LEAVE NO ONE BEHIND TOOLKIT

THE GLOBAL GOALS
For Sustainable Development

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CIVICUS

Development Initiatives

PROJECT EVERYONE

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INTRODUCTION

ABOUT THIS TOOLKIT

This toolkit is for civil society and other stakeholder organisations, coalitions, groups, and individuals. It is intended to support campaigning and advocacy efforts to drive implementation of the Sustainable Development Goals and the commitment to 'Leave No One Behind' which is at their heart.

- The toolkit supports advocacy and campaign activities at the national, regional and international levels.
- It does not assume a given level of experience in either the 2030 Agenda or in advocacy and campaigning.
- It can be referred to in whole or used in parts depending on relevance.

WHAT IS THE PURPOSE OF THIS TOOLKIT?

The toolkit aims to equip you with relevant information and tools to enable you to understand and carry out campaigning and advocacy activities on the Leave No One Behind commitment.

ACRONYMS

CSO: Civil Society Organisation
HLPF: High-Level Political Forum on Sustainable Development
LNB: Leave No One Behind
MDGs: Millennium Development Goals
NGO: Non-Governmental Organisation
SDGs: Sustainable Development Goals
UN: United Nations
BOND: British Overseas NGOs for Development

ABOUT THIS TOOLKIT

HOW TO USE THIS TOOLKIT?

Content has been divided into five sections:

Part 1: helps you understand the Sustainable Development Goals and how they were established.

Part 2: answers all your questions surrounding Leave No One Behind.

Part 3: guides you through engaging with the Sustainable Development Goals and provides you with practical examples of actions you can take.

Part 4: explains what a National Dialogue is and how you can organise one.

Part 5: is a library of additional tools and resources which complement the contents of this toolkit.

The toolkit is available online via www.leavenoonebehind.global

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PROJECT EVERYONE

Supported by UKaid from the British people

OVERVIEW
LEAVE NO ONE BEHIND

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force. These Global Goals set the ambition to end poverty, reduce inequalities and tackle climate change over the next 15 years.

At the heart of the Goals is a commitment to ensure that 'no one is left behind' and that no Goal is considered met unless it is met for all nations, peoples and groups in society. That's because, although we have witnessed huge progress in the fight against poverty and injustice, too many people - the most impoverished, those that are excluded, disadvantaged, and at risk of violence and discrimination – still face terrible inequalities when it comes to accessing resources, opportunities and their rights. The world must focus on reaching these groups and ensuring they can make their voices heard and benefit from progress, if we are to achieve a better world for all.

The 'Leave No One Behind' commitment was included in Agenda 2030 in large part because people from around the world, from all walks of life came together to demand their leaders prioritise the needs and interests of the poorest, most marginalised and disadvantaged people. To fulfil this promise, everyone must know about the Leave No One Behind pledge and get engaged in making sure it is delivered by 2030.

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OVERVIEW
LEAVE NO ONE BEHIND

The Leave No One Behind Partnership, established in July 2016, seeks to drive global momentum to make sure that happens. Three international non-profit organisations (CIVICUS, Development Initiatives, and Project Everyone) with the support of the United Kingdom's Department for International Development have come together as founding partners to catalyse a global movement to ensure that the pledge to Leave No One Behind turns from words into reality. The Partnership has three principles at its core through which we will seek to prioritise the poorest and most marginalised people in policy and in practice. We will:

Examine: provide new data on who is at risk of being left behind, where and why; put a spotlight on the most marginalised groups, share evidence and good practice of what works in different contexts and monitor progress on reaching those furthest behind.

Engage: people all around the world, including civil society activists, world leaders and the wider public, create compelling content and tell the stories of those who are being left behind

Empower: those who are marginalised and currently at risk of being left behind to be able to speak for themselves. We will work with partners in at least 30 countries to build local voices for action and accountability.

We will work with existing networks, coalitions and people across the world to help build the political commitment and consensus and a long-term movement for change to ensure that by 2030 the Sustainable Development Goals are met for everyone.

PART 1 - UNDERSTANDING THE SUSTAINABLE DEVELOPMENT GOALS

WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

WHAT CAME BEFORE THE SDGS

In September 2015, world leaders agreed to 17 Global Goals for Sustainable Development which could mean an end to extreme poverty, inequalities and climate change by 2030.

The Sustainable Development Goals are the successor framework to both the Millennium Development Goals (which guided global development efforts from 2000 to 2015) and the Rio+20 UN Conference on Sustainable Development (also known as Rio +20, which built on a long-term process for priority-setting on sustainable development).

WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

The MDGs were adopted as a global partnership to reduce extreme poverty by 2015. They were divided into 8 goals, each tackling a key area of development: poverty, education, child mortality, gender equality, maternal health, disease, environmental protection and global partnerships.

However, progress was uneven. In consequence, millions of people were not reached by the MDGs. For instance, although income poverty was greatly reduced, roughly 1 billion people still live below the poverty line (under $1.25 a day) and many face daily challenges of discrimination and exclusion, denying them access to basic resources, services and opportunity.

WHAT WAS ACHIEVED THROUGH THE MDGs

As a result of the MDGs progress was made in many of the targeted areas, especially in the following:

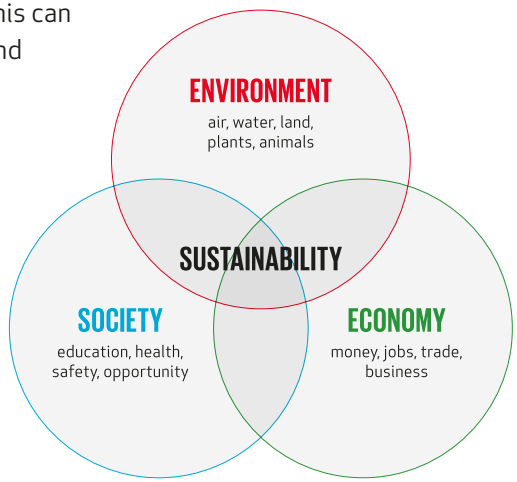
- **Income poverty:** the number of people living in extreme poverty declined by more than half, falling from 1.9 billion in 1990 to 836 million in 2015.
- **Primary school enrolment:** the number of out-of-school children of primary school age worldwide fell by almost half, from 100 million in 2000 to an estimated 57 million in 2015.
- **Child mortality:** since 1990 the mortality rate of children under-five was cut by more than half.
- **Access to water:** 147 countries managed to halve the proportion of people without sustainable access to safe drinking water.

WHAT ARE THE SUSTAINABLE DEVELOPMENT GOALS?

Following the MDGs, there was a need for a new development framework that would learn from the previous goals' shortcomings and build on their achievements. In June 2012, at the Rio +20 conference governments agreed to launch a process to create a set of universal sustainable development goals.

Similar to the MDGs, poverty reduction remains an overarching objective of the SDGs.

However, there is now a realisation that this can only be achieved if the social, economic and environmental dimensions of sustainable development are addressed in a holistic and balanced manner.



In September 2015, all 193 members of the United Nations adopted the 2030 Agenda for Sustainable Development. This Agenda is comprised of 17 Goals to drive development over the next 15 years by ending extreme poverty, tackling climate change and fighting inequalities. This was a historic agreement, paving the way for a better and more sustainable future.

The challenge now is to ensure the Goals areare implemented in a way that ensures no one is left behind.

A NEW APPROACH TO GOAL-SETTING

Three ways the SDGs are different to the MDGs. They are:

- **Universal:** eradicating extreme poverty and building a sustainable future are challenges all countries face. Unlike the MDGs, which only applied to the developing world, the SDGs are universal.
- **Integrated:** the SDGs cover all three dimensions of sustainable development (economic, social and environmental) with an underlying consideration for people, planet, peace, prosperity and partnership.
- **Inclusive:** the SDGs pledge to leave no one behind, meaning that no Goal will be met unless it is met for everyone. That means putting the needs and interests of the furthest behind first.

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WHY DO THE SUSTAINABLE DEVELOPMENT GOALS MATTER?

Our world is more innovative, connected and fast-growing than ever before. We can only solve global challenges like poverty, inequality and climate change by working together – the SDGs provide the framework for that to happen.

A UNIFYING AGENDA

The SDGs focus development efforts on common objectives. It is essential for development work to be oriented in the same direction in order to focus on what really matters and ensure no one is being left behind. The Goals can be achieved with enough political will, investment and action at all levels.

HOLDING GOVERNMENTS ACCOUNTABLE

The SDGs are a way to hold governments to account, with every UN Member State (193) agreeing to the framework. Citizens will play an important role in monitoring Goal implementation and putting pressure on governments to ensure the most marginalised groups are reached.

BRINGING THE WORLD TOGETHER

The SDGs are built on the idea of partnership. Achieving the Goals will be impossible without the cooperation and participation of everyone. These Goals were created by the people for the people through one of the widest participation processes in history. Civil society played an important role in the design phase of the Goals (over 500,000 people participated through debates and consultations).

UNIVERSALITY

The SDGs concern each and every one of us. The 2030 Agenda demonstrates that for all our cultural, economic, and political differences, certain ideals and rights are universally shared. The SDGs are an opportunity to change the world for the better but they depend on action. They depend on joint, sustained and early action.

WHY DO THE SUSTAINABLE DEVELOPMENT GOALS MATTER?

AKIMALI'S STORY, BURUNDI

In the run-up to the contested 2015 elections in Burundi, 30-year-old Akimali was repeatedly attacked by security forces for voicing political views contrary to the ruling party. After receiving a number of disturbing threats and witnessing the torture of his colleagues, Akimali fled the country and is currently seeking asylum in the United States.

There are a number of immediate and long term challenges facing Akimali. As he awaits the outcome of his asylum claim, he is currently without reliable accommodation, an income or savings and does not know the status of his family back in Burundi. He faces a number of immediate and long-term challenges. If the SDGs are achieved, Target 16.1, which calls for a reduction in violence everywhere would help ensure people like Akimali have the fundamental freedom for voicing their political opinion and encourage democracy.

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WILLIAM'S STORY, USA

William is 27 years old, from the United States. He has been homeless all his life, moving from shelter to shelter. 'I too, am one of the 60,000 homeless people in New York City.' Having just had a child, William fears his baby boy will face the same upbringing as him, one where he cannot get a proper education, access vocational training or obtain a job.

By 2030, Target 1.2 aims to 'reduce at least by half the proportion of men, women and children of all ages living in poverty' and implement social protection systems and measures for all.

Target 1.4 is also committed to ensuring that 'all men and women, in particular the poor and vulnerable, have equal rights to economic resources and basic services', so that people like William can find a job regardless of their economic and social status.

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HOW WILL PROGRESS BE MONITORED AND REVIEWED?

In order to assess progress towards achieving the SDGs and the pledge to Leave No One Behind, a regular process of monitoring and review is necessary. The bulk of this process must take place at the national level. The engagement of civil society will be fundamental to holding governments to account.

The UN Statistical Commission has produced a framework of Indicators, which will help countries monitor progress across each of the 17 Goals and 169 Targets. Unlike the Goals and their corresponding Targets, the use of UN 's Indicators is not mandatory. Countries have the option to adapt the indicators or come up with their own metrics to better fit their national context.

17 GOALS

The SDGs are made up of 17 Goals.
A goal is an aspiration - a commitment made to address a challenge.

169 TARGETS

Each goal is broken down into a number of Targets.
A target is an action - a specific, measurable and time-bound outcome which contributes directly to reaching a goal.

230 INDICATORS

Each Target is measured through one or more Indicator.
An indicator helps with accountability - it is a metric used to measure progress through data collection and analysis.

Visit the UN Statistical Commission's website here for a full list of the Goals, Targets and Indicators.

Globally, monitoring and review takes place through the High-Level Political Forum. It is the highest-level body for sustainable development within the UN system and the institutional home for the SDGs. The HLPF is responsible, among other things, for reviewing progress in the implementation of the SDGs and holding governments accountable to their commitments. There is an annual meeting which focuses on reviewing progress towards different Goals. This is a great annual opportunity to hold your governments to account.

Part of the HLPF's mandate, is to produce National Voluntary Reviews in conjunction with member states. These reviews help with evaluating the strategies and policies that are being put in place to facilitate SDG implementation. In 2016, 22 countries volunteered for national reviews, including France, China, Togo, Morocco and Colombia.

You can read all 22 National Voluntary Reviews here. For more information on how civil society can engage in the HLPF and national review processes, please see a supplementary toolkit here.

PART 2 - EXAMINE: UNDERSTANDING LEAVE NO ONE BEHIND

THE LEAVE NO ONE BEHIND COMMITMENT

One of the most transformative elements of the Sustainable Development Goals is the commitment to ensure that no one is left behind and that no Goal will be considered met unless it is met for everyone. It is a global recognition that every person counts and deserves fair opportunities, regardless of income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts.

By committing to leave no one behind, world leaders have vowed to prioritise the interests of the most vulnerable and disadvantaged groups. We can create a world where no one is denied opportunities because of who they are or where they live. We can be the first generation to ensure all human beings lead dignified lives, free from fear and violence, and able to realise their full potential.

It will take all of us to make sure that commitment is deliver by understanding who is left behind, where and why, what works, and good practice. Leaving no one behind means ensuring their voices are heard and putting pressure on leaders to deliver on their promises.

LEAVE NO ONE BEHIND IN AGENDA 2030

The commitment to Leave No One Behind is affirmed many times in Agenda 2030, including this pledge:

'We are resolved to free the human race from the tyranny of poverty and want, and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind'.

Transforming our world: the 2030 Agenda for Sustainable Development

THE LEAVE NO ONE BEHIND COMMITMENT

HOW CAN WE MAKE LEAVE NO ONE BEHIND A REALITY?

Turning this principle into a reality will require action at all levels; global, regional and national. In a recent research report 'Leaving no one behind: A critical path for the first 1,000 days of the Sustainable Development Goals' the UK think tank, the Overseas Development Institute set out how there is 'clear alignment between the leave no one behind agenda and what marginalised people say they want from their governments: better services such as universal health coverage and rural electrification; greater public awareness, such as creating environments where all girls are expected to go to school; and institutional and legal reform, including the extension of a minimum wage to informal workers, or the introduction of women's land rights.'

HERE ARE SOME REPORTS TO HELP YOU FIND OUT MORE:

- Putting marginalised people at the forefront of the Sustainable Development Goals, BOND Sustainable Development Goals Group
- Leaving no one behind: A critical path for the first 1,000 days of the Sustainable Development Goals – Overseas Development Institute (2016)
- Global development goals: Leaving no one behind – UNA-UK (2013)
- The P20 Initiative: data to Leave No One Behind - Development Initiatives

ANA ROSA, PERU

I arrived here five years ago and it was very shocking because there was no access to transport and so we had to walk on very dangerous paths and we had to take a lot of care when moving children and old people. It was very difficult to bring our food from the markets, especially when it rained, because it was very slippery. When we saw how dangerous this was, we organised the community to improve the narrowest and most dangerous parts of the paths – working most of the time by hand or with tools that we could borrow thanks to the solidarity of the community.

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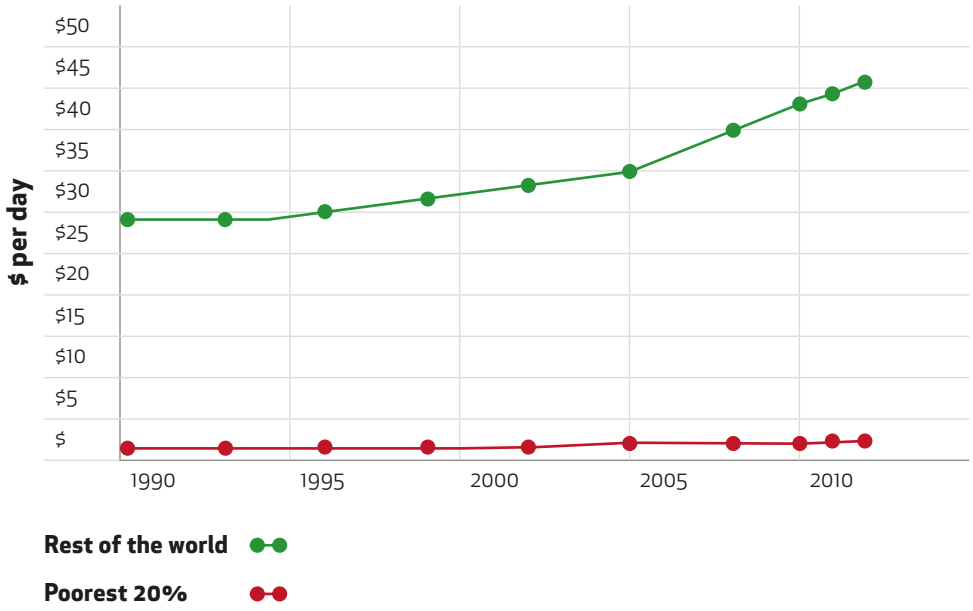
WHO IS BEING LEFT BEHIND?

Who is being left behind is different in every country and context but the broad concept of Leave No One Behind means prioritising the interests of the world's most at risk and disadvantaged people, the poorest people, and those who are most excluded and at risk of violence and discrimination.

To make sure those left furthest behind receive priority access to the resources and programmes being mobilised for delivering the SDGs and are considered in the design and implementation of policies we must first understand who they are, where they live and why they are being left behind so we can make sure they are included in progress. This is a core part of the work the Leave No One Behind Partnership will carry out. A new project from Development Initiatives, the P20 Initiative is tracking how the people in the poorest 20% of the global population share in growth, services and opportunity.

Although the number of people living in extreme poverty has declined by more than half, falling from 1.9 billion in 1990 to 836 million in 2015 – not everyone is making progress. The income gap between the P20 and the rest of the world is widening, and in the same period, the poorest 20% of the population benefited from only 1% of global growth.

AVERAGE INCOMES

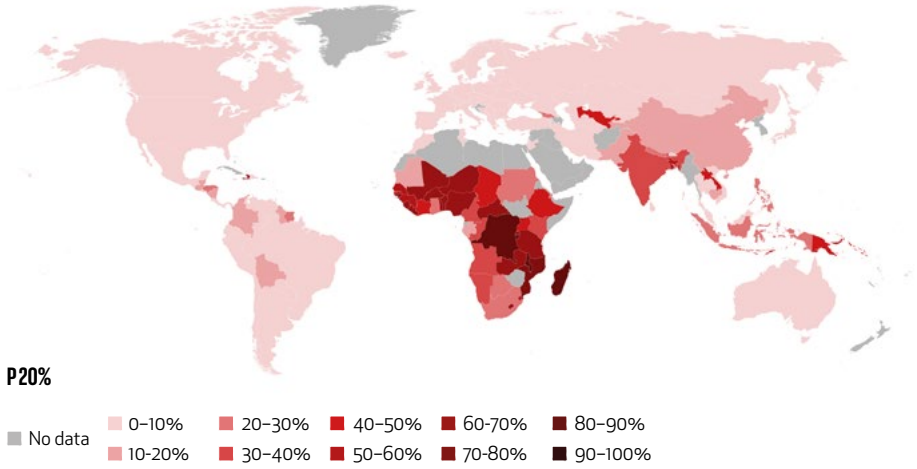


WHO IS BEING LEFT BEHIND?

WHERE:

Around three quarters of the poorest 20% of people globally live in 9 countries: India, China, Bangladesh, Nigeria, Indonesia, Democratic Republic of the Congo, Ethiopia, Pakistan and Tanzania. The other quarter live in around 100 different countries.

Progress has been uneven between and within countries. We must go beyond the national averages to better understand where those furthest behind are and what barriers they face, in order to reach them. Data suggest that as many as 90% of people who are amongst the poorest 20% of people globally live in rural areas, where access to basic services are more limited.



WHO AND WHY:

If we are to fulfil the commitment to leave no one behind we must improve systems for counting people so we can know who is being left out of progress and why.

Birth registration means governments know that their citizens exist, when they were born and when they have died. Without functioning Civil Registration and Vital Statistics (CRVS) systems people who are left behind will remain invisible. Amongst the poorest 20% of people, only 33% of their births are registered.

As well as who they are and where they live, people furthest behind are also likely to be excluded and held back by different forms of discrimination and disadvantaged because of aspects of their identity such as gender, disability, age, religion, sexual orientation and caste. A better understanding of who these people are, what barriers they face and how they can be overcome is essential to ensuring everyone shares in progress.

The Development Data Hub is an interactive web based platform, by Development Initiatives, providing international, national and subnational data on resources, poverty, and vulnerability.

You can also contact Development Initiatives at p20i@devinit.org, for more information on the P20 Initiative and data on Leave No One Behind.

WHO IS BEING LEFT BEHIND?

WHAT WORKS FOR LEAVING NO ONE BEHIND

Leaving no one behind requires specific actions that target excluded groups and a focus on poverty, inclusion and gender across all policies and programmes. Whilst the action needed to deliver LNB depends on the national context there are many examples from around the world of action which is being taken to make the promise a reality. As the Bond working group on the SDGs has emphasised as well as targeted programmes, leaving no one behind requires action on policy areas that are known to reduce inequalities and build resilience, including universal health coverage, education, social protection, progressive fiscal policy, child protection and universal registration at birth, with a focus on equity and quality.

ANOYARA'S STORY, INDIA

Faced with extreme poverty, 18 year-old Anoyara was given away to a local tout by her mother, in exchange for some money and assurance of monthly remittance out of Anoyara's income. She was then trafficked to Delhi as a domestic worker.

Anoyara's experience, instead of scarring her has made her a vocal campaigner against human trafficking. She joined the movement against trafficking initiated by girls like her, with the support of a local NGO. She has helped gather information about trafficked children, trace traffickers and mobilise the support of the adults in order to reunite the children with their families. Her efforts have resulted in hundreds of trafficked children being returned to their families and prevented 35 cases of early marriage.

Target 16.2 calls to end 'trafficking and all forms of violence against and torture of children'. If it is met, by 2030 no more girls will suffer the same ordeal as Anoyara.

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PART 3 - ENGAGE: TAKE ACTION

DEVELOP A CHANGE STRATEGY: IMPACTFUL ADVOCACY AND CAMPAIGNING

There are many ways to take action on the Leave No One Behind agenda and you will want to tailor the action you take to your own national context. This section sets out stages for developing your advocacy and campaigning strategy. It also provides some examples and resources to help you campaign on the Leave No One Behind pledge.

With any action planning, make sure you agree and assign responsibilities to partners and individuals working together on the strategy. This will ensure that all activities get done, fairly.

SETTING OBJECTIVES

Every change strategy needs to start with a decision on what it is that you want to accomplish. Considering the list of Goals and Targets is quite extensive, you might want to choose a single Goal that you want to focus on. Addressing all 17 Goals at once can stretch your capacities and dilute the effectiveness of your work. Keep in mind that no one Goal is more important than the other – they are integrated and mutually enforcing. This means that through your work you will undoubtedly encounter issues relevant to other Goals - Leave No One Behind cuts across achievement of all the Goals.

CONDUCTING A GAP ANALYSIS CAN BE A GOOD WAY TO DETERMINE WHICH GOALS REQUIRE THE MOST ATTENTION.

You need to be clear about what you want to achieve – a good way to do this is by planning and designing objectives. In the long term, this will also help you with monitoring and evaluating the impact of your advocacy strategy.

GAP ANALYSIS

Ask yourself the following questions:

- Which of the Goals and Targets are being addressed in the national context?
- Who is already working to address these gaps?
- How are they working to address them?
- What can be done to fill in these gaps?

DEVELOP A CHANGE STRATEGY: IMPACTFUL ADVOCACY AND CAMPAIGNING

A COMMON METHOD TO ENSURE YOU HAVE AN AMBITIOUS YET REALISTIC IMPACT AND SET OF OBJECTIVES IS TO USE THE SMART ANALYSIS.

BE SMART

Specific:
what exactly do you want to happen?

Measurable:
will you know when you have achieved it?

Achievable:
is it realistic or even possible to achieve your objective, given your resources and time?

Relevant:
is it relevant and appropriate to all stakeholders, and to the problem itself?

Time-bound:
by when do you want it to happen?

EDWARD'S STORY, SOUTH AFRICA

Edward is 25 years old and lives in South Africa. Edward has suffered with a disability called Spinal Muscular Atrophy since the age of 2, causing his muscle movement to deteriorate. Many people with this disability die before they turn 5. 'People with disabilities are compelled to shoulder the burden of their own welfare because of the government's failure to make their lives more liveable.'

Target 10.1 promotes the 'social, economic and political inclusion of all, irrespective of disability.' This will encourage governments to make opportunities more accessible to those with disabilities by 2030 and promote government spending on disability services.

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DEVELOP A CHANGE STRATEGY: IMPACTFUL ADVOCACY AND CAMPAIGNING

IDENTIFY YOUR AUDIENCE

Once you have agreed objectives, the next step is to identify which people and institutions you need to influence to achieve them.

Conducting a stakeholder analysis will help you understand who has a 'stake' in your issue, as well as their interests, support or opposition (to you and your priorities), influence and importance. Finding where different stakeholders stand on your Agenda 2030 and Leave No One Behind priority issues will help to protect your advocacy efforts from any unforeseen surprises and false assumptions.

Start by identifying the institutions and individuals relevant to the implementation of the SDGs and the Leave No One Behind pledge, for example:

- Decision-makers (major players at local, national, regional or global levels)
- Government departments with the mandate to implement government programmes related to the SDGs
- CSOs that have the capacity and expertise to support implementation of the SDGs
- Cross-sector allies and supporters (media, academic institutions, business and industry etc.…)
- Communities and individuals most in need of priority access to resources and SDG programmes

Next, think about how much they are already associated with your Goal or specific Targets by researching their objectives and recent activities, to uncover:

- Relationships and tensions between the players
- Their agendas and constraints
- Their motivations and interests
- Their priorities – rational, emotional, and personal.

It is important to identify who the real change-makers on the Leave No One Behind agenda are, who has the power and influence to deliver what you want, and whether entry points for advocacy are realistic.

DEVELOP YOUR MESSAGE

It is important to be clear on what your message is on leaving no one behind. If you really want to influence decision-makers, you should invest time in developing this message early in your advocacy planning.

You also need to work out how best to deliver your message. Messengers are those who may not have the direct power to make decisions or achieve your goals themselves, but have influence over your target audience and therefore may be best placed to deliver your message. You should choose your messengers strategically and you may wish to have different messengers for different forums or audiences, and at different geographical or political levels. For example, a well-known celebrity could be very effective at delivering your message to the general public, whereas a scientific expert could bring credibility in a political forum. Journalists cannot change SDG related policy directly, but a striking or high-profile media campaign can have a real influence on those who can. You should also include messengers from excluded groups to ensure they are able to make their voices heard. For example Tamara (see box opposite) is a powerful campaigner for LGBTQ rights.

For more on how to use the media as a messenger, read SD2015's guide here.

TAMARA'S STORY, VENEZUELA

Tamara Adrián lives in Venezuela. As the first transgender member of Parliament in Venezuela she has suffered physical attacks and verbal abuse. Growing up in a country which denies equal rights to transgender people, she has seen her friends killed due to their gender identity. She describes suffering 'exclusion, segregation, violence and killings' on a daily basis. The entire transgender community is also denied equal opportunities for education, work, healthcare and even more every day.

By 2030 achieving Target 10.2 will ensure equal opportunity and reduce inequalities by 'eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard', promoting political inclusion of all irrespective to gender identity. This will enable people of any gender identity to have equal rights and opportunities where they live.

laverrue was here via Getty images

IDENTIFY OPPORTUNITIES AND ACTIVITIES

There are a number of different ways you can carry out advocacy and campaigning. The following list is not exhaustive, but it will give you an idea of the different ways in which you can deliver on the promise to Leave No One Behind.

BUILD A PARTNERSHIP

Working with a broad range of actors and constituencies can help to increase the legitimacy and effectiveness of your change strategy. This could take many forms, from a loose coalition to a formal partnership. You may need to start from scratch or build on existing coalitions. You could:

- Build a multi-sector coalition that could include business, academia, media partners, governments and other development partners.
- Hold a round table discussion with other partners and with representatives from left behind groups to help you build your partnership
- Host workshops. These can be useful for training, brainstorming and networking. For example you could invite community leaders and activists to raise awareness of the Goals and who is being left behind.

BEHIND THE SCENES ADVOCACY

Lobbying is about trying to influence decision-makers on a specific issue. Lobbying can be formal (e.g. arranging a meeting with a key decision-maker) or informal (e.g. meeting decision-makers in the corridors or during the margins of an event). It can also take many forms, some ideas for tactics you might use are:

- **Understanding and influencing processes:** Following the adoption of the SDGs, many governments have implemented inter-ministerial groups on the SDGs, as well as National Sustainable Development Councils. For example, Ghana implemented a High-Level Inter-ministerial Commission. Their members may be people you wish to lobby. If you don't have an inter-ministerial group, you could focus on lobbying for one to be formed.
- **Direct communication:** For example write a private letter to your government officials asking them what they are doing to implement the 2030 Agenda and the pledge on Leave No One Behind into their policies.

IDENTIFY OPPORTUNITIES AND ACTIVITIES

CAMPAIGNING AND PUBLIC MOBILISATION

A campaign is an effort to bring about change. It is not a single action, but a combination of multiple actions, put together in a sequenced plan and it is public facing. It should be big enough to make a difference, but manageable enough to get short-term results. What it looks like will depend on your specific context and message but you could link it to national, regional or international events. For example, the 11th of October is the International Day of the Girl Child, which could be a moment to focus on girls who are being left behind.

In 2015 and long before that, people around the world campaigned to make sure the Goals were ambitious and that every leader signed up to them. You can find examples of the activities carried out and campaign resources at the action/2015 website.

Action/2015

EFFECTIVE CAMPAIGNING

A recent example of effective campaigning is Project Everyone's 'What I Really Really Want' campaign. The campaign was launched through this video. People were asked to share a photo of themselves holding up what they 'really really want' for women and girls The campaign generated thousands of messages which were shared with world leaders at the UN General Assembly to remind them of their promises. One of the reasons for the huge success of this campaign was leveraging popular culture to reach a much wider audience. You could think about how you could use popular cultural references of figures in the design of your campaigns.

© Project Everyone

IDENTIFY OPPORTUNITIES AND ACTIVITIES

IDEAS FOR PUBLIC MOBILISATION

- **Organise a petition**: this could take different forms, from an internet petition to a giant petition you hand over in person. You could also get famous people to sign the petition to help mobilise public support.
- **Carry out mass communications:** you can get your message across in lots of different ways, from events and posters to the radio and internet. You could organise events like concerts and festivals or carry out public relations activities.
- **Hold events:** you could organise events to draw attention to your cause. For example, you could organise public hearings and/or community events, bringing communities together with leaders to make their voices heard. You might want to work with religious leaders and faith communities or link to existing days such as International Women's Day or the Anniversary of the agreement of the SDGs and the Leave No One Behind Promise on September 25th.
- **Mass mobilisation:** it can take a lot of time and resources to organise but mass mobilisation can really help raise public awareness and cut through to decision-makers, especially at important moments.
- **Get active on social media:** this can be a quick and easy method to get a public message out. You could create a Facebook page, start a hashtag or use existing hashtags (for example #LeaveNoOneBehind) as simple ways to get people engaged on a specific issue.
- **Create a Leave No One Behind promise/pledge:** to explain what LNB means to you. An example of a LNB pledge can be found in the 'Tools and Resources' section of the toolkit. You could launch this publicly, for example at an event.

Follow **@TheGlobalGoals** on Twitter and Instagram, and the Global Goals Facebook page to find out about the latest campaign actions.

Share your stories and insights on who is being left behind and how the Goals can help with the **#LeaveNoOneBehind** hashtag.

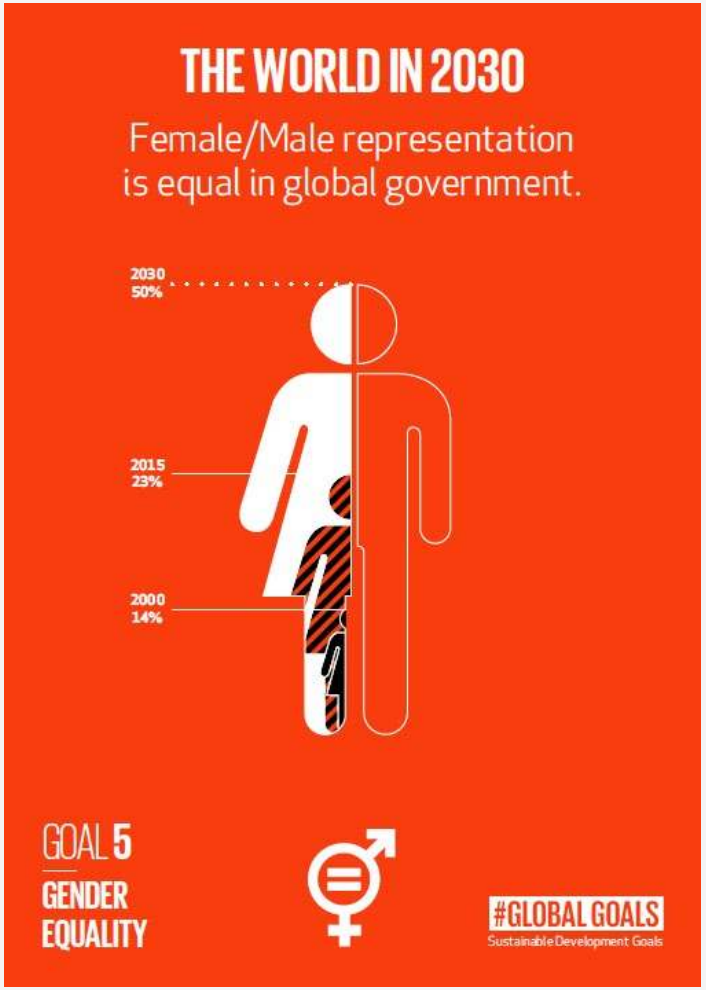
IDENTIFY OPPORTUNITIES AND ACTIVITIES

CREATIVE CONTENT FOR YOU TO USE:

The Leave No One Behind Partnership is creating material to help you get the message across. New campaign resources will be shared via the Leave No One Behind website (leavenoonebehind.global).

EXISTING RESOURCES INCLUDE:

- **SDG icons:** representing each of the Goals. You can use these at events, online – basically any way you wish to get your message across. You can see an example here
- **Icons to outcomes:** Project Everyone has created visual representations of what the Targets would look like if they were achieved. The selection of Targets which have been visualised was based upon where robust global data was available, and this selection will be expanded over the coming years. You can see an example here.



Icons to outcomes
© Trollbäck + Company / Project Everyone

IDENTIFY OPPORTUNITIES AND ACTIVITIES

- **The Leave No One Behind Film:** created especially for the Leave No One Behind Partnership you can use this at events, or share online to bring the concept of Leave No One Behind to life. It is available in French, Spanish, English, Portuguese and German via YouTube.
- **Other films:** Project Everyone has created a number of films on the SDGs which you can use. All of these films can be found on the Global Goals YouTube channel.

LEAVE NO ONE BEHIND FILM

This film has been created to bring the Leave No One Behind concept to life helping give voice to some of the most marginalised people from around the world and inspiring action for a better world. It was launched in front of world leaders at the UN in September 2016. Using scenes from Yann Arthus-Bertrand's film 'HUMAN', the film tells an emotional story and a compelling narrative around the world's most disadvantaged. You can use it in many ways for example – sharing on social media to raise awareness, screening at events and using as a discussion point.

© Human / goodplanet foundation

MONITOR AND EVALUATE IMPACT

Having a system in place to make sure you are on track to achieve your objectives is vital. Monitoring and evaluation is all about learning from what you are doing and how you are doing it, and making adjustments to ensure you are using your time and resources effectively.

Monitoring and evaluation criteria

- **Efficiency:** tells you if the input into the work is appropriate for producing the maximum output. This could be input in terms of money, time, staff, equipment and so on, and should assess both quantity and quality.
- **Effectiveness:** is a measure of the extent to which your advocacy activities and outputs are achieving your defined objectives.
- **Impact:** tells you whether or not what you did make a difference, relating back to your desired impact. Before you undertake any advocacy activities, you should consider potential risks to achieving your impact and be sure that what you are going to do makes sense in terms of your intended impact. Once you have implemented your advocacy plan, you should evaluate whether and how you've achieved against your objectives.
- **Equity:** tells you how inclusive your work is – for example to consider how the outcomes of the project have been inclusive to people with disabilities.

THROUGH THE PEOPLE'S LENS

In 2014, ODI teamed up with PhotoVoice, a UK based charity which uses participatory photography for social change, to run a series of workshops with different communities and under-represented groups – including many at risk of being left behind.

Participants from six countries were asked to consider a different area of development (from education to women's empowerment) and supported to create a personal photo story of what progress means to them, the changes that give them hope for the future and the ongoing challenges they face. To use any of the images from Through the people's lens, please contact info@photovoice.org. Please note that PhotoVoice's ethical framework means that images will not be licensed for sale and cannot be used without the relevant caption and credit line accompanying them.

MONITOR AND EVALUATE IMPACT

CHRISTINA'S STORY, TANZANIA

Christina is a 76-year-old from Tanzania. She is married and has 12 children, more than 30 grandchildren and 5 great-grandchildren. She has been a farmer her whole life, but her land was taken from her by someone who felt she was too old to cultivate it properly. She tried to get help from local leaders but they did not support her and so both her and her husband lost the land.

'We don't have people to protect us from these issues. I feel very bad but I can't do anything about it' explains Christina.

Target 10.3 tackles discrimination. If it is achieved, by 2030 discriminatory laws, policies and practices will be eliminated ensuring equal opportunity for older people. Additionally, Target 1.3 of the SDGs calls to 'implement nationally appropriate social protection systems'. This would guarantee Christina and her husband receive an old age pension, enabling them both to stop working.

© Clemence Eliah/HelpAge International

PART 4 - EMPOWER: HOLD YOUR OWN NATIONAL DIALOGUE

WHAT IS A NATIONAL DIALOGUE?

The previous section has highlighted that an early priority of the Leave No One Behind commitment is to identify the different communities and groups of people who are being left behind, and are most in need of priority access to resources and programmes for implementing the SDGs. To help in bringing together key voices for this stakeholder mapping, the Leave No One Behind Partnership is working with civil society groups that work with and on behalf of the most marginalised and disadvantaged people to conduct national dialogues and consultations.

Uganda NGO Forum

The purpose of these meetings is to get insights on the following:

- Who are the groups and communities who are the poorest and most excluded around the world, where are they and why are they excluded?
- Their level of access to resources and services provided by governments and aid programmes.
- How are different groups positively or negatively affected by government policies.
- Their level of involvement in government decision-making which allocates resources and services, and in policy development, implementation, and feedback.
- To identify in the national context what works for Leave No One Behind.

It is intended that the insights gathered in these dialogues are shared with governments in their national planning process and can also be shared for lesson learning on what works at the international level, for example at UN meetings.

WHY HOLD ONE?

By facilitating a national dialogue, you will also be establishing a network of organisations and citizens to support the LNB Agenda. Together, these partners and stakeholders can be mobilised to help hold governments accountable for the LNB commitment, as well as support the following activities:

- **Build a national multi-stakeholder coalition** on the LNB agenda
- **Identify key practical recommendations** to present to decision makers
- **Create an accountability process** to review national government's progress towards the delivery of Agenda 2030 and the LNB pledge
- **Identify and support innovative and cost-effective solutions** that are directly working towards the Goals and the Leave No One Behind promise.

Uganda NGO Forum

PLAN YOUR OWN DIALOGUE

Hold national dialogues with civil society and other stakeholders across the country to break down social, economic and political barriers to participation.

- **Conduct a short (online) pre-event survey** to identify LNB priorities, implementation plans etc.
- **Convene a workshop to discuss findings**, circulate information to inform discussion, reflect on key areas, identify data gaps, identify best practice approaches and interventions for LNB; and agree on common actions for civil society.
- **Share outcomes** from each of these workshops in order to start to build up a picture of what civil society around the world is doing on LNB.
- **Encourage participants to engage in regional/global networks**, for example via the Action for Sustainable Development platform and the LNB Partnership.
- **Identify grassroots´ innovative solutions or approaches** to sustainable development and LNB, and help to amplify its effect by sharing their project with international platforms and networks.
- **Raise awareness of the LNB agenda** and the LNB agenda and the key priorities of poor and excluded groups and communities.
- **Develop a mutual support network** to share perspectives and strengthen voices.

If you would like to conduct a National Dialogue, consider including the below groups, which are often marginalised and discriminated against:

- Women and girls
- Indigenous people
- Persons with disability
- Informal workers
- Young people
- Older people
- LGBTQI
- Religious and ethnic minorities
- Rural populations

National consultations and dialogues are taking place at different times. More detailed information and guidance can be found via www.leavenoonebehind.global

PART 5 - TOOLS AND RESOURCES

LEAVE NO ONE BEHIND IN AGENDA 2030

The text below is taken from Agenda 2030 and contains specific language relevant to Leave No One Behind. You may find this useful for your campaigning and advocacy work.

TRANSFORMING OUR WORLD: THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Preamble

All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free the human race from the tyranny of poverty and want and to heal and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind.

Declaration

4. As we embark on this great collective journey, we pledge that no one will be left behind. Recognizing that the dignity of the human person is fundamental, we wish to see the Goals and targets met for all nations and peoples and for all segments of society. And we will endeavour to reach the furthest behind first.

26. To promote physical and mental health and well-being, and to extend life expectancy for all, we must achieve universal health coverage and access to quality health care. No one must be left behind.

48. Indicators are being developed to assist this work. Quality, accessible, timely and reliable disaggregated data will be needed to help with the measurement of progress and to ensure that no one is left behind. Such data is key to decision making. Data and information from existing reporting mechanisms should be used where possible. We agree to intensify our efforts to strengthen statistical capacities in developing countries, particularly African countries, least developed countries, landlocked developing countries, small island developing States and middle-income countries. We are committed to developing broader measures of progress to complement gross domestic product.

Follow-up and review

72. We commit to engaging in systematic follow-up and review of the implementation of this Agenda over the next 15 years. A robust, voluntary, effective, participatory, transparent and integrated follow-up and review framework will make a vital contribution to implementation and will help countries to maximize and track progress in implementing this Agenda in order to ensure that no one is left behind.

74. Follow-up and review processes at all levels will be guided by the following principles:

(e) They will be people-centred, gender-sensitive, respect human rights and have a particular focus on the poorest, most vulnerable and those furthest behind.

THE LEAVE NO ONE BEHIND PROMISE

This promise was launched at the UN General Assembly in 2015 by the UK government and other leaders. It takes the Outcome Declaration pledge one step further and breaks it into 8 commitments. You can write your own pledge or invite government officials to write their own.

LEAVING NO ONE BEHIND – OUR PROMISE

We commit to putting the last first.

The Global Goals for Sustainable Development offer a historic opportunity to eradicate extreme poverty and ensure no one is left behind. To realise this opportunity we will prioritise the interests of the world's most vulnerable and disadvantaged people; the poorest of the poor and those people who are most excluded and at risk of violence and discrimination

We believe that no one should face the indignity of extreme, absolute, chronic poverty, no one should be denied the opportunity to realise their full potential or to share in progress, no-one should be unfairly burdened by disaster or a changing climate, and no one should have their interests systematically overlooked. We believe it is in all of our interest to leave no one behind and to ensure a fair opportunity for all, now and for the future.

We pledge to ensure that:

- Every person has a fair opportunity in life no matter who or where they are.
- People who are furthest behind, who have least opportunity and who are the most excluded will be prioritized.
- Every person counts and will be counted.

THE LEAVE NO ONE BEHIND PROMISE

AS GOVERNMENTS, CITIZENS, CIVIL SOCIETY AND BUSINESSES, WE COMMIT TO WORK TOGETHER TO ERADICATE EXTREME POVERTY AND LEAVE NO ONE BEHIND BY:

1. Listening and responding to the voices of those left furthest behind, such as people with disabilities, children, older people and those who face discrimination based on who they are or where they live. Every country, regardless of their stage of development, has a responsibility to empower and address the needs of its most vulnerable citizens.
2. Holding ourselves and each other accountable for designing policies and building inclusive institutions that put the furthest behind first and sustainably address the root causes of poverty and exclusion.
3. Taking steps to enable all people to reach their full potential, including by securing good nutrition, protection from disease, access to quality education, access to clean water and sanitation, and freedom to have a say in the decisions that affect their lives.
4. Challenging the social barriers that deny people opportunity and limit their potential, including changing discrimination and exclusion based on gender, age, location, caste, religion, disability or sexual identity.
5. Building inclusive and open economies and societies, where there is rule of law, inclusive political systems, action to address corruption and where all people are able to hold their governments to account.
6. Working with young people to help break the cycle of discrimination, exclusion and poverty.
7. Achieving gender equality, prioritising the empowerment of girls and women, end violence against girls and women, and stop modern slavery.
8. Supporting a data revolution, to ensure timely, accurate and high quality data is used to achieve and measure sustainable development and to monitor progress and assess whether targets are being met by all peoples and all segments of society.

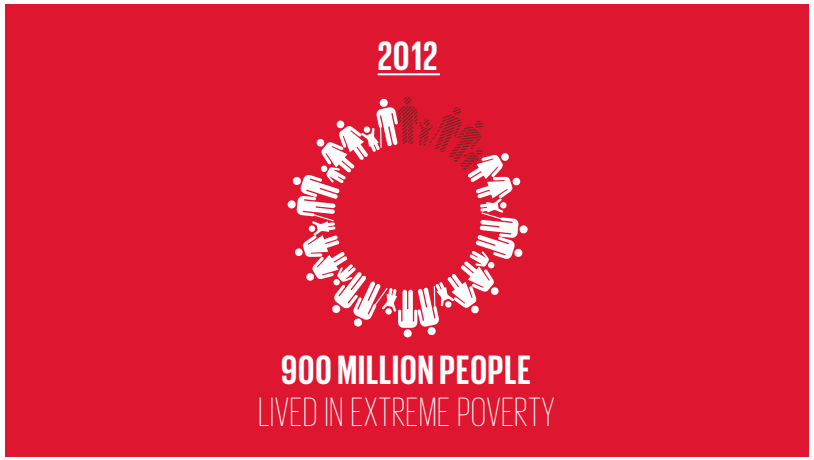
ICONS FOR THE SDGS

A SUMMARY OF THE AMBITION

You can download each individual icon here. The icons are also available in 21 other languages; for more information please contact: team@project-everyone.org.

ICONS TO OUTCOMES

The icons to outcomes are a great way to visualise how the SDGs can bring about change. See adjacent for an example and click here for access to all the icons to outcomes. These are available in a range of formats from posters to animations.



LEAVE NO ONE BEHIND SIGNIFIER

Here is a visualisation of the Leave No One Behind concept. This can be a useful tool to bring documents, posters and other resources on Leave No One Behind to life. You can access other versions of the image here.

LEARN MORE

LEARN MORE ABOUT THE SDGS AND LEAVE NO ONE BEHIND:

- Global Goals – this is the hub of the SDG campaign. Stay up to date on campaign events and find out more information on how to take action and get involved.
- The Sustainable Development Goals – a knowledge platform hosted by the UN. Find out more about the official UN processes surrounding the SDGs.
- Understanding Leave No One Behind – an animation created by the Overseas Development Institute to bring the concept of Leave No One Behind to life. Watch this short video for some examples of policies adopted by governments, that show early action is possible.
- UN Statistics Division Global Database for the SDG Indicators – hosted by the Economic and Social Council's Statistical Division, this is a database aggregated by country and indicator.
- The World's Largest Lesson - a way for schools to take part in the SDGs and for young people to learn about the Goals. The Lesson includes animations, lesson plans and resources for each Goal, in over 40 languages.

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RELEVANT ORGANISATIONS:

- Action for Sustainable Development – A global civil society platform to engage with the sustainable development agenda. This platform aims to raise awareness, build a community; hold governments accountable and share knowledge in the new agenda
- My World 2030 – UN global survey for the SDGs
- Deliver 2030 – Hub for ideas, debates and resources for SDGs
- Partnership Exchange – Online platform to report on progress of SDG initiatives to the HLPF
- Sustainable Development Solutions Network – Launched to promote practical problem solving for sustainable development
- Overseas Development Institute – The UK think tank has carried out a lot of work on Leave No One Behind. You can find lots of useful resources including films and reports
- Bond Working Group on Leave No One Behind - Produced Leaving no one behind: Putting marginalised people at the forefront of the Sustainable Development Goals
- SDG Action Campaign: – Committed to fostering & expanding a global movement to support the implementation of the Sustainable Development Goals

ABOUT THE FOUNDING PARTNERS

ABOUT THE LEAVE NO ONE BEHIND PARTNERS:

The Partnership brings together three different organisations with unique and complementary skills to form a powerful partnership for change. Each organisation will lead on a specific strand.

- **Development Initiatives:** an independent international development organisation that focuses on the role of data in driving poverty eradication and sustainable development. The organisation is a leader in promoting better and more transparent data for development, including helping establish the multi-stakeholder International Aid Transparency Initiative (IATI) and holding the role of technical lead on its Secretariat. Leads on the examine strand. DI is producing and socialising new data relating to 'leaving no one behind' to put a spotlight on the most marginalised groups and arm them with the data they need to hold their governments to account.

Project Everyone

Civicus Secretary-General hosts an event on Leave No One Behind at the UN General Assembly with the Vice President of the European Commission and the Minister for Foreign Trade and Development Cooperation from the Netherlands

- **Project Everyone:** a specialist creative organisation which set out to popularise the launch of the UN's Global Goals for Sustainable Development in 2015. They reached the masses through the iconic branding of the Global Goals, a text sent to 925 million people, radio programmes in 75 countries, and helped deliver school lessons about the Goals to millions of school children. Leads on the engage strand. Through creating compelling creative content, telling stories of those left behind and recruiting high-profile champions they are building greater awareness of the Global Goals and the pledge to 'Leave No One Behind'.
- **CIVICUS:** a global alliance of civil society organisations and activists dedicated to strengthening citizen action and civil society around the world. The organisation has considerable experience facilitating multi-stakeholder partnership, including its previous roles as host of the Global Call to Action on Poverty (GCAP) and Action/2015. Leads on the empower strand. CIVICUS is creating broad engagement country-level and globally to achieve the LNB principles through organising 30 national dialogues and providing advocacy support to ensure active participation of excluded groups in national planning and reviews, and advocacy opportunities at UN meetings.

The LNB Partnership is growing and we look forward to hearing from you. If you have an idea on how we can work together in the future, get in touch with the partners: info@leavenoonebehind.global

THE GLOBAL GOALS

For Sustainable Development

THANK YOU