collaborative partner that implemented the VAF in Ghana. YAG formed a country team made up of ten youth leaders selected from youth organizations across the country.

YAG established networks and partnerships with UNDP Ghana, National Youth Authority, University of Ghana, University of Cape Coast, other community youth groups, senior high schools and colleges, teacher training colleges, and national organizations, which yielded in sharing of knowledge and expertise on the post-2015 consultation in Ghana. The team also established partnerships with Fawe FM, Ago FM, Radio Universe which is a campus radio based at University of Ghana, and several community information centres that granted them free airtime to popularise the campaign and increase participation from young people.

Key achievements

Pre-launch sensitisation: pre-launch activities were held on Radio Universe, an Accra based radio station and Fawe FM also based in Nsawam to sensitise the youth and the public at large on the MDGs and the post-2015 development agenda, the VAF campaign and popularise the sms short code.

Campaign launch: YAG in collaboration with various youth groups and organizations held a stakeholders forum to officially launch the Voice Africa's Future campaign in Ghana. The event took place in Nsawam, which is a province located in the Eastern

Region of Ghana. Officials from UNDP Ghana, Ministry of Youth & Sports, and National Youth Authority, Universities, senior high schools, civil society groups, youth organizations, the media and the general public were invited to the forum. The launch was aired on United Television on their evening news bulletin.

Popularising the Mobile Platform: YAG conducted several community outreaches to popularize and market the mobile platform. Activities included meetings with young people on their weekly meetings in churches, mosques, and social clubs. The team also took advantage of other social gatherings such as sports and entertainment to popularize the platform. Social media such as Facebook and Twitter were also used to popularize the campaign among young people. Youth volunteers from YAG reached young people in various communities and public places, such as markets, bus stations.

Contributed in the Country Consultation: YAG participated in the UNDP National Consultation and country review process which brought together all the players and stakeholders on the post-2015 in Ghana. The team spoke on the Voice Africa's Future and the need for young people to get involved. They effectively contributed to the national discussions on the post-2015 consultations in Ghana and influenced policy decisions by sharing the visions and aspirations of young people at the forum.

Contributed in other Post-2015 processes: YAG also participated and contributed in other post-2015 initiatives at national and regional levels, including the discussion on The World We Want post-2015 global consultation, the discussions led by Organization of African Youth-Kenya on the Report on African Survey on the Post-2015 Agenda, and the forum for youth leaders and groups across the country held by the UNAIDS Ghana. This forum was geared at strengthening networking among youth groups in Ghana towards the attainment of the Millennium Development Goals (MDGs) and to educate youth leaders on Youth Leadership, HIV/AIDS campaign and prevention. The team spoke on the VAF campaign in Ghana and in other countries and shared the emerging voices.

Meeting with policy makers: the team met with members of Parliament of Nsawam Adoagyiri Constituency in the Eastern Region of Ghana. The purpose of the meeting was to discuss the post-2015 consultation process in Ghana and to introduce VAF campaign.

Lessons learned, challenges and comments

The partnership with key stakeholders, such as youth networks and associations, UNDP Ghana, National Youth Authority, radio stations, yielded extraordinary results in popularising the VAF in Ghana. This partnership facilitated the participation of YAG in the national consultation, in which the team shared aspirations of young people.

The major challenge that the team faced was the fact that school learners were not allowed to carry cell phones at school. This situation made it difficult for young people to share their voices instantly during the visit of YAG's volunteers at schools. If it was easy for YAG to speak to young people at schools, it was not easy for young people to share their voices on spot and it was even harder for YAG volunteers to follow up on young people who would send sms from home.

MALAWI

The Voice Africa's Future Campaign was conducted in Malawi by two youth organisations, the Northern Youth Networking (NYN) and Youth Consultative Forum (YCF), which are based respectively in Mzuzu and Lilongwe.

The Northern Youth Network had an advantage to partner with various stakeholders, such as the media houses, schools, youth organisations, in the past campaign in which they were involved. This helped them to work with the same stakeholders and approach the new ones to support and popularise the VAF campaign. The team was able to run the campaign in two provinces, Mzuzu and Mzimba, where they have a strong presence.

Youth Consultative Forum partnered with media houses and other relevant organisations in the campaign. YCF employed an inclusive approach to the implementation of the campaign and joined similar initiatives such as ONE campaign and UNICEF led consultations on children and youth voices. The result of collaborative efforts has been positive. Through the campaign, partnerships have been strengthened and YCF continues to grow and get recognition on youth related issues in Malawi. In both provinces, a campaign team was established and trained on how to successfully conduct a campaign, mobilise youth and collect voices.

Key achievements

Campaign launch: the VAF campaign was officially launched in Lilongwe, Mzuzu and Mzimba. The launch ceremonies were attended by young people, youth organisations, key partners and the media. In Mzimba the launch was covered by the Radio Mzimba FM and Radio 1FM. In Mzuzu, the launch ceremony was covered by the Radio Mzimba, MIJ Fm, Capital Fm and the National Newspaper. In Lilongwe the campaign was launched at Lilongwe Technical College mainly targeting the students.

Media campaign: in Mzuzu and Mzimba, radio programmes such as debates and discussions were supported and implemented to ensure participation of more young people. In Lilongwe the VAF campaign enjoyed media coverage, electronic and print. Through media briefs and programmes, the campaign got covered through Zodiak Radio, Maziko Radio, Transworld Radio, Capital FM Radio, Matindi Radio, Galaxy Radio, The Nation Newspaper, and the Daily Times. The YCF campaign team rotated the anchorship role in the media houses and this indeed increased coverage that helped them to capture as many voices as possible.

Social media campaign: The campaign was popularised through online platforms such as facebook, whatsapp and twitter. The enumerators used their Facebook page to popularise the campaign, invite young people to the meetings and engage them around the post-2015 development agenda.

Popularising the campaign: NYN and YCF popularised the campaign through a series of activities including celebrating special days, meetings with young people at schools and institutions of higher learning. In Mzimba and Mzuzu, the team took the opportunity of their afternoon time where every student were free and used the time in engaging students around the post-2015 agenda and the VAF campaign. The enumerators popularised the campaign and collected the voices of young people in various places in Lilongwe, Mzuzu and Mzimba. They reached young people in places such as streets, bus stations and taxi rank, communities, market places, schools and colleges.

Participating in the post-2015 process at national level: at country level, YCF was involved in the post-2015 consultation process as part of the civil society mobilisation for the process. YCF worked with UNICEF to mobilise more youths to input into the process and therefore, participated in consultations and validation meetings representing the youth voices. The Northern Youth Network also participated and contributed at the national consultation workshop on youth post-2015 development agenda that was conducted in partnership with UNICEF in Lilongwe

Contributing in the Malawi Youth Charter: using the voices collected from the VAF campaign, the YCF contributed in the development of the Malawi Youth Charter for the 2014 tripartite elections. Using the charter, the youth will influence the policy debate around the elections and make the right choices when electing leaders.

Lessons learned, challenges and comments

The VAF campaign received a great response from the youth across the country as it provided them with an opportunity to voice their aspirations for the future of Malawi, the African continent and the world through the post-2015 development agenda. Youth were able to participate and take action in the process from the start to the end of the first phase of Voice Africa's Future campaign.

The process of developing a Youth Charter added value to the VAF campaign as youth voices focused on the future of Malawi leveraging on the forthcoming 2014 elections. This was a great achievement for the team in Malawi, especially the Youth Consultative Forum to provide inputs in this important national process through the voices collected by the VAF campaign.

The biggest challenge faced by the teams was the change from the mobile platform to the offline platform. The teams started to popularise the mobile platform at the beginning of the campaign, then moved to offline platform, because of technical challenges experienced with the mobile service provider. This situation discouraged many young people who were keen to experiment the usage of mobile technology in data collection and advocacy. Fortunately, the teams came up with strategies to reach young people through social media and direct interactions.

KENYA

The Voice Africa's Future Campaign was conducted in Kenya by a team of two youth organisations, Organisation of African Youth (OAY) and the International Youth Council (IYC). Both organisations are actively involved in the post-2015 conversation at national, regional and global levels, including the Africa Youth Working Group on Post-2015 (AYWG). The two organisations are also led by young people who have been championing the VAF campaign in various forums.

Partnerships were established with key youth networks and organizations including: Youth Alive Kenya, Network of Youth Advocacy, UNMC, ACORD Kenya, UNDP, FEMNET

and the Joint UN Programme on Youth, among others. Partners provided technical and financial support in conducting the VAF campaign in Kenya.

Furthermore, the team partnered with Mercy Corps to use their database to reach out to about 10,000 young people with the campaign messages. They also worked with Youth Alive Kenya and the National Youth Council to reach out to their members and hold joint youth meetings. The team convened 3 roundtable meetings to seek partners support for the youth consultations.

Key achievements

Campaign launch: the VAF campaign was officially launched in April 2013 at Nairobi University and was attended by university students, youth organisations and partners. Many young people learned about the campaign and were encouraged to share their opinions and inform their friends.

Contributing in the country report: the team attended the meeting with the Ministry of Planning and Devolution, UNDP and UNECA. The aim was to share the youth recommendations gathered from the VAF campaign and ensuring that they are included in the national and regional report. The youth voices were included in the Kenya National Report and the Regional report on SDGS.

Participating at the Kenyan Youth Post-2015 Synthesis Workshop: It was held at the Kenya YMCA. The workshop gathered 60 young participants from different parts of the country and engaged in an interactive discussion on their priorities for post-2015 Agenda and synthesized some of the major youth consultations outcome documents. The team got an opportunity to share about the VAF campaign. The major outcome of the workshop was the release of the Kenya Position Paper on Post-2015 Agenda.

Co-organising the Kenyatta University Post-2015 Student Workshop: the team in partnership with Kenyatta University Environmental Club, OAYouth and PACJA, co-organised the workshop. The event aimed at engaging the students in the post-2015 dialogue and to encourage them to share their voices through the VAF campaign.

Participating at the Beyond 2015 Kenya CSO Consultation: the meeting gathered CSO representatives to discuss their issues and their aspirations. The team was given the opportunity to lead the youth dialogue and was able to share some of the voices collected from the VAF campaign. They further encouraged participants to share their voices and popularise the campaign in their constituencies.

Participating at the National CSOs Forum on Post-2015 Agenda: The meeting was convened by the Ministry of Planning and the team was invited to lead a discussion on youth employment where they were able to share the recommendations to create employment for young people. Further they shared the voices emerging from the VAF campaign. The participants were very interested in the mobile initiative and were willing to share their opinions on the post-2015 development agenda.

Participating at the National Stakeholders Forum on Post-2015 Agenda: This was the last national consultation convened by the Ministry of Planning before the September meeting in New York. The team was invited to share the youth recommendations that would be included in the national report. The governments applauded the team efforts and especially using mobile technology to gather youth voices at the local level.

Lessons learned, challenges and comments

It was a great privilege to have a team of two youth champions implementing the VAF campaign in Kenya. The strength of the team was the connection and partnership with strategic organisations involved in the post-2015 agenda. They effectively fulfilled the role of VAF youth champions and advertised the campaign in key events which took place in 2013. The establishment of partnership with Mercy Corps and the National Youth Council was key to reach many young people in Kenya with the campaign message. The main challenge for the team was the time constraint, as they were not able to respond to all invitations they received therefore they missed the opportunity to popularise the campaign in some events.

SOUTH AFRICA

The Voice Africa's Future campaign was implemented in South Africa by Africa Unite (AU), which is a South African NGO working mainly with young people in disadvantaged communities. Africa Unite strived to establish and form partnerships and networks with like-minded organisations and individuals. AU held meetings with key players to establish and form partnership and networks on VAF initiative in South-Africa. They had meetings with the following organisations and individuals: Student Representative Council leader of the University of Cape Town, Children's Radio Foundation, Bush Radio, Statistics South-Africa, local chiefs and community leaders. AU further formed partnerships with local government, schools, institutions of higher learning and other civil society organisations.

These partnerships helped AU to reach even greater networks of youths, as there were more stakeholders involved in championing the VAF initiative. As a consequence of forging partnerships and networks, there was a large number of youths and other stakeholders who participated in this platform in South-Africa.

Before the campaign roll out, a workshop was conducted in 3 provinces in order to prepare and train the enumerators in administrating efficiently the questionnaire in their respective provinces. The three provinces selected were: Western Cape, Kwa-Zulu Natal & Eastern Cape. A total of 32 youth enumerators were selected and provided with the necessary information: 10 in the Western Cape; 11 in KZN and 11 in the Eastern Cape.

Key achievements

Popularising the campaign: Africa Unite conducted various activities to popularise VAF campaign and collecting voices of young people. The 32 enumerators popularised the campaign and collected the voices of young people in various places, mostly in churches, mosques, market places, malls, schools, colleges, streets, train and bus stations. In addition, AU popularised the campaign through publicity materials like T-Shirts, interviews on community radios, celebrations on special days, newsletters, meetings at schools and tertiary institutions.

Media campaign: the team participated and advertised the campaign on radio, especially with Love life community radio in Port Elizabeth, which is popular among young people in the area. One of the radio presenters was also among the enumerators in Port Elizabeth. A newsletter was developed and distributed online to many civil society and government departments. The team received positive feedback from the recipients and some wanted to know more about the campaign.

Social media campaign: the team used social media to alert the young people and bring it to their attention that the enumerators would be circulating to collect their voices. This was done mainly through up-loading the questionnaire on the AU website, regular posts on their blog and Facebook page. The enumerators used their Facebook page to mobilise their friends and encourage them to share their voices and get involved. They also invited young people to like the VAF Facebook page and get more information on the VAF campaign.

Promoting the campaign through a music video: the team produced a campaign promotional music video in the Western Cape, focusing on the 2nd MDG "achieving universal primary education". AU aimed to merge an extremely important objective

concerning children and youth (2nd MDG) and possibly the most attractive thing in their lives, music. This was a fun approach to getting the children, youth and the community talking about the Voice Africa's Future campaign and the MDGs.

Promoting VAF on Women's Day: the VAF was promoted during a Women's Day Soapbox Event held in Gugulethu Township, in Cape Town in August. In keeping the theme which was 'women's month' – the event highlighted the third MDG: "Promoting gender equality and empowering women". The soapbox was open and flexible to any languages that the presenters were comfortable with. Xhosa, Afrikaans, English were some of the languages used by the youth to share about the MDGs and the post-2015 agenda. The event attracted more than 500 people at a Taxi rank in Gugulethu.

Participating in the national consultations: AU was part of consultation meetings which was organised by Statistics South Africa and other stakeholders, in which different processes were discussed on how to collect data which need to be presented in 2015 to the UN and how to domesticate MDG in South-Africa. Statistics South Africa is the country secretariat for MDGs.

Lessons learned, challenges and comments

The collection of voices in South Africa drew different perspectives amongst the young people who took part in the campaign. For most of the youth whose voices were captured, the MDGs and the post-2015 were a new concept. Some of them doubted the feasibility of the MDG agenda because they argued that they were unpopular, some were interested and were willing to see their voices being part of the post-2015 development goals.

The offline campaign helped the enumerators to interact directly with the young people and provide them with sufficient information about the MDGs and the post-2015 agenda, highlighting the critical role the young people have to play in shaping the new development goals.

Despite their achievements in many areas, Africa Unite was not able to participate in the post-2015 processes at regional and global levels, as the team was more concerned about covering the 3 provinces in South Africa.

BURKINA FASO

The Voice Africa's Future campaign was implemented in Burkina Faso by the West African Youth Network (WAYN), which is a network of youth organisations in over 10 countries in the West African region. To better conduct the VAF campaign in Burkina Faso, the WAYN formed a partnership with ROJALNU-OMD/BF (Réseau Ouest Africain des Jeunes Leaders des Nations Unies pour l'atteinte des Objectifs du Millénaire pour le Développement section Burkina Faso), which is a national network youth organisations involved in the MDGs and post-2015 conversation in Burkina Faso. Furthermore, the team developed partnerships with the Ministry of Youth, media houses and international organisations, such as UNAIDS.

The partnership with ROJALNU-OMD/BF was decisive in the success of the VAF campaign in Burkina Faso. The campaign was conducted principally in three provinces, namely: région du Centre (Ouagadougou), Boucle du Mouhoun and Hauts Bassins. Before the campaign roll out a training of twenty volunteers was conducted to better prepare them and build their capacity to successfully popularise the VAF campaign and collect voices of young people. The volunteers were also trained in digital storytelling. The excitement from the volunteers was to be able to produce their own digital story, and use them in advocacy and campaign activities.

Key achievements

Campaign launch: The VAF campaign was officially launched in Ouagadougou, the capital city of Burkina Faso. More than 1500 people attended the launch ceremony and there was representation of high profiles from the national Government such as Minister of Youth, City of Burkina Faso, United Nations agencies, international organizations, Civil Society organizations and youth associations. There was a performance by famous and local musicians, including the UN MDG ambassador in Burkina Faso. The key-note speaker was the UNAIDS Country Representative who encouraged young people to take this opportunity to share their thoughts and vision about their future, their country and the continent. The VAF campaign was officially launched by the Minister of Youth, who commended African Monitor for choosing Burkina Faso as the only Francophone country to participate, in what he described as an "exciting youth campaign". He then encouraged the youth to actively participate in the campaign and contribute in shaping the future development goals. The launch ceremony was largely covered by various media, including the Burkina Faso national TV and radio station, who interviewed the panel and some participants. The launch and interviews were broadcasted for two days.

Producing and using digital storytelling on advocacy: volunteers in Burkina Faso were trained on how to conduct a survey and how to produce digital stories for advocacy and campaigning. The digital stories developed were used for advocacy in various platforms. For example one of the digital stories developed during the training was screened during the launch of VAF ceremony and caught the attention of the audience, as it outlined challenges facing the youth with regards to access to education in Burkina Faso.

Popularising VAF campaign at the Youth Day: the VAF campaign was largely popularised during the Youth Day organised by the Ministry of the Youth, in Bobodilasso province. The Youth Day is an annual event which attracts thousands of young people across the country to celebrate their day and reflect on their lives and their future. The volunteers attended the Youth Day celebrations and used the opportunity to popularise the VAF campaign and collect voices of young people.

Popularising the campaign in communities: the volunteers popularised the VAF campaign in their communities where they live. They interacted directly with young people in different community places, such as streets, markets, schools, soccer field, and places of worship.

Lessons learned, challenges and comments

The partnership with ROJALNU-OMD/BF was critical in the success of the campaign in Burkina Faso. As the result of that partnership they successfully organised the biggest launch, which attracted more than 1500 young people from different corners of Ouagadougou, but also from other provinces. The partnership contributed in popularisation and data collection, as the team exceeded the expected number of voices. In addition, the partnership established with the Ministry of Youth opened doors for many opportunities, as the team is now invited in all events which are organised by the Ministry of Youth.

Nevertheless, the team did not use social media to popularize the campaign to its maximum use, despite that many young people are now connected to social media and find it interesting to share news with their friends.

END.
