World Federation of United Nations Associations

The Responsibility to Protect – Mobilizing Public and Political Will

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1. ORGANIZATION

Full Name: World Federation of United Nations Associations

Abbreviation: WFUNA

Legal Status: Established in 1946 in the Grand Dutchy of Luxembourg WFUNA is an independent, non-governmental organization with Category One Consultative Status at the United Nations Economic and Social Council (ECOSOC) and consultative or liaison links with many other UN organizations and agencies. WFUNA is a tax exempt organization under section 501(c)(3) of the Internal Revenue Code in the USA.

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2. SUMMARY

This is a 3-year civilian protection and human rights project coordinated by the World Federation of United Nations Associations (WFUNA). The main target group consists of the national UN Associations (UNAs) and three important domestic target groups within their country – the academic community, journalists and politicians. For the first year, a pilot program will consist of two national UNAs—UNA-Democratic Republic of the Congo (DRC) and UNA-Armenia—and the training will be held in the DRC.

The goal of the project is to mobilize public and political will to prevent and, if necessary, act in the face of mass human rights violations by strengthening and building advocates on the Responsibility to Protect (R2P). The project will increase the capacity of the national UNAs to raise awareness on R2P amongst civil society in their country and how it can be used as a tool to advocate for civilian protection and conflict resolution. Furthermore the project will develop tools that the UNAs will be able to use to actively outreach, coordinate and increase participation of the academic community, journalists and politicians within their context to raise awareness and knowledge on R2P. This increased civil society engagement will lead to a greater demand on States to respect human rights and their commitment to civilian protection under the R2P norm and strengthen the UN international framework to prevent mass human rights violations. WFUNA's unique role in enhancing the R2P norm stems from its long-standing well-established global network which allows

for effective and efficient dissemination of information and outreach through its UNAs to all target groups.

The budget for the first year of the project is projected to cost approximately $200,000 USD. Of this amount, we are hoping to secure $40,000 USD through fundraising with Global Giving.

3.   MOTIVATION

3.1 CONTEXT

After the Holocaust the world vowed it would "never again" allow such extreme mass atrocity to take place. The commitment has, however, largely remained empty as the twentieth century was scarred by the killing fields of Cambodia, the machetes of Rwanda, the ethnic cleansing of Bosnia, the crimes against humanity in Kosovo, East Timor and now the ongoing nightmare in Darfur. These atrocities have all occurred under the watchful eye of the international community; demonstrating the massive failure to prevent such mass atrocities. Instead, the lack of government action has meant "never again" has gone unchecked again and again.

Over the century there has been a change in the nature of armed conflict; civilians now make up the vast majority of casualties. As conflict continues to have a major impact on civilians, placing them in vulnerable situations, the urgency for civilian protection has never been more pertinent than the present. Answering a call for a strengthened international legal framework for civilian protection in 2001, the International Commission on Intervention and State Sovereignty (ICISS) introduced the principle of the "Responsibility to Protect".

The Responsibility to Protect - known as R2P - refers to the obligation of states towards their populations, and towards all populations at risk of genocide and other large-scale atrocities. The Responsibility to Protect is a principle which seeks to ensure that the international community "never again" fails to act in the face of genocide and other gross forms of human rights abuses. The principle stipulates, first, that states have an obligation to protect their citizens from mass atrocities; second, that the international community should assist them in doing so; and, third, that, if the state in question fails to act appropriately, the responsibility to do so falls to a larger community of states. There has been a growing acceptance that the international community must act when the state itself is either incapable of protecting, or is itself inflicting harm on its populations. An acceptance which was consolidated at the 2005 United Nations (UN) World Summit when governments accepted R2P as a new international norm. It seeks to hold all states accountable for protecting populations at risk of being attacked, forcibly displaced, or killed[1].

An important message to communicate is that Responsibility to Protect presents a moral appeal in advocating the prevention of, and end to, human suffering. It is in every country's national interest to be, and to be seen as, a good international citizen. There is a financial argument that earlier action is always less costly than later action both in terms of monetary value and social costs. The Responsibility to Protect appeals to states' national interest because it involves the maintenance of security and stabilization of economies.

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[1] Paragraphs 138-139 of the World Summit Outcome Document year 2005

During the UN General Assembly Debate on the Responsibility to Protect in July 2009, the 92 Member States that spoke on R2P demonstrated serious interest in the norm and showed strong support for implementing the 2005 commitment. Governments demonstrated that they were conscientiously considering proposals for progress raised by the UN Secretary-General in his January 2009 report *"Implementing the Responsibility to Protect"*. The Member States proposed significant recommendations to the General Assembly, the Security Council, regional bodies and governments. Many recognized the important role of civil society in preventing and reacting to the most serious international violations.

The World Federation of United Nations Associations (WFUNA) is a global nonprofit organization working for a stronger and more effective United Nations. Established in 1946, we represent and coordinate a membership of over 100 United Nations Associations and their thousands of members. We work to build a better world by strengthening and improving the United Nations, through the engagement of people who share a global mindset and support international cooperation – global citizens. Today, WFUNA has become a network of hundreds of thousands of people linked together in over 100 member states of the UN.

UNAs are national civil society organizations that provide a link between the citizens of the world and the United Nations by seeking to ensure that the UN is relevant to the lives of the peoples it exists to serve. UNAs have different programs and a variety of constituencies, such as individual members, member organizations, and partner schools and universities. Within the extensive WFUNA network there is a strong and genuine interest in taking part in the advocacy work for R2P. In August 2009 the 39th Plenary Assembly (international meeting of the membership and highest decision-making body) of WFUNA recognized that UN Secretary General Ban Ki-moon, as well as his predecessor Kofi Annan, have urged the international community to address R2P urgently. As an outcome of the meeting, WFUNA members pledged their full support for the concept of R2P in its entirety, and decided to actively work to raise awareness about R2P among UNAs, other civil society organizations and the general public. This commitment provides an enabling environment for the development of a collaborative R2P project between WFUNA and national UNAs.

WFUNA subsequently developed a comprehensive project to address the need of raising the awareness of R2P amongst civil society to be better informed for taking action in supporting and mobilizing the political and public commitment and will to prevent mass atrocities. The basic element of the project involves a number of processes of communication and information sharing to increase the dialogue and interaction amongst our target groups – both the UNAs and their extensive networks amongst civil society - through which they are able to grapple with the issue. The project prepares UNAs - through workshops, seminars and the provision of web based materials - to better engage in dialogue with governments, civil society and the UN on the issue of the Responsibility to Protect. Most importantly, the fundamental core component of WFUNAs project is a strong dedication to ensuring that the commitment of the international community to preventing mass atrocities does not remain unchecked in the twenty-first century.

3.2 DEFINITION OF THE PROBLEM
From Theory to Practice: Mobilizing the Public Voice and Political Will

"To make their [member states] words comes to life and to make the aspirations of people everywhere for a safer, more secure world for "We the peoples" a reality. This is a quest that should unite us, not divide us." Ban Ki-moon.

Ban Ki-moon concludes his 2009 report "*Implementing the Responsibility to Protect*" by calling for the full development of "the United Nations strategy, standards, processes, tools and practices for the Responsibility to Protect". One major challenge in moving R2P from theory to practice is to ensure that the scope and limits of the norm as it has evolved are well understood in all parts of the world. When new situations arise that require preventive or reactive action by the international community, leaders will take real risks only if their citizens demand it. Public demand however, depends on public understanding and sentiment. Further to public understanding is necessity of having the capacity to act upon identified situations.

It is important that the information and communication about R2P - to civil society and politicians - is delivered by a reliable source and that the communication is perceived as "this concerns ME", and not as something that comes from above, something that is "put on my shoulders as a burden". Communication about R2P needs to be perceived in a horizontal way.

In many countries around the globe civil society plays an important role in education, raising awareness, broadening the debate and mobilizing public opinion. The role of civil society in promoting access to information is considerable: as experts, innovators, and sources of advice and support. Civil society can hold governments accountable for promises made regarding R2P and push for action when needed.

It is at this juncture where WFUNA's comprehensive project becomes vital - leading from where Ban Ki-moon left off to supporting and assisting the successful operationalization of the Responsibility to Protect. Internal government information systems are often not designed to be accessible to the public, or even to some public officials. A crucial way in which UNAs can impact the development and acceptance of R2P is by raising public awareness of the importance of access to information about R2P. Research and information collated and adapted by domestic UNAs can address this kind of problem and increase knowledge about R2P. It is only then, with such knowledge, awareness, and increased capacity to participate in democratic practices that civil society is equipped with a powerful voice and tool to advocate for the strong political will to prevent mass atrocities.

3.3 RELEVANCE TO PEACE AND SECURITY, INTERNATIONAL LAW, HUMAN RIGHTS AND DEMOCRACY

Providing a Framework for Action and Promoting a Culture of Peace

According to UN report prepared for the World Summit 2005 "humanity will not enjoy security without development, it will not enjoy development without security and it will not enjoy either without respect for human rights". WFUNA's project, as well as the principle of the Responsibility to Protect in itself, follows these sentiments by building the capacity of civil society to participate in

democratic processes, strengthen the rule of law and promote human rights to ensure the prevention of human rights violations and protection of civilians and therefore providing a safe and secure environment for development to flourish. R2P aims to prevent conflict – an aim which WFUNA's project supports by working towards the development and revival of a culture of peace.

How does R2P address conflict prevention, international law and human rights?

R2P addresses conflict prevention, international law and human rights on two levels. It acts both in the short term as an international human rights framework of new standards for action in the face of mass atrocities, and in the long term by re-framing the security debate; constructing a culture of peace which diminishes the likelihood of conflict through the respect for human rights and international law. It enhances the ability of governments and the international community to prevent conflict through its promotion of human security. While R2P is not considered the panacea to resolving the problems that lead to mass human rights violations, it works as a protection instrument; providing a platform for civil society to hold governments accountable and call for the international community to act immediately in the face of escalating atrocities. In this respect it is closely related to the broader agenda of the prevention of armed conflict and promotion of human rights.

Providing a framework for action and encouraging a culture of peace

The basic principle of R2P rests on the understanding that state sovereignty implies responsibility and the primary responsibility for the protection of its people lies with the state itself. Where, however, a population is suffering serious harm and the state in question is unable to halt or avert it, the principle of non-intervention yields to the international responsibility to protect (ICISS 2001). R2P works on the premise of three elements – the Responsibility to Prevent which calls for a commitment to prevent, for the development of early warning systems, and for increased efforts to address the root causes of conflict; the Responsibility to React outlining a commitment of measures which should be taken in the face of mass human rights violations; and the Responsibility to Rebuild which highlights the obligations of the international community post-intervention to rebuild and prevent the reoccurrence of mass human rights abuses.

R2P rests on a foundation that "prevention is the single most important dimension of the Responsibility to Protect: prevention options should always be exhausted before intervention is contemplated and more commitment and resources must be devoted to it" (ICISS 2001). If the commitment to the first two pillars of R2P is realized, meaning sovereign states protect their citizens with or without the help of the international community, then intervention in the face of mass atrocities, the third pillar, becomes redundant as conflicts affecting civilians have been prevented. In case of a failure to effectively respond under these first two pillars, R2P re-emphasizes the need for an international community supported, UN-established, earlier warning system.

Re-framing the security debate

The principle, R2P, works towards institutionalizing prevention through the longer term process of developing a culture of peace. R2P reshapes the approach to security from a traditional understanding of territorial security to a wider understanding for the need for human security. R2P's framework promotes an understanding that the protection of civilians is not only limited to ensuring the absence of conflict but includes addressing the root causes of conflict – political needs and

deficiencies, economic deprivation, legal protections, improved education, health systems and food security. The framework emphasizes the duty of both the individual state and the international community to prioritize the security of the individual. A commitment to R2P is a commitment to the protection of civilians and prevention of conflict by tackling the underlying causes of conflict that put populations at risk. Thus ensuring that the capacity and will to implement R2P relates to initiatives directed at improving national, regional and international policies to prevent conflict and assure human security.

WFUNA's role in supporting conflict prevention, enhancing international law and human rights

Essential to building long term sustainable peace is ensuring political, socio-economic and cultural institutions are set up which have the power to tackle human rights abuses. This needs to occur by supporting the institutional capacity which guarantees that a government can perform its key tasks. Under R2P governments, as sovereign states, commit to:

- The responsibility to protect their civilians,
- Building the capacity of others to protect their civilians and,
- Intervening diplomatically and/or military if a mass atrocity arises.

An informed, active and democratic civil society is essential to creating a culture of peace and pushing political will to commit to performing these key tasks.

The aim of WFUNA's project is to build the capacity of grassroots organizations (member UNAs), improving their institutional capacity **to participate in democratic processes in order** to ensure that governments are held accountable to performing these key tasks. It is these civil society institutions that advocate their own governments to support a respect for human rights and international law and therefore conflict prevention; acting as monitoring and evaluating outlets in response to individual government abidance to the R2P principle. Additionally, the R2P principle should be invoked by civil society organizations in conflict-specific situations to hold their governments accountable for protecting populations within and beyond their own borders. It is, therefore, essential that efforts are made to raise their awareness and acceptance of R2P.

WFUNA's project supports and enhances the ability of civil society to ensure governments are meeting the key requirements of respecting human rights and conflict prevention by raising awareness, understanding and acceptance of R2P. Knowledge and understanding of the legal and international human rights frameworks empowers key civil society institutions and actors – UNAs, the academic community, journalists and politicians - with a tool for promoting human rights and conflict prevention and a framework which can push political will and hold governments accountable for actions in the face of mass human rights violations. WFUNA's project increases civil society's ability to engage with government officials, national parliamentarians and regional organizations to consider whether steps are being taken to incorporate this principle into strategies on human rights, peacebuilding, prevention of armed conflict and protection of civilians. It enhances civil society's ability to encourage the implementation of R2P at the national, regional and international level.

4. <u>OBJECTIVES</u>

4.1 TARGET GROUPS

United Nations Associations (UNAs)

- All UNAs will have access to advocacy materials and an online platform for advocacy idea sharing.
- 6 UNAs (starting with 2 UNAs in Year 1), spanning different corners of the globe, will participate in advocacy training workshops to form the "Core R2P Group"

In this project WFUNA will actively cooperate with UNAs - empowering them to become change agents in their countries. UNAs will contribute by disseminating information and educational materials; advocating towards governments, political parties and interest groups; stimulating the media to provide frequent and accurate coverage of important R2P related issues; and collaborating with other organizations for R2P awareness and knowledge building.

The majority of UNAs already have some experiences with work which, in a broad sense, could be considered as strengthening R2P, for example, educating the general public on human rights issues. This gives the project favorable conditions to further develop advocacy on R2P related issues.

WFUNA will give UNAs a core set of knowledge and skills that are fundamental to becoming effective domestic advocates for R2P. The participants in the project will initially be UNA-DRC and UNA-Armenia, and then be expanded to a total of six UNAs from six countries (three non-ODA and three ODA countries[2]). They will become the key organizers and implementing agencies for the project.

Social groups and civil society

Our UNAs will then work with domestic target groups who play an important role in developing public opinion on, and strengthening the public awareness and acceptance for R2P. The domestic target groups in the six countries will be:

A) Academic community[3] and NGOs
B) Journalists
C) Politicians

There are three important target groups that can leverage broader public acceptance of R2P – the academic community and NGOs, journalists and politicians. In order to gain broad public support, these social groups must be informed of, and involved first with R2P, so that they can then exercise their influence on the general public. This can happen in the following ways:

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[2] ODA countries are those that are eligible to receive Official Development Assistance, and non-ODA countries are generally the donor countries

[3] Youth represent a top priority for WFUNA and a new generation of support for the United Nations. An estimated half a million students, from primary school to university, participate worldwide in WFUNA program each year. Many of them want to learn more about R2P.

A) The academic community and NGOs promoting R2P through research, public events, projects, campaigns, and other advocacy
B) Journalists placing R2P on the public agenda and demonstrating its benefits
C) Politicians declaring that R2P is an important and viable norm to follow

A specific instance of public demand often occurs as a result of the influence of all three social groups, i.e. when there is synergy in all three areas, in the long run, a self-propelled public demand for R2P preventive or reactive actions can occur.

This project is designed to involve all three as target groups to create public demand; however, it focuses primarily on the first and second groups.

About target group A
To achieve public demand on R2P issues, the R2P perspective needs to be anchored among
certain groups within the community, such as the academic community (students, academics and research institutions) and NGOs. These are key groups for the cost-effective dissemination of knowledge on R2P. Exposing them to information about R2P will make it possible for that information to reach the broader community through their research and advocacy. Additionally, targeting students promotes a broader understanding and acceptance of a culture of peace in the minds of youth to carry forward to future generations.

About target group B
This target group is dual-natured. The R2P issue needs to come up on the media agenda to become an issue of interest to the consumers of the media. For this to occur, journalists first need to have basic knowledge of R2P to be able to deliver the R2P argument.

About target group C
After the UN General Assembly Debate in July 2009 there is general international agreement about the need to move into practice to assume the Responsibility to Protect. However, there are still some countries where the government does not endorse the norm at all, or it has some hesitations in moving forward with it. To strengthen their governments' commitment to R2P and achieve an impact on policy, domestic politicians need to expand their own knowledge and communication skills about the issue. This part of the project will be carried out in collaboration with the International Coalition for the Responsibility to Protect (ICRtoP)

In order to achieve a sustainable enabling environment for R2P, the issue needs to be addressed among all three target groups.

4.2 GENERAL OBJECTIVES

What is our objective?

To empower civil society with a framework for holding states accountable in the face of genocide, human rights violations and mass atrocity. To build the capacity of civil society - increasing knowledge, respect and awareness of the Responsibility to Protect (R2P) - expand media coverage and political debate and provide tools for information dissemination and advocacy.

Why do we want this?

1. To actively raise awareness with regards to human rights violations and build and strengthen the capacity of civil society by creating advocates who can call on the international community to never again fail to act in the face of genocide and mass atrocity.
2. To encourage and support the United Nations' emerging norm, R2P, as a framework for preventing genocide and supporting human rights by stipulating that the international community should and must act when a state is either incapable of protecting or is itself inflicting harm on its population.
3. To ensure that we have "*no more Rwandas*" by engaging, encouraging and strengthening the capacity of civil society to mobilize a public voice that pushes for political will to prevent such atrocities.

4.3 SPECIFIC OBJECTIVES AND EXPECTED RESULTS

In order to operationalize our general objectives, WFUNA will track the following five objectives and aim for the below outlined results

Objective 1: Increased awareness, participation and advocacy from UNAs in actively raising awareness of R2P.

Indicator of goal fulfillment

- The "Core R2P UNAs" increase their involvement in planned activities and engaging in R2P networks
- Increase in activities implemented by UNAs advocating media and politicians
- Increase in use of materials and information on R2P

Objective 2: Increased awareness and knowledge[4] about R2P among the academic community and NGOs in target countries.

Indicator of goal fulfillment

- At least 30 universities and 48 NGOs in total communicate about R2P
- 60 staff at universities and NGOs in total work actively with advocacy activities related to R2P
- 100 000 university students and 100 000 civil society activists in total have knowledge about the three pillars of R2P.
- 300 essays, term papers or reports in total are written by students

Objective 3: Increased awareness and knowledge about R2P among a group of approximately 15 key journalists per country in the target countries.

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[4] The level of awareness will be different depending on the target groups. The expected result will be from basic awareness to good knowledge about R2P and the three focuses in the communication about R2P (see thematic focuses below) and about specific R2P issues in their own countries.

- 90 journalists in total having been exposed to information about R2P. Increase in the media debate about R2P during the project period.
- 120 articles, radio programs or telecasts about R2P in total have been produced and distributed or broadcast.

Objective 4: Provide domestic politicians access to tools, (i.e. information and materials) relating to R2P in their national context, for their domestic communication about R2P.

Indicator of goal fulfillment

- Information about R2P that reflects the different national agendas has been developed and distributed to 180 domestic politicians in total.
- UNAs have carried out at least five workshops or seminars on R2P per country (in total at least 30 workshops or seminars) for domestic politicians.
- 30 pro-R2P contributions to the domestic politic debate in total have been made by the politicians who are the target groups for the project.

Objective 5: 20 additional UNAs will have a basic pro-R2P impact on their domestic debate and public information flow.

Indicator of goal fulfillment
- 20 UNAs have distributed printed and digital materials to relevant stakeholders.
- The UNAs have actively worked with advocacy campaigns about R2P.
- There is some media impact as a result of the distributed material in all 20 countries.

5.   ACTIVITIES AND STRATEGIES

5.1 DEVELOPED STRATEGIES

The methodology that will form the basis for planning, and later evaluating progress, is based on change in a target group being achieved through a three-step process:

Step One: From not having any knowledge of an issue or situation, to actually being aware of the issue or situation.

Step Two: From being aware of an issue or situation to gaining knowledge about it. This often goes hand in hand with the target group developing interest in the issue or situation.

Step Three: From having the knowledge to developing commitment for, and expressing genuine interest in the issue or situation. This step is represented by a behavioral change in the target group. Behavioral change may, for example, mean change in consumer behavior, letters to the press or - if the target group is politicians - a contribution to a debate on the matter.

The achievement of these levels often requires different forms of strategic communication work. Step one is easier to achieve than the second step. The same applies between step two and step three. Step one is achievable with one-way information sharing while step two often requires two-way information and more dialogue through which the target group is able to grapple with the issue. This can be done through workshops, seminars, or via the web. Step three can be reached mostly through dialogue and interaction between the UNAs and the target group. The target group should be able to be proactive. The activities of UNAs at this level are often labor-intensive, and UNAs need to offer regular meetings and fora for dialogue.

If the above is a general approach, it is crucial to determine in advance what level the target group is at when it is first being engaged. An audience that already has adequate information and interest in an issue may only need to be given an opportunity to give way to their enthusiasm and can thus take the third step.

When the local UNAs formulate their goals, they work with these above-mentioned three steps. It is important that the objectives that will be developed at the domestic level are realistic and that it should be in the UNAs power to achieve the goals by 2012.

To reach the second objective[5] UNAs will get training in media analysis and methods to establish relationships with media representatives. UNAs will receive basic materials specifically developed for communicating with journalists. These materials can be modified to include perspectives and information that are relevant for the agenda of the national media.

To achieve objective number three[6], WFUNA will collaborate with ICRtoP to develop a toolkit that UNAs can use to lobby and inform domestic politicians, as well as materials that the politicians themselves can use as a reference when communicating about R2P.

WFUNA will offer all UNAs the opportunity to take advantage of the materials prepared by WFUNA, and to participate in the online platform for knowledge and information sharing.

5.2 PLANNED ACTIVITIES

Preparation and capacity-building

WFUNA intends to select 6 total UNAs to form the "Core R2P Group" – starting with UNA-DRC and UNA-Armenia in Year 1—who together with WFUNA will carry out the main part of the project in their respective countries. After cooperation is established and the distinct needs of each participating UNA are evaluated, WFUNA will support the capacity-building of these organizations. Through the provision of digital and printed materials, organizational support, and training, WFUNA will give UNAs the skills and tools that are fundamental to becoming effective advocates for R2P.

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[5] Objective two: High knowledge about R2P among a group of 20 – 30 key journalists in the same six countries as in objective one, leading to medial impact on R2P issues.
[6] Objective three: Domestic politicians have tools, I.e. basic domestically founded information and material, for their domestic communication about R2P.

This support will be specifically targeted towards building the participating UNAs' capacity for advocacy and project management so that they can achieve maximum impact with this project.

Development of Materials and Training

WFUNA will produce printed materials and materials suitable for distribution through social media and other modern digital communication tools. The materials will be slightly adapted by the UNA in each country to provide domestic anchorage. This material will be the foundation of the public advocacy program in the target countries. Eventually, the material will also be made available to other UNAs working to achieve goal number four[7].

WFUNA will organize a workshop for representatives of the UNAs in the "Core R2P Group" on how to use the results-based management approach in relation to advocacy on R2P.

The workshop will focus on:

- Targeted strategies for advocacy

- Methods of identifying and understanding target audiences and their needs ie. through environmental scanning

- How to implement effective communication strategies

- The role of social media in advocacy and awareness raising (Facebook, Twitter, You Tube, etc.)

- How to use practical tools to effectively outreach to various target groups on R2P

- Ways of information sharing with other organizations working on R2P

- How to develop partnerships with appropriate stakeholders

- How to implement effective follow-up and evaluation systems

To supplement the materials and workshop, WFUNA will develop a digital platform open to all UNAs for the exchange of experiences and ideas regarding advocacy on R2P. While printed material can provide one-way information and are cost-efficient to achieving step one in the earlier mentioned methodology, the project will also work through workshops, seminars and other more interactive techniques that can provide two-way communication. While initial material will be developed and distributed at the workshop during the first year, in subsequent years the material will be continually updated and distributed electronically. Subsequent to the initial workshop - to build the capacity of the UNAs - the International Project Manager will conduct communication training and develop a communication and advocacy outreach strategy with each UNA individually to suit their respective domestic context.

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[7] Objective four: 20 UNAs in other countries than countries covered by the above objectives will have a basic pro-R2P impact on their domestic debate and public information flow.

5.3 TIME SCHEDULE

The overall duration of the project will be three years. The start-up period for each participating UNA will be between seven to twelve months. This time includes capacity-building and training as well as project implementation. A more detailed schedule is as follows.

Month 1	• Hire International Project Manager • Background research and preparation of initial digital and printed materials • Organize collaborative work with ICRtoP
Month 2	• Selection, through a competitive and transparent process, of the UNAs that will form the "Core R2P Group" • Evaluation of the capacity-building needs of core group UNAs to establish a baseline • Development of online networking platform begins
Months 3 & 4	• Begin capacity-building of core group UNAs • Support of core group UNAs in hiring National Project Managers • Planning of training workshop for representatives from the core UNAs
Month 6	• Implementation of training workshop for core group UNAs • Core group UNAs begin development of domestic education and advocacy plans and begin adapting materials and producing their own materials for national advocacy with the assistance of the International Project Manager
Month 7 onwards	• Subsequent capacity building training in communication and the development of a communication and advocacy outreach strategy for each UNA with International Manager • Core group UNAs begin implementing their educational and advocacy strategies in accordance with their domestic plans • WFUNA will continue the dialogue with the core group UNAs to facilitate their exchange of experiences and support the UNAs that run up against obstacles
Second and Third Year	• WFUNA will continue to updates core material with new developments on R2P • WFUNA will act as an information hub disseminating up to date information on R2P to UNAs • International Project Manager will monitor the activities of the "Core R2P Group" on an ongoing basis both through on-site and other monitoring procedures • International Project Manager will work with National Project Managers to strengthen awareness raising activities in each given context • WFUNA will coordinate and update online information sharing

	forum
	• Core group UNAs will continue to implement and strengthen their outreach on the ground to the target groups by holding a number of workshops, seminars and awareness raising events
	• Core group UNAs will update material with new developments of R2P in their domestic context
	• Core group UNAs to facilitate avenues for greater discussion and information sharing amongst target groups
Every 12 months	• Annual joint (WFUNA and core group UNAs) evaluation of project, and a final evaluation after 3 years

5.4 LOGICAL FRAMEWORK

Project Goal	Indicators	MoV
Mobilizing public and political will by strengthening and building advocates on R2P; broadening public support and influencing a more active and prepared civil society on R2P	The targeted groups have increased awareness and knowledge in R2P. The capacity of UNAs to implement R2P advocacy and awareness raising projects has improved. There is an increase in participation and activities concerning R2P advocacy in the wider civil society.	Baseline assessments of public visibility of R2P in media and political discussions and of awareness and knowledge conducted prior to commencement of training to compare with data collected during and upon completion of project Evaluation package; questionnaires and interviews from activities Progress and Activity Reports On-site monitoring and evaluation of UNAs by WFUNA during awareness raising and training activities

Results/Outcomes Required for Change	Indicators	MoV	Activities
Increased awareness, participation and advocacy from UNAs and other civil society groups in actively raising awareness of R2P. 6 total UNAs have better capacity to participate in advocacy and outreach of R2P; forming increase cooperation between them and stronger public will to act in face of mass atrocities	The Core R2P UNAs increase their involvement in planned activities and engaging in R2P networks. Increase in activities implemented by UNAs advocating journalists and politicians such as letter writing in comparison to the number of activities prior to project. An increased use of materials and information in comparison to use prior to project to indicate increase in capacity building	Baseline assessment of knowledge and awareness prior to project Evaluations from trainings Interviews and questionnaires of both UNAs, other civil society organizations and target groups Progress and Activity Reports from UNAs On-site monitoring and evaluation of UNAs by WFUNA	Conduct research and develop printed materials and materials suitable for distribution through social media and other modern digital communication tools. Map and evaluate the capacity building needs of core group UNAs Conduct a workshop on advocacy and results-based management for training Core R2P Group Hire International and National Project Managers International Manager conducts communicate training and develops a communication and advocacy strategy with each UNA for effective outreach UNAs slightly adapt materials for domestic anchorage in each country Regular follow-ups of Core UNAs

Objective	Targets	Means of Verification	Activities
			Develop an online networking platform open to all UNAs for exchange of experiences and ideas regarding advocacy on R2P
Increased awareness and knowledge of R2P amongst the academic community and NGOs activists and stronger public will to act in face of mass atrocities	At least 30 Universities and 48 NGOs communicate about R2P

60 staff at Universities and NGOs work actively with advocacy activities related to R2P

100,000 university students and 100,000 civil society activists have increased knowledge on R2P

300 essays, term papers or reports written by students | Baseline data collected on academic engagement prior to program

Quantitative data collection to compare to baselines; monitoring additions to curriculum on R2P, the number of thesis and research papers written on R2P and related university activities

Progress and Activity Reports from UNAs

Evaluations from seminars and workshops

Questionnaires

Interviews from UNAs and target groups | UNAs continues to develop education and advocacy plans and produce materials for national advocacy

UNAs conduct outreach to the academic community and NGOs; holding seminars, workshops, lectures and training sessions

UNAs promote and provide avenues for dialogues and interaction for target groups to regularly meet and discuss R2P

WFUNA provides materials, support and suggestions for papers on R2P and ways to encourage engagement with the academic community |
| Increased awareness and knowledge about R2P amongst a group of journalists and demonstrated expanded media coverage to encourage stronger public will to act in the face of mass atrocities | 90 journalists have been exposed to information about R2P

Increase in the media debate about R2P during the project period

120 articles, radio programs or telecasts about R2P have been produced and distributed or broadcast | Baseline data collected on journalist activity in reference to R2P prior to commencement of training.

Quantitative data collection monitoring written material of trained journalists

Evaluations from seminars and training

Progress and activity reports from UNAs | Develop materials to train UNAs on how to communicate with journalists

Conducting training for UNAs in media analysis and methods of establishing relationships with media representatives

UNAs modify materials to include perspectives and information that are relevant for the agenda of the national media

UNAs to conduct regular meetings with journalists to encourage dialogues and interaction on R2P |

Increased awareness and knowledge amongst politicians and decisions and policy makers in relation to R2P in their national context. A increase in domestic communication and debate works towards a stronger political will to act in the face of mass atrocities	Increased access and dissemination of tools, education materials and information about R2P that reflects the different national agendas has been developed and distributed to 180 domestic politicians UNAs have carried out at least 5 workshops or seminars on R2P per country (in total at least 30 workshops or seminars) for domestic politicians 30 pro-R2P contributions to the domestic politics have been made by the politicians	Interviews of UNAs and target group Baseline assessment surveying the number of political debates, political environment as well as politicians knowledge of R2P prior to training Quantitative data collection of resolutions, emails, press releases and statements from politicians concerning R2P to compare with baseline Progress and activity Reports from UNAs Evaluations from seminars and workshops Interviews of UNAs and target group	WFUNA providing updates on current issues and interesting debates happening on R2P; creating a constant stream of information distribution and suggestions for news worthy material on R2P Develop materials with ICRtoP on how to lobby and inform domestic politicians Develop materials that politicians can use as reference when communication on R2P Provide UNAs with training on advocating politicians UNAs modify materials to reflect national agenda and conduct training with politicians; holding seminars and workshops on R2P and political contributions
20 additional UNAs will have basic pro-R2P impact on their domestic debate and public information flow	20 UNAs have distributed printed and digital materials to relevant stakeholders The UNAs have actively worked with advocacy campaigns about R2P There is some media impact as a result of the distributed material in all 20 countries.	Quantitative data analysis of media in selected UNA context prior to commence of information distribution Activity reports Interviews with relevant stakeholders	Material is made available to other UNAs Open and encourage participation on online digital platform for knowledge and information sharing 20 selected UNAs distribute material to relevant stakeholders including civil society and target groups and upload information on R2P on their webpage

6. PARTNERS

6.1 LOCAL AND/OR (INTER)NATIONAL PARTNERS

WFUNA is a global network of over 100 national United Nations Associations (UNAs). UNAs are national civil society organizations that provide a valuable link between the citizens of their country and the United Nations by striving to ensure that the UN is relevant to the lives of the people it exists to serve. Through this network, WFUNA connects hundreds of thousands of people from every region of the globe to the United Nations. Additionally, UNAs frequently work together within their region to strengthen the outcome of various mutually relevant and beneficial projects.

In order to build the capacity and strengthen civil society "in the front line" on the Responsibility to Protect and how it can be used as a tool to advocate for conflict prevention and peacebuilding, WFUNA will initially partner and work with core UNAs to build the "Core R2P Group". For the duration of the project outreach will be initiated to a further 20 UNAs. UNAs - with their grassroots capabilities, their direct contact and access to local partners and their local governments as well as important insight on the ground - present the most suitable and valuable partners in this project.

Additional partners

WFUNA is currently exploring possible partnerships with other civil society organizations involved in advocating for the Responsibility to Protect. Contact has already been made with a number of these including the International Coalition for the Responsibility to Protect (ICRtoP) and the Asia-Pacific Centre for the Responsibility to Protect. Furthermore, along with the already existing networks, constituents and local partners of the participating UNAs, each UNA will further strengthen their outreach through the establishment of a wider range of partners with civil society groups within their own domestic context. This includes non-government organizations working on human rights and peace and conflict, as well as outreaching to their academic communities and local journalists.

6.2 METHOD FOR IDENTIFYING AND CONSULTING LOCAL PARTNERS

UNAs

WFUNA will select the UNAs, who together with WFUNA, will carry out the main part of the project in their respective countries. The selected UNAs will have expressed interested in the issue of R2P and have enough capacity to begin the project – experience in project management, and possess adequate administrative and financial management systems. UNA-Democratic Republic of Congo and UNA Armenia are examples of those UNAs that have already expressed interest – both actively working in areas considered world trouble spots and with vested interest in preventing conflict and increasing civilian protection.

Furthermore, once UNAs have been selected each UNA will work with existing partners as well as source additional partners through their networks and through research that aims to identify appropriate partnering organizations. Therefore, an essential element of the initial training period with UNAs will be how to identity and establish partnerships with civil society groups working on issues relevant to R2P such as human rights and conflict prevention.

As UNAs are the best placed to provide information on the level of knowledge and support of R2P in their given context, they will be consulted whenever possible throughout the duration of the project. Initially UNAs will be consulted to determine the current capacity of their staff and members to carry out knowledge and awareness raising outreach on R2P. Furthermore, the UNAs will be consulted to determine the current level of knowledge surrounding R2P as well as identifying the most appropriate target groups in their domestic context. This information will be used to ensure the initial training is appropriate and effective in building the capacity of the UNAs and their target group.

Additionally, throughout the implementation and evaluation of the project, UNAs will be consulted to determine the effectiveness of training material created and to understand better what kind of further support or information is needed to improve the capacity building and awareness raising of R2P. UNAs are the best placed to provide feedback on what is working, what is not and the current climate of R2P – politically, academically and in the media – in their domestic context. To ensure that the project and its capacity building activities are occurring in the most effective capacity, WFUNA will consult UNAs on a regular basis – with the International Project Manager and the National Managers communicating weekly. The online platform will allow the "Core R2P Group" to increase dialogue and to consult with each other – learning from each other's experiences in building the capacity of their domestic target groups.

Civil Society groups

During the project WFUNA will engage with civil society groups who are already involved with the topic of R2P as partners - these civil society groups are separate from those acting as the project's target group. Initial research and surveying of the existing civil society groups concerned, and actively working on issues concerning R2P, has been conducted by WFUNA to identify potential consulting partners. The civil society community currently engaged in R2P is relatively small yet well networked. WFUNA has already consulted with both the ICRtoP and the Asia-Pacific Centre for the Responsibility to Protect – currently leading the R2P awareness campaign – to identify a number of potential partners they work with which would benefit from and provide support to WFUNA's project. These partners will act as information sharing bodies.

These partners will continue to be consulted throughout the duration of the project to identify further potential partners. They will be consulted during the creation of training material on R2P to ensure that the material is appropriate both in representation and accuracy of the issue and during project implementation by acting as additional resources and networks for participating UNAs. For example, the Asia-Pacific Centre for the Responsibility to Protect has already been consulted on training materials, the current climate, support of R2P in the Asia-Pacific region, and a collaboration on researching into training of journalists on R2P has been established.

Furthermore, WFUNA will continue to identify a boarder range of civil society groups - beyond those just engaged in R2P to those who are engaged in strengthening civil society, human rights and peace and conflict prevention - to act as partners and consultants.

6.3 OTHER DONORS

Currently, WFUNA is seeking funding from various corporations, foundations, governments, and individuals. The long term sustainability of WFUNA as an organization has been secured through grants received over the past year from the Swedish and South Korean governments.

Our ongoing foundation partners include the Arthur Ross Foundation, Packard Foundation, the United Nations Foundation, and the William and Melinda vanden Heuvel Foundation.

6.4 SYNERGY AND COMPLEMENTARITY WITH OTHER ACTORS

Many NGOs and civil society groups are eager to partner with WFUNA due to our close relationship with the United Nations. WFUNA - having been established in 1946 - brings over sixty years of experience and familiarity with the UN system.

WFUNA has regular meetings with the UN Secretary-General to discuss areas for collaboration on UN priorities. During our latest meeting with Secretary-General Ban Ki-moon, important issues such as the UN's involvement with the governance of climate funding, as well as the UN's role in the G20, were discussed.

WFUNA has worked closely with several UN agencies. Our work has helped to activate key social groups, such as civil society and young people, in taking a role in decision making and policy at the UN. Partnerships have been established to increase awareness on important issues such as the environment and human rights.

- Our organization has consultative status at the Economic and Social Council (ECOSOC) and with the UN Department of Public Information (DPI).

- An important collaboration was initiated last year with the UN Non-Governmental Liaison Service with the purpose of promoting the effective engagement of civil society organizations with the UN system. The foundations were laid for a program that we plan to develop and run in 2010.

- WFUNA was a major partner for the first Global Model United Nations held in August 2009 hosted by UN Department of Public Information and is playing the same role for the 2010 conference. In addition to serving on the Executive Committee overseeing the program, we contribute expertise and resources to the planning and execution of the program.

- WFUNA continues to recognize the importance of youth participation in the decision-making process of key UN issues. Our organization is collaborating with the United Nations Population Fund (UNFPA) in creating a Handbook on establishing national youth delegate programs. We received $40,000 funding from the UN for this youth project.

- During the official celebration of World Environment Day, WFUNA co-hosted an event with the United Nations Environment Program (UNEP).

- Annual human rights seminars were organized in collaboration with the Office of the High Commissioner for Human Rights in Geneva (OHCHR) regarding the universality of human rights, and the work of the Human Rights Council.

It is a common evaluation of the current R2P community – the discussions and awareness raisings - that the R2P debate has been centered in New York. Now outreach to regional areas, particularly those impacted by conflict, is necessary and vital to pushing the norm forward. In this respect WFUNA's connection and partnership with UNAs allows for outreach to areas and regions in which other key actors involved in R2P are currently not able to be active – presenting an opportunity for complementarity between key actors engaged in R2P. What WFUNA offers and what sets us apart from other key actors is our long-standing well-established network of members. Therefore, time will not be wasted identifying partners to reach out.

WFUNA's membership is truly international, regional and local - built on a global structure which is based in New York City and Geneva with strong UNAs in all regions of the globe. Each UNA has their own national constituents and partners on-the-ground which make our outreach extend even further. We are therefore well suited for taking leadership roles in implementing projects, disseminating information and monitoring progress. UNAs are familiar with local actors and groups, and can effectively adapt to the cultural and normative nuances unique to their country. It ensures capacity building materials will be culturally appropriate and tailored to be most effective in each given context. Through previous programs such as Model UN conferences, UNAs have built relationships with local universities and students. As part of their operations, UNAs have developed communication strategies to promote issue areas of importance to their constituents, including video, television programming, and online networking. These strategies have helped establish ties to local media members which the R2P project intends to target. This familiarity makes WFUNA's R2P project outreach to the intended target groups – the academic community and NGOs, journalists, and politicians – more fluid and successful.

WFUNA has had a number of well established procedures in place for many years which allows for effective and efficient information dissemination between WFUNA and UNAs and amongst UNAs themselves. Furthermore, there has already been internal discussion on the R2P debate in which member UNAs are all in agreement on the project and the structure and are eager to work together to move forward. This commitment provides an enabling environment for the development of a collaborative R2P program between WFUNA, member UNAs and the additional targeted groups.

7. <u>SUSTAINABLITY</u>

7.1 SUCCESS AND RISK FACTORS

Success and risks factors can be identified on two levels: at the broader institutional-level and at the national implementation level.

Success factors
Institutional-level success factors
- WFUNA's main office, located in New York, provides access to a global network and ability to collaborate with the key global actors engaged in R2P - also located in New York.

- WFUNA's access to the UN allows for a steady flow and dissemination of information on R2P as it is discussed at the UN – in reverse WFUNA is able to track opportunities to promote core UN objectives through its UNAs, in this case R2P.
- WFUNA's well-established relationships with its UNAs ensures WFUNA is able to reach out to a diversity of regions in which other key actors are currently unable to do outreach.

Success factors for implementation at the national level
- The majority of UNAs already have some experience with work which, in a broad sense, could be considered as strengthening R2P, for example, educating the general public on human rights issues. This gives the project favorable conditions to further develop advocacy on R2P related issues.
- As the UNAs are "in the front line" by working with UNAs for this project ensures the reinforcing of local capacities and extending the knowledge of R2P where awareness is currently limited
- UNAs are best suited to understand the climate – the level of knowledge and awareness – of R2P on the ground and how best to adapt material to the local context.
- UNAs have access to local partners and governments who are currently engaged in similar issues or are concerned with R2P.

Risk factors
Institutional-level risk factors
- One challenge is to manage the fact that different UNAs might have different views on both their roles and the R2P-concept as such.
- Another challenge is that UNAs have diverse capacities.
- A third challenge is to ensure adequate human and financial resources.
- A fourth challenge is the barrier of language.

Risk factors for implementation at the national level
- The challenges at the national level will differ depending on the domestic context. Some general challenges can be identified at the national level. The first challenge will be to find the most suitable project managers.
- The second challenge is to develop an appropriate and feasible campaign plan.
- A third challenge is to formulate and domestically adjust the R2P messages so they can make an impact in the public debate agenda.
- A fourth challenge is to move from one-way information to two-way dialogue with key target groups.

7.2 PLANNED STRATEGIES

7.2.1 Financial Sustainability

In 2009 WFUNA began the Global Citizens' Campaign as a way to cultivate a diversified group of contacts including corporations, foundations, governments, and individuals. In order to properly approach each of these sectors, WFUNA has worked on creating an infrastructure and system to implement the Global Citizen Campaign. This includes assembling talented personnel to plan and implement programs, conduct follow-up, and monitor the budget. This ensures that WFUNA has

the institutional capacity to work with the increased contributed income as a result of the Campaign. With our solid institutional base, WFUNA intends to move forward with our fundraising campaign.

Already, we have acquired donors that have demonstrated their confidence in our programs and activities, and have a vested interest in our success. With the generous support of our benefactors, WFUNA is able to ensure the long-term sustainability of our operations and our programs.

Part of building capacity at the local level is to institute a fundraising apparatus for our participating UNAs to fund their own R2P workshops. UNAs will learn the importance of how publicizing the issue creates urgency and the need to contribute, how to identify potential donors, and skills on how to solicit resources. It is important to take these fundraising tactics and adapt them to their local environment.

Publicity

- Publicity of R2P is already the central exercise of this program. Through our efforts we aim to create a pool of individuals and groups who not only advocate on these issues, but contribute resources to further the projects.

Identifying Potential Contributors

- During the initial stages, WFUNA will teach each participating UNA how to identify and approach corporations, foundations, government officials, and individuals with their R2P program
- Training will include steps on how to lobby their respective governments for funding

Asking for Contributions

- UNAs will be trained on how to create their own R2P proposals, including how to summarize their program and create a budget.
- WFUNA will advise participating UNAs on how to create an apparatus to collect individual donations. This might include instituting program or membership fees for subsequent workshops, or creating fundraising events appropriate for their location.

7.2.2 Institutional Sustainability

The program will be run by the WFUNA office at UN Headquarters in New York. The overall management, strategic responsibility, monitoring, and evaluation will be done at this location. This work will primarily be carried out by an International Project Manager who will work full-time with this project.

As with program funding, a key issue with this project is to build the capacity of member UNAs to manage their own R2P project for subsequent years. Once the foundations for the project have been laid, the UNAs in the partner countries will assume a greater implementing responsibility.

To carry the responsibility and to realize cost efficient implementation of advocacy work in domestic arenas, the project needs a part-time National Project Manager per UNA, responsible for the

national advocacy efforts. These persons will be required to have experience both in project management and advocacy techniques. Eventually, it is intended that the National Project Managers will continue their R2P programs independent from the WFUNA Secretariat once the project has concluded. Future initiatives which might be undertaken by our individual UNAs can include facilitating local R2P awareness at schools and Model UN programs.

7.2.3 Socio-economic sustainability

According to the UN report prepared for the World Summit in 2005 "humanity will not enjoy security without development, it will not enjoy development without security and it will not enjoy either without respect for human rights". This project follows this sentiment that security, development and human rights are linked and interdependent. R2P, by providing a tool for conflict prevention and supporting a respect for human rights, ensures a stable socio-economic environment is created and/or sustained for development to flourish.

WFUNA's awareness raising project on the Responsibility to Protect works towards building the social and human capital of society by providing skills and knowledge, and creating a platform for cooperation. Community participation and a strong civil society are essential to creating a framework for society to work together. WFUNA's R2P project aims to strengthen civil societies involved in advocating for R2P in order to encourage and facilitate cooperation amongst different social groups to work together towards the prevention genocide and mass atrocities. In addition to UNAs, the project works with three major social groups – academics and the NGO community, journalists, and politicians - to advocate for the prevention of genocide and mass atrocities. Through the project's training and outreach activities all three social groups are provided with a platform to increase dialogue on the prevention of mass atrocities between and amongst the groups. Additionally, through our "Core R2P Group", dialogue is not only increased within the participating societies but between the participating societies. R2P, as a common shared norm, offers a set of standards that is mutually beneficial to all. This combine with increased dialogue builds social capital that leads to cooperation and connectedness within and amongst society and thus decreases conflict. By providing R2P as a tool for the prevention of mass atrocities, advocates will be trained and share common knowledge on how to work together to prevent genocide and react in such situations. With increased participation in society the overall aim of R2P – preventing mass atrocities – is a more likely outcome.

WFUNA aims to build a strong civil society by raising awareness of R2P and developing the capacity of the UNAs and target social groups to promote the prevention of genocide, mass atrocities and the respect for human rights. By increasing knowledge and awareness of R2P these social groups are better equipped to advocate to their governments to uphold the commitment that has been made. This provides a socio-economic benefit as it enhances and reinforces the political system – pushing political institutions to uphold their responsibilities and carry out their key tasks more effectively.

As the participating UNAs will be actively involved in ensuring that the objectives of the project are met, UNAs will gain ownership not only over the material on R2P but the project itself. By doing so, UNAs are empowered with a tool to help prevent mass atrocity but also with skills to act as leaders once the project ends. By disseminating crucial information related to R2P in a manner that is relevant to the society, knowledge and awareness is transferred and able to be utilized beyond the

projects duration. Essentially the project aims to strengthen and build on the human capital of a society.

The capacity building training will increase the capabilities of the participating UNAs to manage and implement advocacy projects on R2P and genocide prevention. The knowledge transfer and the increased capacity as an outcome of this project ensures that the advocacy for R2P will persist after the end of the project. At the cessation of the project the UNAs and members of each social group will be equipped with enough knowledge and awareness of R2P that they will be able to act as ambassadors to continue to spread the word on the prevention of genocide and mass atrocities.

The increased cooperation within and amongst societies presents for a more stable and healthy environment in which socio-economic development can flourish and can result in economic growth. There is a financial argument that earlier action is always less costly than later action both in terms of monetary value and social costs. The Responsibility to Protect appeals to states' national interest because it involves the maintenance of security and the stabilization of economies.

7.3 PREVIOUS RESULTS

The project "The Responsibility to Protect: Mobilizing Public and Political Will" will be implemented for the first time in 2010. WFUNA has an established track record in running original international programs and events related to the three pillars of the UN - peace and security, sustainable development, and human rights. Our recent history included projects on topics such as disarmament and the Millennium Development Goals.

Students for a Nuclear Weapon-Free World

Students for a Nuclear Weapons Free World was an initiative for engaging young people from diverse academic disciplines with the topic of nuclear disarmament, that WFUNA ran from 2006-2009. WFUNA held two international student competitions requiring the submission of essays, artwork, or videos. The program included the creation of a network of young people from around the world who were active in the field disarmament, and a web resource to support this network with information and communication pathways.

Global MDG Summit

In November 2008, WFUNA organized the Global MDG Summit in Mumbai, India, together with UNA-India and Jai Hind College. Over 300 participants from 13 countries representing every region of the world participated in the 5-day project.

Students learned about the Millennium Development Goals (MDGs) and what is being done by the UN to achieve them. The students had the opportunity to observe firsthand the work being done by local NGOs at rural villages and local slums in India, pertaining specifically to a specific MDG. Field locations included a free holistic women's clinic in Bhopoli, several Ashram schools in Maharashtra, and an HIV counseling center in the Dharavi slum.

Students filmed their experiences and conducted interviews, presenting their findings through short films made during the week of the summit. The resulting 16 films were presented at the closing ceremony, with the best screened at UN Headquarters in New York.

Starting in 2004, WFUNA has organized a series of regional Model UN conferences in three regions: Africa, Asia and Pacific, and Latin America and the Caribbean.

Three WFUNA Asia and Pacific Regional Model UN conferences were held in Beijing, China (August 2004), New Delhi, India (February 2006) and Incheon, Republic of Korea (July 2008).

One WFUNA Africa Regional Model UN conference took place in Stellenbosch, South Africa in September 2005.

All these conferences were organized by the WFUNA Secretariat in partnership with the local UNA. They were each held on the theme of the Millennium Development Goals. The 300-350 participants attending each conference came from different countries across the region, and were trained and supported by their local UNAs.

These regional conferences had a required follow-up component, in which the participants were asked to organize their own smaller-scale Model UN or implement an MDG community-service project after the conference. This resulted in the proliferation of Model UN conferences across the regions, and the implementation of other youth-led initiatives. For example, the East Africa Sub-Regional Model UN was initiated as a follow-up to the Africa Regional Model UN, and has now become a well established annual project. A now very active youth program was established by the UNA-Republic of Korea after the 2008 Asia and Pacific Regional conference – the youth are planning their first MDG project management workshop for this year.

Two Latin American and Caribbean Regional Model UN conferences were held in Punta Cana, Dominican Republic in October 2007 and 2008. These were slightly different than the others, since they were primarily organized by the UNA-Dominican Republic with logistical support from WFUNA. Over 2,000 students attended each of these conferences.

In addition, two Latin American and Caribbean Regional Model UN conferences were held in Punta Cana, Dominican Republic in October 2007 and 2008. WFUNA provided logistical support to the UNA-Dominican Republic. Around 2,000 attendees participated at our Dominican Republic conferences.

8.   **MONITORING AND EVALUATION**

Upon commencement of the project, WFUNA and the core UNAs will conduct baseline surveys to establish the current levels of knowledge on R2P of both the participating UNAs and other target groups. Furthermore, the political environment and journalistic activity surrounding the R2P debate will be surveyed in the domestic context of the participating UNAs. The baseline surveying will establish the initial conditions of which the results and outcomes of the project, collected by follow-up evaluations, can be compared.

WFUNA will develop guidelines for follow-up and annually evaluate and develop the implementation strategies to improve the advocacy campaign. This follow up will focus on both

WFUNA and the participating UNAs and will include on-site monitoring of UNA R2P focused activities.

At the end of the project WFUNA will take responsibility for an overall evaluation based on the two questions:

- Have the projects delivered the expected results?
- What have been the main obstacles and enabling factors (internally and externally) to reach the goals?

The evaluation will be carried out through a combination of qualitative and quantitative methods.
- The quantitative approach will evaluate output goals (that initially in the project have to be further developed in co operation with the participating UNAs) and the quantitative aspects of the project's objectives in comparison with the baseline surveying.
- The qualitative approach will include interviews, questionnaires and on-site monitoring to identify the impact of the project on the target groups.

The UNAs will participate in this overall evaluation, and they will develop local evaluation strategies to measure the impact of the project in their specific countries

9. BUDGET FOR YEAR 1

World Federation of United Nations Associations	
Responsibility to Protect: Projected Budget	
	Year 1
Expense	
Capacity Building Workshop	
Accomodation	1,600.00
Digital Material	4,000.00
Online Networking Platform	3,000.00
Printed Material	4,000.00
Social Media Outreach	6,000.00
Speaker	4,500.00
Stipend	640.00
Supplies	1,000.00
Travel	3,200.00
Venue	2,000.00
UNA Outreach	
Communication Training	5,000.00
Digital Materials	10,000.00
National Project Managers	50,000.00
Outreach Allowance	8,000.00
Printed Materials	17,000.00
Follow-up	
Evaluation Package	1,200.00
On Site Monitoring	7,500.00
General	
Program Evalutation	5,000.00
Independent Audit	2,000.00
Staff position	60,000.00
Total	**195,640.00**
5% Overhead	9,782.00
Total Expense (USD)	**205,422.00**

Projected Budget Summary	
	Year 1
Expense	
Capacity Building Workshop	29,940.00
UNA Outreach	90,000.00
Follow-up	8,700.00
General	67,000.00
Total	**195,640.00**
5% Overhead	9,782.00
Total Expense (USD)	**205,422.00**