



**IRAQ UNDAF TRUST FUND
UN IRAQ SDG COMMUNICATIONS CAMPAIGN**

Participating UN Organization(s) (specify Coordinating Organization):	Strategic Result/Outcome:
UNICEF UNDP	

Gol Counterpart:	UN Coordinating AFP: UNICEF
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Programme Title:
UN SDG Campaign 2021

Programme Costs:	
IRAQ UNDAF TRUST FUND:	146, 450
Govt. Contribution:	
UN Organization Core:	
Other:	
TOTAL:	146, 450

Programme Location:	
National:	National (Iraq)
Governorate(s):	
Town(s):	

Programme Description

This SDG campaign aims to highlight the importance of SDGs in Iraq mainly through social media and offline activities by engaging and empowering young people and the general public to advocate for sustainable approaches to development for future generations.

Project Objectives

- Raise awareness on SDGs to the public in Iraq
- Engage youth in Iraq (led by youth of ages 13-24)
- Empower young people with tips to interact and engage positively online on SDGs

Line Ministry / Authority Responsible:	Programme Duration:
	Total duration (in months): 1 Expected Start Date ¹ : 24 October Expected End Date: 9 November

Review & Approval Dates

Line Ministry/ National Authority Endorsement Date:	
Steering Committee Approval Date:	

Signatures of Participating UN Organizations and Government Counterparts

I.	Name of Representative: Signature Name of UN Organization: Date:	Sheema SenGupta UNICEF 04 October 2021
	Name of Representative: Signature	Zena Ali Ahmad
	Name of UN Organization: Date:	UNDP

II.	Name of the Government Counterpart: Signature Name of the Government Institution: Date:	
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Signatures of ITF UNDAF Steering Committee Co-Chairs

III	Name of Steering Committee Co-Chair (UN) Signature Date:	Irena Vojackova-Sollorano, DSRSG/RC/HC 13/09/2021
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III	Name of Steering Committee Chair (GOI): Signature Date:	Khaled Battal Al-Najm, Minister of Planning
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¹ The official start date of any approved project/programme occurs when funds are transferred by MPTF Office.

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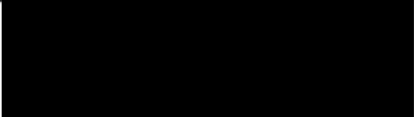
Signatures of Participating UN Organizations and Government Counterparts

I.	Name of Representative:	Sheema Sen Gupta
	Signature	
	Name of UN Organization:	UNICEF
	Date:	12 Sep 2021
II.	Name of Representative:	Zena Ali Ahmad
	Signature	
	Name of UN Organization:	UNDP
	Date:	

II.	Name of the Government Counterpart:	
	Signature	
	Name of the Government Institution:	
	Date:	

Signatures of ITF UNDAF Steering Committee Co-Chairs

III	Name of Steering Committee Co-Chair (UN)	Irena Vojackova-Sollorano, DSRSG/RC/HC
	Signature	
	Date:	13/09/2021

III	Name of Steering Committee Chair (GOI):	Khaled Battal Al-Najm, Minister of Planning
	Signature	
	Date:	

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Strategic Planning Reference (s)

Relevant NDP 2018-2022 Goal(s):

Iraq's National Development Plan has a broad and far-reaching agenda touching on key elements of the SDGs such as employment, clean water, economic growth, and environmental sustainability. As such, the proposed campaign relates to the NDP as a whole, and not a specific thematic area.

Relevant UNDAF Strategic Result & Outcome:

As the SDGs cut-across all sectors, the project is relevant to all 5 UNDAF strategic results, especially IRQ01.

- IRQ01 Governance and Human Rights
- IRQ02 Economic Growth
- IRQ03 Environment
- IRQ04 Essential Social Services
- IRQ05 HumanCapital_Women_Youth_Child

Project Budget Breakdown by Source of Funds and Participating UN Organization

Total Project Budget (in US\$): USD 146, 450

Budget Breakdown by Source:

Participating UN Organization	Iraq UNDAF Fund (US\$)	Other sources	GOI Funds (US\$)	Participating UN Organization Funds (US\$)	
				Core Funds	Non-core
UNICEF	146, 450	-	-	-	-
UNDP					
Total Budget (US\$)	146, 450	-	-	-	-

1. Executive Summary

The SDG Campaign will run as a communications and advocacy campaign that will engage the governments, UN organizations and Iraq citizens in constructive dialogue and activities to advance sustainable development goals and agenda 2030.

2. Situation Analysis

Iraq is part of the 2021 voluntary national review of the High-Level Political Forum on Sustainable Development. The country has shown strong commitment to the achievement of the SDGs. The country has recognised that it does not have all the levers of development, and that sustainable development cannot be achieved through government efforts alone but requires the complementarity with the efforts of the civil society and the private sector. With strong support from the public and other partners, Iraq is on course to make some achievement on the goals by 2030.

3. Context and Relevance to NDP and UNDAF, Cross-Cutting Themes, and UN Organization Experience including any Lessons Learned

3.1 Project context and its relevance to NDP and UNDAF

The Project will raise awareness on SDGs across the country among all Iraq citizens and will actively engage young people in its planned activities. The outcome of the project falls in line with the NDP and UNDAF as they all seek development for all Iraqis.

3.2 Cross-Cutting Themes

SDGs
Climate Change/environmental sustainability
Youth development
Gender

3.3 UN Organization Experience including any Lessons Learned

UNICEF and UNDP have rich experience in implementing digital and offline campaigns which are UN wide and require the participation of several agencies. The two agencies will use best practise and lessons learned from this experience to ensure the smooth and impactful implementation of the SDG campaign.

4. Results Framework

Outcome:

- Output 1: Iraqi youth are aware of and understand the SDGs, the agenda's impact on Iraq and the progress made to date
- Output 2: SDG campaign resources are made available to the UNCT and other stakeholders, including Government of Iraq counterparts to utilize after the campaign ensuring sustainability of messages and return on investment.

Table 1: Results Framework

Project Title		UN Iraq SDG Campaign					
UNDAF Strategic Result							
Relevant SDG(s)		ALL					
Relevant NDP Goals							
Relevant UNDAF Priority Outcome							
Project Outputs	UN Org.	Other Implementing partner(s)	Performance Indicators	Baseline	Target	Means of Verification	
<p>Output 1: Iraqi youth are aware of and understand the agenda's SDGs, the agenda's impact on Iraq and the progress made to date</p>	UNICEF/ UNDP	All UNCT	<p>Overall campaign reach</p> <p>Number of youths involved in the online challenge</p> <p>Number of official campaign partners outside the UN</p>	2021	<p>1 million</p> <p>2,000</p> <p>5</p>	<p>Final campaign report</p>	
<p>Output 2: SDG campaign resources are made available to the UNCT and other stakeholders, including Government of Iraq counterparts to utilize after the campaign ensuring sustainability of messages and return on investment.</p>	UNICEF/ UNDP	All UNCT	<p>Number of stakeholders/UN agencies using the campaign materials</p> <p>Number of GOI entities/partners using the materials</p>	2021	<p>10</p> <p>5</p>	<p>Social media accounts</p>	

5. Management and Coordination Arrangements

UNICEF AND UNDP will co-lead the UN- wide SDG communications campaign, supported by individual agencies and the already established UNCT coordination mechanisms:

- The Programme Management Working Group (PMT) and.
- The UN Strategic Communications Working Group and.
- The UN Sustainable Development Goals Working Group.

6. Feasibility, Risk Management and Sustainability of Results

	Potential Risks	Likelihood of Occurrence	Mitigation Measures
1	Post-election violence	High	Campaign will be held after the election and delayed if the environment is not conducive. UNDP and UNICEF will keep in regular contact with the UNAMI electoral team and take actions as necessary.
2	Social media/ internet blockage	Low	Campaign will strengthen the offline outreach via radio and tv
3	COVID-19 restrictions	High	Campaign will largely be held online and therefore not subject to the current and usual restrictions on physical meetings. Offline activity will include adequate COVID-19 prevention measures.

7. Monitoring, Evaluation and Reporting

7.1 Monitoring and Evaluation

The campaign will utilize social media analytics tools to monitor and evaluate the campaign as it runs, these tools will include Hootsuite, Talkwalker and Google Trends.

7.2 Reporting

A final campaign report outlining key results and analytics will be developed after the campaign. Lessons learned, recommendations and best practices will be covered in the final report.

9. Work Plan and Budget

Table 2: Work Plan for 2021 SDG campaign

UNDAF Strategic Result:								
UNDAF Strategic Result Outcome								
Annual Targets	Key Activities	Timeline				Planned budget (\$)	Implementing Partner	
		M1	M2	M3	M4			
	Output 1: Iraqi youth are aware of and understand the SDGs, the agenda's impact on Iraq and the progress made to date							
	1-1. Develop campaign	X				146,450	All UNCT	
	Output 2: Social media resources related to the SDGs are made available to the UNCT and other stakeholders, including Government of Iraq counterparts that they utilize after the campaign to ensure sustainability of messages							
	2.1 Make resources available to Govt counterparts and other stakeholders	X				NA	All UNCT	
	Operational Costs							
Personnel, equipment, travel, etc.								
Indirect costs								
Total Planned Budget						146,450		

Table 3: Project Budget (Iraq UNDAF Funds Only)

Project Budget		
UNDG Categories	Concept	Amount (US\$)
1. Staff and Other Personnel Costs		
2. Supplies Commodities and Materials	SDG Promotional materials - design, print and distribution	30,000
	Outdoors Banners in streets, airports, etc.	20,000
3. Equipment Vehicles and Furniture including depreciation		
4. Contractual Services	Creative Agency hiring	45,000
	Mural painting	11,000
	Social media paid marketing campaign by participating UN agencies	10,000
5. Travel	Travel	7,000
6. Transfers and Grants Counterparts		
7. General Operating and Other Direct Costs	UNICEF direct support costs	13,869
	Total Project Costs	136,869
8. Indirect costs	Indirect support costs 7%	9,581
	Sub Total	
	GRAND TOTAL	146,450

Annex 1 Detailed Budget