Drafted: ***Nadia Nivin. Tuesday, March 19***

URL: <https://intranet.undp.org/unit/rbap/track2proposals/Lists/TRAC2_Proposal_Submission/Item/editifs.aspx?List=a6666070%2D6c23%2D4943%2Db8a0%2D10ef223df64e&ID=51&Source=https%3A%2F%2Fintranet%2Eundp%2Eorg%2Funit%2Frbap%2Ftrack2proposals%2FLists%2FTRAC2%5FProposal%5FSubmission%2FAllItems%2Easpx&Web=fcdc895d%2D32c8%2D4c4d%2Db9bf%2D9f6a3dbb4121>

TITLE:

**‘All About SDGs’ Campaign- building SDGs champions as catalysts for the 2030 agenda**

**Background**

The Government of Malaysia is committed to attaining the SDGs and through it also reach high income country status by 2030. The UN system is the Government’s key partner in taking the SDGs agenda forward. UN Malaysia’s SDG implementation is divided into three phases. In the current Phase 1, considerable work has been done by the UN country team in anchoring SDGs at the national development planning levels. These have resulted in SDGs being aligned within the 11 Malaysia Plan and well on its way to be firmly anchored within the 12 Malaysia Plan, while work is underway with the government on SDGs monitoring and data management completion of SDGs roadmap etc.

However, the approach has been focused heavily on (a) the institutional side or the supply side (b) at the federal levels. Some of the key issues identified for phase 2 implementation include developing awareness and involving the subnational structures and focus on the ‘whole of society’ approach by involving other stakeholders such as civil society, academia, local officials and policymakers etc.

The engagement of the demand side, particularly in terms of awareness building has been lacking, due in part to dearth in resources and in part to the lack of a national enabling environment under the prior regime. The GE 14, however, along with regime change after 60 years, also brought about significant changes within the socio political landscape because of the strong reform agenda backed by an equally strong political will to push it through. This is marked, among others, by opening up of the civic engagement space, liberalization of media and freedom of expression.

But despite such positive changes, a culture of 60 years is slow to change. This is most evident in the lack of understanding among the population on reforms issues, on development priorities and thus also the SDGs.

For instance, in a study conducted by the Integrity Institute of Malaysia (IIM) in 2017 on Students' Perception of Corruption (SDGs 16), one in three respondents (35.8%) said that the acceptance of gifts in the form of money, goods or services in exchange for services rendered was not a corrupt act. The survey was conducted among local universities including the top universities in Malaysia. Similarly, according to a Corruption Prevention Action Effectiveness Perception Study in 2016, 16% of 1000 university students surveyed were willing to receive bribes and 18.2% were prepared to offer bribes to avoid facing legal action. In addition, the number of students willing to report corruption cases dropped to 66.3% compared to 74.1% in 2015.

The above example serves to demonstrate that lack of awareness on the various areas that the SDGs embody is a serious concern. This when taken into consideration together with the fact that the median age of Malaysia’s population is 28.5 years, there seems to be a dire need to engage in national advocacy on the SDGs.

Another significant stakeholder group are the public officials at the sub national levels- specially at the city levels. Malaysia is experiencing rapid urbanization and from 2004 to 2014, the urban population in Malaysia increased from 66% to 75%. This growth is expected to continue as people migrate from rural areas to urban areas for employment and economic opportunities. Increased greenhouse gas emissions, air pollution, higher amounts of waste generated, and more frequent flash floods in urban centers over the last decade are all evidence of the increasing pressures of urbanization. Thus subnational progress, particularly around urban city center will be essential to the attainment of the 2030 agenda. To drive this local progress through developing local solutions, first and foremost, awareness generation on how the SDGs can support progress across a range of local priorities, will be paramount.

Therefore, given the above context, the proposed ‘’All about SDGs” campaign will address this SDGs awareness gap among demand side stakeholders by launching a nationwide campaign for SDGs champions. At the initial phase, to ensure success, this initative will begin by targeting two groups of people: **youth**- as catalysts for the new Malaysia and the local subnational authorities such as **mayors** of urban centers- such that the SDGs do not remain as ideas only at macro levels.

**Purpose and process:**

The theory of change for this initiative stems from the fact that SDGs stand their best chance when a ‘whole of society’ approach is adopted. With the advent of the new government, Malaysia is now at the cusp of an extremely opportune moment when SDGs initiatives, hitherto undertaken only at the central government levels, can now be diffused among other critical stakeholders at the national and sub national levels.

This proposal therefore ‘works out loud’ for the SDGs by creating a much-needed awareness drive among these two specific stakeholder groups through a 6-months-long campaign, followed by a competitive selection of winners chosen for high profile recognition.

Targeting university students in all states and promoting innovative design and reach of SDGs campaign, not only generates awareness among youth but also has a multiplier effect through the SDGs campaigns designed by these youth. Similarly, in reaching out to the mayors not only enhances their knowledge of the

For Youth engagement, the campaign will kick off with intensive outreach and advocacy events and dissemination of communication material among top two universities in each state. The outreach and communication will inform of the SDGs and invite participants (individually or in groups) to develop innovative SDGs awareness campaign over a period of 6 months. They will be requested to submit these campaigns results at the end of 6 months. Success criteria will be based on the innovativeness of the ideas and the number of people reached. Three top campaigns will be chosen by a panel of eminent judges and an award ceremony will be held at the end of the period.

Similarly, mayors from urban centers from all 13 states will be reached out to and invited to devise SDGs campaigns for their towns. As with the youth, success criteria will be based on the innovativeness of the ideas and the number of people reached. Three top campaigns will be chosen by a panel of eminent judges and an award ceremony will be held at the end of the period.

The entire journey will be accompanied by a strong media documentation process.

**Alignment with Facility Objectives**

This initiative- All About SDGs’ Campaign- building SDGs champions as catalysts for the 2030 agenda - leverages UNDP’s role as an integrator of the UN system’s work on the SDGs through engaging the demand side. As discussed, the demand side and stakeholder engagement, particularly in terms of awareness building has been lacking, due in part to the dearth in resources among the UN agencies and in part due to the lack of a national enabling environment under the prior regime. The nationwide SDGs awareness campaign through stakeholder engagement will serve to significantly strengthen UNCT’s SDGs platform in Malaysia. Thus, the proposed initiative is in alignment with the facility objectives.

**Financial Benefits**

***Result # 1*** The national level  awareness and visibility on SDGs will alllow mobilizing funds from the private sector, specially CSR funds​

***Result # 2*** UNDP expects to expand its programming on SDGs localization and strengthening local governance. The partnership and the profile built through with the mayors will allow mobilization of government cost sharing in the above areas of programming

**Technical Benefits**

***Result # 1*** Expands UN Systems work in Malaysia on SDGs through engaging a variety of stakeholders beyond only the federal government.

***Result # 2*** Has a significant multiplier effect in terms of disseminating knowledge of the SDGs and promotes a whole of society approach to SDGs attainment

**Other Benefits**: Strengthens UNDP’s role as an integrator for UN systems SDGs engagement platform in Malaysia

**Indicators for Success:**

**Indicator 1**

***Indicator baseline*** # of people reached:0

***Indicator target:*** # of people reached :100,000

***Sources of data***: UNDP project

***Timeline for target***: December 2019

**Indicator 2**

***Indicator baseline***: # of UNDP-promoted SDGs campaigns developed by youth:0

***Indicator target***: # of UNDP-promoted SDGs campaigns developed by youth : 25

***Sources of data***: UNDP project

***Timeline for target***: December 2019

**Indicator 3**

***Indicator baseline***: # of UNDP-promoted SDGs campaigns developed by city mayors :0

***Indicator target***: # of UNDP-promoted SDGs campaigns developed by city mayors : 15

**Sources of *data***: UNDP project

***Timeline for target***: December 2019

**Key Partners:**

Universities in all states, Mayor’s offices, youth organizations, UN country team

**Risks:**

1) Shift in political situation prevents the full scale implementation of the project

2) Low levels of interest by sub national officials

3) Not enough number of people reached