

DAILY DEVELOPMENT

Exploring global development and the people behind it



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THE SUSTAINABLE DEVELOPMENT GOALS

Goal 1. End poverty in all its forms everywhere

Goal 6. Ensure availability and sustainable management of water and sanitation for all

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Goal 5. Achieve gender equality and empower all women and girls

Goal 10. Reduce inequality within and among countries

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

Goal 12. Ensure sustainable consumption and production patterns

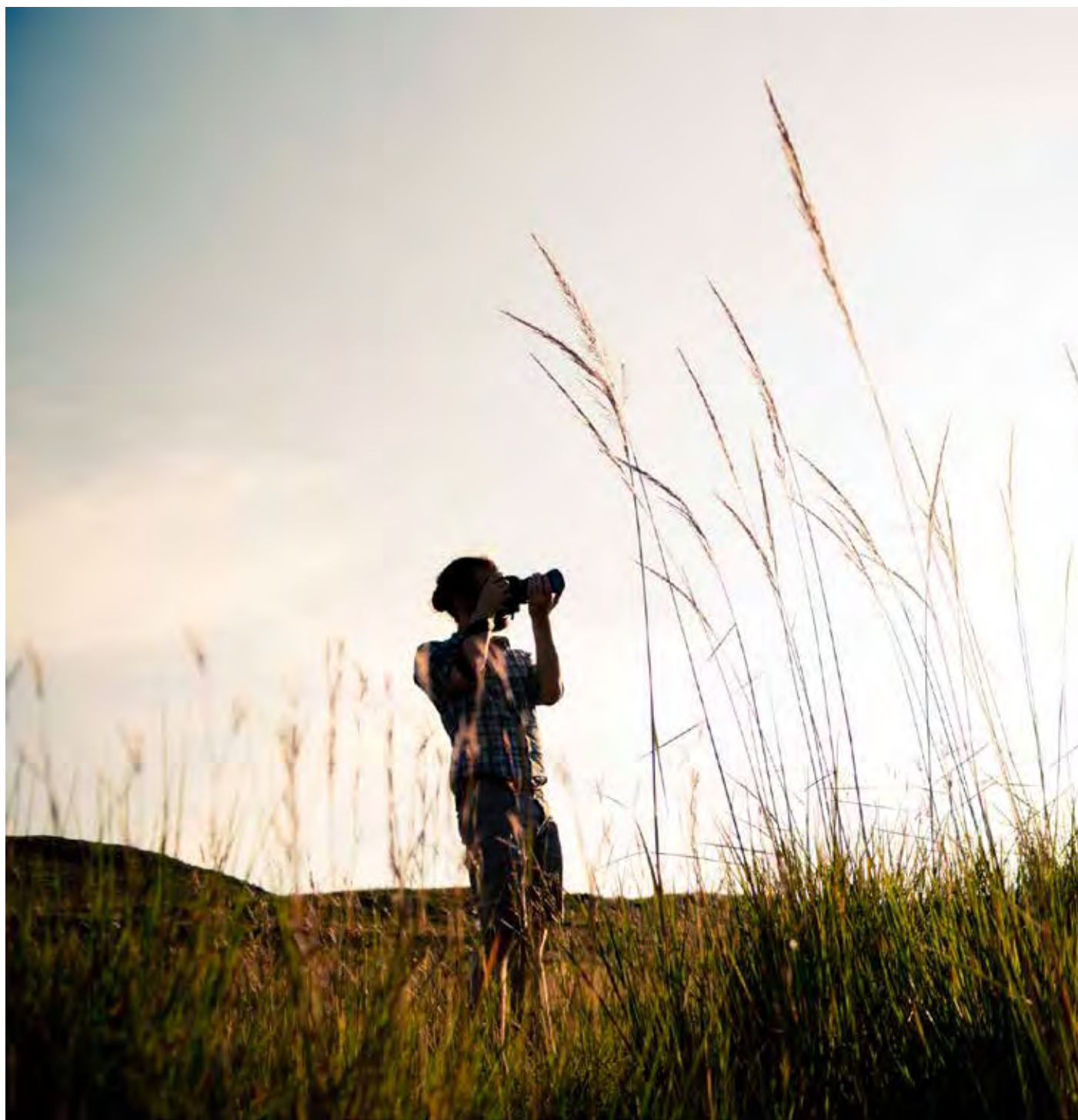
Goal 13. Take urgent action to combat climate change and its impacts (acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change)

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development



FOREWORD

Michel Sidibé

Executive Director of UNAIDS

Global goals inspire action. They forge new pathways towards a better future and they demonstrate just how inextricably linked we are in this world.

Early on in the AIDS response we learned that responding to AIDS could not be done in isolation. We would need a people-centred approach that left no one behind.

And the response became an example of what a holistic development agenda could look like when evidence and human rights meet hope and resilience.

By reaching and exceeding Millennium Development Goal 6, we halted and reversed the AIDS epidemic and ensured more than 15 million people had access to life-saving HIV treatment.

When goals are reached we reach even higher.

We are proudly committed to ending the AIDS epidemic by 2030 as part of advancing all the Sustainable Development Goals.

And we are counting on and encouraged by the creative people making a difference in the world. We launched the Daily Development blog in 2013 to explore global development and the people behind it. The aim was to share ideas to inspire people in the areas of global health, human rights, innovation, the arts, education, economics, the environment and more—the areas that would be covered by the 17 Sustainable Development Goals that were being negotiated.

As the world meets in New York to adopt the 2030 Agenda for Sustainable Development and the Sustainable Development Goals, we reflect on the people who, away from the negotiations of the past years, have been working towards improving the lives of others throughout the world. Working towards achieving the 17 Sustainable Development Goals even before they were formulated. This book, the culmination of our Daily Development project, tells their story.



HOW ONE PERSON CAN MAKE A DIFFERENCE IN SOMEONE'S LIFE

Goal 1. End poverty in all its forms everywhere

The mission of the Global Poverty Project is to help end extreme poverty by 2030. Michael Sheldrick, its Senior Manager of Global Policy and Advocacy, explains how he got involved in the organization and why the cause means so much to him.

DD: Can you tell us about the Global Poverty Project, your role and how you got involved?

MS: We're an international advocacy group working to catalyse the movement to end extreme poverty by 2030. My role is to coordinate campaigns—such as the End of Polio campaign—and to serve as the organization's main representative to the United Nations. I also help provide the overall policy direction for our signature event, the Global Citizen Festival—a free music festival that attracts an attendance of 60 000 people.

I started working for the Global Poverty Project during my final two years at university in Perth, Australia. I had by that stage been volunteering for the organization for several years when the Director of our Australian office took me out for pizza one day and asked what I was going to do with my future. When I told him I would probably work as a lawyer, his response was “well you could do that, but I have a better idea. What do you know about polio?” He then offered me, and I accepted, a part-time role coordinating a campaign around polio eradication. It was only meant to be a three-month position, and yet three years later I'm

still with the organization, only now based out of our New York office!

DD: Why is this cause important to you and what motivates you?

MS: I am personally very aware of the difference that access to education and health care can have on someone's life. I faced several learning and speech difficulties while I was a primary school student, often scoring near the bottom of the class. Convinced I was “stupid,” I didn't aspire to anything much. And then something completely unexpected happened. One of my teachers, Mr Byrne, told me I had somehow topped the class in a history test. That same teacher then laid down a challenge: that if I worked hard I could win the top student prize for the semester. I'll never forget being presented with a certificate six months later bearing a big bold “1”, and eventually went on to finish high school topping all my subjects.

And yet, although I had worked hard to achieve these results, I never forgot the moment that Mr Byrne stepped into my life and changed it forever. Indeed, it is ►



because I'm so grateful for having access to one of the best education systems in the world that I'm continuously motivated to campaign for everyone to have access to things like education and health care.

I'm also motivated by some of the most extraordinary individuals and activists who I've got to meet during my work, including some of the 20 million health workers and volunteers who have been involved in the global effort to end polio. I've also met countless activists and Rotarians in key donor countries such as Australia whose unrelenting stream of letters, phone calls, petitions, flash mobs and emails have helped to ensure that polio eradication remains a priority for our nation's leaders. Together, all of these activists and volunteers are the real heroes behind the movement to end extreme poverty, and it has been a privilege to play just a small part in their efforts. Their heroism and courage constantly inspires me as an advocate and campaigner.

DD: What is a typical day for you at work?

MS: I'm not sure such a thing as a typical day exists at the Global Poverty Project. It's always so varied and diverse, and given we're a small team most of us are constantly juggling several roles. On any particular day I could be drafting talking points for our chief executive ahead of an interview with someone like David Letterman, providing a security brief to members of the United States Secret Service the day before the Global Citizen Festival, drafting scripts for celebrity ambassadors, such as Gerard Butler, handing over our petitions



to United Nations ambassadors and parliamentarians or lobbying Member States for meaningful commitments to be announced on-stage at the Global Citizen Festival.

DD: If you had one message to leave readers with, what would it be?

MS: A few months ago British filmmaker Richard Curtis came to our office to help us brainstorm new creative ideas around one of our campaigns. Overwhelmed by the uncertainty of our plans, our discussions quickly got bogged down by inertia. Intervening, Richard gave us some good advice—we may not know the overall plan, but what is the smallest step we can take right now in pursuit of our overall goal? He said that we should figure out what that step was—which could be as simple as sending postcards around our issue to ambassadors—and then take it. This will generate momentum and the rest will sort itself out. It's like the old adage, “without uncertainty, possibility does not exist.” ■



DO AGRICULTURAL INPUT SUBSIDIES WORK?

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

MUCH RESEARCH IS UNDER WAY WORLDWIDE REGARDING THE IMPACT OF AGRICULTURAL SUBSIDIES AND THEIR EFFECT ON POVERTY REDUCTION AND FARMERS' LIVELIHOODS. ONE SUCH STUDY IS UNDER WAY IN THE UNITED REPUBLIC OF TANZANIA. TAMAH KATO, A RESEARCHER AT THE INSTITUTE OF DEVELOPMENT STUDIES IN THE UNITED KINGDOM, SHARES SOME INSIGHTS INTO HER WORK, INCLUDING WHAT SHE HAS DISCOVERED SO FAR.

DD: What in your view is the root cause of poverty in the United Republic of Tanzania? Who is most affected?

TK: After independence, Julius Nyerere announced that the country would follow the African socialist political system. In response to the foreign-owned plantations, which funnelled profits to their home countries, he put emphasis on rural development and equality among people, and announced that *ujamaa* (a Swahili term for familyhood, where people live and work and share profits together) would be a guiding principle of his policies. This was later followed by the “villagization” of production, in which people moved to so-called “development villages”, where they were provided with capital for agriculture and social services. The state controlled the marketing and prices of crops and agricultural inputs (pesticides, seeds, fertilizer and feed) and introduced cooperatives and district development corporations for the promotion of agricultural production and marketing.

However, agricultural production was not high, and industry was held back owing to its control by the government. After the international economic downturn in the

1970s, the country turned to economic liberalization in the mid-1980s. Since the 2000s, the United Republic of Tanzania has achieved stable economic growth, which averaged 6.4% annually from 2002 to 2008. Since 2007, mainland Tanzania has showed considerable reduction of poverty: from 33.2% in 2007 to 28.2% in 2011/2012—rural areas, however, still have a high incidence of poverty (37.6% in 2007 and 33.3% in 2011/2012). However, my experience as an aid worker from 2002 to 2005 and during my fieldwork for research in 2012–2013 gives me the impression that the standard of living in rural areas has not changed much in the past decade or so. The rural areas remained poor because of low agricultural productivity and a lack of transport infrastructure, access to markets, inputs and capital, credit, social services, information, etc.

DD: What created the gap between people in rural areas and the cities?

TK: In rural areas, the majority of people are engaged in agriculture and are predominantly small-scale farmers with about two hectares of land; crop productivity has remained low. Urban areas have attracted more investment and achieved growth. ►

DD: Have agricultural subsidies helped farmers?

TK: Following a successful model in Malawi, “market smart” agricultural input subsidies have been widely adopted in sub-Saharan African countries since the late 2000s as a way of improving crop yields. These subsidies promote private sector development by using vouchers and involving agro-dealers and rural finance institutions. Studies suggest that input subsidy programmes have been effective in raising fertilizer use, average yields and agricultural production, but their success is affected by other factors (mainly rain) and is largely dependent on their design and implementation.

Evidence from Malawi suggests that its Farm Input Subsidy Programme was effective in increasing production/yield and in increasing net crop income, food consumption and the household income of maize producers, although the latter impacts were limited. However, other studies in Malawi and Zambia suggest that subsidy programmes are inefficient for wealthier households that purchased inputs at commercial prices—previously purchased inputs were displaced by subsidized inputs.

Several studies have been conducted on the implementation and impacts of the United Republic of Tanzania’s recent agricultural input subsidy programme. These suggest that about 60% of the vouchers were obtained by village leaders—the beneficiaries were better off and were better connected to village leaders than the non-beneficiaries. The beneficiaries experienced maize/rice yield gains compared to non-recipients; however, the profitability of input use for average farmers without subsidy was low, and depended on the input use efficiency and agricultural output prices. The programme made a positive effect on farmers’ knowledge about agricultural inputs, and a significant number of programme graduates continued to buy the commercial inputs.

DD: What has your research revealed?

TK: I am using a mixed-method approach in the United Republic of Tanzania, which gives me detailed findings on whether the programme was effective in improving yields and reducing poverty, and on how it was implemented. The preliminary findings from my research in the Ruvuma region include that the vouchers had neither a significant impact on maize yield nor on poverty, while had mixed impacts on household assets.

The implementation of voucher management has challenges, especially in targeting, owing to collusion and fraud. Fraud and unethical behaviour have also been found in other countries. However, the programme seemed to increase mono-cropping, and to increase input use by non-recipients, which may be due to an educational effect for the non-recipients. My detailed study on the country could provide insight and suggestions on how programmes should be designed and implemented, not only in the United Republic of Tanzania but also in other sub-Saharan African countries. ■





FEED THE WORLD ... HEALTHY FOOD

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

OBESITY IS AN ISSUE THAT AFFECTS NOT ONLY PEOPLE IN THE DEVELOPED WORLD—MORE THAN 60% OF OVERWEIGHT OR OBESE PEOPLE LIVE IN LOW- AND MIDDLE-INCOME COUNTRIES. ALL FOOD IS NOT CREATED EQUAL—IT'S NOT ENOUGH TO PROVIDE FOOD TO ALL PEOPLE; THE TYPE OF FOOD MATTERS TOO. BRUCE Y. LEE, FROM THE GLOBAL OBESITY PREVENTION CENTER AT JOHNS HOPKINS, SPEAKS ON THE IMPORTANCE OF EATING HEALTHY FOOD, NO MATTER WHERE ONE LIVES.

It sounds easy. We see and hear the advice everywhere. “Eat healthier. Eat more fruit and vegetables. Choose fresher foods over processed foods. Avoid foods with high fat and high sugar contents, artificial ingredients and preservatives.” But, we don’t always follow this advice. In reality, eating healthily is much harder to do. Healthy food like fruit and vegetables can be harder to find, harder to prepare, more difficult to store and keep fresh and more expensive to purchase. Unless you have a personal chef, eating healthily takes effort.

Now imagine yourself in a low-income country, where you have don’t even have the food options available to those in higher-income countries. There are few organic markets, vegan clubs or salad buffets. There may not even be refrigerators or freezers to store fresh food. Instead you have to eat what you have available. When the choice is between a candy bar and no food, you choose the candy bar.

All food is not created equal. It’s not enough to provide food to all populations. The type of food matters. Every December, radio stations play “Do They Know It’s Christmas?”, which was composed and sung by the all-star musical group Band Aid to raise money for African locations experiencing famine. While the main chorus in the song is the well-meaning words “feed the world”, perhaps a more appropriate refrain would be “feed the world healthy food.” Not as easy to sing, and it may require a re-write of the song. But today and tomorrow, this new refrain may be necessary.

Our world is facing a healthy food availability crisis. Obesity continues to spread, not just in high-income countries, but at an alarming pace throughout low- and middle-income countries. Chew on this fact (instead of a candy bar): currently, a third of the world’s population is overweight or obese, and over 60% of overweight or obese people live in low- and middle-income countries.

Getting healthy food to the world’s populations is not easy and requires new systems to produce, transport, store, deliver and prepare the food. Countries everywhere lack these systems. Bill and Melinda Gates have famously said that “every person deserves the opportunity to lead a healthy and productive life.” Living a healthy life requires healthy food. Let’s put in the systems that afford everyone that opportunity to eat healthy food. ■

HUMANITARIAN NEEDS ASSESSMENTS ARE CRITICAL FOR DELIVERING ASSISTANCE FOR THE MOST NEEDY, BUT IT IS IMPORTANT TO GET THAT INFORMATION WITHOUT EXPOSING THE PEOPLE COLLECTING IT TO UNNECESSARY RISK. WITH THAT IN MIND, THE WORLD FOOD PROGRAMME (WFP) LAUNCHED THE MOBILE VULNERABILITY ASSESSMENT AND MAPPING PROJECT IN 2013, WHICH ENABLED THOUSANDS OF PEOPLE IN THE TROUBLED NORTH KIVU PROVINCE OF THE DEMOCRATIC REPUBLIC OF THE CONGO (DRC) TO TEXT IN INFORMATION ON WHAT THEY HAD EATEN AND HOW THEY WERE COPING. JEAN-MARTIN BAUER OF WFP GOES IN-DEPTH ABOUT THIS INNOVATIVE PROJECT.



PRESS 1 IF YOU HAVE NOT EATEN TODAY

Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture

“If I walk out alone, I will be killed,” declared Ibrahim, one of our data clerks. Ibrahim’s job involved interviewing people face to face, and entering data at the office. It was close of business at the United Nations offices in Bangui, the capital of the Central African Republic, where we were working on a humanitarian needs assessment. Work ended mid-afternoon so that our national staff could get back home before the 6 p.m. curfew.

The three of us coordinating the assessment were standing with Ibrahim under the shade of an overgrown mango tree, as gunfire periodically echoed in the distance. The day had been violent in Bangui and Ibrahim was nervous, since, because of his religion, leaving the United Nations compound could put his life in danger. We looked at each other, got him into a white United Nations car, and drove him to the nearby peacekeeping base. There, we waited for him to find a shared cab headed to the relative safety of his neighbourhood, and resolved to find a way to make things safer for people like Ibrahim.

WFP launched the mobile Vulnerability Assessment and Mapping (mVAM) project in 2013. That summer, we used SMS to get information from some 6000 people in North Kivu, a troubled province of the DRC. We carried out three survey rounds where we were able to ask thousands of people what they had eaten and how they were coping with the crisis by simply texting them. We managed to complete a survey in one to two weeks, getting results at a low

cost from a place where physical access was highly restricted and without putting lives at risk.

While humanitarian organizations have not used phone surveys much in the past, the explosion in access to mobile phones over the past decade means that things are changing fast. In many places, cell phone coverage is now high enough to implement a rigorous survey by calling people on the phones they already have—the World Bank’s Listening to Dar or Listening to Latin America and the Caribbean surveys are good examples.

Of course, we were concerned about bias. Yet, when we dug into the data, our analysis showed that SMS surveys produced the same results as our conventional face-to-face surveys—as long as questions were short and simple. SMS surveys also proved an effective way to reach women, an important factor considering that women play an important role in managing food within the household.

While we won’t end hunger by texting people or placing robocalls, these new tools will certainly strengthen our ability to understand needs more quickly and efficiently. So go ahead—let a thousand mobile phones ring. Someone who might need help is at the other end of the line. ■

CELEBRATING THE FORTIETH ANNIVERSARY OF THE EXPANDED PROGRAMME ON IMMUNIZATION

Goal 3. Ensure healthy lives and promote well-being for all at all ages

The Expanded Programme on Immunization (EPI) is the World Health Organization's (WHO) programme to make vaccines available to all children throughout the world. On its fortieth anniversary, its Director Jean-Marie Okwo-Bele, highlighted the challenges it has faced and the successes it has had over the past four decades.

DD: What is EPI?

O-B: EPI was established in 1974 to develop and expand immunization programmes throughout the world. EPI was originally rolled out to enable vaccination and to help prevent childhood killers, such as measles, diphtheria, tetanus and pertussis. Now EPI not only protects infants from vaccine-preventable diseases, but also other age groups, for example with the HPV (human papillomavirus) vaccine for adolescent girls, the tetanus vaccine for mothers and women of childbearing age and the vaccine against seasonal influenza.

EPI looks at the full spectrum of the immunization programme, including new product designs and vaccine formulations that simplify safe administration in resource-constrained settings; for example, the revolutionary meningitis A vaccine that was developed by WHO and PATH using a unique vaccine development model aimed at providing an effective, affordable and long-term solution to epidemic meningitis in the African meningitis belt, a large area that stretches across the continent from Senegal to Ethiopia.

DD: What is the significance of the fortieth anniversary?

O-B: We have a mature programme, and by taking stock of what we have learned in the design, implementation, partnership, innovation and creation of this programme, we can apply it to many areas.

Why vaccines? Because they protect lives through averting 2 to 3 million deaths per year. Vaccination is comparable to the impact of clean water in terms of disease elimination. Expanded vaccine coverage is one of the most cost-effective programmes in development. However, we still have a few key countries that are not there yet, such as Afghanistan, Nigeria and Pakistan.

DD: What are some of the greatest achievements of EPI and what are some of the challenges ahead?

O-B: When EPI was launched in 1974, less than 5% of the world's children were immunized during their first year of life against six killer vaccine-preventable diseases: polio, diphtheria, tuberculosis, pertussis (whooping cough), measles and tetanus.

Today, an estimated 83%, or about 110 million of the world's children under one year of age, receive these life-saving vaccinations every year. Increasing numbers of countries, including low-income countries, are adding new and under-used vaccines, such as against hepatitis B, *Haemophilus influenzae* type b (Hib) and yellow fever, to their routine infant immunization schedules. That is a huge feat.

However, I see two main challenges for EPI: access and equality.

In terms of access, the challenge is to ensure that vaccines get to those who need them the most and who are not reached today, such as children in the world's most remote areas. Approximately 22 million children, mostly living in less developed countries, miss out on the three basic vaccinations (diphtheria, tetanus and pertussis) during their first year of life every year, although we immunize about 110 million children each year. Reaching those 110 million children is great, but we need to reach all children with life-saving vaccines. It's about universal access to vaccines and extending the full benefits of immunization to all people, regardless of where they are born, who they are, or where they live.

The second challenge I see is providing vaccines to people in middle-income countries, who may not have access to vaccines at the same price as people in low-income countries. For example, the GAVI Alliance provides access to vaccines to low-income countries, but there are poor people in middle-income countries who cannot access those vaccines at the same low prices. The HPV vaccine, for example, is sold at a higher price to middle-income countries.

DD: What are you most proud of in your work with EPI?

O-B: One of my favourite experiences in terms of working for EPI was when I was dealing with district planning, working towards having managers develop the skills to monitor vaccination programmes, constantly ensuring the services available to the targeted group were to the best possible standard and achieving at least 80% vaccination coverage. The eastern Democratic Republic of the Congo is where I learned the most about how such programmes can be rolled out at various levels, from the micro to the macro level (or from bench to the bush, as they say). Since the inception of EPI, immunization has been all about universal health coverage. One can trace a lot of today's concept of EPI back to universal health coverage: progressively getting interventions to as many people as possible.

It is important for us to bring to all populations the basic interventions that will change lives, using today's knowledge, technology and resources. We are likely to have the best impact on health if we work together. It is a matter of learning and sharing lessons. ■

IN CROPS WE TRUST

*Goal 2. End hunger, achieve food security and improved nutrition
and promote sustainable agriculture*

Saving the world's crops is no small task, yet the Global Crop Diversity Trust is trying to do just that. Created in 2004 by the Food and Agriculture Organization of the United Nations and CGIAR, a consortium of international agricultural research centres, the Crop Trust works to support the implementation of the International Treaty on Plant Genetic Resources for Food and Agriculture. Commonly known as the Seed Treaty, it aims to ensure food security through the conservation, exchange and sustainable use of the world's crop diversity. Leading the Crop Trust's efforts is Marie Haga, Executive Director since March 2013.

DD: What is the mission of the Crop Trust and how are you working towards its achievement?

MH: The Crop Trust is an international organization working to safeguard and make available crop diversity, for ever. We do this by helping to build a sustainable and effective global system for the ex situ conservation and use of crop gene pools, with secure funding, efficient management, coordination among the world's gene banks and strong links to users. We are raising an endowment, the Crop Diversity Endowment Fund, to ensure secure funding for the world's key collections of crop diversity.

The Crop Trust also helps to maintain the Svalbard Global Seed Vault, a fail-safe backup facility located some 1300 km north of the Arctic Circle. The vault provides the ultimate level of security for the crop diversity stored in the world's gene banks. This work is carried out in partnership with the Norwegian Government and the Nordic Genetic Resources Center. The vault holds more than 860 000 samples of crop diversity from more than 60 gene banks and from nearly every country in the world.

Another important effort we are leading is the collection and conservation of the wild relatives of a number of crops of global importance to food security, crops like wheat, rice, sorghum and millet, which are staple foods for many people around the world, and also a number of pulses, like beans, grasspea and cowpeas. This 10-year US\$ 50 million initiative is the most systematic and comprehensive bid to conserve the wild cousins of crops on a global scale. These often have traits that are not found in the crop, and which can help the cultivated species adapt to climate change and the new stresses it is bringing.

Between 2007 and 2012, the Crop Trust supported the rescue of nearly 80 000 crop varieties in gene banks in 88 countries and 143 institutes, an effort which is sometimes cited as the largest and most successful biological rescue mission ever. This material might have been lost for ever, because the gene banks in which it was stored lacked the funds to regenerate and safely duplicate it.



DD: One of the sustainable development goals is to end hunger, achieve food security and improved nutrition and promote sustainable agriculture. How is ensuring the genetic diversity of seeds and plants linked to this overarching goal?

MH: Conserving crop diversity is the first and most crucial step in ensuring food security. Today, agriculture around the world is facing its biggest challenge ever. Global temperatures are increasing and climate patterns, in particular rainfall, are becoming more uncertain, which is impacting production in many countries. For example, rice production is expected to decline by 10% for every one degree increase in temperature. Other factors, such as population growth, urbanization and food consumption trends, including an increasing taste for meat products, place enormous demands on land and crops. To respond to these challenges, agriculture needs to change and adapt. It can only do that if it continues to have access to the myriad options that genetic diversity

provides. Plant breeders use the genetic diversity stored in the world's gene banks to come up with the adapted, nutritious (and tasty) varieties of tomorrow.

DD: The Svalbard Global Seed Vault seems like something from a science fiction novel. Why is such a facility so important for humanity?

MH: The vault represents the world's largest collection of crop diversity. It is a fail-safe seed storage facility, built to stand the test of time. It was the recognition of the vulnerability of the world's gene banks to the effects of natural and man-made disasters that sparked the idea of establishing the vault to serve as their backup. It is the ultimate insurance policy for the world's food supply. Permafrost and thick rock ensure that the seed samples will remain frozen even without electrical power. Dry, frozen seeds can last for perhaps hundreds of years in some cases. The vault aims to preserve every crop variety available in the world's gene banks. ■

WE CAN'T DO IT ALONE

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Nurses on strike, closed borders, unsafe burial practices, communities in fear. Edward Tommy, a journalist from Freetown in Sierra Leone, recaps his experiences working in the epicentre of the Ebola outbreak in mid-2014.

DD: What is the situation like in Freetown and in Sierra Leone more widely?

ET: The situation has become critical in Sierra Leone. Ebola has now spread nationwide, except for Koinadugu District in the northern part of the country, which has no confirmed cases of Ebola so far. Countries have closed their borders from us and some airlines have also ceased operations in Sierra Leone.

New cases of Ebola are being identified every day. The response has been slow and day by day cases are rising and people are dying. In just one week—from Tuesday, 26 August, to Tuesday, 2 September—the number of reported cases in Freetown doubled from 45 to 86.

I'd like to go to report directly from the epicentres of the virus, but I don't feel I can because there's a serious shortage of protective clothing and I would put myself at risk of contracting the virus.

DD: How are people reacting to the outbreak?

ET: No one feels safe. There's a realization that Ebola's deadly and that people have to take precautions to stay alive. People have accepted the gravity of the situation and are taking serious preventative measures. They've stopped eating bush meat, are avoiding physical contact and are going to the nearest health facilities and hospitals whenever they feel sick or if they start to experience symptoms.

DD: How are the health workers coping?

ET: It's particularly bad for the health workers and many have contracted the virus and died. Just last Sunday one of the nurses working at the Connaught Hospital in Freetown died of Ebola. The authorities didn't handle the situation well. There was no formal announcement of her death, no obituary, nothing.

That upset a lot of nurses working in the hospital and on Monday they took strike action. They were protesting not only about how the situation was handled but about their lack of support in the face of such a massive crisis. Staff just aren't well trained to deal with Ebola—they don't have enough protective equipment, there aren't enough medicines and the risk allowances for medical staff who are putting their lives in danger every day are not forthcoming.

The day of the strike the Deputy Minister was quick to announce an incentive package of SLL 500 000 (just over US\$ 100) for treatment centre staff and burial teams, SLL 400 000 (just under US\$ 100) for lab technicians and SLL 200 000 (US\$ 50) for isolation centre staff.

The nurses agreed to the package and returned to work. But we need more than incentives—I've promised the nurses I'll go back and speak to them to find out whether the situation has improved.

DD: What other challenges are being faced in Sierra Leone?

ET: The burial practices for people who have died from Ebola are a great cause for concern. People feel that the way in which people are being buried is not being done in an appropriate manner. They don't think it's being done properly and are worried that communities will be stigmatized.

When I spoke to people at the Kingtom Cemetery they said that even after the crisis is over they will be too afraid to go to the cemeteries where the victims are buried for fear of becoming infected.

The Kingtom community has been particularly affected by Ebola and residents are still raising concerns about the way in which the burials are being done. They're calling on stakeholders to oversee the burial process to make sure it's being done properly.

When I reported from there I spoke to a carpenter who lives next to the Ebola burial site. He said that graves were only being dug two to three feet deep and that sometimes two bodies would be buried in the same grave. The cemetery clerk denied this but the reports are certainly concerning.

I also spoke to grave diggers in the area who talked to me anonymously. They said that more than 20 Ebola bodies had been buried in different locations around Kingtom Cemetery. They said some were buried behind a factory; others near Kingtom guest houses and even one by a children's day-care centre—all located along Bolling Street where the cemetery is.

The authorities have said they'll put a fence around the victims who have already been buried and will try to find a secluded place away from Kingtom to bury any future bodies.

DD: What do you think needs to be done to bring the situation under control?

ET: The situation here is critical. More and more people are becoming infected and dying every day. It's become much more than just a health crisis. It's affecting every part of society. People are finding it difficult to work because Ebola is all they can think about at the moment.

The closure of borders and flight cancellations have sent an extremely negative signal to the outside world. It's scaring away investors and tourists and having a severe impact on our economy.

It's clear that we can't cope on our own and we desperately need the international community to come on board and help us. We need personal protective equipment, medical experts to come and train our doctors and nurses, we need supplies and we need people who can help advise us about how to stop the situation spiralling out of control.

We're doing our bit but we're new to this kind of outbreak. We don't know enough about prevention; it's only when it escalated that we started to look at the preventative measures we need to take.

We just don't know much, so we need every international partner and organization to come on board and assist Sierra Leone, Guinea, Liberia and now Nigeria.

We're all brothers and we need your help now. ■

POLIO ERADICATION: GETTING RID OF THE LAST 1%

Goal 3. Ensure healthy lives and promote well-being for all at all ages

THE GLOBAL POLIO ERADICATION INITIATIVE (GPEI) IS A PUBLIC–PRIVATE PARTNERSHIP LED BY NATIONAL GOVERNMENTS AND SPEARHEADED BY THE WORLD HEALTH ORGANIZATION (WHO), ROTARY INTERNATIONAL, THE UNITED STATES CENTERS FOR DISEASE CONTROL AND PREVENTION AND THE UNITED NATIONS CHILDREN'S FUND (UNICEF). ITS GOAL IS TO ERADICATE POLIO WORLDWIDE. BRUCE AYLWARD, ASSISTANT DIRECTOR-GENERAL FOR POLIO AND EMERGENCIES AT WHO, SPEAKS ABOUT GPEI PAST, PRESENT AND FUTURE.

DD: Why is it so important to completely eradicate polio?

BA: Polio is a devastating, deadly, epidemic-prone disease that was paralysing over 350 000 children every single year when GPEI was launched.

Completing polio eradication will yield huge humanitarian and economic benefits. Today, more than 10 million people who would otherwise have been paralysed by polio can walk. Completing eradication will also result in huge financial savings, estimated to be at the very least US\$ 50 billion for the world's poorest countries alone over the coming 20 years.

Finally, completing eradication is a tremendous exercise in social justice and equity and will ensure that all children, everywhere, have access to the most basic of health services. However, as long as polio exists it can and will resurge and endanger great numbers of people. The only way to completely eradicate any risk from the disease is to completely eradicate the virus itself.

DD: Why has a Public Health Emergency of International Concern been declared over polio?

BA: Globally, there are only three countries that have never stopped polio: Afghanistan, Nigeria and Pakistan. India—and the entire South-East Asia region—was certified polio-free in March, a feat which many thought could never be accomplished. Overall, since the launch of the eradication effort in 1988 the incidence of the disease worldwide has declined by 99%. However, this progress has continually been threatened by the reinfection of polio-free areas. Finally, in 2012, the international spread of the disease was virtually stopped due to a combination of new vaccines and new tactics. ►



After this incredible progress GPEI has made towards ending polio for ever, the last thing we can afford is to have the virus again spread across borders. Unfortunately, this is precisely the scenario we have been faced with recently. Polio is a highly contagious disease, and in the last 12 months we saw new outbreaks in the Middle East, the Horn of Africa and central Africa. Since the beginning of this year alone the virus has already been carried to three new countries. This timing is especially worrying because January to April is the low season for the transmission of polio.

After carefully examining this situation, the WHO Director-General declared this problem a public health emergency of international concern, only the second such emergency in history. Most importantly, the three countries that are currently exporting the poliovirus—Cameroon, Pakistan and the Syrian Arab Republic—have been asked to ensure that all travellers receive an additional dose of polio vaccine before leaving the country to ensure that the virus does not leave with them. It's an extraordinary step in the global fight to eradicate polio.

DD: How does the polio vaccine play a role in polio eradication?

BA: The oral polio vaccine (OPV) is the foundation of the entire polio eradication effort. Without it there would be no means to interrupt human-to-human transmission of this virus in many parts of the world. There is also a second polio vaccine, the inactivated poliovirus vaccine (IPV).

With the launch of the Polio Eradication and Endgame Strategic Plan 2013–2018, we've now entered a new era in the eradication initiative during which both vaccines will have a critical role. OPV will remain the foundation for rapidly immunizing huge numbers of children in the remaining infected countries, but IPV is also now being introduced into all routine immunization programmes to boost the impact of OPV in the final stages of eradication and to provide long-term security against any future risk of polio reintroduction into a polio-free world.

DD: How are you planning to get rid of the remaining 1% of polio?

BA: Eliminating the last 1% of polio in the world requires knowing exactly where the virus is and ensuring the children in those areas, and surrounding areas, are highly vaccinated. Our job at WHO is to help countries do that.

Highly sensitive disease surveillance is absolutely essential for us to quickly detect the virus in humans (and, occasionally, in the environment), respond effectively to outbreaks and ensure the last reservoirs of the disease are mopped up.

Immunization is obviously key in the fight against polio. As the governments work to vaccinate their children, we work with them and with UNICEF and the GAVI Alliance to make sure that there is a sufficient supply of vaccines for those who need them. The heart and soul of the eradication effort, however, are the millions of parents, volunteers, communities and civil society organizations, especially Rotary International, that support them. ■



ENSURING THAT THE ROAD TO THE POST-2015 ERA IS A SAFER ONE

Goal 3. Ensure healthy lives and promote well-being for all at all ages

Target 6 of sustainable development goal 3 is focused on significantly reducing the number of global deaths and injuries from road traffic accidents. Etienne Krug from the World Health Organization outlines how progress can be made towards achieving that objective.

When it comes to highlighting the effect of road traffic accidents worldwide, one of the easiest ways to communicate the scope of the issue is through numbers—1.24 million road traffic deaths occur every year; that's nearly 3400 deaths a day. Road traffic accidents represent the number one cause of death among young people aged 15–29 years, and almost three times more men than women die from road traffic injuries.

Beyond this high human toll and incalculable suffering and grief, road traffic accidents carry a substantial economic price, with losses to victims and their families, communities and nations as a whole. Road traffic injuries cost countries on average 3% of gross national product. Indirect costs, such as loss of productivity, property damage and reduced quality of life, must also be included in calculating the real impact on society.

Yet, this loss of life is so unnecessary. Best evidence about what works to prevent these tragedies is based on successful experiences from a number of countries, including Australia, Germany, the Netherlands, Spain, Sweden and the United Kingdom, where road traffic deaths have dramatically declined in recent decades. In France, another country that has made huge strides, it is unfathomable today to imagine that in the early 1970s more than 16 000 people were killed on the roads each year; today, that figure is less than 3500.

How are such successes explained? While no single measure adequately addresses the vast range of risks on the world's roads, concerted efforts on a number of fronts have shown what works, which includes:

- ▶ Improving roads and road infrastructure to enhance safety for those who walk and cycle and providing safe and accessible public transport.
- ▶ Further developing the security of vehicles.
- ▶ Enhancing the behaviour of road users so that they avoid speeding and drinking and driving and use seat belts, child car seats and motorcycle helmets.
- ▶ Improving emergency care after a crash.
- ▶ Building road safety management capacity.

Such actions are reflected in the Global Plan for the Decade of Action for Road Safety 2011–2020, a 10-year framework supported by a broad partnership of countries, United Nations and other international agencies, national road safety entities, foundations and the media. The Decade of Action is helping to turn the road safety story around, in favour of safer roads, improved health outcomes for people and more liveable communities.

The proposed sustainable development goal target of halving by 2020 the number of global deaths and injuries from road traffic accidents would result in at least 600 000 lives saved per year compared to the current figure. Considering that almost 60% of road traffic deaths are among 15–44 year olds—often a family’s breadwinner—this means that hundreds of thousands of people in their prime would not have their lives cut short by an eminently preventable cause.

The main question now is how to get to 2020. For all its positive impact, the Decade of Action has also demonstrated the difficulty in effecting sustainable road safety policies—many governments continue to lack comprehensive legislation that meets best practice on all key risk factors for death, injury and disability. In fact, less than 10% of the world’s population is covered by optimal laws on these factors, and even where they do exist, governments often fail to provide sufficient human and financial resources to enforce them.

To expedite progress and reach the 2020 target, a shift in mindset is desperately needed. Governments must accept that roads everywhere should serve the needs of, and are safe for, all who use them, including the most vulnerable—pedestrians, cyclists and motorcyclists. The development of transport networks need not come at the cost of safety on the roads. A surge in political will to scale up interventions will make all the difference.

Getting there will require an unprecedented level of commitment and collaboration, the likes of which the international global road safety community has yet to experience. But by building on the solid foundation set by the Decade of Action and the impressive work under way in many countries, the sustainable development goal on road traffic safety can set a precedent as being one of the first goals to be reached. ■

RAISING TOBACCO TAXES WILL SAVE LIVES

Goal 3. Ensure healthy lives and promote well-being for all at all ages

RAISING TOBACCO TAXES IS THE MOST COST-EFFECTIVE WAY TO REDUCE TOBACCO USE, ESPECIALLY AMONG YOUNG PEOPLE AND THE POOR. A TAX INCREASE THAT INCREASES TOBACCO PRICES BY 10% DECREASES TOBACCO CONSUMPTION BY ABOUT 4% IN HIGH-INCOME COUNTRIES AND BY ABOUT 5% IN LOW- AND MIDDLE-INCOME COUNTRIES, SAYS AYDA YUREKLI, A WORLD HEALTH ORGANIZATION (WHO) ECONOMIST IN CHARGE OF THE RAISE TOBACCO TAX, LOWER DEATH AND DISEASE CAMPAIGN.

DD: Tobacco kills more people per year than AIDS-related illnesses, tuberculosis and malaria combined and is a major cause of the rapidly growing prevalence of noncommunicable diseases in the Global South, yet it is still not recognized as an explicit development problem. Why do you think this is the case?

AY: I believe that an increasing number of governments have been recognizing tobacco use and its consequences as a hurdle for their development progress. If the current conditions continue, by the end of the twenty-first century tobacco will be responsible for the deaths of 1 billion people, and 80% of this burden will be borne by developing countries. Luckily, 178 governments have made a commitment to control this human-made catastrophe by ratifying the WHO Framework Convention on Tobacco Control (FCTC).

DD: WHO calls for higher taxes, but don't higher taxes promote illicit trade, thus undermining tobacco control policies and jeopardizing governments' expected revenues?

AY: It is correct that illicit trade and production undermine tobacco control policies. However, the argument that higher tobacco taxes will increase illicit trade is

perhaps the myth most perpetuated by tobacco manufacturers.

Although higher tax/price differences create financial incentives for tax avoidance and evasion, evidence shows that other enabling factors are of equal or greater importance. These include weak governance and the lack of high-level commitment, ineffective customs and excise administrations, corruption and the complicity of cigarette manufacturers and informal distribution channels.

Evidence shows that, regardless of the levels of illicit trade that countries face, significant increases in taxes on tobacco products have been demonstrated to be the most effective and cost-effective strategy for reducing tobacco use, particularly among young people and the poor. Furthermore, due to low price elasticity and the share of tax in retail prices, higher taxes generate significant revenues for governments. WHO has worked with 73 countries, and the countries that implemented higher taxes have generated higher revenues, despite the illicit trade risks.

DD: You mentioned that higher taxes are particularly effective on the poor, but don't you think that higher taxes will unfairly burden them?

AY: In most countries, the poor tend to exhibit a higher prevalence of tobacco use than middle and high-income groups. They also have fewer savings or assets available to mobilize when they become sick from smoking-attributable diseases. Additionally, the provision of public health services in many low and middle-income countries is inadequate, meaning that the poor often have unmet needs with respect of their health care. Thus, as things stand, the poor suffer the greatest burden in relation to the negative health and economic impacts of smoking. The poor are also known to be more price-sensitive, due in part to their greater budget constraint, and they tend to reduce and quit smoking the most when tobacco prices increase due to taxation. In this respect, raising tobacco taxes is a progressive or pro-poor tax policy because the poor benefit the most by quitting and avoiding death and disease from tobacco use. The money saved by those who quit or cut down can be put towards core household expenditures, such as food and heating. At the same time, following a tax increase, it is tobacco users from among the middle and high-income groups that tend to pay proportionately more tobacco taxes. The revenue from the tax increases can be put by the governments towards pro-poor social programmes, such as health and education.

Smoking also has an immediate negative impact on living standards by diverting scarce household resources. A survey in China from 2002 examined expenditures among 2400 households across south-west China. Cigarettes constituted 7.7% of family expenditures in poor/near-poor urban smoking households and 11.1% of family expenditures in poor/near-poor rural smoking households. Smoking households showed a clear reduction in spending on other household necessities, such as food,

housing and education. Other studies have found that up to 17% of household income is spent on tobacco products. Cigarette expenditures can reduce the nutritional status of low-income households by displacing expenditures on food.

DD: Are taxes the only effective measure to reduce the global tobacco epidemic?

AY: International efforts to advance tobacco control efforts took a major step forward on 21 May 2003 when the FCTC was adopted by the World Health Assembly. The FCTC emphasizes the importance of reducing demand rather than restricting supply. In 2008, WHO released the MPOWER package of six tobacco control measures to assist countries implement the provisions of the FCTC: (1) monitor tobacco use and prevention policies; (2) protect people from tobacco smoke; (3) offer help to quit tobacco use; (4) warn about the dangers of tobacco use; (5) enforce bans on tobacco advertising, promotion and sponsorship; and (6) raise taxes on tobacco. Although tobacco taxes are the most cost-effective measure to control tobacco use, the effectiveness of higher taxes can be further enhanced when they are implemented as part of a comprehensive tobacco control strategy.

A recent study assessed the impact of MPOWER over the first three years of implementation. The authors restricted their analysis to countries that had fully implemented at least one MPOWER measure between 2007 and 2010, and found that these actions resulted in 14.8 million fewer smokers compared to the 2007 baseline and prevented 7.4 million smoking-attributable deaths. The authors concluded that tobacco control measures have enormous potential to reduce deaths and disease from smoking, but cautioned that the measures with the greatest impact—smoke-free air laws and taxation—remain alarmingly under-adopted in many countries. ■



VECTOR-BORNE DISEASES GREATLY CONTRIBUTE TO HUMAN MORTALITY AND MORBIDITY IN TROPICAL SETTINGS AND BEYOND. YET, MOST OF THEM ARE PART OF THE NEGLECTED DISEASES GROUP, WITH LOW LEVELS OF RESOURCES INVESTED IN DEVELOPING NEW DIAGNOSIS AND TREATMENT METHODS.

BERNARD PÉCOUL, EXECUTIVE DIRECTOR OF THE DRUGS FOR NEGLECTED DISEASES INITIATIVE (DNDI), EXPLAINS WHAT CAN BE DONE TO MITIGATE THE IMPACT OF SUCH FORGOTTEN YET DEADLY DISEASES.

NO PATIENT SHOULD BE LEFT BEHIND

Goal 3. Ensure healthy lives and promote well-being for all at all ages

DD: Together with its partners, DNDi is working towards a very specific objective: treating patients for whom medicines sometimes do not exist, are toxic or are not accessible. Could you tell us more about it?

BP: DNDi was founded in 2003 on the observation that many patients infected with neglected diseases, such as Chagas disease, sleeping sickness and leishmaniasis (or kala azar), were left behind, without adequate treatment. Some were dying because they had no money to purchase the treatments—if they existed—and had no voice to be heard.

Furthermore, most of the patients suffering from such illnesses are very poor and so do not represent a lucrative pharmaceutical market. Therefore, investing in the development of treatments for these diseases is of no real interest to most pharmaceutical companies.

To some extent, this has changed over the past decade. New actors—both from the private and public sectors—have joined the fight, together with DNDi and others to develop new, effective and affordable treatments for millions of patients.

DD: On World Health Day the urgent need to prevent and control vector-borne diseases was highlighted. What is needed to provide an effective response to such diseases?

BP: Prevention and control of diseases like malaria, sleeping sickness, kala azar or Chagas disease is key. We are talking here about one billion people at risk!

People affected by these diseases need access to diagnostics, treatments and vaccines, and such strategies have to be accompanied by vector control and surveillance. Where prevention has not yet kicked in, diagnostics and treatments adapted to the needs of neglected populations are crucial.

DNDi's activities focus on developing new treatments, but to contribute meaningfully to the control or elimination of some diseases we know that treatment is not the panacea if not combined with rapid diagnostic tools and comprehensive surveillance, prevention, control and even elimination strategies that are built to last.

DD: What keeps you hopeful?

Twenty years ago, in the field, I could see the despair of patients and doctors who had no choice but to treat sleeping sickness with a drug that was killing one patient out of 20. Today, patients with the same disease, in the same remote areas, are recovering thanks to improved treatment. This gives me hope that further progress can be made, for instance by developing a treatment that could help eliminate sleeping sickness. We just cannot give up the fight! ■

From professional soccer to reality television—“winning” these days has a whole new meaning for Ethan Zohn, Co-Founder of Grassroot Soccer, a charitable organization created in 2002 that uses the power of soccer to educate, inspire and mobilize young people to stop the spread of HIV. Ethan shares his first-person account of how his journey influenced his motivation to kickstart Grassroot Soccer.



WINNING FOR GOOD

Goal 3. Ensure healthy lives and promote well-being for all at all ages

When I was a young man playing professional soccer in Zimbabwe I remember the beautiful sunsets, wild animals, rich green forests, family dinners and soccer games on every street corner.

But those memories just scratched the surface. When you looked just a little bit deeper you would find: poverty, broken souls, bread lines and the devastating impact of AIDS.

I was in Zimbabwe in 1999—at the high point of the epidemic and lost friends and teammates to the disease. This was the first time I saw how one disease could destroy an entire community. I saw the pain and the suffering. I was totally and utterly overwhelmed by the problem at that time and had no idea how I could help or contribute.

A few years later, when I was on the popular reality TV show *Survivor Africa*, I had the experience of visiting and playing soccer with a group of kids living with HIV at a local hospital. Their hope and joy and their love for the game of soccer inspired me. That experience made me realize that I actually did have something to offer in the fight against AIDS: my love for soccer.

Soon after being on *Survivor*, I joined forces with some of my former teammates to co-found Grassroot Soccer—a development

organization dedicated to using the power of soccer to fight AIDS.

Not surprisingly, this simple yet powerful tool—soccer or “football” as some of you call it—has turned out to be an incredibly effective way to motivate and engage young people and communities to turn the tide against this disease.

Personally, I have been battling a rare form of cancer for the past five years. There have been many times during my fight against cancer when I experienced feelings of hopelessness similar to what I felt in Zimbabwe in 1999.

I’m in a very unique situation because my perspective on health and philanthropy has been forever changed. I’ve seen it clearly from both sides now. Unfortunately, I’ve been on the giving and receiving end of a horrible life threatening diagnosis. And fortunately, I’ve been on the giving and receiving end of charitable causes.

Today, when hopelessness tries to creep in, I always remind myself of my own experience with Grassroot Soccer—that the tools are out there just waiting to be discovered, and the problems that seem impossible to solve are not. ■

The background of the entire page is a photograph of a mountain range, likely the Himalayas, with snow-capped peaks and deep valleys. The image is heavily filtered with a monochromatic blue color, creating a sense of depth and tranquility. The mountains in the foreground are darker shades of blue, while those in the distance fade into a lighter, hazy blue.

“SUSTAINABLE DEVELOPMENT IS THE PATHWAY TO THE FUTURE
WE WANT FOR ALL. IT OFFERS A FRAMEWORK TO GENERATE
ECONOMIC GROWTH, ACHIEVE SOCIAL JUSTICE, EXERCISE
ENVIRONMENTAL STEWARDSHIP AND STRENGTHEN GOVERNANCE.”

—*Ban Ki-moon*



ILLITERACY: A WORLDWIDE CRISIS

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Illiteracy has serious consequences for people and society, and particularly affects women. Andrew Kay, Founder and Chief Executive Officer of the World Literacy Foundation, reflects on the crisis, the cost of which is estimated to be US\$ 1.2 trillion each year.

DD: How is illiteracy a worldwide crisis and how do you define it?

AK: Today, global literacy statistics paint a gloomy picture. Illiteracy threatens over 785 million adults worldwide, translating into one in every five people on the planet with either no or just basic reading skills. Two thirds of the illiterate population are women.

The slumping global literacy rate has detrimental effects on communities all over the world. Many people take literacy for granted, but for those that are denied this basic skill, some of life's most essential necessities become far out of reach.

The real problems associated with being illiterate involve critical parts of life, such as reading a medicine label, balancing a chequebook, filling out a job application or getting basic job training. Accomplishing these skills is often the path to a better life. Along with the inability to read often comes misunderstanding and confusion, which perpetuates the cycle of poverty and illness. In fact, poverty and burden of disease correlate directly with illiteracy and low literacy. Life expectancy is lowest where people cannot read.

DD: What are the effects and consequences of illiteracy?

AK: The cost of illiteracy to the global economy is estimated at US\$ 1.2 trillion. The effects of illiteracy are very similar in developing and developed countries. This includes illiterate people trapped in a cycle of poverty with limited opportunities for employment or income generation and higher chances of poor health, turning to crime and dependence on social welfare or charity. The consequences of illiteracy on individuals and society include the following.

FOR INDIVIDUALS:

- ▶ Limited ability to obtain and understand essential information.
- ▶ Unemployment: the unemployment rate is two to four times higher among those with little schooling than among those with bachelor's degrees.
- ▶ Lower income.
- ▶ Lower-quality jobs.
- ▶ Reduced access to lifelong learning and professional development.
- ▶ Precarious financial position.

- ▶ Little value being given to education and reading within the family, which often leads to intergenerational transmission of illiteracy.
- ▶ Low self-esteem, which can lead to isolation.
- ▶ Impact on health: illiterate individuals have more workplace accidents, take longer to recover and more often misuse medication through ignorance of health-care resources and because they have trouble reading and understanding the relevant information (warnings, dosage, contraindications, etc.).

FOR SOCIETY:

- ▶ Since literacy is an essential tool for individuals and states to be competitive in the new global knowledge economy, many positions remain vacant for lack of personnel adequately trained to hold them.
- ▶ The higher the proportion of adults with low literacy proficiency is, the slower the overall long-term gross domestic product growth rate is.
- ▶ The difficulty in understanding societal issues lowers the level of community involvement and civic participation.
- ▶ Without the basic tools necessary for achieving their goals, individuals without an adequate level of literacy cannot be involved fully and on a completely equal basis in social and political discourse.

DD: The post-2015 agenda regarding education emphasizes equal and qualitative education. Where does illiteracy fit into the picture?

AK: In our latest report, *The economic & social cost of illiteracy*, we estimate that trillions of dollars have been put on the cost of illiteracy. One can put figures on the social cost in terms of welfare payments or the burden on the health system. But the real opportunity cost will never be known. These are the costs of lost opportunities to create individual financial wealth, encourage entrepreneurs and build healthier and more stable families whose members can make a productive contribution to all areas of society (political and cultural as well as economic). Education is a basic human right. We still have much more to be done in this area. Community education around literacy is vital; lifting the investment from governments to ensure that every child has free access to an education is key. ■

SKATEISTAN: PROMOTING SKATEBOARDING AND EDUCATION IN AFGHANISTAN AND CAMBODIA

*Goal 4. Ensure inclusive and equitable quality education and promote
lifelong learning opportunities for all*



SKATEISTAN HAS DEVELOPED AN INNOVATIVE, YOUTH-LED PROGRAMME THAT BUILDS CONFIDENCE, TRUST AND SOCIAL CAPITAL AMONG CHILDREN. USING THE HOOK OF SKATEBOARDING TO CONNECT KIDS WITH EDUCATION, IT PROVIDES OPPORTUNITIES FOR EDUCATION, LEADERSHIP AND CREATIVE THINKING THAT HELP BREAK THE CYCLES OF POVERTY AND EXCLUSION. STARTING AS A PROJECT ON THE STREETS OF KABUL IN 2007, SKATEISTAN IS NOW AN AWARD-WINNING, NONGOVERNMENTAL ORGANIZATION WITH PROJECTS IN AFGHANISTAN AND CAMBODIA. FOUNDER AND EXECUTIVE DIRECTOR OLIVER PERCOVICH HIGHLIGHTS WHAT MAKES THE PROGRAMME SO UNIQUE.

DD: Why specifically skateboarding as a means to promote education in the developing world?

Skateboarding is a huge draw for all of our students. It's an entirely new activity for most Afghans and Cambodians, which means many kids are extremely interested to learn and take part. Skateboarding makes the project accessible to even the most marginalized youth in society. It levels the playing field and provides a great entry point to getting involved in society in some way. You don't need an education, you don't have to have any special skills to play sports. Skateistan has been particularly successful at engaging girls and disabled youth in Afghanistan and Cambodia. Anyone at any age with any background can get involved in sport. Once you have the involvement this can lead to many things if the right opportunities are available. Barriers of intolerance, ignorance, hatred, race, gender, educational levels, socioeconomic status and corruption are surmounted daily in the skate park.

We see so many obvious positive changes in attitude, ability and knowledge in all of the youth that we have worked with for the past four years. By skateboarding and joining Skateistan, they are encouraged to be creative in a culture where rote learning is the norm, and to take responsibility for the problems that they see rather than waiting for someone else to solve them. Our participants have taken on these values and have become happier, more valuable members of society through their community engagement, leadership capabilities and positive attitudes.

DD: Skateboarding isn't a sport generally associated with the countries that you work in. Does this present any particular challenges or opportunities?

We work really hard to be culturally appropriate and gain widespread positive support in the communities where we work. In practice this means Afghan and international staff work together to create innovative and challenging programming that is culturally sensitive, and our Student Support Officer works with families to provide them with information, address any worries and ensure that they feel comfortable with their children coming to the programme.

DD: The education of girls is an important issue in Afghanistan, but skateboarding has a pretty macho image. How are you reaching out to girls specifically?

Because skateboarding is such a novelty in Afghanistan, we have been happy to find that it is considered much more culturally acceptable for girls to participate than other activities, such as bicycle riding. However, there are many obstacles to teaching females in countries like Afghanistan. This is why Skateistan has always dedicated itself to the communities we work within and holds the support of the parents, local community leaders and government in such high regard.

We put a concerted effort into guaranteeing that our programming is inclusive to girls. Girls are taught on separate days at the Afghan parks by an all-female staff, so we are able provide a safe and secure environment for all of our female participants. It is this dedication to our students' well-being and the support of their families that has led to Skateistan's large female attendance. Today, nearly half of Skateistan's students are female, giving Afghanistan and Cambodia what we believe are the highest rate of female participation in skateboarding of any country in the world. ■

DELIVERING ON THE PROMISE OF EDUCATION

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Chernor Bah is a Youth Advocate for the United Nations Secretary-General's Global Education First Initiative. He shares what inspired and motivated him to be included in charting the future for young people. A former refugee, Chernor founded and led the Children's Forum Network, Sierra Leone's children's parliament.

DD: Why did you become a youth advocate?

CB: I actually started as a child advocate. As a former refugee back in my country (Sierra Leone), I had a simple notion. Children had suffered a lot from war. We should be part of making the peace.

I went around making this point to my friends and eventually the authorities dared us to organize ourselves. We set up children's clubs all over the country and I was the Founding President of the first national children's organization in the country, the Children's Forum Network. In that role, I went around the country urging children to share their stories on what we want for the future.

Most of us said education for all! It's the foundation of my advocacy and it's what has guided me since. So, I became a youth advocate because I was uncomfortable with being left out of charting a future that should belong to us and I decided to do something about it. I have been doing it ever since.

DD: What messages do you have to share with children and young people about the importance of education and gender equality?

CB: My main message is really a reflection of the message that I heard years ago speaking to war affected children in my country and I have continued to hear from children and young people all over the world. Education is hope. Hope for a better life, hope for a better future. And everyone deserves a chance to hope—boys as well as girls—everywhere.

On gender equality, the evidence is overwhelming. Our lives and our future are as bright as the prospect of girls and women in our societies. Equality is not only the moral thing to do, it's absolutely the smart thing to do!

DD: How important is the Education First Initiative and what difference can it make to children's lives?

CB: The Global Education First Initiative is critical because first it brings together different sets of partners, from United Nations agencies, governments, businesses and civil society, and young people, in an unprecedented partnership to focus on delivering on the promise of education.

It brings a new sense of urgency to education and helps put education on the top of the global agenda. It makes a difference because it is only when we are all working together that we can get every child in school, make sure they receive quality education and grow up to become global citizens, which are the priorities of the initiative.

DD: Were there particular elements in your education that inspired you and shaped your worldview?

CB: The biggest thing for me was simply the joy of going to school when the world was falling apart around me. As a refugee or displaced person, my education was my hope. It made me believe that things will be better, not only for me but for my country. It's what continues to inspire everything I do! ■

EMPOWERING WOMEN THROUGH EDUCATION

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

THE PRIME MINISTER OF NORWAY AND CO-CHAIR OF THE MILLENNIUM DEVELOPMENT GOAL (MDG) ADVOCACY GROUP ERNA SOLBERG IS PASSIONATE ABOUT ENSURING EDUCATION FOR GIRLS AND THE ROLE THAT EDUCATION CAN PLAY IN EMPOWERING WOMEN TO DEMAND THEIR RIGHTS AND IMPROVE THEIR HEALTH.

DD: Your personal commitment to health and education for girls has been widely reported. Why do you feel so strongly about this?

ES: I firmly believe that when you invest in a girl's education, she will support herself and her children and contribute to her community and her nation, charting a path towards a better world in which human rights are respected and there is dignity for all. Education empowers women. It increases their economic contribution, strengthens their political voice and boosts their influence across the board. That is why delivering education to all girls is so vital.

Educated girls and women have smaller families and healthier children, are less likely to die in childbirth, are more likely to see their children survive past the age of five, are more likely to send their children to school and are better able to protect themselves and their children from malnutrition, HIV, trafficking and sexual exploitation.

The numbers don't lie. For every year a girl stays in school and learns, her future earnings increase considerably. An extra year of primary school education, for example, boosts girls' future wages by 10–20%. A one percentage point increase in female secondary education raises the average level of gross domestic product by 0.3 percentage points.

Still, many girls are denied the opportunity to get an education. The MDG target of gender parity by 2015 has not been achieved in a number of countries. In 2011, only 60% of countries had reached this goal at the primary level, and only 38% at the secondary level. Poor girls are particularly disadvantaged. Only rarely do poor girls in rural sub-Saharan Africa complete primary education.

Having a population of women in poverty and ill health is not only morally wrong. For communities, countries and the world at large, it is also an economic and social drawback. Sustainable growth cannot take place if 50% of the population is not participating in society and in the economy. ►



There are further challenges to achieving the three health MDGs (4, 5 and 6). Even though child and maternal mortality has been nearly halved since 1990, we need to do more. Women's access to reproductive health services is not universal, as we have agreed it should be. These services are important not only for MDG 4 and 5, but also for achieving MDG 6. In sub-Saharan Africa, for example, HIV prevalence among young women remains more than twice as high as among young men in the age group 15–24.

Therefore, we need to do more to improve women's health. Education can play a significant role by empowering women to demand their rights.

DD: How can we get more children, particularly girls, to attend school so that they can realize their full potential?

ES: There are a number of reasons why girls don't go to school. Often girls have to work, or the cost of schooling keeps them from going to school. A lack of female teachers or separate latrines for girls may also keep girls away from school. Girls who have dropped out of school need special catch-up programmes, but these may not be available.

Gender-based violence is a major obstacle to achieving gender equality. It is widespread and remains grossly underresearched and underreported. Gender-based violence is prevalent in times of social and political upheaval, crisis and conflict. Boko Haram's heinous kidnapping of schoolgirls in Nigeria is a recent example. In periods of conflict, schools may become ideological battlegrounds, placing girls at increased risk of sexual violence from parties to the conflict. School-related gender-based violence—in particular the violence against girls that occurs in and around schools—continues to be a serious barrier to the right to education and to achieving the MDGs.

The MDGs have been crucial to progress in gender equality and women's empowerment, and we must build on this success. To help boost efforts for achieving the MDGs, including education for all girls and boys, the Norwegian Government will considerably increase the focus on education. This year we will scale up our investment in education in developing countries by around 15%. In the years to come, we are planning to significantly increase our spending on education. We will soon publish a white paper that describes Norway's future education development policy.

In line with this policy, the Norwegian Government will particularly focus on girls' enrolment in and completion of lower and upper secondary education. Improving the quality of education will be of primary concern. The education should be relevant for the development of society and the economy. We will have a particular focus on sub-Saharan Africa.

We will explore innovative ideas and seek to improve results. We will work together with multilateral and bilateral partners to test result-based financing. Our main aim will be to get more children, especially girls, to attend primary, secondary, vocational and non-formal school, and to ensure that they complete school and achieve better learning results.

Without major efforts from the international community, girls will continue to drop out of school for lack of safe and supportive learning environments. Women will still marry young, and many will still die in childbirth for want of simple medical interventions. We cannot accept this.

DD: Do you see a link between health, poverty and education across the MDGs?

ES: Investing in education and health is a win-win situation for everyone. Good health and education are essential for empowering girls and women so that they can take their rightful place in society. Without advancing girls' and women's right to health and education, it will not be possible to realize our common goal of gender equality in the world. Research shows that education and health are vital to economic growth.

In an upcoming visit to South Africa, I will meet with Graca Machel, another member of the MDG Advocacy Group. I hope to learn from her experience more about how development efforts best can draw on these synergies.

However, the clock is ticking: with less than 600 days to go until the MDG deadline, the targets we have set will not be reached without greater investment in education and health. ■



Alice Albright, Chief Executive Officer of the Global Partnership for Education, has spent much of her career working to bring opportunity to underserved countries, markets and people. From 2001 to 2009, she worked in the health sector to find innovative financing to ensure that every child receives the adequate vaccinations needed to lead a healthy life. In this contribution, she focuses on how education can affect children's health.

SAVING LIVES WITH EDUCATION

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

It's commonly known in the health sector that pneumonia is the leading cause of death worldwide for children under the age of five. In 2011, pneumonia killed 1.2 million children. Despite the fact that pneumonia can be prevented with simple interventions such as antibiotics, vaccines, adequate nutrition and addressing environmental health risks such as air pollution, it's still responsible for 18% of all deaths of children under five years old worldwide and takes the life of a child every 20 seconds.

The health sector has made great achievements over the past decade to reduce deaths caused by pneumonia by introducing new treatments and vaccinations. The first vaccine against pneumonia was made available in the United States of America in 2001, but only protected against a strain of the disease found in industrialized countries, and was ineffective against the strains of pneumonia that killed millions of children in developing countries. Thanks to the work of the GAVI Alliance, in cooperation with the pharmaceutical industry, today's vaccinations can prevent more than 70% of childhood pneumonia in Africa.

Pneumonia affects children and families everywhere and is most prevalent in low-income countries in South Asia and sub-Saharan Africa, where access to primary education remains a challenge. For example, India, Nigeria and Pakistan have been consistently on the list of top five countries with the most child deaths as a result of pneumonia and the list of top five countries with the most out-of-school children. As we look towards the post-2015 development agenda, I can't help but wonder how the world can possibly address these challenges without finding co-solutions.

UNESCO's 2013/2014 Education for All Global Monitoring Report contains new data highlighting education as one of the most powerful ways to improve children's health. The report shows that one additional year of educating mothers would decrease child deaths from pneumonia by 14%, equivalent to 160 000 lives saved per year. Educated women are better informed on basic prevention techniques, such as breastfeeding babies for the first six months to prevent malnutrition, regular hand washing to protect children from pathogens causing diseases, and eliminating household air pollution such as smoke from unsafe cooking stoves. Educated mothers also recognize the signs of illness early on and are therefore able to seek treatment before it's too late.

I've spent much of my career working on how we can bring innovation, capital and technology to emerging markets and to our developing country partners. I have worked in the health sector to find innovative ways to ensure that every child receives the adequate vaccinations needed in order that he or she can celebrate their fifth birthday. Now it's time to carry this promise forward and ensure that these children and future generations have the chance for a productive life—and the best, most cost-effective way we can do this is through a quality education. ■

WHEN FRIENDSHIP TRANSCENDS AID: STORIES FROM RWANDA

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

More than 20 years have passed since the Rwandan genocide of 1994. Foundation Rwanda has been working with women whose children were born from rape during those 100 days. Co-founder Jules Shell shares a personal story about building friendships and re-building lives.

It is a spectacular sunny day and I am leading a trip of five curious, inspired, fearless, grad students from New York University on a Rwanda field trip to research and provide recommendations to strengthen Foundation Rwanda's work and mission. We are meeting two of the Foundation Rwanda mothers Elianne and Agathe along with 10 other women in a district near the border of Congo that is barely reachable by car.

I watch the bobbing heads of three of the students in the back of a four-wheel drive as we spend nearly two hours navigating terrible dirt roads making our way to Elianne's village. I chose Elianne's house because I want the students to understand just how deep into the field Foundation Rwanda goes to support women and children who do not live near any aid organizations and who aren't even seeking aid due to the stigma of rape and HIV. I also want them to understand how rape as a weapon of war was used everywhere in this country.

The windows are rolled down, the views of the lush green of Rwanda's thousand hills are stunning and every now and then our car wraps around a turn, spitting and kicking red dust from the road, as the sun-kissed shimmering of Lake Kivu magically glistens like a painting in the distance.

Here in the heart of Rwanda, among the women we work with, it is about how to meet your most basic needs: food, health, shelter, water and education. All else simply falls away.

Twelve Foundation Rwanda mothers and children from this remote region are waiting when we arrive—along with many others from the village. Elianne's house is the only house big enough to convene the entire group. She remarried an older man with a good job in the local government and is doing "well" even though she still lives far below the poverty line. She pays her good fortune forward, taking in other children in need on holidays and providing meals when neighbours are hungry.

Together we bear witness not only to the depths of poverty and despair and to trauma from rape, but also to boundless joy and gratitude. We share photographs taken of some of the mothers when Foundation Rwanda first started five years ago. "I am no longer like that," says Annasarie, one of the women in the group. "I am doing better now."



And yet Annasarie lives on one meal a day, she is HIV-positive and does not have enough nutrition to take her ARV medication. She says that she feels sick most of the time. “Foundation Rwanda is the only place I get any financial support,” she tells us.

I’ve been looking for Annasarie for two years. She moved houses and I could not locate her until now. I’m worried about her health, but her main concern at the moment is what to do about a small plot of land she has a down payment on to grow and sell cabbage. It is her only means of income. She is 90 000 RWF, about US\$ 143, short and the owner of the land has threatened to take it away from her.

Foundation Rwanda’s mission is education and we already sponsor her son, so there is no further help we, as an organization, can offer her. At the end of the interview I explain that Foundation Rwanda can only sponsor education for her son but as her friend of five years I can’t bear to see her land and her opportunity taken away. I pledge to personally sponsor her US\$ 143 debt if she promises to use some of the money she earns from selling cabbage to take care of her health. She agrees and our eyes beam at each other.

Later that afternoon, Elianne takes my hands and leads us down the path from her house to Lake Kivu. There is something to be said about friendships that transcend aid. When joy transcends pain. When we are bound together by the stunning beauty of the lake and the sun and the laughter inspired by a spontaneous swim with Elianne and some of the other women. Foundation Rwanda is our common tie but it is clear that we are bound by so much more—the very core of our own humanity. An audience gathers on the banks to watch, we are all laughing and splashing in the lake together under the Rwandan sky. It is magical.

On the last day, the team and I are crunching numbers—our goal is to make sure that each of the more than 700 students Foundation Rwanda sponsors will graduate from secondary school or vocational training with dignity. After careful consideration, we conclude that it will take at least US\$ 1 million dollars to ensure that each child can attend secondary school and rise up from their fate. I don’t know where the funding will come from but I know the families are counting on us. Today, at the lake, with these amazing women, it feels like anything is possible. ■



A TRANSFORMATIVE VISION FOR EDUCATION OVER THE NEXT 15 YEARS WAS ADOPTED AT THE WORLD EDUCATION FORUM, HELD IN MAY 2015 IN INCHEON, REPUBLIC OF KOREA. THE INCHEON DECLARATION ENCOURAGES COUNTRIES TO PROVIDE INCLUSIVE, EQUITABLE AND QUALITY EDUCATION AND LIFE-LONG LEARNING OPPORTUNITIES FOR ALL. IT WILL UNDERPIN THE EDUCATION TARGETS IN THE SUSTAINABLE DEVELOPMENT GOALS RATIFIED AT THE UNITED NATIONS. JORDAN NAIDOO, FROM THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION, SUMMARIZES THE EDUCATION VISION FOR THE NEXT 15 YEARS.

HOPING TO PUT EVERY CHILD IN THE WORLD IN SCHOOL BY 2030

*Goal 4. Ensure inclusive and equitable quality education and promote
lifelong learning opportunities for all*

DD: Does the Declaration on the Future of Education mean that by 2030 every child will be in school?

JN: That is the intention and hope. However, we know from experience that there are a number of constraints that make this very difficult to happen. We hope that through the new agenda, greater commitment and further resources, the number of out-of-school children can be reduced to a negligible amount. Furthermore, we also need to utilize innovation, and this may mean that not every child will necessarily access education through school attendance per se. We will have to utilize different delivery mechanisms to reach them.

DD: Currently, 58 million children, most of them girls, remain out of school. How does this compare to 2000?

JN: Despite the huge number of children still out of school, there has been significant improvement, as the number in 2000 was approximately 115 million. Furthermore, the biggest reduction has been among girls, with many countries reaching gender parity in primary education. We have also seen an increase in transition to lower secondary school, with many more countries guaranteeing at least nine years of free and compulsory education.

DD: Are there intermediate deadlines to meet the target of sustainable development goal 4, that by 2030 the world has put every child in school?

JN: The Framework proposes that certain targets will need to have interim benchmarks to be met within five-year time frames. For example, as we reach primary enrolment and completion benchmarks we will need to set new lower- and upper-secondary benchmarks. Similarly, given the serious shortage of qualified teachers and their importance for ensuring quality learning outcomes, we cannot wait till 2030 to check how we are doing on the teacher target. We would need to set earlier time-bound benchmarks for teacher numbers.

DD: Around 250 million children are not learning basic skills, even though half of them have spent at least four years in school. How do you explain this?

JN: There are a number of reasons for this. In the least performing countries, we often find overcrowded classrooms, with very poor learning materials and weak learning and teaching practices. In many of these contexts teachers are either untrained or undertrained and do not have the skills to support effective learning. Many of these systems lack proper curriculum supervision and support. Also, a big proportion of non-learning occurs in conflict-affected contexts where schooling is often interrupted. In some systems there is also inadequate assessment of learning and teaching. There needs to be a systematic approach to improving teacher development, increasing resources and using them more efficiently, supporting families and marginalized groups, and improving infrastructure, among other measures. ■

THE RIGHT TO EDUCATION

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Nicole Bella is one of the authors of the Education for All Global Monitoring Report, released by the United Nations Educational, Scientific and Cultural Organization (UNESCO) earlier in 2015. She captures the prospects of Education for All in the post-2015 era.

DD: What is the post-2015 education agenda?

NB: The post-2015 education agenda aims to replace the Education for All (EFA) agenda, which was started in Jomtien (Thailand) in 1990 and renewed in Dakar (Senegal) in 2000 through six goals to be achieved by 2015. Some global progress has been achieved over the past 15 years, and the pace of change has even accelerated. However, EFA has not been achieved and remains an unfinished business. The objective of the post-2015 education agenda that will be adopted during the next United Nations General Assembly in September is to renew government and international community commitments to make EFA happen by 2030, while going beyond the initial targets. The new education agenda, which will be a full part of the whole sustainable development agenda, is ambitious. Its main objective is to “ensure inclusive and equitable quality education and promote lifelong learning” through seven targets and three means of implementation. The agenda to come will embrace the whole education spectrum, from early childhood to tertiary education and adulthood, while having learning/quality of education and equity at its core.

DD: What are the biggest obstacles to reaching the new education targets by 2030, especially in developing countries?

NB: There are at least three things that explain the failure to achieve EFA and that can be seen as obstacles to reaching the new education targets to be adopted in September. Among these are the following:

- ▶ Persistent inequalities in education at the expense of the poorest and the most marginalized. As the 2015 EFA Global Monitoring Report shows, in low- and middle-income countries the poorest children, in particularly girls, are four times less likely to attend school than the richest children, and five times less likely to complete primary school.
- ▶ Conflict is another major obstacle to education. In 1999, 30% of children not enrolled in school worldwide were living in conflict-affected countries and zones, and the percentage increased to 36% in 2012. The lack of sufficient finance devoted to education is another reason why the world has failed to achieve EFA.
- ▶ Education is still not a priority in many government budgets, while international aid for education is short of commitments. Aid for education was US\$ 12.6 billion in 2012 and has decreased by US\$ 1.3 billion since 2010. This is not of good omen in the face of the US\$ 39 billion estimated annual financing gap for reaching universal preprimary, primary and secondary education of good quality in low- and lower middle-income countries by 2030.

DD: Is donor aid still needed?

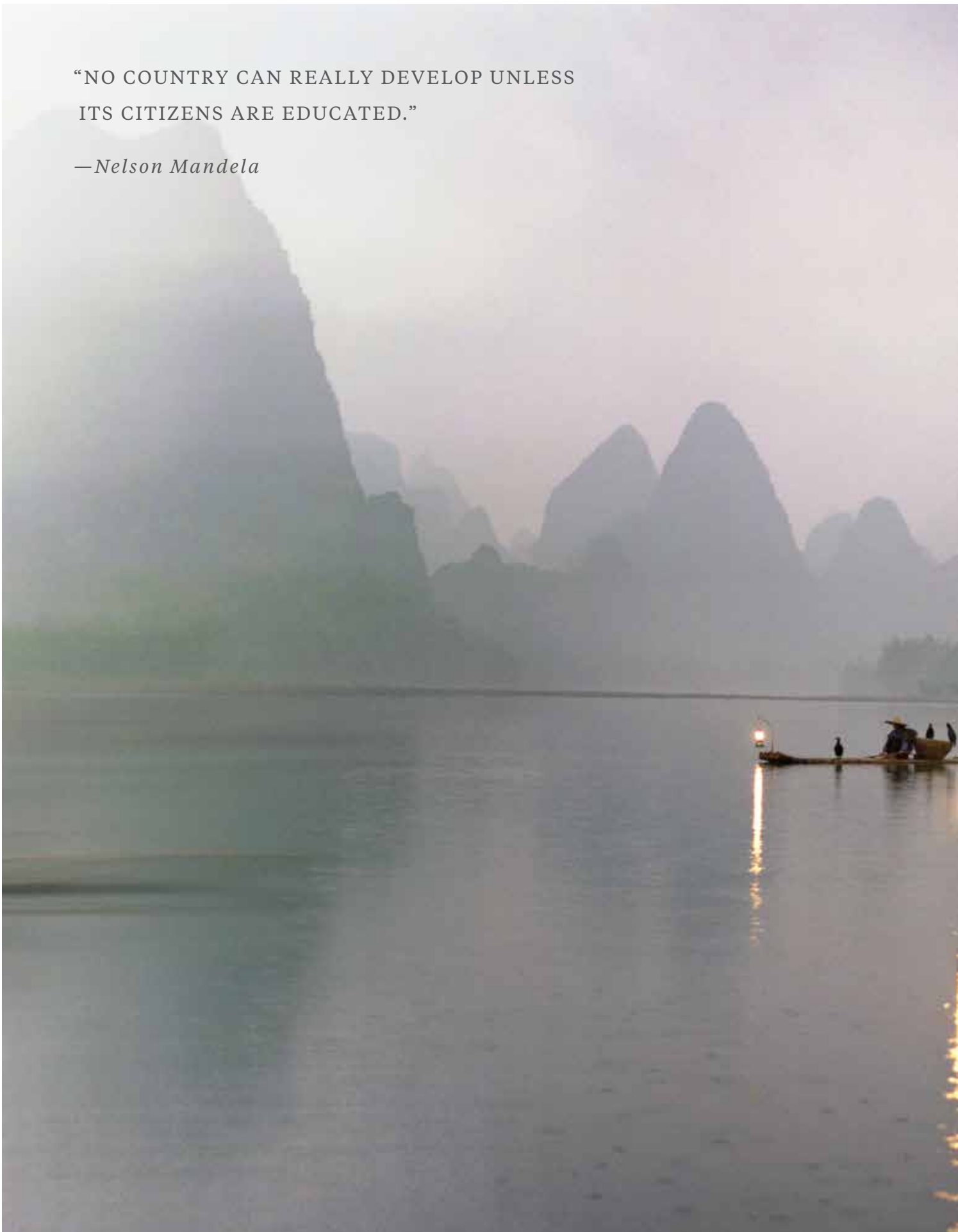
NB: Overall, international aid accounts for a small portion of education financing and countries themselves have to make education a priority in their budgets and mobilize domestic resources accordingly. Yet, as the 2012 Global Monitoring Report showed, a number of countries are quite dependent on aid. In nine countries, all in sub-Saharan Africa, donors fund more than a quarter of public spending on education. For example, in Mozambique aid made up 42% of the total education budget during most of the period 1999–2010. So, while the post-2015 education agenda is setting financing targets for countries, donors must also tackle the financing gap. Most of all, aid for education should go to the countries that need it most. Currently, that is far from being the case.

DD: How do you proceed in conflict-afflicted regions and/or countries with little to no data?

NB: Data availability is an important challenge when it comes to monitoring goals and to assessing progress made, in particular in conflict-affected countries and countries with poor education management information systems more generally. Indeed, the progress made by more than 30 countries could not be fully reflected in the 2015 EFA Global Monitoring Report, owing to a lack of sufficient data, either enrolment or population data, reported to the UNESCO Institute for Statistics over the period 1999–2012. Thus, the Global Monitoring Report team made a concerted effort to find other sources of information, including national sources, on selected EFA goals. The overall aim was to provide an indication of the extent of education progress in each country since 1999, in the absence of cross-comparable data, which remain the basis of global monitoring. Country profiles were produced for the majority of these countries and will be posted on the Global Monitoring Report website. ■

“NO COUNTRY CAN REALLY DEVELOP UNLESS
ITS CITIZENS ARE EDUCATED.”

—*Nelson Mandela*





Girls and young women are challenging gender norms on football fields in South Africa by participating in SKILLZ Street, an innovative educational programme run by the international non-profit organization Grassroot Soccer. James Donald, Managing Director of Grassroot Soccer, South Africa, describes the innovative programme that uses football to help girls learn about sexual and reproductive health.



CHALLENGING GENDER NORMS ON FOOTBALL FIELDS IN SOUTH AFRICA

Goal 5. Achieve gender equality and empower all women and girls

DD: What's the philosophy behind Grassroot Soccer?

JD: The main philosophy is that football is an amazing way to create a space to develop a relationship between a coach or caring adult and an at-risk youth. Young people can learn to make healthy choices and understand how they can protect themselves.

DD: What are the goals of SKILLZ Street, Grassroot Soccer's programme for girls?

JD: We designed a programme that recruits 12–16-year-old girls to join a soccer league for five weeks. They each get a SKILLZ Coach, and there are 10 girls on a team. They learn the basics of how to play soccer, but really it is a sexual and reproductive health programme. So they learn all about pregnancy, gender-based violence and other challenges that girls face in their community. What's exciting is that, because of SKILLZ Street, a lot of girls have chosen to play soccer because they've realized that it is something they can do. The girls have challenged gender norms. There is a team called RV United that came out of the programme and recently won their league. They were undefeated all season and were promoted to the regional women's league. The knock-on effect of boys seeing girls play soccer and of girls feeling that boys are excited to watch them play is initiating really interesting conversations around gender norms.

DD: What kinds of benefits have you seen from the programme?

JD: We do a little pre- and post-programme testing by asking the girls to complete a questionnaire both before and after going through the programme. They are asked questions about HIV and their ability to make healthy decisions, and we've seen a big increase in all our indicators. We don't know if this increase actually leads to healthy behaviours, so we are also conducting a lot of focus group discussions. We are trying to see if we can use SKILLZ Street to link the girls to services like family planning or rape crisis counselling. We have a really exciting programme where the girls can use a two-way SMS system to strengthen their relationship with their coach. For example, they can say, "I want to talk about sex" or "I want a conversation about pregnancy." About 80% of the girls who are participating in the programme are using that service afterwards to access services. So that's a really good indication that good stuff is happening. ■

WOMEN'S LAND AND PROPERTY RIGHTS IN AFRICA

Goal 5. Achieve gender equality and empower all women and girls

Mayra Gomez is the Co-Director of the Global Initiative for Economic, Social and Cultural Rights (GI-ESCR). Founded in 2010, the GI-ESCR seeks to advance the realization of economic, social and cultural rights throughout the world, tackling the endemic problem of global poverty through a human rights lens.

She discusses the work of the GI-ESCR to promote and protect women's land and property rights in Africa.

DD: One of the GI-ESCR's strategic priorities is on advancing women's economic, social and cultural rights. Why does your organization focus specifically on women's land and property rights in Africa?

MG: Experience shows that fulfilment of women's right to land and property has profoundly transformative effects, uplifting women's status and improving women's lives, making it an important focus for those concerned with women's equality everywhere. For women across Africa, access to, and control over, vital resources such as land and property are essential to their well-being and empowerment. Yet, we have seen that African women are too often denied access to productive resources such as land, due to entrenched patterns of gender discrimination and exclusion. This situation both reflects and deepens gender inequality, and leaves women far more vulnerable to the multiple threats of food insecurity, violence, marginalization and economic impoverishment, as well in many cases to the devastating effects of HIV.

On the other hand, we also know that women's secure rights to land and property can dramatically improve the situation for women. When women are able to enjoy their land and property rights, they are much better able to meet their material needs, and to provide for the well-being of their families. Land and property provide women with the basic productive assets and resources they need to improve the quality of their lives, and to weather some of life's most difficult challenges.

DD: What are some of the barriers to women accessing land and property? What are the main challenges that you see?

MG: Persistent barriers remain for women, including, in many countries, discriminatory laws, policies and practices, as well as cultural attitudes that promote the idea that women



cannot or should not be equal decision-makers, beneficiaries and stewards when it comes to land and property. To remedy this problem, states must be encouraged to bring their national legal frameworks in line with their international and regional human rights obligations, and to take immediate and effective measures aimed at positively transforming practice and cultural norms at the local level.

DD: Have there been any successes that you have seen when it comes to resources and standard-setting in this area?

MG: There have been a lot of important successes and advances, and there are many resources out there that are available to advocates, including a United Nations handbook on realizing women's rights to land and other productive resources. Another recent success that we have seen was the adoption of resolution 262, on women's right to land and productive resources, of the African Commission on Human and Peoples' Rights, for which we and our partners actively advocated. The resolution contains strong language about the obligations of African states to ensure and protect these rights. On HIV specifically, the resolution acknowledges that "women living in rural areas, women from poor and marginalized communities, women living with disabilities and women infected by HIV/AIDS are more affected by marginalisation," and goes on to urge states to "integrate into national HIV/AIDS control strategies, as well as farming and land policies, women's right to land and property."

DD: Finally, what can people do to help advance women's land and property rights in their countries and globally?

MG: There is a lot that people can do. First, it's important to educate yourself about the status of women's land and property rights in your country and around the world. Let your lawmakers know how you feel, and raise your voice at the community level on behalf of women's equality. ■



MY BODY MY RIGHTS

Goal 5. Achieve gender equality and empower all women and girls

BEING ABLE TO MAKE OUR OWN DECISIONS ABOUT OUR HEALTH, BODY AND SEXUAL LIFE IS A BASIC HUMAN RIGHT, BUT ONE THAT IS STILL DENIED TO FAR TOO MANY PEOPLE WORLDWIDE. JESSIE MACNEIL-BROWN, FROM AMNESTY INTERNATIONAL, TALKS ABOUT ITS CAMPAIGN, MY BODY MY RIGHTS, WHICH AIMS TO STOP THE CRIMINALIZATION OF SEXUALITY AND REPRODUCTION BY GOVERNMENTS AND THIRD PARTIES.

DD: Amnesty International is arguably better known for its campaigning on political prisoners and political rights. Why did it launch this campaign for health, sexuality and reproductive human rights?

JMB: Amnesty International has been working on sexual and reproductive rights for many years. We launched the My Body My Rights campaign because in recent years a number of states have tried to roll back the progress made on these rights. Hundreds of millions of people across the globe risk having their basic freedoms denied. They are also at increased risk of discrimination, ill health and, in some cases, death unless we stop governments and other parties from interfering with their sexual and reproductive rights.

Our aim is to remind world leaders of their obligations to respect, protect and fulfil these rights, particularly as they negotiate a new global agenda through the post-2015 sustainable development goals.

DD: Most people in the developed world take making decisions about their health for granted. What do you think are the main obstacles to such freedoms being available to all and what can be done to overcome those obstacles?

JMB: In many countries, the state, medical professionals and even our own families control our sexual and reproductive freedoms. Criminal laws, punitive sanctions, fear, coercion, violence and discrimination are used all over the world to prevent many from making decisions about their health, bodies, sexuality and reproductive lives.

Amnesty's My Body My Rights campaign calls on governments and United Nations agencies to protect the sexual and reproductive rights of everyone, particularly young women and adolescent girls.

We want these rights—which are part of our human rights—enshrined in international commitments, and we want governments to amend their laws and practices to ensure that sexual and reproductive rights are respected, protected and fulfilled. ►

Through My Body My Rights we are calling on governments to:

- ▶ Stop the discriminatory use of criminal law to regulate sexuality and reproduction and stop third-party control over individual decision-making.
- ▶ Remove barriers preventing access to sexual and reproductive health services, information and contraception by addressing discrimination in law and practice.
- ▶ Empower people to claim their rights so that every person can make free and informed choices about their sexuality and reproduction without fear of discrimination, coercion and violence.
- ▶ Maintain and strengthen standards on sexual and reproductive rights through the post-2015 sustainable development goals.

DD: Your campaign in 2014–2015 is focusing on seven countries: Nepal, Burkina Faso, El Salvador, Algeria, Morocco, Tunisia and Ireland. Why are you featuring those countries specifically?

JMB: We want to make real change in people's lives, so we chose seven countries in five regions of the world where we felt we could have the most impact. These countries showcase different contexts where states are encroaching, or failing to prevent third parties from encroaching, on the personal autonomy of individuals, particularly women and girls.

In Nepal, women and girls are denied control over their bodies, health, workload and lives, resulting in a high prevalence of uterine prolapse, which is an entirely preventable condition. We have called on the government to recognize uterine prolapse in the country as a human rights issue and to implement a prevention strategy.

Last week in El Salvador we launched a report highlighting the human rights impact of the country's total ban on abortion, which is killing women and girls. Girls as young as nine are denied abortions when raped. Women who suffer miscarriages are accused of having clandestine abortions, charged with aggravated homicide and jailed for up to 50 years. We are calling on the government to decriminalize abortion.

In the coming months we will be presenting petitions to the Governments of Algeria, Morocco and Tunisia, where, in some cases, rapists escape prosecution by marrying their victims. We are calling for greater protection of survivors of sexual violence, and for access to health services and judicial remedies for all.

Next year we will be campaigning for the decriminalization of abortion in Ireland and improved access to sexual and reproductive health education and contraception in Burkina Faso.

DD: We have less than 500 days to achieve the Millennium Development Goals, including MDG 3, to promote gender equality and empower women. Is Amnesty International seeing real progress on the ground with respect to women's rights?

JMB: We believe that sexual and reproductive rights are key to ensuring women's equality and empowerment.

Unfortunately we are not seeing enough progress on the ground in relation to these rights, which is why Amnesty International launched the My Body My Rights campaign.

In 2014 alone we have seen the case of Meriam Ibrahim, who was sentenced to death for her choice of husband and religion. In June 2014, we were horrified by the United States Supreme Court's decision allowing businesses to deny their employees access to contraception. And over the summer, we saw the Spanish Government pushing to restrict its abortion laws—a move that Amnesty International and others successfully blocked through intensive campaigning.

We have recently called on United Nations Member States to prioritize the human rights of women and girls in the post-2015 sustainable development goals. As part of the My Body My Rights campaign we will be working very hard over the coming months to ensure that sexual and reproductive rights are prioritized by Member States involved in this process.

DD: You recently teamed up with Japanese artist Hikaru Cho, who created some amazing body art images depicting sexual repression experienced by women around the world. How important do you think it is to use such different campaigning techniques to publicize injustices?

JMB: One of the aims of our campaign is to empower young people to claim their sexual and reproductive rights.

Currently, 43% of the world's population is aged 10–24, which equates to more than 1.8 billion people. That's the largest youth population in the history of the world. Still, almost 90% of these young people live in countries where they are denied the freedom to make decisions about their sexual or reproductive lives. And they don't have access to basic sexual and reproductive health services and education, which they need to stay healthy.

It is very important that our campaign finds creative and empowering ways to begin conversations on sexual and reproductive rights. We felt that Hikaru Cho's images would help us to engage with young people and they have proved very successful in helping us achieve that. ■

A ROAD TAKEN

Goal 5. Achieve gender equality and empower all women and girls

IN HER OWN WORDS, THE PRESIDENT AND CHIEF EXECUTIVE OFFICER OF PATHFINDER INTERNATIONAL, PURNIMA MANE, EXPRESSES HER THOUGHTS ON GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN AND GIRLS.

From time to time, I'm asked the question, "Why do you do the work that you do?"

In turn, I ask "Why wouldn't I want to do the work I do?"

The numbers tell part of the story.

If this year looks like the last, 14 million girls will be robbed of their childhood, married before the age of 18. Ten million women will die in childbirth (and mostly of preventable causes). More than 1.6 million people will die of AIDS-related causes. And without access to contraception, 222 million women will be denied the choice of when, whether, if, and how many children to have.

But how can we stay hopeful while taking on such colossal challenges? How can we balance idealism in wanting to make a difference with harsh realities and the need to be pragmatic?

It starts with understanding that 2014 and the years beyond it don't have to mirror our past. They don't have to mirror our present. Together, we can mould the future that we want to see.

At Pathfinder, we know that sexual and reproductive health matters. We know that our work means the difference between life and death for millions of people around the globe.

Every day, I am reminded that our work makes a significant difference to people I don't even know. People who I'll likely never meet. Why does that matter? Because each day spent dedicated to fulfilling Pathfinder's mission and vision means lives bettered, lives protected and lives saved. And that's incredibly satisfying.

In November 2014, I travelled to Addis Ababa, Ethiopia, for the third International Conference on Family Planning. The energy and dynamism at the conference was palpable.

Going beyond the "usual suspects," the conference brought together a unique group of advocates, donors, young people, journalists, and world leaders for an open and frank discussion on where we are today and how we can create the world we imagine for tomorrow.

One thing was clear: things are getting better. Together, we are making a difference and creating healthier sexual and reproductive lives for men, women and young people everywhere.

The sexual and reproductive health movement wouldn't be a movement without you, without me, without our peers. Together, our work goes further for the people who need it most each and every day. And that's why Pathfinder and I do what we do. ■



ANATOMY OF A CAMPAIGN: UN WOMEN'S HEFORSHE

Goal 5. Achieve gender equality and empower all women and girls

LAUNCHED IN 2014, HEFORSHE IS UN WOMEN'S GLOBAL CAMPAIGN TO ENGAGE MEN AND BOYS IN REMOVING THE SOCIAL AND CULTURAL BARRIERS THAT PREVENT WOMEN AND GIRLS FROM ACHIEVING THEIR POTENTIAL. FOCUSED ON GENERATING ONLINE AND OFFLINE ACTION, HEFORSHE HAS EXPERIENCED STRONG BACKING FROM A RANGE OF SUPPORTERS, LIKE HEADS OF STATE, POLITICIANS, CELEBRITIES, AND COMMUNITY AND BUSINESS LEADERS, AND GARNERED MORE THAN 300 000 SIGNATURES FROM MEN WHO HAVE COMMITTED TO ADVOCATE THE CAMPAIGN'S MESSAGE OF EQUALITY. HEFORSHE CAMPAIGN HEAD ELIZABETH NYAMAYARO OF UN WOMEN EXPLAINS WHAT HAS MADE THE CAMPAIGN A SUCCESS.

DD: How did the campaign come about and why HeForShe—the initiative's long name is UN Women Solidarity Movement for Gender Equality?

EN: HeForShe, as the initiative's name suggests, is inviting men and boys around the world to stand together in solidarity with each other and with women for the achievement of gender equality. This is an invitation for those who believe in equality for women and men—and those who don't yet know that they believe in it. HeForShe provides a platform for men to self-identify with gender equality and its benefits, which liberates not only women, but also men, from prescribed social roles and gender stereotypes.

This moment in history represents an unprecedented opportunity to reshape the dialogue on women's rights and position gender equality at the heart of the global agenda. We stand at the junction of several historic processes: the review of the Millennium Development Goals; the deliberations on the post-2015 development framework and sustainable development goals; and the 20th-year review and appraisal of the Beijing Declaration and Platform for Action. HeForShe is part of

UN Women's new agenda to address gender inequality as a human rights issue, which requires the full participation of both women and men.

DD: How has the initiative unfolded?

EN: HeForShe launched in September 2014. The immediate response was extraordinary. In the first three days, more than 100 000 men signed up, committing to be change agents for equality. Within the first week, at least one man in every single country in the world had stood up to be counted. And in that same week, HeForShe created more than 1.2 billion conversations on social media. Beyond these online actions, a large part of our engagement is offline across all the global UN Women Council offices, of which we have 90 around the world.

In January 2015, we launched the HeForShe pilot programme, IMPACT 10x10x10, at the World Economic Forum in Davos, Switzerland. The pilot programme is calling upon governments, businesses and universities to change their policies with concrete HeForShe commitments, engaging male leaders to become role models and change agents within their own institutions.

Now, just eight months later, a movement is growing and we are seeing men sign up and take action. This is the beginning of the vision that HeForShe has for the world that we want to see.

DD: What do you think resonates most about the initiative? The issue? The specific call to men and boys? The engagement factor?

EN: HeForShe is about uplifting all of us—women and men—together. The initiative is based on a simple idea, that what we share is more powerful than what divides us. We feel the same things. We want the same things. Even if those things remain unspoken.

The initiative makes the issues personal. We are hearing from women and men around the world tell us the same thing: HeForShe is igniting something inside them, something that was already there. The initiative is about connecting to women's and men's dreams, dreams that we have for ourselves, and dreams that we have for our families, our children, partners, friends and communities.

By encouraging men to publicly raise a hand, we are establishing a new social norm and effectively changing the perception of gender equality. The men we're reaching aren't on the sidelines. They're working with women to build businesses, raise families and give back to their communities. They're problem solvers, and they don't want solutions limited by outdated ideas. HeForShe provides a platform to activate that energy, and gives them the tools and ideas they need to grow the movement in their own way.

DD: How important have been the initiative's endorsements, including the role of Emma Watson?

EN: HeForShe is showing that men and boys from all walks of life—from celebrities and political leaders to men on the street—understand what's at stake, showcasing how they're making a difference and inspiring them to become part of the solution. We are

seeing men take action—from the United Nation's own Secretary-General to the secretary-generals of NATO and the Council of Europe, from the Prime Minister of Bhutan to the President of Sierra Leone. In Europe alone, all of the male European Union Commissioners and the Members of Parliament of the Swedish and Icelandic Governments have signed on to be HeForShe. In fact, one in every 20 men in Iceland has joined the movement. The passionate rallying call from our own Global Goodwill Ambassador, Emma Watson, has been essential to HeForShe. Her authentic voice has propelled the initiative to garner more than 5 billion media mentions, inspiring hundreds of thousands of students to create more than 100 HeForShe student-led university associations around the world.

DD: How has HeForShe influenced thinking around other future UN Women campaigns?

EN: UN Women is currently leveraging HeForShe as an accelerator for the implementation of the organization's strategic plan. HeForShe is about moving us towards an inflection point for gender equality. I like to imagine the advancement towards the achievement of gender equality as a blank page with a single horizontal line splitting it in half. Imagine that women are represented above the line and men are represented below the line. At our current population, HeForShe is about moving the 3.2 billion men across that line—one man at a time—so that men can stand alongside women and ultimately be on the right side of history, making gender equality a reality in the 21st century. ■

RAISING THE PROFILE OF HEPATITIS

Goal 6. Ensure availability and sustainable management of water and sanitation for all

ALTHOUGH IT KILLS AROUND 1.4 MILLION PEOPLE EVERY YEAR, PARTICULARLY AFFECTING THE DEVELOPING WORLD, VIRAL HEPATITIS IS VERY MUCH A NEGLECTED DISEASE. CHARLES GORE, PRESIDENT OF THE WORLD HEPATITIS ALLIANCE, SPEAKS ABOUT THE RESPONSE TO THE DISEASE AND WHAT IS BEING DONE TO RAISE ITS PROFILE.

DD: Viral hepatitis kills around 1.4 million people every year, but the impact is especially hard on developing countries. Why is this?

CG: For hepatitis B, we have been much less successful in preventing mother-to-child transmission. This is partly due to the infrastructure challenges that hinder delivery of a birth dose of hepatitis B vaccine within the first 24 hours, coupled with GAVI's funding only of hepatitis B vaccine in a pentavalent combination that cannot be given as a birth dose. For hepatitis C, where the main transmission route in developing countries is nosocomial, the investment needed to ensure safe blood, safe and rational use of syringes and proper sterilization of hospital and dental equipment has not always been available. With higher prevalence rates, developing countries have then been faced with extremely limited access to diagnostics and treatment. This is not only about cost, but also about awareness and prioritization.

DD: What are the particular challenges associated with responding to the disease in developing countries?

CG: There are many challenges. Many countries feel they lack the technical expertise to develop a comprehensive response to viral hepatitis. The World

Health Organization (WHO) is aware of this and is putting together a technical manual and a team of experts to help countries develop national strategies.

Clearly resources are also an issue, both human and financial. Viral hepatitis is a complex subject and there is an acute shortage of sufficiently trained health-care workers, especially hepatologists, in developing countries. However, WHO has just produced guidelines for the testing, care and treatment of hepatitis C specifically for developing countries, as well as for hepatitis B. These guidelines seek to standardize and simplify the approach in the same way as the HIV guidelines to help developing countries scale up their response. The cost of viral hepatitis diagnostics and treatments has been high, but generic versions of key hepatitis B drugs are now available and the signs are that low prices for, and/or generic versions of, some of the new hepatitis C drugs will become available to developing countries very soon. Nonetheless, resources will remain a major issue simply because of the numbers involved and the total absence of any global funding mechanism. This applies also to NGOs and civil society organizations working in those countries, which are not getting the funding or support they need.

There is also a philosophical shift in global health, which is inevitably felt in developing countries, away from vertical, disease-specific programmes, which are perceived to weaken health systems, and also away from communicable diseases towards noncommunicable diseases. We have not perhaps made the case sufficiently strongly that addressing the prevention in particular of viral hepatitis through safe food, water and sanitation, safe blood, safe injections and harm reduction measures will prevent many other infections and harms and strengthen the whole system. We also need to see viral hepatitis prevention, diagnosis and treatment as an essential part of cancer prevention, with liver cancer now the second cause of cancer mortality, 80% of it due to viral hepatitis.

We also find that NGOs and civil society organizations seeking to tackle viral hepatitis in developing countries aren't getting the funding or support they need, and that's because viral hepatitis has consistently been left off the agenda of the big funding organizations. The Global Fund to Fight AIDS, Tuberculosis and Malaria, the Bill & Melinda Gates Foundation, the MDGs, none mention viral hepatitis despite it killing more than HIV, tuberculosis or malaria. That wilful ignorance of the disease by those top international agencies has had a huge impact on the organizations trying to do grass-roots work in developing countries.

Some challenges we see across the world, but are particularly acute in developing countries. High levels of stigma means people are wary of getting tested; it is often hard to encourage people to come forward. In some developing countries, this is exacerbated by a lack of protection for people who may lose their jobs upon finding out they have hepatitis. Addressing this stigma and discrimination would have a huge effect on the treatment response.

DD: Hepatitis has a much lower profile than many other health issues that particularly affect the developing world, such as HIV, tuberculosis and malaria. What can be done to raise its profile?

CG: We need a collaborative response. Governments need to commit to the asks from the new viral hepatitis resolution, passed at the World Health Assembly in May 2015. Once governments show they are prioritizing viral hepatitis we need international agencies to do the same, to start writing about viral hepatitis, implementing programmes and working to make viral hepatitis as well-known as HIV, tuberculosis and malaria. Finally, we need more civil society organizations that can speak out about viral hepatitis. These organizations play a vital role in raising awareness and lobbying for increased action, and, at the moment, they simply aren't numerous enough. ■

ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS —ONE POOP SAFELY CONTAINED AT A TIME

Goal 6. Ensure availability and sustainable management of water and sanitation for all



WASH United is an international social impact organization that tackles sanitation and hygiene by linking it with what people love: sports, games and superstars. It works with partners to develop innovative campaigns and behaviour change solutions that create impact at scale. In this essay, Chief Executive Officer and founder Thorsten Kiefer makes the case for why access to adequate and equitable sanitation and hygiene are central to the post-2015 agenda.

The Millennium Development Goal target on sanitation is one of the most off-track. Today, four out of 10 people do not use an improved sanitation facility as currently defined—1 billion people defecate in the open. And to make matters worse, around 90% of wastewater in developing countries is released untreated into the environment. So what we have there is open defecation one step removed.

The proposed sustainable development goal (SDG) framework includes a goal that aims to provide access to adequate and equitable sanitation and hygiene for all by 2030. Sanitation is incredibly important, not just in its own right but because it impacts almost all of the other proposed SDGs. To highlight just a few links:

- ▶ Sanitation is a basic service and a human right. One of the determinants of poverty—an overarching focus of the SDGs—is a lack of access to basic services.
- ▶ Exposure to human excrement causes diarrhoea, a leading cause of under-five mortality and stunting, because even milder forms impact the uptake of nutrients. Achieving sanitation for all is therefore important to achieving SDG 2—ending hunger—especially on improving nutrition.
- ▶ Half of hospital beds in developing countries are occupied by people suffering from water, sanitation and hygiene-related diseases. Public health, the subject of SDG 3, will be impossible to achieve without sanitation.
- ▶ In the absence of adequate water, sanitation and hygiene facilities at schools, children, particularly girls reaching puberty, are much more likely to drop out of school, linking sanitation to SDG 4, on education.

Against this backdrop, what is needed to achieve access to adequate sanitation services for all? The traditional response to the sanitation challenge has been supply-driven construction drives. However, building toilets alone does not solve the problem. There are countless unwanted toilets that are now being used as bicycle sheds, storage space or temples.

Infrastructure supply will only be effective when combined with programmes to change people's attitudes around sanitation and promote long-term behaviour change, because only a wanted toilet is one that is used.

There are important aspects to consider in making this happen. Plenty of evidence exists showing that traditional health-based messaging is not effective. WASH United therefore taps into things people love and aspire to: sports, such as football in sub-Saharan Africa and cricket in South Asia, celebrity role models and interactive games. Rather than having teachers lecture children about germs, WASH United's behaviour change programme takes children out of the classroom and enables them to generate their own insights through interactive WASH games. Instead of creating fear, our large-scale campaigns use role models from the world of sport to tell positive stories to inspire attitude change around the "dirty" issue of sanitation. ■

“PEOPLE ... WERE POOR NOT BECAUSE THEY WERE
STUPID OR LAZY. THEY WORKED ALL DAY LONG, DOING
COMPLEX PHYSICAL TASKS. THEY WERE POOR BECAUSE
THE FINANCIAL INSTITUTION IN THE COUNTRY DID
NOT HELP THEM WIDEN THEIR ECONOMIC BASE.”

—*Muhammad Yunus*





SHINING LIGHT ON CLIMATE ACTION

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

Sarah Marchildon outlines some of the activities that Momentum for Change is highlighting to raise awareness about concrete and scalable action being taken on the ground to address climate change. Launched in 2011 by the United Nations Climate Change secretariat, Momentum for Change showcases results-driven projects that help take us closer to a low-emission, more resilient world.

From lighting up slums in India with solar power, to building climate-smart housing in Mexico, to getting around Brazil by bus-based rapid transit, there is an enormous groundswell of action under way across the globe to address climate change. At the United Nations Climate Change secretariat we are constantly promoting climate solutions through our Momentum for Change initiative. Launched in 2011, it aims to showcase concrete, results-driven action that helps take us closer to a low-emission, more resilient world.

For example, Pollinate Energy trains members of the local community to distribute and install solar lighting systems in India's slum communities. This has two key benefits: it gives communities access to cheaper, renewable energy, providing alternatives to the expensive and toxic kerosene lamps that many of them use; and it gives community members the opportunity to earn extra income through a micro-entrepreneurship programme.

So far, more than 22 000 people living in 508 slum communities have been provided with solar systems. Transitioning from kerosene to solar has saved more than 189 000 litres of kerosene and 450 000 kilograms of carbon emissions to date.

In Mexico, expanding cities have brought about increased energy demand, infrastructure deficits and inefficient transport patterns. ECO CASA, a joint initiative between the Inter-American Development Bank, the German Development Bank and the Mexican Federal Mortgage Society, aims to reverse these trends. It is unlocking financing to build more than 27 000 low-carbon homes and finance 1700 green mortgages and in doing so is serving as a blueprint for other countries in the region and beyond.



Smarter public transport is another way for cities to minimize their carbon footprint. Buses of Brazil is using mobile broadband to improve the efficiency of its buses. This has attracted more people to switch from private vehicles to public transport in the city of Curitiba, reducing traffic congestion, fuel consumption and carbon emissions.

The Curitiba bus system is a model bus rapid transit system, and plays a large part in the city's livability. The buses run frequently—some as often as every 90 seconds—and the stations are convenient, comfortable and attractive. As a result, Curitiba has one of the most heavily used, low-cost transit systems in the world.

Showcasing these activities provides a positive context for international climate negotiations, showing that action on climate change is not only possible but that it is already happening—in the hopes of inspiring others to do the same. ■

FACILITATING CONNECTIVITY THROUGH SOLAR ENERGY—JUABAR

Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all

JUABAR IS AN INNOVATIVE COMPANY THAT IS EXPANDING ACCESS TO SOLAR ENERGY IN THE UNITED REPUBLIC OF TANZANIA THROUGH PROVIDING SOLAR POWERED KIOSKS TO CHARGE MOBILE PHONES. SACHI DECOU, A CO-FOUNDER OF JUABAR, TALKS ABOUT ITS PAST AND FUTURE.

DD: What does Juabar mean and how did your company first start in the United Republic of Tanzania—and why there?

SD: Juabar is a wordplay—“Jua” is sun in Swahili and “bar” an English word for a space to gather and bring people together. The idea of our company started in early 2011, building on initial research that my business partner Olivia and others on our team conducted for another solar company. The team looked extensively at the energy experience in the United Republic of Tanzania and one of the insights we had was the growing need for electricity access and the uptake of mobile phone use. This combination gave birth to the idea of mobile phone charging kiosks in rural areas that convert the country’s abundant sunlight into electricity. With support from the California College of the Arts and the Appropriate Rural Technology Institute, we launched Juabar in the second half of 2013. Today, we have over 16 kiosks leased to individuals who operate the portable stations as small businesses in rural areas of the country.

Through Juabar we wanted to change peoples’ perceptions of solar technology as our research showed that there remained some lack of trust in solar technology in the Tanzanian market. Given the popularity of mobile phones and the need to charge them, our mobile charging kiosks provide an immediate benefit and a low entry barrier to solar technology.

DD. Why solar energy for the United Republic of Tanzania?

SD: Solar is very versatile, offering highly modular and clean energy. You can go from a single-watt lamp to a multi-megawatt grid tied solar installation. Because of its versatility, applicability to the dispersed population and environmental conditions of much of Africa, as well as the lowering price point, solar will become an important part of the energy ecosystem in Africa, offering diverse products and services. We are already seeing many innovations in the delivery of solar systems, such as lease-to-own solar panels or the option to simply source solar-generated electricity. Some governments offer incentives to encourage people to choose solar electricity, such as the lifting of value-added taxes and other forms of subsidies.

DD. What has been the response to Juabar?

SD: We are a small enterprise filling a niche. People recognize the need to charge their mobile phones as these devices have become extremely important in the country and across much of East Africa to both urban and rural dwellers alike. Mobile money transfer services have grown exponentially, providing banking services for the unbanked, who use their phones to send money across the country. Juabar provides a basic yet essential aspect—keeping devices charged in places where standard electricity is often unreliable or not readily available.

In terms of our entrepreneurs who lease the kiosks, what is exciting is that some of them have no previous experience in running a business whatsoever. Through Juabar they learn how to operate a small business, the challenges and the opportunities. We are also working with economic development organizations to support young people in acquiring entrepreneurial skills.

DD. Why do you think it is important to invest in solar energy?

SD: Solar will be a major factor in providing energy and electricity in the future. Battery technology will continue to advance to offer better efficiency and longer lasting batteries, and we will see more work being done to find better battery recycling options.

There are also more and more businesses investing in solar technology, and we are seeing a number of players emerging in the sector offering innovative services for solar-generated electricity. In East Africa, there are companies doing interesting work in terms of developing micro-grids and providing pay-as-you-go solar energy solutions. And the flexibility of solar energy means that services can be designed to fit local needs. For example, we are working on a new solar system that provides electricity to areas of cities that do not have grid connections because of rapid urbanization. In all, there is much to be excited about in this sector and it represents a dynamic, ever-changing space. ■

MUSIC AGAINST CHILD LABOUR

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Simon Steyne from the International Labour Organization (ILO) introduces the Music against Child Labour Initiative, which raises awareness about child labour through the medium of music.

DD: When and how did the Music against Child Labour Initiative begin?

SS: The Initiative seeks to engage musicians worldwide in raising public awareness about child labour by dedicating a concert, composition or song and by advocating to help protect socially excluded children from child labour through more and better music education to make schools more attractive and to build children's confidence and skills.

It was launched on the eve of World Day against Child Labour 2013, at a concert in Paris, France, given by the late Maestro Claudio Abbado and the Mozart Orchestra. Renowned conductors and musicians, music education bodies and musicians' organizations and trade unions joined Maestro Abbado in signing the Music Initiative Manifesto. The Initiative stems from the ILO's Supporting Children's Rights through Education, the Arts and the Media (SCREAM) programme, which encourages the child participation called for in ILO Convention No. 182 on the worst forms of child labour. It is also inspired by El Sistema, which has shown how music education can change children's lives.

DD: How serious a problem is child labour worldwide?

SS: Child labour violates children's fundamental rights by denying girls and boys their right to education and by exposing them to mental, physical and psychological damage, which affects their childhoods and their futures. Hindering access to quality education comes at a high cost to all of society—it reduces young people's chances of finding decent work when they leave school and so acts as a brake on their country's economic and social development. ILO estimates that 168 million children around the world are engaged in child labour, 85 million of them in hazardous work. Most are performing unpaid work on family farms. Many are in the hard to tackle worst forms of child labour, for example children trafficked for

child labour in domestic work, commercial sexual exploitation or as child soldiers, or engaged in illicit activities such as drug trafficking and organized begging.

DD: Is the battle against child labour being won?

SS: A world without child labour is possible. Many countries have already eliminated all or most child labour, some a century ago. Child labour has declined by one third since 2000 and since 2008 the pace of progress has accelerated. We know what works: child labour can be tackled through legislation and enforcement, universal education and social protection and by the promotion—by governments, good employers and strong trade unions—of decent work for all adults and youth, women and men. While the main responsibility lies with governments, eliminating child labour requires a unity of efforts on all fronts, and children and youth also have a key role to play.

DD: What have the highlights of the campaign been?

SS: The main highlights of the campaign so far have been the first concert in the global series given by the Heliópolis (Youth) Orchestra, at the opening of the Global Child Labour Conference in Brasilia, Brazil, in 2013, and the many concerts on and around the World Day against Child Labour 2014. Numerous songs have been dedicated to the cause, including an anthem against child labour by Kailash Satyarthi, Nobel Peace Prize co-winner and President of the Global March against Child Labour, and Punjabi rock singer and actor Jasbir Jassi. In Côte d'Ivoire, a choir against child labour composed and dedicated two fusion music videos. In Spain, soprano Pilar Jurado has dedicated numerous concerts and a lullaby "to sing to sleep a child that never rests." Since 2013, the Italian Ministry of Education has held national competitions for schools in support of the initiative and numerous partners have organized concerts around the Today Festival. ■

A KNOWLEDGE-BASED AFRICA

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Ibrahim Assane Mayaki, the former Prime Minister of Niger and Chief Executive Officer of the New Partnership for Africa's Development (NEPAD) Planning and Coordinating Agency, explains the need for African countries to transform into knowledge-based economies.

DD: Transforming Africa is a big task—is it achievable?

IM: Our goal is to improve the well-being of the citizens of Africa. And it's happening now. There are several major signs. The African economy has grown between 5% and 6% in the past 10 years. More students are graduating and going to college. It is a healthier continent with fewer people dying from infectious diseases like AIDS, TB and malaria.

Politically it united through the African Union and strong integration efforts are being done through regional economic bodies.

What we need now is to continue to innovate but also make sure that everyone is benefiting from this ongoing transformation. We have to be careful that we reduce the gap between people who benefit and people who are being left behind. Africa is still the most unequal region of the world and with the highest proportion of youth in its population.

DD: Recently you shared a report on transitioning to a knowledge-based economy. Is this the future of Africa?

IM: Africa is becoming more self-reliant, especially in many of the traditional sectors like agriculture. Agricultural development will fundamentally depend on empowering small-scale farmers through innovation and knowledge.

We know that science, technology and innovation are areas in which Africa can and needs to excel. These knowledge-based sectors can boost economic growth. A key challenge facing us now is finding concrete ways to link science, technology and innovation to poverty reduction, job creation for young people and sustainable livelihoods.

At NEPAD we have been asking how we can build capacity and competencies to innovate. And to really understand this we have to be able to measure the contributions of these areas so that countries can formulate good policies and practices.

DD: Sometimes it seems that less glamorous issues like “measuring” are the most important but get the least amount of attention.



IM: It's true that when you start to talk about "indicators and methodologies" and issues like "institutional capacity" some eyes glaze over, but these are the areas that give us the platform to innovate.

The African Science, Technology and Innovation Indicators (ASTII) initiative was launched six years ago and the first phase implemented in 19 countries. The idea is to improve the quality of science, technology and innovation policies at national, regional and continental levels. We are looking for ways countries can encourage research and development.

Data are coming in and the quality of the data is getting better. Already we have seen countries like Kenya increase its national target for R&D to 2% of GDP, which is a big increase from 0.48%. South Africa has introduced a system of incentives, such as a tax rebate to encourage private sector investment in R&D, and best practices are

flourishing throughout the continent. I am hopeful that African entrepreneurship and sound policies will be a winning combination.

DD: You hold a fifth degree black belt in Taekwondo and brought the sport to your home country. One of the tenants is "Courtesy, Integrity, Perseverance, Self-control and Indomitable spirit." You seem to embody this philosophy.

IM: First let me say that I am a third degree black belt, the fifth degree was honorary, but I am proud that we have been able to introduce Taekwondo to Niger.

I believe that if in your heart you put people first, that you cannot lose. It is only when we start to think outside a people-centred approach that cracks appear and solutions are lost. ■

FINDING INSPIRATION IN HUMAN-CENTERED DESIGN

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

INNOVATION IS CRITICAL FOR DEVELOPMENT. IT KEEPS US ENGAGED AND OPTIMISTIC IN THE FACE OF THE BIG CHALLENGES WE'RE WORKING TO ADDRESS, AND IT HELPS US COME UP WITH NEW, CREATIVE SOLUTIONS TO SOME OF THE WORLD'S OLDEST PROBLEMS. MATT TAYLOR OF IDEO, A GLOBAL DESIGN FIRM, SHARES HIS STORY ABOUT FINDING INSPIRATION IN HUMAN-CENTRED DESIGN.

"That won't work. We'll never solve that problem." While I may have never said this aloud, this dominated my internal dialogue several years ago. I was critical, I was sceptical, and I wasn't very hopeful.

I couldn't let this feeling stick. I committed myself to this work for my mom, a social worker, who I remember coming home on many occasions telling me that she felt like she wasn't having the impact on people to which she aspired. I committed myself to this work to make the sector better at problem solving, better at lifting communities up and better at empowering people like my mom to have deeper impact through their work.

In search of more optimism, I packed up my life on the East Coast, and headed west to join IDEO.org, a non-profit design and innovation firm. I knew enough about design to make the leap—it is creative, generative, empathetic and optimistic—but I was eager to really understand and get inspired by it.

Flash forward two plus years. I am the optimistic, we-can-solve-any-problem-you-

throw-our-way guy that originally entered this field. Constraints? No, opportunities. Limited funding? A chance to be lean and scrappy. A 30-year-old problem that no one has made a dent in? An imperative to think differently and try something new.

The thing that flipped the switch for me was this new (to me) approach to problem solving that I found myself steeped in: human-centered design.

Broadly speaking, human-centered design is a process that leads one from framing a problem or opportunity—like how might we ensure communities have access to clean drinking water—through research, generating solutions, and testing and iterating those solutions. Here a few reasons why human-centered design keeps me inspired:

It's rooted in people: at the core of human-centered design is a fundamental belief that solutions need to be deeply immersed in and inspired by people's needs, interests, aspirations and context. Putting people at the centre of my work reminds me why I'm here every single day. It also keeps me asking myself and those around to do more.



It embraces generative thinking: unlike other approaches, which might rely more heavily on asking and answering critical questions or highly focused questions, the human-centered design approach promotes bold, far-reaching thinking. Open-ended questions, like how might we increase adoption of clean cookstoves, gives one permission to think expansively and without any organizational, operational or technological constraints. This type of generative thinking often sparks impractical ideas—the sort a more structured brainstorm would never permit—that are then refined so that they become relevant and even reasonable. For me, generative thinking is a freeing and uplifting exercise—I stop thinking about what’s not possible and begin imagining what is.

It encourages seeking out analogous inspirations: looking in the same places leads to the same answers. A key part of human-centered design is to look in new places to draw inspiration for new solutions. To accomplish this, we break down a challenge into general terms (what are inspiring models to create loyalty to a product or service), and then look across other industries, organizations and challenges that might serve to inform the challenge at hand. In my opinion, analogous inspiration makes innovation

seem less daunting. Instead of starting from scratch (which can feel mighty daunting when you’re incredibly under-resourced), it helps me understand other examples of innovation in action to develop a more tangible vision for how they might be brought to a particular development challenge.

It’s iterative: human-centered design is about putting a solution, of any level of fidelity, into the hands of people, getting feedback from them, identifying opportunities to improve the solution and then rapidly repeating the cycle. This can happen during prototyping, piloting or even full-scale programmes. This rapid iteration leads to a feedback loop that forms a cycle of continuous improvement. For me, this approach to problem solving reframes failure as learning, and it tells us we can always improve, think smarter and have more impact.

Today, I’m inspired by the opportunity to spread this approach throughout the social sector. I think it can unlock the dormant potential of individuals in need of more inspiration, organizations looking for new solutions and institutions looking to disrupt the systems that perpetuate the status quo. ■

OVERCOMING BARRIERS WITH A LADDER IN HAND

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

WITH NEARLY 3 MILLION VILLAGE SAVINGS AND LOANS (VSLA) PARTICIPANTS IN 26 COUNTRIES IN AFRICA, CARE IS THE LARGEST NON-GOVERNMENT PROVIDER OF FINANCIAL SERVICES IN AFRICA. CHIEF EXECUTIVE OFFICER HELENE GAYLE INTRODUCES US TO ONE PARTICIPANT, BEATRICE ANENA.

Throughout my career I've met hundreds of people whose lives have been an inspiration to me. They are people who refused to lose hope despite the challenges that stood in their way.

One such woman is Beatrice Anena, a 42-year-old jewellery maker and mother of four who lives in Uganda. I met Beatrice on a trip to visit our programmes in Uganda recently. As someone who has worked for decades on HIV/AIDS and is now heading an organization focused on fighting poverty and helping communities build their capacity to lift themselves out of poverty, her story was particularly poignant for me.

Like so many children and women in war-torn countries, Beatrice was kidnapped by rebels in northern Uganda when she was only 14 and forced to become a soldier. Rescued by government forces a few months later, she eventually married and moved to eastern Uganda. Beatrice lived happily with her husband and four children, but when her husband died from AIDS and she tested positive for HIV, life became very difficult.

After her husband died, Beatrice moved with her children to a slum on the outskirts of Kampala where she began working at a nearby stone quarry. Her declining health made it very difficult to work and eventually her eldest daughter dropped out of school to help support the family.

Beatrice eventually received the medical treatment she needed and as her health improved, she began making jewellery from beads and paper for income. Her jewellery sold quickly, but she couldn't produce enough to support her family.



In 2010, CARE invited Beatrice and 20 of her neighbours to form a village savings and loan association (VSLA). VSLA members meet each week to learn business skills and deposit small amounts of money in the group's savings box. For Beatrice, she started saving US\$ 4 a week. Over time, her group had saved enough to start making loans to individual members. Some group members used their loans for household expenses like paying school tuition. Others funded their small businesses. The women repay their loans with interest, which is distributed among group members as dividends earned on their savings. VSLAs have a near 100% repayment rate.

Every VSLA begins with a year of intensive financial training. During training, Beatrice was presented with ideas many of us take for granted: budgeting, thriftiness, earned interest, profit-and-loss and investment.

Beatrice's group is called "Friends for Life." With support and encouragement she received she began investing in her jewellery business. She bought tools to produce her popular jewellery in larger quantities and hired neighbours to help her ramp up production. In just a short time, Beatrice was earning enough money to pay her household bills, school fees and health clinic visits. To guard against the ups and downs in the jewellery business, she bought a plot of land and built a house on it to rent and diversify her income. This entrepreneurial woman also built a public water tap and charges a few cents for people to use it. Less than two years ago, Beatrice described herself as hopeless. Today, she says, with her soft tone, that she's confident her children will attend college.

Beatrice, like millions of other women around the world, possessed everything she needed to be successful. What she lacked was the opportunity to put her determination to work. The VSLA programme offered a path—a ladder to get her over the wall that was holding her back. VSLAs don't solve all problems, but they do provide a solid first rung for people who are ready to climb and bring their families and communities with them. Beatrice's incredible determination is an inspiration and the main reason I do the work that I do. I was deeply moved by her resolve to overcome the barriers in her way and create a better future for herself and her family. She and women like her are my heroes. ■

STRIVING TOWARDS EVIDENCE- INFORMED POLICIES

Goal 10. Reduce inequality within and among countries

Kent Buse and Sarah Hawkes met in Bangladesh—each following big questions and finding some of the answers within each other. This is one story of their many journeys together, in pursuit of understanding and social justice.

KB: We had spent a fair amount of time in South Asia and had seen many surprising and sometimes startling sights; but this was still unexpected. As the light faded and the heat dissipated, the scene could almost have been set by Merchant and Ivory themselves: Sarah and I sipped tea and watched people finish their day's viticulture. But this was no ordinary vineyard, and the men in the fields were bound together by more than just horticultural skills.

It is 2008 and we are two hours outside of Islamabad in rolling and verdant lands that produce fine table grapes. The lack of fermentation isn't the only thing that distinguishes this vineyard from its Mediterranean peers. The men tending the vines are recovering drug users, and working in exchange for the security of being part of Nai Zindagi, Pakistan's largest nongovernmental organization (NGO) providing harm reduction services for injectors.

SH: For two years we have been working with Nai Zindagi to reach out and recruit the most marginalized citizens to participate in a study of HIV and other sexually transmitted infections. We were enrolling people who used drugs, sex workers (male, female, transgender people) and their clients. It was a large interdisciplinary study—a mix of Pakistani and British scientists spanning methods

(behavioural science, molecular diagnostics, mathematical modelling, and more) and continents. Almost 2000 members of “most at risk populations” were recruited, thousands of clinical samples collected, tens of thousands of pieces of information analysed. A picture began to emerge of the evolution of sexually transmitted infection epidemics in the Islamic Republic.

The transgender people have the highest prevalence of syphilis that had been recorded, high levels of risk and even higher levels of vulnerability. In-depth interviews analysed by social scientists highlight that the transwomen find solace amongst themselves. They live in houses with other transwomen, often with a strong “mother figure.” This was important, they told us, because it gave them a sense of family and community. However, like the male sex workers, they have no political voice, and their position in society is precarious, often dependent on the whims of police officers: one in five tells us she has been raped by the police in the past year (with more providing “free sex” to the officers)

Our two-year study uses state-of-the-art technology—Pakistan has some incredible high-tech GPS-enabled data collection tools. We have real-time data, molecular diagnostics in a quality-controlled laboratory in Karachi, and amazing satellite maps convincing us of the theory of “hot-spots” as sites of risk-taking.

This allowed us to gather highly accurate data about the current and potential status of sexually transmitted infection epidemics in Pakistan. The data are clear: it is a relatively young epidemic, still concentrated among people with highly vulnerable behaviours, but the numbers tell a more sobering story. Without action, the HIV epidemic will spread, and the most vulnerable will be transgender sex workers, followed by male sex workers. Drug users are at risk, but their situation is modified (at least in the mathematical models) by their access to effective programmes—harm reduction services have been provided by Nai Zindagi since 2000, and their amazing efforts seem to be paying off, at least in the cities we surveyed.

The conclusions are presented to the government and sponsors: harm reduction for people who inject drugs and sex workers are highly vulnerable and they need immediate access to effective HIV prevention and treatment services. Also, training programmes for police officers could be a step to stop the human rights abuses that had been reported.

The National AIDS Control Programme nod their heads in agreement but are concerned about how to implement them. “This is Pakistan”, they say. They agree that the conclusions are based on sound evidence and that the results of the modelling show how far and how fast the HIV epidemic could spread, particularly among the male and transgender sex workers. The evidence is sound and the conclusions very sobering. “But this is Pakistan”, they remind us and providing services for people who live on the [illegal] margins is not likely to be at the top of the political agenda.

KB: So Sarah asks me, “Is there some way we could make the recommendations a little more feasible?” I construct a simple framework with 15 variables which ought to give good sense of the political palatability of each of the recommendations. We then conduct a series of face-to-face interviews

with decision-makers in the Pakistani health policy arena.

Respondents give voice to fears about the likely reception towards our recommendations: programmes for drug users and female sex workers will be well received, with little opposition likely. Proposing to channel resources to services for men or transgender people who have sex with men, however, lack support, and will almost certainly meet with opposition. In the words of one Senator, “Pakistanis will eat bacon before they publicly condone let alone decriminalize such behaviour.”

SH: Dr Hasan Abbas Zaheer, the head of the National AIDS Control Programme, suggests a middle way—a set of recommendations that won’t result in immediate services for vulnerable communities, but may foster a more sustainable impact in the longer term: community empowerment programmes. He says that rather than trying to impose services from the top, resources would be better spent building demand for service provision. It was an approach which I respected.

KB: DFID, the sponsors, promise to consider both the evidence and the politics.

The following year the Global Fund awards US\$ 3 million to the Naz Foundation to support their work with men who have sex with men and transgender communities. They will provide services and foster communities who will slowly change social norms and demand modest change from below.

While the rehab vineyard may have been surprising, the policy process was not. Evidence doesn’t always speak for itself; nor does it always lead to a big bang of policy change. But any evidence-informed step forward is a step in the right direction. ■

THE INTERNATIONAL ORGANIZATION FOR MIGRATION AND #MIGRANTHEROES

Goal 10. Reduce inequality within and among countries

ITAYI VIRIRI, FROM THE INTERNATIONAL ORGANIZATION FOR MIGRATION (IOM), SPEAKS ABOUT THE #MIGRANTHEROES CAMPAIGN, WHY THE IOM MISSION IS AS RELEVANT TODAY AS IT WAS WHEN IT WAS FIRST CREATED AND WHY HE LOVES HIS JOB.

DD: Could you tell us about the IOM's #MigrantHeroes campaign?

IV: In many parts of the world, there is an increasingly negative perception of migrants and their contribution to society. IOM seeks to change the lens through which people view migrants and migration. To this end, IOM has launched a new perception change campaign, #MigrantHeroes, to highlight the many ways in which migrants contribute to their countries of origin and host communities. Moreover, this campaign will build upon and reinforce the recently concluded IOM Migrants Contribute Campaign in countering misinformation by presenting evidence of the positive impacts of migrants in accessible ways. Through the Migrant Heroes campaign, IOM seeks to share the migrants' personal stories, their testimonies and what makes them a "hero." The #MigrantHeroes campaign will be the starting point of a wider-scale project that will be launched on the occasion of IOM's 65th anniversary in 2016, entitled the Migrant's Path—Oral History Project. Its main aim will be to capture the authentic voices of global migration for posterity and to showcase them as part of IOM's anniversary.

DD: What are some of the most striking things about the IOM? What are the most interesting parts about your job?

IV: Whether due to war or natural disaster, people will always be forced to migrate. The goal is that migration be done in a safe

and orderly manner and humanely, and that people know they can get to their final destination. IOM was set up after the Second World War, although it had a different name back then, to help Europeans resettle or settle into new homes. The challenges back then are the same today. Humans will always be mobile because they want to look for better opportunities, and that is what IOM is here to do, to help.

One of the great parts of the job is helping to get the message out on the importance of the work that is being done and bringing attention to the people that need help. The latest challenges have been the situation in the Mediterranean Sea and also in the Bay of Bengal. The onus has been on us as the leading migration agency globally to bring the plight of these migrants and refugees to the world's attention and to get the story to the media so that it receives worldwide coverage.

The media will come to you when they know that you are credible and will give them timely and useful information. You become the "go to" agency in your area. IOM is utilizing whatever communication tools we have available to us, like Skype, the United Nations studios and our own studio that we just set up so we could do live interviews quickly and efficiently. The main thing is that the media won't simply come to you because you are an international organization, they will come to you if you give them credible and timely information. ■

MIGRANT SUPERHEROES—A PHOTO JOURNEY

Goal 10. Reduce inequality within and among countries



Mexican photographer Dulce Pinzón created her own “migrant hero” campaign, a visual one juxtaposing migrants as people possessing extraordinary talents in ordinary situations. Focused on Mexican migrants in New York City, Ducle’s “Superheroes” photography project portrayed a series of workers as superheroes, going about their daily activities. Below, she gives a brief reflection on her project.

DD: What motivated you to document migrant workers as superheroes?

DP: In the early 2000s, there was a resurgence of superhero movies in the United States of America. I wanted to revert that idea and make society turn attention to immigrants and think of them in a more positive way. My superheroes represent the reality of who and what should be seen as the backbone of the United States of America.

DD: How did you find your superheroes?

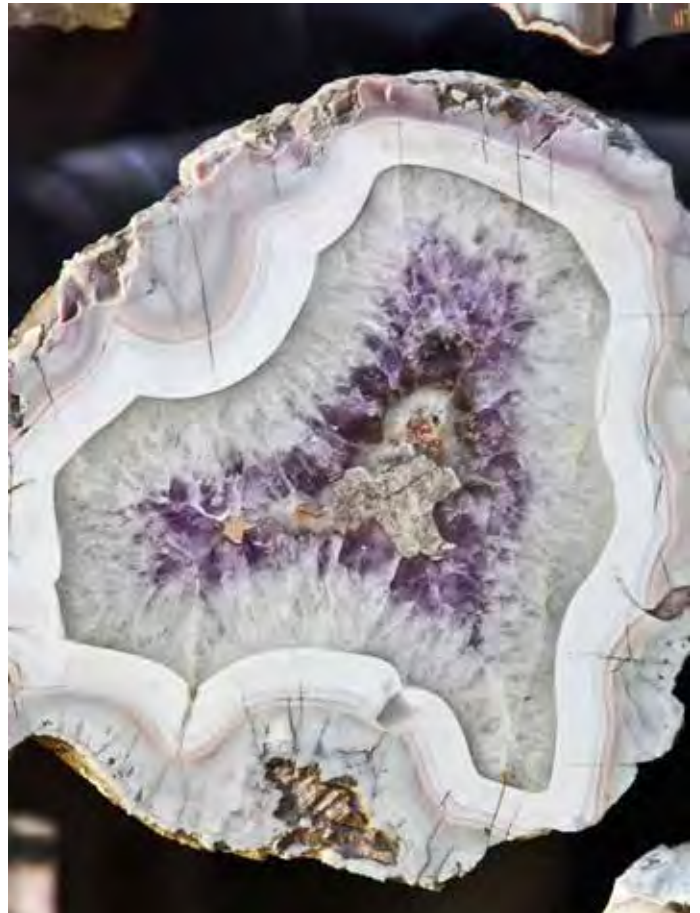
DP: My subjects came from different areas of my life: some superheroes were my students, some I worked with to help improve their working conditions, some I encountered over the years and some by destiny. Some I approached in a more direct manner, while with others, I waited until

they saw images so they could have an idea of what I was doing.

DD: What do you hope people take away from your photographs?

DP: Because photography has been my tool of expression, the ideas I have can be accomplished by the use of that tool. Why photography? I don’t know, but this is a recurrent theme in my life since I was little. It feels comfortable. Quite honestly, I am not trying very hard to make my ideas a big discourse about anything in particular or to create any specific awareness or movement toward social change. I am just a person trying to communicate my ideas, enjoying very much the act of creating images that make me feel I have a voice. Perhaps I am able to make people reflect or laugh or enjoy and that is very nice, especially when my intention is not precisely that. ■

As Chairman of FutureBrand, he's worked on every major brand you can think of—you've flown, driven and eaten with Chris Nurko's creativity. He shares one of his current projects, supporting Future Brilliance, a women-led grass-roots organization in Afghanistan.



THE FUTURE IS POSITIVE AND BRILLIANT!

Goal 10. Reduce inequality within and among countries

In post-conflict nations and communities it is often difficult to identify the best starting-point for bringing global development aims and problem solving together. A case in point is in Afghanistan, where the nation is emerging with a new sense of identity and confidence anchored in the desire to create sustainable economic and social development.

Future Brilliance is an Afghan-run and women-led organization with a single purpose of promoting stability and economic development through education and leadership development.

By drawing upon international skills, resources and expertise, Future Brilliance brings knowledge to young men and women who have the most potential to create a better future for themselves, their families and communities.

The first “flagship” project was to train young artisans in gem-cutting, jewellery design and manufacturing and to create a new brand, called Aayenda (which means “Future” in Dari—the language of Afghanistan). The programme then established a cooperative that will help train and sustain the craft of gemstone and jewellery know-how using world-class tools, techniques and technology.

By focusing on an artisanal sector that supports a local cultural heritage using local natural resources, this Future Brilliance initiative helps to empower and motivate participants to gain skills and create businesses that provide stability and opportunity for their future.

A collaborative model, Future Brilliance helps to unlock the potential of Afghanistan’s resources and people through the power of knowledge, skills and practical learning. By creating a shared sense of purpose and learning, individuals assume responsibility for their own economic development, while adopting values of leadership that lead to fairness, tolerance and mutual respect.

FutureBrand worked with this new non-profit and nongovernmental organization to bring our skills in brand development and communications to help establish, launch and promote both the organization Future Brilliance and also the branded business Aayenda.

Using technology and unique approaches, having an ability to overcome the infrastructural and cultural challenges of a post-conflict nation and society safely, cost-effectively and sustainably, are critical to success. By understanding the role self-sufficiency plays in linking education, skills, inspiration and values-based leadership to economic development, Future Brilliance hopes to create a model that can be adopted in other nations or communities at risk. ■

MAKING CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

Making cities and human settlements inclusive, safe, resilient and sustainable is the focus of SDG 11. Rafael Tuts of UN-Habitat, the United Nations agency focused on sustainable urban development, provides a better understanding of some of the key issues at the centre of the urban development debate in the post-2015 context.

DD: On 1 August 2015, United Nations Member States finalized the outcome document of the post-2015 development agenda process. The draft includes a stand-alone goal (goal 11) for sustainable cities and human settlements. Why does the world need an urban sustainable goal?

RT: First and foremost, the world needs an urban sustainable development goal (SDG) because between 2010 and 2050 the urban population will grow by almost 3 billion people, increasing the urban share to two thirds of the world's population. With such rapid urban growth, the dynamism of cities represents a major sustainable development opportunity. By getting urban development right, cities can create jobs and offer better livelihoods, increase economic growth, improve social inclusion, promote the decoupling of living standards and economic growth from environmental resource use, protect local and regional ecosystems, reduce both urban and rural poverty and drastically reduce pollution.

A dedicated and stand-alone urban SDG will focus attention on urgent and unique urban challenges and future opportunities, such as empowering all urban actors around practical problem solving, addressing the specific challenges of urban poverty and access to infrastructure, promoting integrated and innovative infrastructure design and service delivery, and ensuring

resilience to climate change and disaster risk reduction.

Alternative approaches that treat urbanization as a “cross-cutting” issue and spread urban issues across separate goals would have failed to mobilize cities or address the essential role that urbanization must play in sustainable development.

DD: With the world's urban population having crossed the 50% threshold of the global population, what are some of the main challenges and opportunities looking ahead to the post-2015 period?

RT: In terms of key challenges, the Millennium Development Goals showed the benefit of focusing on slum dwellers, but despite improvements in the lives of millions, increased urbanization and a rapidly growing poor urban population has resulted in an increase in the overall number of slum dwellers worldwide. An urban SDG will more systematically address the dynamic nature of urbanization. Well-run cities are proven fighters of poverty.

In terms of opportunities, the spatial concentration of urban areas is a unique characteristic that enables economies of scale and scope, efficient delivery of services and effective use of amenities. However, urban land use is often growing more rapidly than urban populations,

leading to an urban density decline in many parts of the world. Good spatial planning can minimize urban land use footprints and increase the efficiency of service provision. Well-planned, mixed-use and compact cities generally offer higher levels of well-being at lower levels of resource use and emissions.

DD: In 2013, the Sustainable Development Solutions Network launched a hashtag campaign—#UrbanSDG—to advocate for a stand-alone goal on sustainable cities and human settlements. How did the campaign contribute to the outcome?

RT: The urban SDG campaign has worked with more than 200 organizations to promote an urban SDG and to think through the framing and implementation of such a goal, based on city and national experiences. The campaign brought together cities, local government associations, UN agencies, multilateral and bilateral agencies, nongovernmental organizations and other stakeholders. The campaign briefed interested Member States on the sustainable development opportunities and challenges in the world's cities, and it worked with a number of cities to better understand challenges and to think through solutions in operational detail. It also worked with research institutions and urban practitioners to develop a set of proposed indicators that could track progress. These efforts, through advocacy and technical expertise, have greatly contributed to the current outcome and shape of SDG 11 and its targets.

DD: Goal 11 has several subgoals and targets. One focuses on providing universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities. How important is the issue of accessible green and public spaces to the overall sustainable development agenda, particularly for cities?

RT: Accessible green and public spaces are critical for achieving sustainable development. Where public space is

inadequate, poorly designed or privatized, the city becomes increasingly segregated. The result can be a polarized city where social tensions are likely to flare up and where crime and violence rises. Well-designed and maintained streets and public spaces help lower rates of crime and violence and make space for formal and informal social, cultural and economic activities that contribute to improving mutual trust and safety. Investments in streets and public space infrastructure improve urban productivity and livelihoods and allow better access to markets, jobs and public services. Inadequate housing can also be partly compensated by generous provisions of good quality multifunctional public space.

DD: 2016 will be a particularly important year for UN-Habitat, with the Third UN Conference on Housing and Sustainable Urban Development (Habitat III) in Quito, Ecuador. As this conference takes place only once every 20 years, what can the world expect to emerge out of the conference?

RT: The Habitat III conference will result in a New Urban Agenda. By embracing urbanization at all levels of human settlements, the New Urban Agenda is expected to assist governments in addressing urbanization challenges through national and local development policy frameworks. It will promote urban policies that reduce urban inequality and increase urban productively and resilience. It will also review UN-Habitat's mandate to ensure that it is fit for purpose. UN-Habitat is ready to join efforts with governments and stakeholders to promote a new model of urban development for the 21st century. ■

POPULATION GROWTH AND THE ENVIRONMENT

Goal 12. Ensure sustainable consumption and production patterns



Roger-Mark De Souza, Director of Population, Environmental Security and Resilience at the Wilson Centre analyses the impact the world's growing population will have on the environment.

DD: Do you think that the world's increasing population is the main cause of all environmental problems?

RDS: The relationship between population dynamics and environmental change is not a simple linear equation, but instead a complex system of interrelationships. As Laurie Mazur writes on our blog, New Security Beat, nonlinear effects, including thresholds and feedbacks, can amplify the environmental impact of human numbers: "A species may depend on a certain amount of intact habitat to survive. As human settlements encroach, a threshold is eventually crossed, and the species will, sometimes quite suddenly (within a generation or two), collapse."

But it would be untrue to say demographic pressures cause all environmental problems. Rapid population growth tends

to affect local resource scarcity first (e.g. deforestation, water and land use, fisheries), while consumption is the driver of many other types of environmental issues.

So both population, consumption and how exactly something is produced (is it produced ethically, locally, efficiently?) are all important. It is also important to remember that in the parts of the world that are still growing rapidly, people are generally more reliant on their local natural resources than elsewhere. Sub-Saharan Africa and parts of the Middle East and South Asia, where population growth is rapid, are disproportionately reliant on subsistence farming, which requires land and water, resources that can be quickly depleted by growth. This creates unique vulnerabilities and is an impetus for addressing population and environment issues together.

DD: What are the long-term environmental repercussions of Africa's demography?

RDS: The long-term repercussions of Africa's demography are very significant. According to the latest United Nations population projections, three out of four people added to the world population between now and the end of the century will be born in sub-Saharan Africa. Nigeria alone could be home to 730 million people, while other countries could be many times their current sizes.

When it comes to the environment, this kind of growth brings to mind the kind of local resource scarcity I talked about above. Water, land, forests, fish and food may be more scarce at local levels. People may also move to avoid such scarcity, creating pressure in cities or other countries, which may lead to tension or simply more scarcity somewhere else.

The interaction between rapid population growth and climate change is also crucial. For example, as more people move to coastal cities—Africa is now urbanizing faster than nearly anywhere else—that may create pockets of vulnerability to things like sea-level rise, storm surge and extreme weather events. Subsistence farming too may become less viable, which when combined with more mouths to feed and less arable land per capita, could make food security a much greater challenge.

For example, Kathleen Mogelgaard has written on New Security Beat about how climate change is currently projected to impact maize yields in Malawi. She notes that the productivity of maize, the major national crop, is projected to decline by 20% by 2030, while the population is projected to grow from 15 million people today to between 45 and 55 million by mid-century, all while one in five children are already undernourished.

The mathematics of population growth mean that much of the near-term growth is basically locked in, which may seem scary, but the good news is that longer-term projections, like those that reach out to 2100, are much less certain at this stage. History has shown that when women are given the opportunity and means to

control their own fertility, they tend to have fewer children. Governments and civil society organizations have an opportunity to start making contraception and basic reproductive health services more widely available across the continent and significantly change those long-term projections.

DD: How can we encourage African governments to pay attention to environment issues?

RDS: Many African governments are concerned about population growth—Ethiopia, Rwanda and Kenya, to name a few, have national population policies in place that emphasize expanding health care to rural and underserved areas.

Environmental issues too are on the radar of many governments. Climate change is certainly becoming a more major part of all kinds of development programming—both efforts by local governments and international aid. Many African leaders may see natural resource extraction as a natural path towards development, but it's important that the long-term view is emphasized.

Studies have shown that climate change combined with resource scarcity have exacerbated tensions in many parts of Africa, leading to violent conflict in some places. The United Nations Environment Programme has shown the adverse effects of contaminated water and air on human development. According to its research, a full 28% of Africa's disease burden is the result of environment factors.

These are all very compelling reasons why every government, and especially African governments, should pay attention to environmental issues. Environmental conflict research has shown that more inclusive decision-making by governments can go a long way towards preventing violent conflict between groups that face scarcity or changes in their natural resource bases—changes we know are already happening in Africa. Likewise, clean water and air and equitable development of natural resources are prerequisites for the kind of broad-based development that Africa needs to prosper. ■

CLIFFORD ODIMEGWU OF THE UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG, AN EXPERT ON DEMOGRAPHY AND POPULATION STUDIES, EXPLAINS WHY HE THINKS THAT AN EMPOWERED GROWING AFRICAN POPULATION CAN HELP TO TACKLE SOME OF AFRICA'S DEVELOPMENT ISSUES.



EMPOWERING AFRICA'S BOOMING POPULATION

Goal 12. Ensure sustainable consumption and production patterns

Population growth can be used for good. It just needs a creative leadership to invest in the human resources. It can even be a chance to tackle the problem of poverty, but we must adopt a holistic approach.

Some would recommend a reduction in population growth, but personally I don't think that is an issue. If fertility reduction is an issue, why is it that Western countries that have experienced fertility transition are now turning back to wanting an increase in fertility? Denmark is encouraging its men and women to make more babies, as is France, and China is reversing its one-child policy. These go to show that wholesale emphasis on fertility reduction can backfire.

For Africa, instead of getting into the problems being experienced by developed countries, our African leaders should find a way of empowering the growing population economically and socially, but first we need to deal with corruption and bad leadership. The cost of corruption and bad leadership, inefficiencies in public services, cronyism, tribalism, etc., on Africa's development far outweigh the so-called negative impact of population growth on development.

If we have good leadership, our large population can be a positive. I do not subscribe to the idea that Africa's underdevelopment is because of our huge population.

Overall, I subscribe to the 1994 International Conference on Population and Development Programme of Action. Let governments focus on allowing people free choices; the rest will take care of itself. ■

WHEN FLESH AND BONES BECOME BITS AND BYTES

Goal 12. Ensure sustainable consumption and production patterns

“We do not like to think of ourselves as bits and bytes. But if we don’t, we leave it to others to do it for us.” These are the words of Colin Koopman, assistant professor of philosophy at the University of Oregon. Professor Koopman has been exploring a new framework he calls “infopolitics” to help understand how big data affects all of society. He answers five questions related to his work.

DD: What is infopolitics?

CK: Nearly all of us have a vague sense that something is wrong with the new regimes of data surveillance, it is difficult for us to specify exactly what is happening and why it raises serious concern, let alone what we might do about it. Our confusion is a sign that we need a new way of thinking about our informational milieu. What we need is a concept of infopolitics that would help us understand the increasingly dense ties between politics and information. Infopolitics encompasses not only traditional state surveillance and data surveillance, but also “data analytics” (the techniques that enable marketers at companies like Target to detect, for instance, if you are pregnant), digital rights movements (promoted by organizations like the Electronic Frontier Foundation), online-only crypto-currencies (like Bitcoin or Litecoin), algorithmic finance (like automated micro-trading) and digital property disputes (from peer-to-peer file sharing to property claims in the virtual world of Second Life). These are only the tip of an enormous iceberg that is drifting we know not where.

DD: What are three things that we might encounter in daily life that we may not realize could be affected by infopolitics?

CK: Just restricting this question to the medical context I would say: the body, the body, the body. There is a tendency today, especially in philosophy, of thinking about the body as something like the “ultimate ground” of human existence. But the body too is a site on which technologies and politics do their work. Our bodies are deeply invested by information. Ask anyone to give a description of their body, and chances are they will relay an image of themselves in “informatic” terms. I do not just mean that they will convey information to you simply in virtue of speaking (which would always be the case). I mean rather that they are likely to relay to you data about their body by reference to standard metrics for height and weight, proneness to particular diagnostic categories, perhaps even racial categories. There is no need to take this to the extreme and claim, as some might, that bodies are nothing but information. What is of interest is really just the surprising extent to which even our bodies have become sites of informatic investment. There has been a long history of investing bodies as correlates of epidemiological data, going back to the middle



of the nineteenth century. What is of further interest today is how in context after context we are willing and able to see our bodies in similar ways such that these epidemiological correlates become almost unique personalized markers of our most essential self.

DD: In the age of big data, so much seems information seems inconsequential. How quickly does it become consequential? (Is it a matter to by the time we realize it, it will be too late?)

CK: Some would argue that in a context of information overload relevance replaces truth as the primary virtue of data. It used to be that it really mattered whether or not some piece of information was true.

That still matters today, of course, but it is much easier to take for granted. We are drowning in truths. How do we sort among them? How do we figure out which ones matter most? Which truth? The premium placed upon relevance has something to do, I think, with the pre-eminence of search engine technology in the web context. Google is a poster-child for informationalization in the early 21st century because the core of their business is focused on relevance. Their question is: which of these many truths matters?

DD: What can people do?

CK: I am not a prophet. I don't know what the future will bring. If I had to place my bets, it would be with people and organizations that take an activist role in some of the debates emerging out of infopolitics. These include organizations like the Electronic Frontier Foundation and the Center for Democracy and Technology. But I also find the work of techno-radical groups like Anonymous interesting. But I don't have a recipe. If people want to do something, then they ought to involve themselves in the work of one of the many organizations that is drawing attention to these matters.

DD: A book is in the works?

CK: My book on infopolitics won't be out for some time yet (at least a few years), but even when it is out it won't have an answer. Philosophers should not assume the mantle of telling people how to live—and that goes for all academics. Finding out how to live and what to do has got to be a process that people undertake for themselves and in collaboration with others. If anything I've written helps anyone in doing this, then I would love to hear about it, but the help that I offer would not take the form of a directive or an instruction. ■

BEAUTY AND THE FEAST: HOW A CULINARY START-UP PROMOTES THE USE OF “MISFIT” PRODUCE TO TACKLE FOOD WASTE

Goal 12. Ensure sustainable consumption and production patterns



ACCORDING TO THE UN FOOD AND AGRICULTURE ORGANIZATION (FAO), SOME 300 MILLION TONNES OF EDIBLE FRUIT AND VEGETABLES GET DISCARDED ANNUALLY BECAUSE THEY DO NOT MEET RETAILERS' OR CONSUMERS' STANDARDS FOR THE "PERFECT" LOOKING PRODUCE. A TWO-PERSON CULINARY ENTERPRISE IN BERLIN, GERMANY, IS PROVIDING AN INNOVATION SOLUTION TO ADDRESSING FOOD WASTE—MAKING "UNATTRACTIVE" PRODUCE APPEALING. CULINARY MISFITS IS THE BRAINCHILD OF LEA BRUMSACK AND TANJA KRAKOWSKI, WHO FOUNDED THEIR CATERING COMPANY IN 2012 BY FOCUSING ON LESS THAN PERFECT PRODUCE.

DD: Why did you start Culinary Misfits—and how did you come up with the name?

TK: My business partner Lea Brumsack and I are designers by education and we wrote our theses on food culture, food waste and the overall food industry. During our academic research, we dove deeper into the subject and we realized that in supermarkets all vegetables and fruit are perfect. We started to ask ourselves how can this be because nature isn't perfect so where do the "misfits" end up—the carrots with three branches, the oversized zucchinis and so on. The more we researched, the more we realized that food waste because of produce not being perfect is a serious issue.

At the beginning of 2012, we decided to work together, initially more as a social action initiative and less so as a business. We opened a stall at a food market hall in Berlin showcasing different misfits and providing information on food waste, and the interest in what we were doing took us by surprise. Our catering business grew from there, underpinned by the social side of educating people on the issue to show that misfits are actually good to eat and that we all have a role to play in conserving the food treasures we have locally.

DD: What's required to change people's perceptions so that "ugly" vegetables have value?

TK: We don't call them ugly—we think misfits are actually more beautiful than, for example, a perfect carrot. Effecting change has to happen on many different levels. Consumers need to be made aware

that a curved carrot tastes as good as a perfectly straight one or that an oversized beetroot is equally fine. Beyond consumers, there needs to be a substantial shift in the industry itself, from supermarkets to traders, as they have the power to change perceptions and influence what ends up on peoples' plates.

Politics plays an equally important role. While European Union regulations regarding the size and shape of vegetables are starting to disappear, farmers, traders and supermarkets still impose aesthetic criteria more out of habit, because it is what they got used to. The classic example is the former European Union norm that required cucumbers to be perfectly straight in order for it to have a certain classification. Obviously, farmers, traders and supermarkets all had an interest in ensuring a cucumber was straight. This rule existed in part for logistical reasons—it is easier to pack and ship perfect produce—but this argument is no longer socially responsible.

DD: How to replicate your idea to other cities and countries?

TK: Misfit produce exists the world over, and in countries like Germany and elsewhere in Europe people are gradually becoming aware of the issue. The big challenge for many is they don't know what to do or how to tackle it as a consumer. We offer up advice now for people who want to adapt our concept, for example restaurant owners. ►



After working with misfits for so long, we collected quite a bit of knowledge over the years.

Our concept can be also applied in other places, and restaurants, for instance, could start sourcing misfit produce. This small act would go a long way in cutting back on food waste, because for the consumer it doesn't make a difference if a soup was made with straight carrots or crooked ones. Misfits are generally not noticeable after a dish has been prepared for serving. Promoting misfit produce can and must become more mainstream because the amount of food that gets trashed globally because of appearance is really shocking. Take bread—there is an enormous amount of bread wasted because of our desire for fresh bread. We are working on repurposing stale bread and coming up with recipes that give value to yesterday's loaves.

DD. Since launching Culinary Misfits are you seeing any changes in the broader food selling industry?

TK: While there have been some changes at supermarkets, it remains a niche area. Some larger supermarket chains in France and Germany have special offers to promote misfit produce, but it is mostly a temporary action. Nonetheless, we find this development exciting because a few years ago such an event at a large supermarket would have been unthinkable. We really hope to see misfit produce become a regular item on offer.

DD. What are peoples' reactions to misfit produce?

TK: People are generally very positive and open to the idea, and they often don't notice the shape or appearance of a vegetable, especially when it is prepared or used in a dish. At food markets, we have had instances where people were surprised we were selling deformed vegetables and would ask why they should pay for such "waste" as farmers would throw them away regardless. We attempt to convince the consumer otherwise, clarifying that the appearance doesn't impact the fact that a farmer still worked to grow and harvest the vegetables and other people were involved in bringing it to a market to be sold, therefore warranting a price. Ultimately, it is about changing minds and encouraging the value of misfit produce. Of course, working with misfit produce is high maintenance—peeling a carrot with a couple of branches is much harder than a straight one. More love and devotion are required, but that is what makes misfit produce special. ■

“GENDER EQUALITY IS MORE THAN A GOAL IN ITSELF.
IT IS A PRECONDITION FOR MEETING THE CHALLENGE
OF REDUCING POVERTY, PROMOTING SUSTAINABLE
DEVELOPMENT AND BUILDING GOOD GOVERNANCE.”

—*Kofi Annan*





CLIMATE CHANGE AND THE POWER OF PEOPLE

Goal 13. Take urgent action to combat climate change and its impacts (acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change)



ASAD REHMAN, HEAD OF INTERNATIONAL CLIMATE AT FRIENDS OF THE EARTH, WRITES ABOUT CLIMATE CHANGE, HIS PASSION FOR SOCIAL JUSTICE AND HOW THE TWO ARE INTERLINKED—AND HOW CHANGE IS POSSIBLE WITH PEOPLE POWER.

DD: How does climate change contribute to the larger vision of development and equality?

AR: Climate change is not simply an environmental issue, it is the greatest issue affecting humanity because of the inequalities it delivers. It affects the most vulnerable sections of society and deepens the inequities within countries and the divide between the North and the South.

Whether it's the threat of collapse in agriculture in the African continent, or in the bread basket of the Mekong delta, which affects the lives of millions of people, or pushing people already living precariously over the edge in terms into making everyday conditions even more difficult, climate change affects the poorest section of global humanity. It affects societies across the board. It is a cross-cutting issue: from solid fuels and energy, to carbon dioxide in the atmosphere and forests.

Over 1.2 billion people—20% of the world's population—are still without access to electricity, almost all of whom live in developing countries. This includes about 550 million in Africa, and over 400 million in India. Access to electricity must be environmentally and socially sustainable. About 2.8 billion people use solid fuels—wood, charcoal, coal and dung—for cooking and heating. Every year fumes and smoke from open cooking fires kill approximately 1.5 million people, mostly women and children, from emphysema and other respiratory diseases. Averse weather impacts, changes in weather systems, such as typhoons like the one that hit the Philippines, really hurt countries

that don't have the capital resources to respond to these disasters year after year. Even for wealthy countries like the United States of America, there is lasting impact. Today, there are still parts of New York that have not recovered from Hurricane Sandy; imagine the impact on countries like the Philippines.

DD: Tell us how you got involved in climate change and what motivates you to do the work you do.

I feel passionately about social and economic justice, and I recognized that despite all the work we were doing in tackling social and economic inequalities and working with movements and communities, all that was at risk because of the climate crisis. Lack of willingness to tackle the type of change that is needed is what initially drew me. The climate crisis is akin to one of the biggest challenges humanity has faced. I see that it is similar to the anti-apartheid movement. We need to support the millions of small farmers. The climate crisis connects people in the North, with our production and consumption models, and helps us understand that we live on a planet with limits. At the moment, a small group of elite consume the majority of the resources. As more people buy into the idea of the western model, wanting to live the same lives as we live, we come to realize it is unsustainable. We recognize that the model of consumption we are living in has not brought happiness to the majority of the people; it's very good for us as individuals and communities that we want to develop. ►

Some people who work on the climate change issue believe in it from an environmental impact perspective—it's about icebergs melting, sea levels rising, polar bears potentially going extinct; and yes, we need to find a solution to this. However, my journey to this was via people: justice, both social and economic. I am not simply looking at the eco perspective. I am looking at solutions that can also build on equality and economic issues. The reality is that anybody who works on the climate issue without engaging and mobilizing powerful public voices won't be able to make the changes that are needed. You can't build that kind of support by talking about only saving the polar bears and temperature rises. It needs to involve a more holistic approach.

DD: What is a typical day for you?

I lead the work on international climate change, and that means I focus on both international climate negotiations and the multilateral process. I do lobbying at the national, European Union and global level. I monitor the response of the United Kingdom and the European Union and need to make sure that they are doing their fair share, living up to their responsibilities of the conventions. I am also active in building and developing advocacy and global campaigns; working with allies and partners and other movements. Or I am often at the other side of the world organizing strategy meetings: how to connect people, networks and movements, how to reframe the climate change issue in a way that people can relate to.

I am fortunate that I work with people from all over the world, many at the front line working with the people most impacted by climate change. Working with those people is an honour and very inspirational. Many things that we take for granted, such as Internet access, and the everyday realities of being a campaigner or organizing in places where everything is that much more difficult, makes one realize how fortunate we are. They are also inspiring and fun, and in that sense it is very human—they bring the beauty of what people bring to the table; it's not just a dry technical issue. There are many demands coming from communities themselves. I am very fortunate to work for an organization that very much believes in local to local and local to global.

I choose to do this, because it is the right thing, but also because I am very fortunate to be able to do this.

DD: If you had one message to share regarding climate change, what would it be?

The biggest message is that change is possible. All change throughout history has been because of the actions of ordinary people coming together to transform the world that we live in. The climate change challenge will require people to come together again, because we have real power. Sometimes people forget that if we can use that power effectively, then politicians and business leaders will listen. It's called people power. ■



CLIMATE FINANCE: INVESTING IN OUR COLLECTIVE FUTURE

Goal 13. Take urgent action to combat climate change and its impacts (acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change)

The Executive Director of the Green Climate Fund, H  la Cheikhrouhou, explains the origins of the Fund, how to finance the international climate change effort and what is at stake in Paris at the end of the year.

The spiritual grandchild of the Rio Earth Summit agreement of 23 years ago, the universal climate agreement (UCA), is the world's best chance to limit global temperature increase to two degrees Celsius. The universal hope is that it will be adopted at the global climate change summit in Paris, France, in December 2015. The UCA is important because it will record different countries' commitments to reduce their carbon dioxide emissions, and, this time around, developing countries, too, will make commitments to reduce their emissions—and they are looking for how to fund the actions they will need to take.

How much money is needed by developing countries? Estimates are around US\$ 450 billion per year from 2020 on: US\$ 350 billion for reduced emissions and US\$ 100 billion for adapting to the impacts of climate change. Some of this money will be provided by countries themselves. But to reach their emission reduction targets, a significant fraction will also need to come from developed countries in the form of official climate finance (OCF). These numbers may sound overwhelming, but context is paramount—they should be compared to net inflows of debt and equity into developing countries, which are estimated to be above US\$ 1.2 trillion per year.

At the 2010 Climate Change Conference in Cancun, Mexico, the global community responded to developing countries' financing needs by creating the Green Climate Fund (GCF). The GCF groups 196 sovereign states that are Parties to the United Nations Framework Convention on Climate Change (UNFCCC), and is the only multilateral financing institution in the world whose sole mission is to serve the UNFCCC's climate objective. Its purpose is to promote a radical paradigm shift towards low emission and climate-resilient investments in developing countries.

How is the GCF expected to do this? By providing developing countries with direct financing for climate investments and by leveraging other financing, including private investors and

financial markets. Funding will be concessional, and one of the GCF's greatest innovations is its risk-bearing capacity, allowing it to bear more risk and thus leverage other less risky financing, notably from the private sector.

A lot of work has been done since the GCF's inauguration in Songdo, in the Republic of Korea, in December 2013, where it is headquartered. It is now open for business and has a growing network of more than 120 developing country focal points engaged with the Fund. Developing countries are central in the funding process and the GCF's own Board is structured to ensure a balanced representation from developed and developing countries—a 50:50 ratio.

In the year since its launch, the GCF has already secured US\$ 10 billion equivalent in financial pledges from 33 countries, including from developing countries. It continues to raise money on an ongoing basis. A significant portion of its pledges have already been converted into usable resources, and the Fund is ready to start investing in climate-sensitive projects and programmes.

How will the GCF operate? Through a network of accredited partners, trusted entities that will work on its behalf during the project cycle. These may include local institutions in the countries themselves, regional entities, private banks and funds, nongovernmental organizations and international organizations. The GCF's accredited partners will deploy its resources through a variety of financial instruments (concessional loans, subordinated debt, equity, guarantees and grants) and monitor project impacts. The process to build the network of partner entities is ongoing, with applications received from all over the world, and some institutions already accredited.

To accelerate private sector investment in low-emission, climate-resilient activities, the GCF's Private Sector Facility will work hand in hand with international businesses, capital markets and the local private sector in developing countries. Its risk-bearing capacity will enable the Fund to support private investments in, for example, energy efficiency, forest protection and reforestation, deployment of climate-related insurance products, adaptive agricultural methods in the face of desertification and other similar projects.

At the Paris Climate Change Summit later this year, the world expects Member States to take some important decisions concerning climate finance. Total OCF commitments to date are a good start but only a fraction of what is needed to achieve the world's climate change objective. In order to succeed, countries must agree to set in place predictable, long-term flows of OCF up to and beyond 2020, including quantities significantly larger than the initial pledges made to the GCF to date. The line of argument for increasing investments is simple—either we pay now or pay later and face the risk of significant development setbacks for all of humanity. ■



CELEBRATION AND ACTION FOR OUR OCEANS

Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development

WORLD OCEANS DAY IS CELEBRATED EVERY 8 JUNE, COORDINATED JOINTLY BY THE OCEAN PROJECT AND THE WORLD OCEAN NETWORK. WORLD OCEANS DAY COORDINATOR ALYSSA ISAKOWER SHARES SOME BACKGROUND ON THE DAY AND THE ISSUE AT HAND.

DD: What is World Oceans Day and why was it launched?

AI: World Oceans Day is a United Nations recognized day of celebration and action for our ocean. It's a day to have fun and celebrate what we love about our ocean, and how it makes life possible for human beings. Even more importantly, it's a day to do something to protect its healthy future—and ours.

The concept for a World Oceans Day was first proposed in 1992 by the Government of Canada at the Earth Summit in Rio de Janeiro. The Ocean Project has been working to promote and coordinate the global event since 2002, and we developed and circulated a petition to the United Nations urging official recognition of the day. With help from our partner organizations, tens of thousands of people from all parts of the world signed online or paper copies of the petition and the resolution was passed in December 2008.

DD: What are some of the most surprising facts about the ocean?

AI: There are too many amazing facts about the ocean's wildlife to mention here! I think two facts that would surprise many people are: human life as we know it depends on a healthy ocean; and human activities on land have a real, and often dangerous, impact on ocean health. The ocean is often viewed as too big for humans to affect, but that isn't true. Eighty per cent of ocean trash comes from land-based sources.

Seafood is one of the leading sources of the world's protein consumed by humans; 200 billion pounds of fish and shellfish are caught or harvested each year. But many of the world's major fisheries are in severe decline and, without intervention, global fish populations will be depleted within a generation.

Climate disruption isn't the only negative consequence of carbon pollution from dirty fossil fuels. Carbon pollution is also acidifying the ocean—since the Industrial Revolution, ocean acidity has increased by 30%, a rate that is 100 times faster than any change in acidity experienced by the ocean and its life for at least the past 65 million years. ■

Adrian Whiteman of the Forestry Department of the Food and Agriculture Organization of the United Nations (FAO) underlines the importance of forest conservation and how the needs of the people whose livelihoods depend on them can be reconciled.



FORESTRY AND THE LIVELIHOODS OF PEOPLE

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

DD: Can you tell us a bit about the State of the World's Forests 2014?

AW: This is a flagship report of the FAO Forestry Department. It comes out every two years and delves into the details of what is happening in the forestry world. The current edition focuses on the socioeconomic benefits of forests. We haven't really analysed the linkages between people and forests at the global level before, so this report is a first attempt to look at this. In the report, we look at how forests meet different basic human needs, such as energy, food, shelter and water. For example, we analyse how many people use wood to cook their food, how much food is collected from forests, how many people use forest products to build their homes and how many are collecting medical plants to provide their own health care. This is the first time that we have systematically tried to collect these data.

The second part of the report looks at forestry policies, or what governments are doing to try and help people to meet these needs (in terms of forest management and the way that they organize the sector). This is not usually a major area of attention because forestry policies often focus on conservation and production and many

of these informal uses are unregulated or even illegal. This report is trying to address the issue by encouraging foresters to be proactive in recognizing these benefits and trying to help people use forests sustainably when they gather products to meet their needs.

How did you get involved in this issue and what motivates you to do the work you do?

AW: I want to help countries achieve their goals for forestry. In many cases, this means helping them to try to protect their forestry resources. As an economist, I provide the perspective that forests have to deliver goods and services if people are to protect them. This is something that forestry colleagues overlook at times; protection and conservation of forests is very important to them and they feel it should be justified on ecological and conservation grounds. Although these other benefits are significant, I try to remind the colleagues that many people in developing countries live in forests and they have to get something out of them, otherwise they will convert them to other uses. These local uses and local values are very important for forest management if we want to conserve forests. ►

Another motivator is being able to do work that is of a technically high standard. To produce high-quality technical work is the reason why FAO was established and if the quality of the work we produce is high, then the recommendations we provide are more likely to be useful and implemented. Even if our work does not lead to changes immediately in a country, quite often we find that the results of our analyses will be adopted in other countries or at a later point in time.

The collection of high-quality statistics is often underrated, but facts and figures help policy-makers prioritize. We are able to provide both the micro- and macro-level data and analysis that helps both with practical work in the field as well as the numbers that policy-makers need to decide where to focus their attention. For example, there are lots of studies of shea nut collection by women in Ghana, and these are very useful for people wanting to develop these activities, but someone in a ministry interested in women's empowerment needs to know the total number of women in Ghana collecting shea nuts if they want to develop this activity. Fortunately, FAO often collects and makes available information at both of these levels, and this type of analytical work is an area where I think I can make a useful contribution to international development.

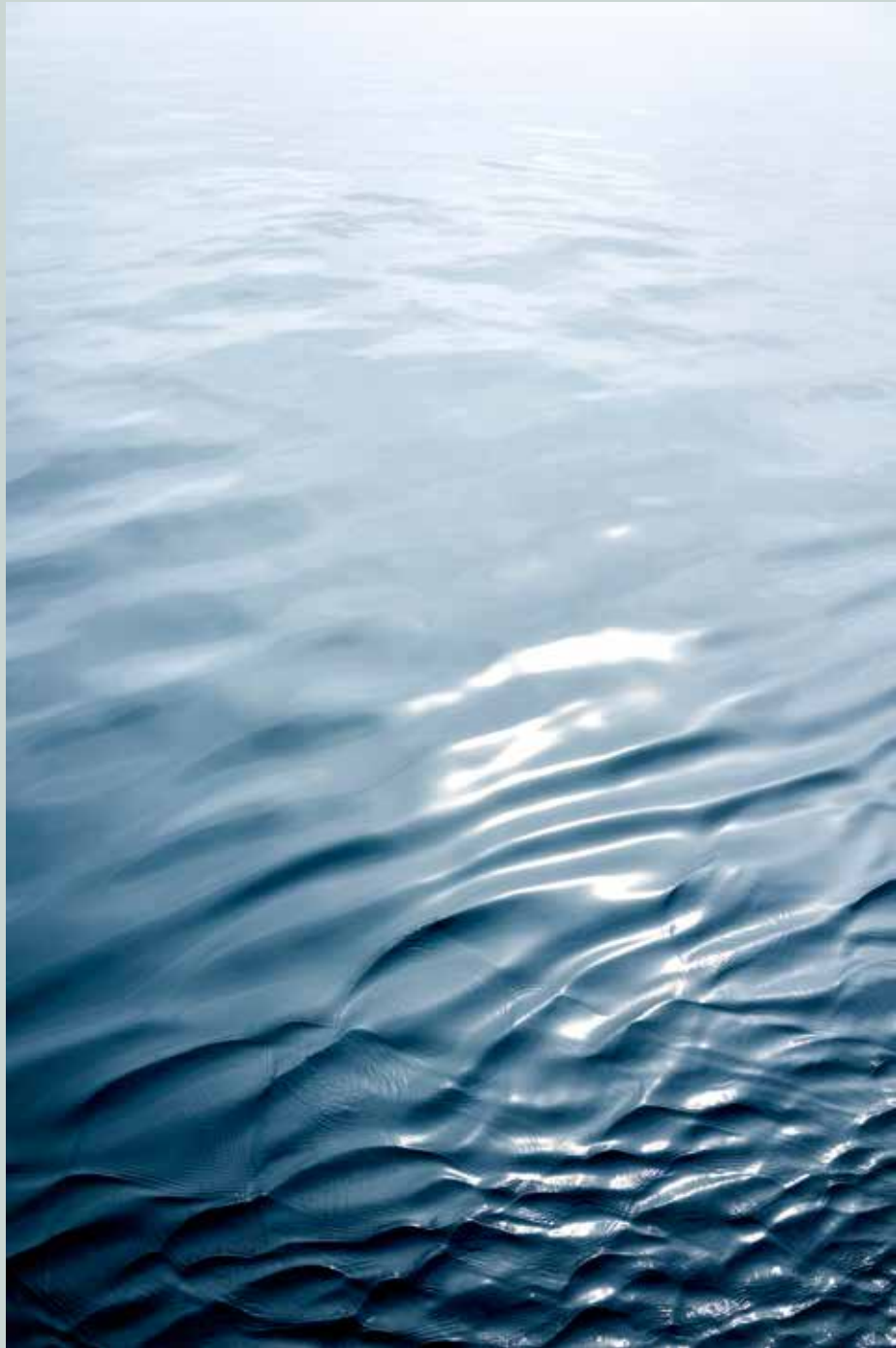
DD: If you were to give one key message to people reading this, what would it be?

AW: That people should be at the heart of forestry policy. ■









WHY POVERTY REDUCTION DEPENDS ON ENVIRONMENTAL PROTECTION

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

ADAM KONIUSZEWSKI IS THE CHIEF OPERATING OFFICER OF GREEN CROSS INTERNATIONAL, THE ENVIRONMENTAL ORGANIZATION FOUNDED BY THE FORMER PRESIDENT OF THE SOVIET UNION, MIKHAEL GORBACHEV. MR KONIUSZEWSKI REVEALS HIS EXPECTATIONS FOR THE POST-2015 SUSTAINABLE DEVELOPMENT AGENDA AS WELL AS HIS HOPES FOR AN INTERNATIONAL AGREEMENT TO LIMIT GLOBAL WARMING.

DD: In terms of the environment, what are your expectations of the sustainable development goals in the post-2015 agenda?

AK: The Millennium Development Goals (MDGs) provided the United Nations and the international community a framework with targets and indicators to monitor progress. This has become a catalyst for cooperative action between global aid institutions, Member States, the business sector and civil society. Although progress has been uneven across the goals, regions and countries, the overall results are nevertheless impressive. The MDG to reduce extreme poverty by half was achieved in 2010. Despite a growing world population, 700 million fewer people were living in extreme poverty than in 1990. This is especially striking when compared to the lack of progress in other areas, like climate change, where despite over 20 years of intense negotiation carbon emissions have increased by over 60%. At a time when it is increasingly difficult for the United Nations to achieve progress through multilateral agreements, the bottom-up approach, participatory process, consensual and voluntary nature of ambitious and relevant sustainable development goals can be the starting point for what can become truly sustainable development. The active

participation in this process of such new giants as Brazil, India and China and cooperative action towards targets that are specific, measurable, realistic and time-bound can provide an avenue to pursue global peace and prosperity around shared principles of sustainable economic, social and environmental development.

DD: Continuing economic development has for decades been perceived as a way for countries to climb out of poverty. How can this be equated with an environmental agenda often seen as aiming to limit development?

AK: Because Western economies developed rapidly with little regard for protecting the environment until the 1970s, there is an impression that poor countries should focus on development first and consider environmental protection as a luxury that can be afforded once they have become affluent. The contrast between Haiti and the Dominican Republic, two countries that share the same island but with dramatically different prospects, illustrates how shortsighted such an approach is. Deforestation and environmental degradation in Haiti is such that the country has little hope for recovery. ►

In contrast, the Dominican Republic is lush with greenery and forests that help provide water, food security and brighter prospects for economic and human well-being.

China has long maintained its right to focus on economic development, but the mismanagement of natural resources coupled with horrendous levels of water, soil and air pollution are now hurting not only human well-being but also prospects for continued economic development.

We have been very slow in recognizing the true relationship between nature and the economy. Celebrated economist Robert Costanza estimated that the value of the services that nature provides are far greater than previously thought—even exceeding the value of the global economy. In 1997, Costanza conservatively valued “ecosystem services” at a multiple of global gross domestic product (GDP). This helped dispel the myth that a strong economy is needed to protect the environment. In fact, it is the other way around. Humanity depends on nature, and so does the economy.

The myth, however, persists, largely due to our reliance on flawed measures of human progress, including GDP and the traditional profit-and-loss statements. Bad indicators lead to dysfunctional and short-sighted decision-making that undermines the natural capital that humanity and the economy depend on. This is reflected in the newspaper commentaries that economic activity surrounding the BP oil spill in the Gulf of Mexico outweighed its negative impacts or by timber companies saying that forests have no value until they are cut down, ignoring the impacts on soil erosion, nutrient loss, fisheries, biodiversity and so on. Environmental degradation is often an unintended consequence of industry and commercial activities, but it does not need to be so. There are compelling examples of innovative approaches where protecting nature and economic considerations have

been reconciled. In New York, protecting the Catskills watersheds north of the city has helped avoid US\$ 6 to US\$ 8 billion in capital investment for chemical filtration and hundreds of millions in operating costs—a great example of how environmental protection makes good economic sense and supports human development and progress. The focus on improving energy efficiency and lowering the carbon intensity of the economy in China are certainly steps in the right direction that will benefit nature, the economy and the Chinese people.

DD: Can you give some concrete examples where environmental protection goes hand in hand with poverty reduction?

AK: Let me tell you about a very successful start-up in Thailand that has now developed into a global recycling empire with over 700 branches around the world that diverts plastic, metals and other wastes from landfills, incinerators and nature to be recycled and sold at a profit. This labour-intensive business it is particularly well suited for developing countries with high unemployment and low wages. In its flagship recycling centre in Wongpanit, Thailand, a town of 800 000 on the outskirts of Bangkok, the 250 employees process 500 tonnes of waste per day. By turning waste into a resource, this entrepreneur transformed a problem into an opportunity for the environment and for society. It is estimated that in the urban areas of Asia and Latin America up to 2% of the population depends on waste-picking for their livelihood.

DD: How optimistic are you that the world will be able to reduce greenhouse gas emissions to limit the global temperature increase to 2°C by 2050?

AK: For the first time in 2014, global emissions of greenhouse gases have stalled despite continuing economic growth of 3%. This is significant because it marks the first global fall in emissions that is not

associated with an economic downturn and demonstrates that decoupling economic development from the consumption of fossil fuels is possible. Even more impressive is the fact that OECD economies were able to reduce emissions by 4% while growing their economies 7% during this past five-year period. With the proper policies and incentives in place, including the phase-out of fossil fuel subsidies, progress could be even faster.

This being said, no matter how successful we are at lowering emissions it will be difficult to meet the politically agreed 2°C target that is meant to safeguard humanity from “dangerous” climate change consequences. The alarming impacts of climate change that we are already experiencing result from “only” 0.9°C of warming over pre-industrial levels and we must realize that another 0.6°C of warming is already programmed for the future because of historical emissions. Even if we were to limit temperature rise to 2°C, we will still experience massive and irreversible impacts.

DD: How close do you think we are to a catastrophic tipping point in environmental degradation? Are there certain elements of climate change that are already irreversible?

AK: We will not simply face a gradual process of climate change as commonly assumed. We run the additional risk that climate systems are non-linear and subject to sudden and dramatic change. This is why scientists are concerned about passing tipping points that can initiate “runaway” climate change that would be beyond human influence. Some of these feedback loops include the loss of white ice, which reflects back 80% of the solar radiation (known as the albedo effect), the degradation of forests and ecosystems, which reduces their capacity to absorb carbon, the melting of permafrost, which releases methane—a greenhouse gas that

is 20 times more damaging than CO₂—the release of clathrates from oceans or the acidification of oceans, which reduces the capacity of plankton to absorb carbon and destroys coral reefs.

Many of the climate change impacts are already apparent—changing weather patterns, extreme weather events, more forest fires and the acceleration of species loss. But other human activities exacerbate the crisis, including deforestation, overexploitation of resources and pollution. This combination of human impacts is causing the sixth massive extinction of species in geological history. Climate change is a part of this story, and certainly some of the ice-melt as well as species and biodiversity losses that have already occurred cannot be undone in a human timescale. The good news is that nature is surprisingly resilient and that many of these changes will take place over long periods of time. The faster and more decisively we act the better our chances and the cheaper it will be.

There is also another perspective in terms of impacts on social behaviour and economies that is worth considering. Many of the climate consequences already have profound impacts on the most affected societies. The consequences of changing weather patterns on food production, sea-level rise and extreme weather events may first trigger social tipping points by rendering reconstruction and a return to historical patterns uneconomic. To some extent this is already happening in the small island states of the Pacific, where the prospect of relocation to higher ground appears to be the only plausible solution in the short to medium term. ■

OVER A DECADE OF PUTTING SUSTAINABLE TOURISM INITIATIVES INTO ACTION

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Dho Young-shim, Chairperson of the UN World Tourism Organization's Sustainable (UNWTO) Tourism for Eliminating Poverty (ST-EP) Foundation, explains how tourism contributes to the economic, social and environmental dimensions of sustainable development and what other cross-cutting aspects are being addressed in ST-EP activities.

DD: What was the moment of inspiration that led to the creation of the UNWTO ST-EP Foundation?

DYS: The thrilling journey of the UNWTO ST-EP Foundation started in 2002, when the UNWTO launched ST-EP at the World Summit on Sustainable Development in Johannesburg, South Africa.

As a response to the adoption of the MDGs in 2000, the ST-EP initiative was aimed to enhance UNWTO's work to encourage sustainable tourism—social, economic and ecological—with activities that specifically alleviate poverty, deliver development and create jobs for people living on less than a dollar a day.

At that time, I was representing the Republic of Korea as Chairperson of the Visit Korea Year, and I immediately encouraged our government to join this sustainable tourism venture. In particular, the Korean government expressed its willingness to play an active role in the creation of the UNWTO ST-EP Foundation, in order to bolster efforts to increase political will and funding opportunities to support the ST-EP projects.

As a result, an agreement was signed in 2004 between the Korean Government and UNWTO to establish and host the ST-EP Foundation in Seoul.

The constitution of the ST-EP Foundation was unanimously approved by the 16th UNWTO General Assembly in December 2005, in Dakar, Senegal.

Three months later, the ST-EP Foundation's Board of Directors convened its first meeting in Berlin, Germany, and voted the funding of the six first ST-EP projects supported by the Foundation.

DD: Were sustainability, capacity-building and knowledge-transfer programmes established in the organization from the beginning?

DYS: Yes, those programmes have been established and implemented from the beginning, based on the main mandate of the ST-EP Foundation, which is to promote poverty elimination through sustainable tourism development programmes and projects that can be carried out while preserving culture and the natural environment, thus contributing to the MDGs.



The ST-EP Foundation has implemented various capacity-building and knowledge transfer programmes that have benefitted over a hundred tourism professionals and government officials from African, ASEAN and Latin/Central American countries. Meanwhile, the ST-EP Foundation has promoted the transfer of the Saemaul Movement experience, the Korean sustainable development model, while contributing to its globalization in Africa.

DD: Ultimately, how is your organization and its commitment to reduction of extreme poverty and inequalities good for the environment?

DYS: We should remind here that “ST-EP” stands for “Sustainable Tourism for Eliminating Poverty”, which means that the economic, social and environmental dimensions are equally important.

Most ST-EP projects therefore integrate an environmental component, and are often designed as a means to create economic incentives to protect the environment and to consider natural resources as a tourism asset. For example, the ST-EP Foundation has supported the construction of an eco-lodge in Madagascar to promote the preservation of a forest area as a tourism destination. The Foundation has also supported the development of ecotourism in a network of protected areas and national parks in 10 countries of West Africa.

Finally, it is worthwhile to be reminded of the seven ST-EP mechanisms through which tourism can contribute to the social, cultural and environmental pillars of sustainable development. Cross-cutting aspects such as gender equality, social empowerment, the protection of biodiversity and conservation of heritage are also addressed in ST-EP activities.

1. Employment of the poor in tourism enterprises.
2. Supply of goods and services to tourism enterprises by the poor or by enterprises employing the poor.
3. Direct sales of goods and services to visitors by the poor (informal economy).
4. Establishment and running of small, micro or community-based tourism enterprises or joint ventures by the poor (formal economy).
5. Redistribution of proceeds from tax or charges on tourists or tourism enterprises.
6. Voluntary giving and support by tourists or tourism enterprises.
7. Investment in infrastructure stimulated by tourism also benefiting the poor in the locality, directly or through support to other sectors. ■

LAND NURTURING PEOPLE NURTURING LIFE

Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

To celebrate World Desertification Day, 2015, the United Nations Convention to Combat Desertification (UNCCD) launched a writing contest to promote the Convention and efforts to combat desertification. A 24-year-old university student from Rwanda was the winner.

A total of 99.7% of our food nutrition comes from the land. Yet, we degrade 12 million hectares of land every year and with it we lose the opportunity to produce 20 million tonnes of grain every year. Without the investment in healthy land, it is simply not possible for everyone to eat properly.

This is why restoring degraded land and soil is among the prerequisites proposed in the sustainable development goal framework. The proposed target on land aims to chart a different path for our future by targeting three simultaneous actions: first, to avoid degrading any new land; second, to recover as much as we can of the already degraded land. And, going forward, for every hectare of land we degrade, to rehabilitate a hectare of degraded land in the same ecosystem and the same time frame. This is called land degradation neutrality, and was agreed to at the Rio+20 summit in 2012.

Against this backdrop, UNCCD launched its first short writing contest this year to understand the different ways in which people around the world describe their relationship to the land.

The contest's theme, "Land nurturing people nurturing life," prompted more than 230 submissions from nearly 50 countries by applicants aged between seven and 77 years. The submissions were creative, revealing and insightful, with many of the stories presenting the land as a "mother figure" and advocating for immediate action to restore and protect the land and its resources. They varied in literary expression and style, ranging from proverbs and short Haiku-style poems, to stories of up to 500 words in length.

The contest results were announced on the 17 June World Day to Combat Desertification. Twenty-four-year-old university student Néhémie Yesashimwe from Rwanda was the winner in the adult category, who wrote a letter addressed to "Land." In the letter, Néhémie pledges to protect and nourish the land and contribute to its restoration. Regarding land as a mother, he vows to encourage others to treat land with "respect and care." ■

SAVING MY OTHER MOTHER

Land,

You're my other mother. Through my biological mother, you fed me since I was a fetus. Your food reached me adequate, safe and healthy. Your water sources converged to me to smooth my throat and cool my lungs during the long drought. I never starved in your good times.

You're a heaven sent gift although I don't value your paramount role as I should. You never get tired or bored to have me on your back. As I grow up, I keep adding pressure on you with both my body and property load. You're okay with my regular footprint gullies, my truck's loud-shaky metals, and my frequent cultivation scratches. Despite my arrogance, you're always glad to serve me better regardless my origin.

My gratitude to you is endless. Everything I need is in your hands and you never hold it tight when I need it. Food, timber, gold, termites, and worms are your favorite resources that you let me access without a pay. You're a marvelous teacher that everyone in society should learn "how to change the world" from. In fact, you're an irreplaceable friend. If you lost forever, I would perish!

Today, I'm here for two reasons: regretting and restoring. I regret my misuse, carelessness, hate, and murder that I did to your ecosystem. I'm the one to accelerate stress to you. You show me signs and shout many times that that hurts but all I reply is "I don't care." I'm the best to persuade people to gain from you but the worst in contributing to your safety and sustainability. I injure your veins and flesh countless times which makes erosion your top striker resulting in your degradation and ultimate desertification. Your wounds and blood equal my survival.

I'm so sorry if I made you sad. I'm not trying to twist a knife in the wound I caused you. I want to express my apology and say that I'm changing for now and forever. I want to restore your dignity, your old green beauty, and your old productive potential that used to keep my stomach satisfied. On the same damaged surface of yours, I see many ways to restore you; and it seems easy because I'm going to use part of you. I'm sure you can't refuse!

I have technology and time, strong people and various methods to do good to you, but most importantly I have you. Now, allow me to use some of your remaining soil and vegetation to halt water that erodes you whenever, wherever. I will avoid nakedness of your areas by filling all places with enough trees. I pledge to never again allow floods to wash you away without your will; I'll make sure you stay stable and strong against both natural and accelerated disasters. Then, I'll ask all your beneficiaries, me included, to give you respect and care that you deserve.

Lucky me to have you as a mother, Land.

Yours forever,
Earth dweller

TRUST AND TRANSPARENCY CENTRAL TO POST-2015 AGENDA

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

CORRUPTION IS AN ISSUE THAT PEOPLE ALL AROUND THE WORLD CARE ABOUT—MORE THAN 5 MILLION VOTERS IN THE UNITED NATIONS DEVELOPMENT PROGRAMME'S (UNDP) GLOBAL MY WORLD SURVEY RANKED “HONEST AND RESPONSIVE GOVERNMENTS” AMONG THEIR TOP FOUR PRIORITIES FOR DEVELOPMENT IN THE POST-2015 PERIOD.

UNDP WORKS ON ANTICORRUPTION IN MORE THAN 100 COUNTRIES, INCLUDING UNDER ITS GLOBAL ANTI-CORRUPTION INITIATIVE (GAIN). ANNE MARIE SLOTH CARLSEN IS UNDP'S SEOUL POLICY CENTRE'S DIRECTOR AND REFLECTS ON CORRUPTION'S IMPACT ON DEVELOPMENT.

DD: How serious is the problem of corruption globally?

AMSC: Corruption by its very nature is difficult to measure. If we knew better how to measure it, there would be less of it—transparency is corruption's biggest enemy. In economic terms, there are estimates. Globally, almost US\$ 1 trillion is paid in bribes each year—an estimated US\$ 148 billion is lost to corruption in Africa alone. It is clear that there is a lot of money that could be put to far better use.

Some years ago, UNDP's Oslo Governance Centre published guidelines for measuring corruption. These give valuable insight into how difficult it is to measure it, but also provide tools that enable measurements in specific contexts and communities. Information derived from such measurements can be a powerful way of advocating for strengthening anticorruption measures.

What makes measuring difficult is that there are many forms of corruption, from bribery and gift giving to patronage,

and traditions and cultural habits vary from country to country. There is petty corruption, which affects the poorest more directly because they have to pay to get services, there is grand corruption or private sector corruption, which is when private companies bribe public officials or politicians to obtain information, permits and licences, and lately there also seems to be more focus on what could be called political corruption.

DD: Is corruption on the increase?

AMSC: No one can say for sure, but I believe the answer could be yes, if we think of how wealth, money streams, investments and trade have increased globally, along with the pressure from our consumption and production patterns on the resources and physical space of our finite planet. This underlines the timeliness of including a focus on corruption in the sustainable development goals. The proposed target is there, but the big challenge is to identify the right indicators to actually measure the progress in fighting corruption.

DD: What are corruption's effects on ensuring sustainable development, eradicating poverty and promoting economic growth?

AMSC: There are many effects of corruption, and unfortunately they are all bad news. Corruption deprives people of their right to non-discrimination and equal opportunities for development and well-being, and thereby impedes development and promotes inequality and injustice. It undermines trust and social capital and puts the very development process at risk. Corruption undermines fundamental human rights, exacerbates poverty and degrades the environment. It diverts money sorely needed by our societies for health care, education and other essential services. It increases the costs of doing business, distorts markets and impedes economic growth. The list could go on. And though some claim that corruption fosters economic growth by greasing the wheel and cutting red tape, the economic benefit is short lived.

DD: What specific actions are needed to tackle corruption in the post-2015 period?

AMSC: Efforts to have all United Nations Member States ratify the Convention against Corruption and to ensure implementation will have to be intensified. The review mechanism of the Convention is very important in this context. Each state party is reviewed by two peers after having done a self-assessment. I also believe that efforts need to go beyond the national level. Big bribes do not stay in domestic bank accounts. They pass through foreign bank accounts; they are whitewashed through investments and hidden in tax havens. More resources and efforts will need to be invested in economic crime squads who “follow the money” and in increasing transparency in the banking sector. Progress is being made here thanks to the Organisation for Economic Co-operation and Development and the Group of 20, but if we want to rid the world of these distorting malpractices, I believe the grip has to be tightened further.

DD: What can individuals do to tackle corruption in their own communities, cities and countries?

AMSC: Talk to your children about what's right and wrong. Children have a very strong sense of justice and fairness. As parents, we have an obligation to ensure that our children take this into adulthood. Show them how to act as a community, for example buy a present from all the parents to the teacher, not individual presents that could give ideas of special treatment. Lately, we have heard many stories about how parents in different places try to give their child an advantage in the education system. Corrupt practices can find their way into any sphere of society. We all need to exercise a greater awareness of corruption risks, insist on transparency and disclosure and vote for politicians who take a clear stand on ethics and integrity.

DD: How crucial is fighting corruption and bribery to the overall post-2015 agenda?

AMSC: The reason that corruption needs to be a part of the sustainable development framework is very clear—corruption is counter-productive to achieving any of the goals because it distorts the decision-making process and the implementation of agreed policies and the measures that will be required to achieve them. The overall objective of the new development framework is poverty eradication and sustainable development. This is a very transformative agenda that cannot be achieved without trust. ■

FOUNDED IN 1839, ANTI-SLAVERY INTERNATIONAL MARKED 175 YEARS OF CAMPAIGNING AGAINST SLAVERY IN ALL ITS FORMS IN 2014. AIDAN MCQUADE, DIRECTOR OF ANTI-SLAVERY INTERNATIONAL, WRITES ABOUT THE NEED FOR AN ANTI-SLAVERY ORGANIZATION IN THE MODERN WORLD.

ANTI-SLAVERY INTERNATIONAL: 175 YEARS AGAINST SLAVERY IN ALL ITS FORMS

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

DD: Anti-Slavery International is 175 years old this year, but, according to the International Labour Organization, some 21 million people worldwide are in slavery. What does slavery look like today?

AM: Contemporary slavery is a diverse phenomenon. The most common form in the world is known as bonded labour, which enslaves millions of people across South Asia. Bonded labour is where workers are given a cash advance and then required to repay this at an extortionate interest rate with only their undervalued labour. In Europe, parts of South-East Asia and North America the trafficking of migrants for forced labour and sexual exploitation is the most common form of slavery. In Africa, descent-based slavery, where people are born into a slave caste, is very common, as is the trafficking of children for forced labour. Uzbekistan still practises state-sponsored forced labour with its cotton harvest. Many of the Gulf states have as part of their immigration law a system known as kafalah—literally meaning “sponsorship”—which means that to enter the countries the migrant must be sponsored by an employer. Once there the employer can change their employment conditions to akin to forced labour and the worker can neither change job nor leave the country. This system of kafalah provides a legal underpinning for private employers to practise forced labour

with impunity in sectors as diverse as construction and domestic work. It is a shocking fact that the United Kingdom has essentially an identical system in place for migrant domestic workers.

DD: Considering the wide range of international laws against slavery, why does slavery persist, and what can be done to combat it?

AM: While there is considerable international law on forced labour and slavery, and further law on decent work, these laws are not everywhere included into national law, and in many places where law has been established nationally it is not well implemented for reasons of lack of capacity in law enforcement and the judiciary, corruption in law enforcement and the judiciary, or both.

DD: The Anti-Slavery International Chocolate Campaign aims to end child slavery in the chocolate industry. Has there been progress in the elimination of child slavery in western Africa since the campaign was launched over a decade ago?

AM: There has been some progress. Certainly most of the chocolate retailers are ►

engaged in the issue in some fashion and there is no denial that child labour and child slavery are features of cocoa production, as they are for the whole agricultural sector of western Africa. The cocoa processors, which are not consumer-facing, have been slower to act, as has the rest of the agricultural sector, and Côte d'Ivoire, where the issues were most grave, has only recently emerged from years of civil war. These factors mean that considerably more needs to be done, and the investments that have been made sustained.

DD: Finally, what can the international readers of Daily Development do to help the anti-slavery movement?

AM: The struggle against slavery should be part of the broader struggle against poverty: many people in slavery, or slavery-vulnerable communities, are currently excluded from development and anti-poverty programmes. However, their inclusion would lead to a positively disproportionate impact on poverty, as it would move 21 million people out of the forced labour for the enrichment of others to decent work for the benefit of their families.

Readers of Daily Development should ask the leadership of aid agencies what they are doing to help eliminate slavery in the world. If they are development professionals themselves, they should consider whether the programmes they are running are paying optimal attention to the risks and realities of slavery and forced labour in the communities with which they are working. ■



ELIZABETH STUART, RESEARCH FELLOW AT THE OVERSEAS DEVELOPMENT INSTITUTE AND LEAD AUTHOR OF THE DATA REVOLUTION: FINDING THE MISSING MILLIONS, HIGHLIGHTS ITS FINDINGS. SHE WARNS THAT MANY COUNTRIES ARE LACKING IMPORTANT DATA ON POVERTY, HEALTH AND EDUCATION.



Image credit: Richard Silver

DATA GAPS MISS MILLIONS (OF PEOPLE)

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

DD: What do you mean by “missing millions”? Which countries are the most affected by this absence of data?

ES: Many of the numbers that we think of as facts are in fact estimates based on broad assumptions, extrapolations and imperfect models. For example, at the global level there are up to 350 million people who have been missed out of household surveys—and therefore uncounted—either by design, because the surveys don’t include migrant populations, people living in institutions or the homeless, or in practice, because of the difficulty in conducting surveys in insecure areas.

At the national level, there are significant data gaps in many developing countries. The problem is particularly acute in sub-Saharan Africa, where more than 40% of countries have not had a survey in seven years.

DD: What other data lags did you pinpoint? Are you saying all statistics are faulty?

ES: No, not all statistics are faulty, but I think it’s fair to say that most development statistics are. By that, I mean the data that are tracked on the main issues of development, such as health, education and economic growth. Child mortality data are normally considered to be the most robust among the development numbers, but even here two thirds of the countries that account for the vast majority of child deaths do not have registries of births and deaths and 26 have no child mortality data for the past six years, so have to rely on estimations based on flawed models.

There’s a whole range of things beyond the Millennium Development Goal issues that you’d think we measure accurately, but we in fact don’t. These include pretty basic things, such as the number of people who live in cities, the number of girls who are married before the age of 18 and the size of the sub-Saharan African economy.

DD: Why is it so important to collect quality data?

ES: The most obvious reason is that data are needed to measure progress. It is problematic that we’re in the process of agreeing a new set of development goals and targets that, under present conditions, we would not be able to tell had been achieved. But more importantly, it’s vital that governments know their people if they’re going to be able to deliver services to them in a systematic way. Of course, most countries in Africa have been able to eradicate guinea worm and China has been able to reduce poverty without perfect data, but if you want to provide health care, education and social protection—especially to those most in need—then governments need to know who they are, what they look like and what their requirements are. In other words, data are not just about measuring progress, they are also about delivering the policies to achieve that progress. ■

On occasion of the 2014 International Day against Homophobia and Transphobia, Fabien Bertrand of the Swiss organization Dialogai highlighted a campaign in the city of Geneva showing that love doesn't discriminate.



BEING GAY IS ABOUT LOVE, NOT SEX

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

In Switzerland, as in the rest of western Europe, the legal situation of gay people has improved greatly over the past few decades. Far removed from the situation in certain emerging or developing countries, the lesbian, gay, bisexual, transsexual, transgender and intersex (LGBTI) community has rights that are recognized and protected. However, perceptions of homosexuality are still often limited to sex, whereas, like any love story, it's a matter of love above all else!

Dialogai is a Swiss organization that was founded in Geneva over 30 years ago. As part of the International Day against Homophobia and Transphobia 2014, Dialogai highlighted the public expression of affection between people of the same sex. A short slideshow shown on public transport in the city was designed to show that love doesn't discriminate. The images featured a heterosexual couple, a lesbian couple and a male gay couple embracing in a very modest manner, similar to the everyday gestures that give lovers away, in contrast to the erotic images with which the media are swamped.

Younger members of society, such as those featured in the campaign, often experience difficulties in expressing their affection. At that age it is vital for the development of their personality that they avoid such repression. Young LGBTI people are between two and five times more likely to attempt suicide, and 75% of these attempts occur before the age of 25. Online social networks are partly to blame, because they amplify the power of harassment by extending far beyond the traditional boundaries of schools or universities. It is therefore important that the issue of homosexuality remains visible on these networks, and that they are used to spread positive messages, such as zero discrimination.

Support for the campaign has been received from the Canton of Geneva. The involvement of the authorities on behalf of the LGBTI community is both symbolically and financially significant, and partnerships with the authorities have made it possible to develop long-term, specially tailored projects that provide services with specially-trained staff in such a way that the issue of homosexuality can be approached confidently. ■

LAXMI NARAYAN TRIPATHI: MY LIFE AS A TRANSGENDER WOMAN IN INDIA

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

LAXMI NARAYAN TRIPATHI IS A TRANSGENDER RIGHTS ACTIVIST, FILM ACTRESS AND BHARATANATYAM DANCER FROM MUMBAI, INDIA. LAXMI REVEALS WHAT LIFE IS LIKE AS A TRANSGENDER WOMAN IN INDIA.

I was born the eldest son of an orthodox Brahmin family. I was a sickly child and very feminine. People would laugh at me and I could never understand why. It was difficult for me to go to school and college. People used to call me names.

Then one fine day, after a lot of in-depth reading and deliberation with myself to understand why I was feeling different, I got the guts to say “No.” After that my whole life changed. I became friends with a famous hijra, or transgender artist, and I started learning dance. Then I opened my own dance school. I met the celebrated journalist Ashok Row Kavi and I told him that people find me abnormal. He looked at me and said, “Baby, you are absolutely normal. The world around you is abnormal.”

I am now 36 years old and I’m proud because I’ve done a lot with my life. Not only am I a celebrated dancer, I have starred in several TV shows, and I was the first transgender person to represent Asia-Pacific at the United Nations, in 2008. I have adopted two children and am living a happy and fulfilling life.

The hijra or transgender community has held a place on the subcontinent from ancient times. Traditionally we have been involved in visiting homes on auspicious occasions, like weddings and when a child is born. While I’ve been lucky, despite this tradition a lot of other hijras face ridicule, mockery and exploitation. Hijras have limited opportunities for employment and so can be forced onto a path of high-risk behaviour. The combination of high-risk behaviour with limited prevention alternatives has resulted in the increased vulnerability of hijras to HIV and sexually transmitted infections.

Traditionally, in the public health sector, transgender women have been counted and “covered” within the key population of men who have sex with men. But the transgender community should be considered as a different group from men who have sex with men, as our needs and issues are different. Not doing so confuses gender identity issues with sexual orientation issues.

Transgender people face double stigma and discrimination from within the community and outside mainstream society as they are always looked upon as different. Men who have sex with men can easily blend in with mainstream society and people can't point them out, whereas transgender people are easy to spot and face hurdles in every step of everyday life. It can be something as simple as answering nature's call; imagine the dilemma we face daily for such a simple thing as going to the loo when we are travelling or in a mall or a restaurant. Where should we go? It's not our fault that we don't know.

We welcome the recent judgement from the Supreme Court of India granting our rights and needs, thus ensuring the dignity and identity of all individuals, particularly people like us on the periphery.

The recent landmark decision by the Supreme Court recognizing a third gender is something positive that is helping to protect the identity and rights of future generations of hijras in India. I personally never thought this judgement would ever be made in my lifetime, but we were fighting for it. It's wonderful that the court has ordered the government to provide quotas in jobs and education to transgender people, like other minority groups. However, there is still a long way to go. It will take a lot of effort on our part to make hijras mainstream in today's society. One way is to make sure we have education on transgender issues as part of our education system. A lot of advocacy needs to be done. ■

Samira Montiel is the Nicaraguan Special Ombudsman for Sexual Diversity. She describes the realities confronting lesbian, gay, bisexual, transsexual, transgender and intersex (LGBTI) people in Latin America



ARE THINGS GETTING BETTER FOR LGBTI PEOPLE IN LATIN AMERICA?

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

We have made significant progress in recognizing and respecting the rights of LGBTI people in Latin America. However, homophobia and transphobia have not gone away.

When describing the different realities in Latin America, we tend to only take into consideration the large countries in this region and forget the small countries, such as those in Central America. Nicaragua was the last Latin American country to decriminalize homosexuality and the first to appoint a Special Ombudsman for Sexual Diversity to defend the rights of the LGBTI community, after they fought for their rights for more than two decades.

At first look, it would appear that the situation has improved for the LGBTI community. However, it hasn't. Why? Undoubtedly, because of discrimination, which is closely related to the political systems in Latin America.

In Nicaragua's case, the sociopolitical setting remains male-dominated and misogynistic, despite laws becoming more respectful of human rights and having a constitution that guarantees those rights. Legislative changes have not stopped discrimination related to sexual orientation or gender identity, because discrimination is a structural issue closely linked to gender-based violence.

For example, although discrimination has been a criminal offence in Nicaragua since 2008, and complaints have been filed with the Attorney General, not a single person has been criminally prosecuted. The police are reluctant to process discrimination-related complaints because they don't regard it as a crime and do not consider it necessary to investigate the complaints. ►

Neither the judiciary nor the general population fully understand what discrimination is. Many LGBTI people are discriminated against because of their sexual orientation or their gender identity, just for being who they are. Understandably, we lack confidence in the system, because for many decades we endured criminalization. And, most importantly, we continue to be burdened by the cultural–religious stigma against homosexuals.

Our political systems are still permeated by the Church. The emergence and strengthening of fundamentalist groups in our region is a new obstacle to progress. They dominate political space and have enormous economic resources. Our political class, both from the left and the right, fears confronting the Church.

Our countries still lack clear and concrete policies aimed at reducing discrimination of any kind, especially in an area as important as education, which is key for preventing discrimination. For example, training material for sexual and reproductive health education is available for Nicaraguan public schools, yet many teachers refuse to impart this education on the pretext of their religious beliefs. And if they do, they only take a biological and reproductive approach, never a rights-based approach. Many private schools continue to expel students because of their sexual orientation, although this happens less often in public schools, owing to the decisions of the Office of the Human Rights Ombudsman. Expulsions from private schools, most of them religious, go unreported. Parents do not make complaints against the schools because they are afraid of what people will say.

Reportedly, violence against the LGBTI community has increased. My impression is that there is a greater visibility about these offences, thanks to the fight for our rights and a more empowered new generation. In many cases, visibility helps us to prevent offences from going unpunished and provides us with tools to demand greater protection for our rights.

Legal changes with punitive measures are not enough; there should be public policies aimed at social transformation too. Discrimination and stigma have always been there. We have been subjected to them for 500 years. We have made some progress, but there are still great social and economic disparities between countries. The old political model won't die away. It resists giving a voice to those who have been silenced for centuries.

But it is these very voices—of women, lesbians, indigenous women, transgender people, women living with HIV, female sex workers, homosexual men, women of African descent, etc.—that have enabled change in our region. There is still a lot of work to be done. But undoubtedly the region has the potential to transform itself and become more egalitarian through diversity. ■



THROUGH POSITIVE EYES

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

A professor and a photographer start working together on the AIDS response—six years later they are still collaborating and creating. David Gere and Gideon Mendel share a conversation on how they met and work to make a difference.

DG: As World AIDS Day approaches, I find myself thinking about the moment when I first tracked you down in London and asked you to come to Los Angeles to run an intensive workshop. My UCLA students and I were blown away by how you were able to present images of extremely ill people living with HIV in sub-Saharan Africa that didn't make us feel pity. Instead, we could feel their inner strength, their love, their determination to live, their commitment to activism. And so I found you in London, rang you up, and told you how deeply affected I had been by your work.

GM: For me, the turning point was our first full-scale workshop in Mexico City, where we began the process of handing over the camera to HIV-positive people. With all the changes in the politics around the disease and the increasing availability of medication, I had begun to feel that I had nothing more to say as a photographer myself and was looking for a new way to take on my engagement with the issue.

DG: That moment was extraordinary for me too, when we said, "Let the people living with HIV show us what they want to show us." They took the reins. I especially recall how important it was to you and to Crispin Hughes, our fantastic photo educator, that there be a deep and thorough training period with the cameras.

GM: Yes, from the start, I have been fiercely advocating for the importance of all our

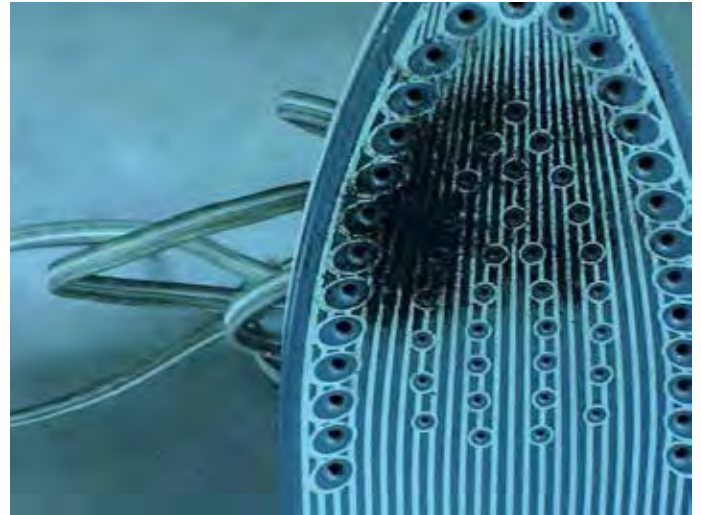
final outputs being of the highest possible quality. While we do hugely value the process our participants go through, a strong final product makes for much more effective advocacy.

DG: From your side, where did the idea of participatory photography come from?

GM: I was working in London with Crispin on a project across 13 London schools in deprived areas, engaging with pupils as the photographers. As we were planning our way forward with Mexico City, I had the idea of adapting some of the processes we had invented with London schoolchildren to working with HIV-positive adults.

DG: From my side, I had been developing an umbrella project called MAKE ART/STOP AIDS, based on the idea that artists should be making work not to sell at auctions, to raise money for AIDS research, but rather to get right in there and fully participate in collective efforts to stop the epidemic. When the HIV-positive photographers in Mexico City took hold of their own cameras, I thought, "That's it. That's what MAKE ART/STOP AIDS is all about." To me, their photographs are so much more intimate and expressive than any photography about AIDS that came before. Their images confront stigma and dissolve it.

GM: Twelve years ago I was very charged up with photography that supported the right of the poorest people in Africa to



equal access to ARV medication. That was a truly important battle at the time. As that argument was won, and treatment became more widely available, it became clear that the next massive challenge both globally and in Africa is the fight against stigma. My sister, who is an HIV doctor in a Cape Town informal settlement, has very good access to medication but still has many patients dying because they test way too late—when they are severely ill. So the biggest killer is stigma.

DG: In Mumbai, I found the impact of stigma to be more evident than in any other place we've worked. One of our participants, a young gay man, used the project as a way to be open about his status for the first time. A Christian pastor came out with HIV, and a Hindu swami, and a housewife. Powerful stuff. Gideon, now that the participants' photographs are positioned at the heart of the project, what do you see as your role?

GM: As the participants become more self-reflective, I come to see my photographic and video work as essentially a tool to frame their remarkable images.

DG: And is that sufficiently creative for you?

GM: Yes, it feels right.

DG: What do you think makes our collaboration work?

GM: Together, you and I have developed a “language,” and I have always appreciated the way that you have supported and enabled my crazy ideas.

DG: [Laughing] Over time, I've learned to distinguish between your truly crazy and impossible ideas and the ones that are so good we just have to figure out how to make them happen. What do you foresee as the endpoint?

GM: It's always difficult for me to let go of projects, but I think it is very important that we bring this one to a conclusion within the next year or so. It was never intended to go on forever. Do we make a coffee table book? Or exhibitions in major galleries? Or sets of posters to be distributed among organizations? So far we have had a high profile in the “AIDS world,” at conferences, for example. My hope is that we can bring the images to a much wider and more mainstream public.

DG: I myself would like the project to culminate in a kickass website, available to all, and a stunning exhibition, designed for museums and galleries but also, in a portable format, for intimate spaces such as schoolyards and community centres. Most of all, I want the photographers' presence to be felt viscerally wherever we go, because in the end the project belongs to them. ■





A GREEN GROWTH PERSPECTIVE IN THE POST-2015 ERA

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development



Established in 2010, the Global Green Growth Institute (GGGI) is a member-based international organization founded to support developing and emerging countries in the transition to greener, sustainable and low-carbon economies. GGGI works with governments to help them achieve their growth goals of real inclusive and sustainable change for their people and the environment. The institute's Director-General, Yvo de Boer, explains the importance of sustainability in the post-2015 period.

DD: What is your niche and role in the global sustainable development arena?

YdB: GGGI partners with countries and development stakeholders in cities and regions to help them build economies that are more efficient and sustainable in the use of natural resources and more resilient to climate change. GGGI also works with countries to help them identify and achieve their growth goals of real inclusive and sustainable change for their people and the environment.

Our niche is that we work as advisers to government and are exclusively focused on green growth and the priorities of partner countries. All of this is done exclusively in areas where we feel we are competent. In addition, our strong focus is on working with countries to develop green growth plans that are “bankable”—projects that meet investor criteria and that will be implemented.

DD: A key GGGI focus area is the promotion of a greener economy. What does this mean and how do you support countries in developing and implementing green growth strategies? Any examples to share?

YdB: We are conducting 34 programmes in 19 countries. We begin by doing an assessment of what green growth would mean for them. We assess the risks and opportunities related to green growth and then work with countries to implement strategies in four main areas: energy, cities, water and land use.

Our programmes vary from country to country. We deliver green growth programming in Asia, the Middle East, Africa and Latin America. For example, in the Philippines, we work with its government to integrate climate-resilient green growth planning through the Eco-town Framework. We developed a climate resilient growth model that will be replicated in 150 municipalities next year. In Colombia, we are supporting its government in establishing a US\$ 65 million payment for a performance fund aimed at addressing deforestation in the country. In Mexico, we are working on transportation systems and in Rwanda we are working on creating rural off-farm jobs in medium-sized towns. What we do is determined by the nature of the countries that we work with and their priorities.

DD: What can be done to attract the private sector to invest in developing and emerging countries and to help them build sustainable economic growth?

YdB: A growing number of companies around the world are changing their business models in recognition of the importance of sustainability and the need to address climate change. The private sector is increasingly working to shape a society that is sustainable and is developing business models and investment models that recognize those global trends on climate, energy, food, water and scarcity.

Sufficient financial resources are available in the private sector to address climate change in developing and emerging economies; however, they are not making their way into innovation, green investments, technology and poorer countries, and this is a problem. It is critical to formulate proposals that meet the risk and reward criteria for investors and take those proposals to the financial institutions that will finance project implementation. ►

A number of international organizations and agencies, including GGGI, are focusing on assisting countries to develop bankable projects that are investment-ready to increase access to finance for the developing world.

Ultimately, bankable project proposals need to translate environmental propositions into a common language for investors and a policy-friendly environment needs to be created in a country that is conducive to green growth investments. The path to sustainability lies in working with governments, civil society and business on their priorities—and speaking a language that they understand.

DD: China, the world's largest greenhouse gas emitter, is working on how to cap its greenhouse gas emissions to hold back climate change. What insights do you have about its motivation?

YdB: China's recent pledge to cut emissions signals that Beijing recognizes the current economic model is not sustainable. The commitment that the Chinese government has shown is important for climate change because it signals a desire to take economic growth in a different direction. An agreement will undoubtedly be reached in the Paris conference because the world desperately needs to see an advance in the climate process.

China is taking action across the board on air quality, climate, water quality, soil quality, gridlock in cities and other environmental issues. Its current Five-Year Plan very clearly recognizes the importance of transforming the country's economy to make it greener, sustainable, efficient and energy extensive.

China would like to follow the path that Japan and other developed countries have by improving product quality in the food chain; in the context of that, energy efficiency is a major factor. China has serious issues around energy security, especially with regard to the extent that it can continue to rely so heavily on coal for electric power and industrial production.

China and the United States of America account for more than two fifths of greenhouse gas emissions, and the actions they take will influence how much ambition other countries show.

DD: As the former Executive Secretary of the United Nations Framework Convention on Climate Change, what are your views on the upcoming Conference of the Parties in Paris at the end of the 2015?

YdB: There are more clear and realistic expectations on what the Paris conference should deliver and less emphasis on a legally binding treaty. Placing reasonable expectations on the Paris conference will likely increase the chance of reaching a fruitful outcome.

In Paris, countries are highly likely to make choices to act on climate change based on their national interest. The current economic model does not consider the well-being of humankind; thus greater emphasis needs to be placed on finding a different model of economic growth that can demonstrate commitment to economically, environmentally and socially responsible paths.

In the run-up to the Paris conference, there is a need to strengthen the political will on climate change and find realistic ways to resolve them through dialogue.

A successful agreement in Paris would need four key elements. The first is for all countries, whether rich or poor, large or small, to commit to clear action on climate change. The second is to ensure that they all pledge to incorporate their commitments into national law. The third is to regularly review their cutting of emissions, while the fourth is to agree on robust financing in support of developing countries' efforts on commitments.

The Paris agreement will not fully bring us to achieving the two degree target, but it will put us on track to begin the process to reach that goal. Compared to five to 10 years ago, we are putting the debate much more in the context of an economic model that works to address global challenges. This is important because the primary objective for many developing countries is economic growth and poverty eradication. ■

WHEN DATA TELL A STORY

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development



If you have ever admired or dissected an infographic, chances are it has been part of the Visual.ly collection. Stew Langille of Visual.ly answers five questions about how to stand out of the data crowd.

DD: Infographics have gone mainstream—what makes an infographic stand out today?

SL: Visual content is all about storytelling, so the ones that stand out the most are those that are able to tell you something new and interesting. The best content is able to take something complex and use visuals as a mechanism for making it accessible to a wider audience.

DD: What is the appeal of great visualization?

SL: The impact of visual content is massive. Often, most data visualizations are graphs that display information, but don't take any steps to explain the importance of these data. Visual content helps cross the last mile by telling the story behind the numbers.

Content is about harnessing the story, and great visuals—whether it be infographics, video, interactives, pictures or presentations—help tell those stories. In some cases, visuals are effective because they help evoke emotion, while in others it's the ability to simplify a complicated concept. Visual content is an amazing resource because it helps your story stand out and makes the process of telling your story more compelling, engaging and impactful.

DD: You've just got a big funding influx—looks like infographics are here to stay—what is the next frontier for data visualization?

SL: We've only begun to scratch the surface of what can be achieved with visual content. Video is becoming widespread and organizations, brands and individuals are increasingly looking to unlock its storytelling power. Interactives are taking the same concepts that made infographics

so powerful and are adding an entirely new dimension by giving viewers the ability to actively engage and interact with the content moment to moment. The great thing about visual content is that its lessons can be applied to a range of different mediums, and as our technological abilities continue to advance, so will our capacity to use new techniques to improve our storytelling.

DD: How can organizations working in development optimize using data this way?

SL: Whether it is showing the incredible work organizations are doing around the world, educating about a particular challenge or pursuing any other goal, visual content allows development organizations to tell the story behind their experiences and empower audiences to pass the story on.

DD: What has been the best use of data visualization you have seen? Why did it catch people's attention?

SL: We recently worked on a video with an amazing design firm called I Shot Him. Their work focuses on producing content that has a major social impact. The video tells the story of drug cartel wars in Mexico. What makes it so special is that it takes an idea that is beyond the focus of many people and brings the data to life by telling the story behind it. Even more, it shows people what they can do to help make the situation better. It's a perfect example of the power of visual content in that it simplifies complex information, tells an important story and leads viewers to the place where they can take action. ■

TAKING STOCK: PROGRESS AND GAPS IN MDG ACHIEVEMENT

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

AMINA J. MOHAMMED OF NIGERIA IS THE UN SECRETARY-GENERAL'S SPECIAL ADVISER ON POST-2015 DEVELOPMENT PLANNING. SHE LED THE PREPARATION OF THE SECRETARY-GENERAL'S SYNTHESIS REPORT ON THE POST-2015 AGENDA. IN THIS ARTICLE, FIRST PUBLISHED IN EL PAIS, AMINA RUNS THROUGH THE INTRICACIES OF THE POST-2015 PROCESS.

Since their adoption in 2000, the Millennium Development Goals (MDGs) have been the most successful global anti-poverty push in history. They have helped setting global and national priorities, as well as achieving tremendous progress. Targets for halving extreme poverty, improving access to safe drinking water, and improving the lives of 200 million slum dwellers have been met. More children than ever are attending school and gender parity in primary education has been achieved. Child deaths have dropped dramatically (close to four million children are living who would otherwise have died), and targeted investments in fighting malaria, HIV/AIDS and tuberculosis have saved millions of lives.

As we approach the MDGs target date of 2015, the international community is galvanizing efforts to accelerate their achievement—focusing on those goals that are most off-track, in particular in the least developed countries, landlocked developing countries, small island developing States and countries affected by conflicts or disasters.

However, there are growing concerns that even if the MDGs will be achieved, much remains to be done. Indeed, more than 1 billion people still live in extreme poverty and disparities within and across

countries, as well as among populations, remain daunting.

A NEW GLOBAL LANDSCAPE

This situation can partly be explained by the fact that major new challenges have emerged, while existing ones have been exacerbated since 2000. Inequality has deepened. Environmental degradation has increased. People across the world are demanding more responsive governments and better governance and rights at all levels. Migration challenges have grown, and young people in many countries face poor prospects for decent jobs or livelihoods. Conflicts and instability have halted or reversed progress in many countries. Our future challenges are becoming more and ever cross-regional, intergenerational and transformative.

SUSTAINABLE DEVELOPMENT

As we stand today at the threshold of significant opportunity—to realize our quest for dignity, peace, prosperity, justice, sustainability and an end to poverty—there is a general consensus that the world cannot and must not continue on its current course. The post-2015 development agenda represents an important opportunity to re-invent traditional development tools to meet new challenges, and anticipate future ones.

At the core of the post-2015 agenda, sustainable development provides the conceptual framework for such a paradigm shift. Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The only way to eradicate poverty irreversibly is by putting the world on a sustainable development path. As agreed at the Rio+20 Conference (June 2012), sustainable development has three interconnected dimensions: economic development (including the end of extreme poverty), social inclusion and environmental sustainability. Each of these dimensions contributes to the others, and all of them are therefore necessary to the well-being of individual and societies. Sustainable development points to the legitimate aspiration of all people to fulfil their potential within the finite resources of our planet.

A NEW SET OF GOALS/TRANSFORMATIVE AGENDA

For this ambitious development framework to take shape and unfold, a business-as-usual approach will not work. In his recent report entitled *A Life of Dignity for All*, the Secretary-General provided the broad contours of his vision for the future agenda. The report highlights a growing consensus on a universal agenda—one applicable to all countries and leaving no one behind—with sustainable development at its core. It stresses the need to tackle interlinked challenges and focus on inclusive economic transformation, peace and governance. It also highlights the opportunity for strengthening and developing a new global partnership, which recognizes shared interests, different needs and mutual responsibilities among the UN system, Member States and other actors. Finally, the new development agenda will need to consider from the outset the need for clear means of implementation which will be required to deliver our sustainable future. Goals and targets should take into account cross-cutting issues such as gender,

disability, age and other factors leading to inequality, human rights, demographics, migration and partnerships. The new goals should embrace the emphasis on human well-being and include the use of metrics that go beyond standard income measures, such as surveys of subjective well-being and happiness, as introduced by many countries and the Organisation for Economic Co-operation and Development.

THE POST-2015 PROCESS

Building on the MDG Framework, work to develop a post-2015 sustainable development agenda has begun through a truly open and inclusive process—involving governments, civil society, the private sector, academia, research institutions, and the voices of more than 1.2 million people through online global surveys.

At the MDG Special Event in September 2013, Member States reaffirmed their commitment to the Millennium Declaration and reaffirmed all the principles of the Rio Declaration. They decided to launch a process of intergovernmental negotiations at the beginning of the 69th session of the UN General Assembly (September 2014), which will lead to the adoption of the post-2015 development agenda during a High-Level Summit in September 2015. The work of the international community will be intense over the next two years. The UN System will continue to support the Member States as they deliberate and negotiate, and will also ensure that the voices of the people are lifted up and heard. ■

A PASSIONATE ADVOCATE FOR INNOVATION AND PROBLEM-SOLVING, KATHY CALVIN, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE UNITED NATIONS FOUNDATION, SHARES HER THOUGHTS ABOUT NEW TRENDS IN GLOBAL DEVELOPMENT.



FROM CHARITY TO CHANGE

Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

It's an exciting time to work on global issues. Our challenges are big, but so are the opportunities to improve millions of lives. These opportunities aren't happy accidents; they are the result of new ideas and enthusiasm for solving global problems. That's because the "rules" of philanthropy are being completely re-written: we're moving from charity to change, and it's opening the doors to profound progress on our toughest challenges.

So what are the hallmarks of this shift?

1. Philanthropy is being democratized: long associated with millionaires, philanthropy now belongs to everyone. People of all ages and all backgrounds can get involved in whatever way works best for them.

As the UN Foundation's Founder and Chairman Ted Turner says, "You don't have to have any money to make a difference; you can pick up trash walking down the street, and I do that all the time. You can volunteer your time. You can be a big brother or a big sister."

People want to be change-makers, not just check-writers. They understand that resources are important, but they also want to be deeply engaged, learning about the issues and donating their time, ideas and voices, too.

The UN Foundation's partners include everyone from parent bloggers who use their platforms to raise awareness about lifesaving vaccines, to teen girls in the United States who write their elected officials to pass legislation addressing child

marriage, to faith groups and students who donate US\$ 10 to send an anti-malaria bed net to a family who needs it.

These partners are bringing much-needed attention and resources to global challenges.

2. A focus on problem solving: instead of focusing on just where to give money, more and more people and organizations are focused on identifying problems and solutions and proceeding from there.

This focus on problem solving, combined with a new wave of philanthropists, has led to a surge in innovation in the international development sector.

New partnerships between governments, companies and civil society are helping to tackle challenges on a scale that was impossible before. Entrepreneurs and experts from across society are bringing fresh thinking to old challenges, from using mobile phones to improve health care to finding new ways to procure and deliver life-saving commodities. And individuals are connecting with each other through digital communications to make their voices heard and to create a global constituency for peace, justice and equal opportunity.

We're only at the beginning of this movement from charity to change, and the possibilities for new breakthroughs and advances are endless. By embracing this transition, we can unleash solutions that will build a more peaceful and just world for all of us. ■

ART AND THE SUSTAINABLE DEVELOPMENT GOALS—PAST MEETS PRESENT, MEETS FUTURE

“We, the Heads of State and Government ... envisage a world free of poverty, hunger, disease and want ... A world of universal respect for human rights and human dignity ... The future of humanity and of our planet lies in our hands. It lies also in the hands of today’s younger generation, who will pass the torch to future generations.”

Excerpt from Transforming Our World: The 2030 Agenda for Sustainable Development

SAUL BASS, HUMAN RIGHTS WEEK, 1963

Commissioned by the United States National Commission for the United Nations Educational, Scientific and Cultural Organization, Saul Bass developed the poster to mark Human Rights Week in 1963, highlighting a week-long series of commemorations and events in the United States of America, starting Human Rights Day, 10 December. The poster features extracts from the Universal Declaration of Human Rights, highlighting several main articles from the historical 1948 text.

The poster symbolizes Saul Bass’ distinct graphic design style and his use of bold colour, abstract lines, shapes and forms.

As one of the most influential graphic designers of the 20th century, Saul Bass’ work continues to resonate, and the message of his Human Rights Week poster, more than half a century old, is as relevant in 2015 as it was in 1963.

Image credit: estate of Saul Bass

HUMAN RIGHTS WEEK: DECEMBER 10TH THROUGH 17TH



HUMAN RIGHTS WEEK

ALL HUMAN BEINGS ARE BORN FREE & EQUAL IN DIGNITY & RIGHTS; EVERYONE HAS THE RIGHT TO LIFE, LIBERTY & SECURITY OF PERSON; ALL ARE EQUAL BEFORE THE LAW; NO ONE SHALL BE SUBJECTED TO ARBITRARY ARREST; EVERYONE HAS THE RIGHT TO FREEDOM OF MOVEMENT; EVERYONE HAS THE RIGHT TO OWN PROPERTY; EVERYONE HAS THE RIGHT TO FREEDOM OF THOUGHT, CONSCIENCE & RELIGION; EVERYONE HAS THE RIGHT TO FREEDOM OF OPINION & EXPRESSION; EVERYONE HAS THE RIGHT TO FREEDOM OF PEACEFUL ASSEMBLY; EVERYONE HAS THE RIGHT TO TAKE PART IN THE GOVERNMENT OF HIS COUNTRY, DIRECTLY OR THROUGH FREELY CHOSEN REPRESENTATIVES; EVERYONE HAS THE RIGHT TO EDUCATION.







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