**Region: Arab States**

**Initiation Plan**

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| **Project Title:** | Promoting the Sustainable Development Goals in the UAE |
| **Expected CP Outcome(s):** | Outcome 4: Strong global standing of the United Arab Emirates |
| **Initiation Plan Start Date:** | April 15th, 2016 |
| **Initiation Plan End Date:** | April 15th, 2018 |
| **Executing Entity:** | UNDP – United Arab Emirates |
| **Implementing Entity:** | UNDP |

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| **Brief Description**  *This Project Initiation Plan aims to promote the SDGs relevant to the UAE through an advocacy plan that includes appointment of National Good will Ambassadors (GWA), from across the country, who will advocate for these Goals, building public awareness on the global agenda nationally and sub-nationally, as well as recruitment of a communication associate to ensure proper implementation of the advocacy strategy, design the project communication strategy and support UNDP and the GWA in achieving the expected outputs.* |

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| Country Programme Period: 2013-2017  Key Result Area (Strategic Plan) SDGs  Atlas Award ID: 000  Start date: 20 April, 2016  End Date 20 April, 2018  PAC Meeting Date Management Arrangements DIM | Total resources required **USD**  Total allocated resources: \_\_\_\_\_\_\_\_\_   * Regular \_\_\_\_X\_\_\_\_ * Other:   + Donor \_\_\_UNDP\_\_   + Government \_\_\_ X\_   Unfunded budget: \_\_\_\_X\_\_\_\_  In-kind Contributions \_\_\_\_\_\_\_\_\_ |

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| Agreed by | Name | Title | Date | Signature |
| UNDP UAE | Frode Mauring | UN Resident Coordinator and UNDP Resident Representative in the UAE |  |  |

# Situation analysis

At a UN Summit (25-27 September 2015), Member States of the United Nations adopted *The 2030 Agenda for Sustainable Development* with a set of Sustainable Development Goals (SDGs) at its core. The Agenda officiallycame into effect on 1 January 2016, committing the stakeholders to work together to promote sustained and inclusive *economic growth*, *social development* and *environmental protection.*

The SDGs are built on the concept of leaving no one behind in the development agenda. Governments worldwide need enough policy space to align the SDGs with their national contexts; cooperation among different agencies and stakeholders on intersecting goals and targets is key. A whole of government approach is needed in countries across the development spectrum, but must be complemented by bringing in local and non-state actors, including private sector. Doing so promotes participation of ordinary citizens, so they too can own this agenda and take it forward, ensuring that no one is left behind. Appropriately, the UAE Vision 2021 is built on a country united in responsibility, destiny, knowledge and prosperity.

Responding to requests from Member States for coordinated support from the UN development system in implementing The 2030 Agenda, the United Nations Development Group (UNDG) – under its Sustainable Development Working Group (SDWG) – has adopted a common approach for effective and coherent implementation support, under the acronym ‘MAPS’. MAPS stands for Mainstreaming, Acceleration and Policy Support.

In this regard, UNDP designed this project that relates to the ‘Mainstreaming’ component focusing on landing the 2030 Agenda for Sustainable Development at the national and local levels, and implementing an advocacy strategy that promotes the SDGs on a national and sub-national level.

# Strategy

This project is planned to execute an advocacy strategy aiming at creating nationally owned visions and plans for adopting relevant SDGs in the UAE. This advocacy and awareness raising strategy aims at ensuring that the concept fully permeates policy discourse and mobilizes stakeholders’ action in respective development fields. It is particularly important for these messages to reach younger audiences, whose members will be both key actors as well as the inheritors of the world the SDGs seek to create.

For this purpose UNDP envisages to:

* **organize a series of workshop** -to sensitize government officials and stakeholders to *2030 Sustainable Development Agenda and the respective goals*
* **Organize a public awareness campaign** -to reach the general public. Considering the outreach capacities of internet and social media platforms, combined with traditional media, UNDP will partner with local associations, foundations and volunteer groups in promoting innovative advocacy approaches to ensure that the messages reach out to various sections of population, in particular youth.

To achieve these objectives, UNDP shall: a) appoint of National Good will Ambassadors (GWA), from across the country, who will advocate for these Goals; as well as building public awareness and engaging national, sub-national and local stakeholders in The 2030 Agenda for Sustainable Development and SDGs; b) recruit communications assistant to ensure the proper designing of a communication strategy for promoting the SDGs, design a public awareness campaign and support the GWA in achieving the expected outputs.

The relevant identified goals include:

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

**Goal 5:** Achieve gender equality and empower all women and girls

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

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

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

**Goal 12** Ensure sustainable consumption and production patterns.

**Goal 13:** Take urgent action to combat climate change and its impacts

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

# Expected outputs

1. **Promoted defined SDGs nationally and Public Awareness Campaign designed and launched**

To achieve the overall project objective, UNDP will appoint 3-5 Goodwill Ambassadors, each will be at the top of her/ his field, whether it's Green Economy, Energy and Environment, Youth and Gender Empowerment, and other relevant fields, with achievements that have made them household names in their own, and in some cases, in many other countries. In coordination with UNDP, the Goodwill Ambassadors will advocate for these SDGs through the implementation of a set of advocacy activities.

UNDP will be identifying the Goodwill Ambassadors based on certain criteria. Sharing a deep concern for UNDP’s commitment to promote sustainable development in the country in addition to their contribution to the country’s development that helps amplify the urgent and universal message of human development and international cooperation, helping to accelerate achievement of the Sustainable Development Goals would be the main standards for the selection of the GWA. A Ceremony for the official appointment of the National GWA for the UAE will be organized.

The GWA will be expected to articulate UNDP development philosophy and programmes of self-reliant opportunities and motivate people to act in the interest of improving their own lives and those of their fellow citizens. They will be giving their time freely to help UNDP in its challenging mission, and bring the human development message to the country.

The GWA will also be expected to:

* Promote SDGs and share UNDP/ UAE achievements, including use of Social media (Facebook, Twitter)
* Participate in public events and, in some cases, deliver keynote speeches; e.g. Youth / University events (approx.. 5 events per year)
* Participate in interviews with National Media: TV, radio programs, etc…
* Conduct Field Visit and participate in events related to UNDP projects (ex: Ceremony of signing Projects or Memorandum of Understanding)
* Participation in UN International Days Celebration (ex: UN Day)

In addition, building public awareness and engaging national, sub-national and local stakeholders in the 2030 Agenda for Sustainable Developmentand SDGs is a critical initial and ongoing step in successful implementation. Given that the SDGs are a global agenda, it is critical to support national audiences in linking them to local concerns, thus helping to ensure sustainable public support for the SDGs.

Advocacy and awareness raising is a strategic activity that needs to be adapted to the country context, well planned, and adequately resourced. In this regard, UNDP will design and launch a public awareness campaign to communicate the2030 Agendaand SDGs to the general public, including women and youth through a set of activities; including establishing online platforms, organizing workshops in collaboration with national stakeholders (Universities), etc.

1. **Communications strategy developed and implemented**

To ensure the proper implementation of the advocacy strategy, a Communications Associate will be recruited to support the GWA achieve their desired missions. The Communication Associate is expected to develop a detailed communication strategy that considers carefully who to reach, why they are important to communicate with, and various means to do it. Overall, the communications Associate will be supporting UNDP and the appointed GWA in achieving the expected outputs related to the promotion of SDGs.

# Management Arrangements

*Senior Beneficiary*

**Project Board**

**Project Organisation Structure**

*Project Assurance*

*Communications Associate*

*UNDP Programme*

*Project Support*

*UNDP Operations*

*Executive*

*UNDP UAE*

*GWA*

# ANNUAL WORK PLAN

**Year: 2016**

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| **EXPECTED OUTPUTS**  *And indicators, baseline, including annual targets* | **PLANNED ACTIVITIES**  *List activity results and associated actions* | **TIMEFRAME**  **YEAR 1 YEAR 2** | | | | | | | | **IMPLEMENTING ENTITY** | **PLANNED BUDGET** | | |
| Q1 | Q 2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Funding Source | Budget Description | Amount |
| *Output 1: selected SDGs promoted nationally, Advocacy Strategy implemented and Public Awareness Campaign launched* | *1.1 Identification and appointment of GWU* | x | x |  |  |  |  |  |  | UNDP | UNDP |  |  |
| *1.2 Organizing a Ceremony for the official appointment of the National GWA for the UAE* |  | x |  |  |  |  |  |  | UNDP | UNDP | Venue, logistical preparations, Media coverage | 30,000 |
| *1.3 Design and launch public awareness campaign* |  |  | x | x |  |  | x | x | UNDP | UNDP | Organizing workshops,  developing and printing promotional materials | 60,000 |
| **TOTAL OUTPUT 1** |  |  |  |  |  |  |  |  |  |  |  |  | **90,000** |
| *Output 2:  Communications strategy Developed and increased visibility* | *2.1 Recruitment of Communications Associate* | x |  |  |  |  |  |  |  | UNDP | UNDP | UNV Contract | 120,000 |
| *2.2 Produce Communication materials* |  | x | x | x | x | x | x | x | UNDP | UNDP | Designing and printing material | 10,000 |
| **TOTAL OUTPUT 2** |  |  |  |  |  |  |  |  |  |  |  |  | **130,000** |
| **GRAND TOTAL AWP** |  |  |  |  |  |  |  |  |  |  |  |  | **220,000** |

# legal context

This project document shall be the instrument referred to as such in Article 1 of the Standard Basic Assistance Agreement (SBAA) between the Government of the United Arab Emirates and UNDP, signed on 19 January 1977.

Consistent with the Article III of the, the responsibility for the safety and security of the executing agency and its personnel and property, and of UNDP’s property in the executing agency’s custody, rests with the executing agency. The executing agency shall:

1. put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the project is being carried;
2. Assume all risks and liabilities related to the implementation agency’s security, and the full implementation of the security plan.

UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this agreement.

The Implementing Entity agrees to undertake all reasonable efforts to ensure that none of the UNDP funds received pursuant to the Project Document are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via <http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>. This provision must be included in all sub-contracts or sub-agreements entered into under this Project Document.

# ANNEXES

**Annex 1. Risk Analysis**.

*bundp20mm***OFFLINE RISK LOG**

*(see* [*Deliverable Description*](http://content.undp.org/go/prescriptive/Project-Management---Prescriptive-Content-Documents/download/?d_id=1266195&) *for the Risk Log regarding its purpose and use)*

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| **Project Title:** Promoting the Sustainable Development Goals in the UAE | **Award ID:** | **Date:** |

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| **#** | **Description** | **Date Identified** | **Type** | **Impact &**  **Probability** | **Countermeasures / Mngt response** | **Owner** | **Submitted, updated by** | **Last Update** | **Status** |
| 1 | Possible delays in identifying GWA | *April 2016* | *Organizational* | Probability: medium-low  Impact: high |  | *UNDP* |  |  |  |
| 2 | reluctance of GWA to carry out the functions envisaged in the terms of reference/ letter of designation | *April 2016* | *Organizational* | Probability: medium-low  Impact: high | UNDP states clearly in the “Conditions of Service Entitlements of UAE GWA” document that the designation of GWA shall be terminated if in the view of the UN RC/ UNDP RR the GWA is unwilling to carry out the role envisaged in the ToR | *UNDP* |  |  |  |