

SUSTAINABLE DEVELOPMENT GOALS FUND

Project “Partnerships as Knowledge, Dialogue and Mobilization for Sustainable Development”

FINAL NARRATIVE REPORT

REPORTING PERIOD: FROM 12.2014 TO 12.2017

<p>Programme Title & Project Number</p> <ul style="list-style-type: none"> • Programme Title: Partnerships as Knowledge, Dialogue and Mobilization for Sustainable Development • MPTF Office Project Reference Number: 00095091 	<p>Country, Locality(s), Priority Area(s) / Strategic Results</p> <p><i>Geographical Scope: Global</i></p> <p><i>Thematic priorities: 2030 Agenda, with a specific activity on SDG 16</i></p>
<p>Participating Organization(s)</p> <ul style="list-style-type: none"> • UNDP 	<p>Implementing Partners</p> <ul style="list-style-type: none"> • SDG Fund Secretariat
<p>Programme/Project Cost (US\$)</p> <p>Total approved budget as per project document: 1,275,890</p> <p>Government Contribution <i>(if applicable)</i></p> <p>Other Contributions (donors) <i>(if applicable)</i></p> <p>TOTAL: 1,275,890</p>	<p>Programme Duration</p> <p>Start Date <i>(15.12.2014)</i></p> <p>Original End Date <i>(30.12.2017)</i></p> <p>Actual End date <i>(30.12.2017)</i></p> <p>Have agency(ies) operationally closed the Programme in its(their) system? Yes No <input type="checkbox"/> <input type="checkbox"/></p> <p>Expected Financial Closure date: 30 Dec 2018</p>
<p>Programme Assessment/Review/Mid-Term Eval.</p> <p>Evaluation <i>Evaluated and monitored as part of SDG Fund Secretariat's monitoring and evaluation</i></p>	<p>Report Submitted By</p> <p>SDG Fund / BERA / UNDP</p>

EXECUTIVE SUMMARY

The purpose of this project, funded through two generous grants provided by the Spanish Agency for International Cooperation (AECID), as per resolutions 2014/SPE/0000400283 (910,000 Euros) and 2015/SPE/0000400140 (150,000 Euros), was to generate knowledge, best practices and raise awareness and mobilize partnerships in the transition process from the MDGs to SDGs by using the experience of the MDG Achievement Fund and the SDG Fund. In addition, due to the importance of SDG 16, one of the activities of the project focused on institutional strengthening.

The project has been implemented through UNDP (SDG Fund Secretariat hosted at the Bureau of External Relations and Advocacy), but taking into account the inter-agency nature of the SDG Fund, other UN Agencies have directly and indirectly participated in its different activities, particularly those related with knowledge management and advocacy.

Engaging in SDGs the so-called nontraditional actors of development (particularly academia, private sector and creative industries) was a priority of this project and as such has allowed the Secretariat to explore innovative approaches for public-private partnerships in achieving the 2030 Agenda. A particularly good example that this project has partially contributed to is the advocacy work of the SDG Fund's Private Sector Advisory Group, with three high-impact reports on private engagement with the UN and with workshops and speaking engagements in different regions of the UN. Indeed, some countries (i.e. Nigeria, Chad...) are now replicating the PSAG model at the country level.

Regarding knowledge generated, three activities with particularly good impact in terms of reception and use is the new and first SDG Online Library, the SDG Fund Best Practices platform and the MDG Fund Case Study by CUNY University. Some of these products have been recognized by several reports of the Secretary General and digital and social media statistics are positive. The project allowed that the knowledge gathered was incorporated in the first round of joint programmes of the SDG Fund.

Media and communication engagement has been also very positive, with good positive media coverage and greater media engagement. Several non-cost partnerships with key media were established and a new approach to engagement of UN Goodwill Ambassadors has been piloted with the collaboration of UNDP Goodwill Ambassadors, the Roca Brothers, working with the SDG Fund. Their contribution not only lead to wide media coverage in key dates (such as the International Day of Sustainable Gastronomy), first celebrated in 2017 by UN resolution A/RES/71/246, but also to social media campaigns and the mobilization of additional resources from private sector. Social media has been another area where the SDG Fund Secretariat has seen an exponential growth and new engagement, including a successful #Recipe4Change campaign, who has received several recognitions and promoted to rethink SDGs from the perspective of the food and cooking. Public diplomacy was also a new area of work which started with this project. Video production has also been intensified during the implementation of the project.

As mentioned above, even if this project has been transversal to all SDGs, a particular focus has been to mobilize action and partnerships on SDG 16, including preventive diplomacy, best practices, research on lessons learned and a series of dialogues on access to justice. All these

activities and results are described in this document and several lessons learned have been also highlighted.

I. Purpose

In September 2015, the United Nations General Assembly adopted the 2030 Agenda for Sustainable Development. The Sustainable Development Goals Fund (SDG-F), created by UNDP and the Spanish government as an inter-agency and multi-donor mechanism, was the first mechanism specifically created for the achievement of the SDGs, drawing also on the legacy and experiences of its predecessor, the MDG Fund. The purpose of this project was to generate knowledge and encourage dialogue and mobilization around the transition from the MDGs to the SDGs using both the MDG Fund and the SDG Fund experience.

The project contributed to shed light into the question of how to this agenda in practice, all the while remembering the lessons learned from the MDGs: the need to draw on concrete experience; the importance of mobilizing all relevant actors from the get-go, cooperation agencies, but also governments, civil society, universities and the private sector; that ensuring national ownership and integrated solutions is essential for achieving sustainable development; and building the skills necessary for putting into practice what will be an ambitious and universal agenda. Timely, the project with an implementation from 2015 to 2017, fitted perfectly in the process of transitioning from MDGs to SDGs.

In fact, the administrative agreement between the Spanish government and UNDP for the creation of the new Sustainable Development Goals Fund acknowledges one of its objectives as “sharing and disseminating the lessons learnt from the MDG-F as identified in the debates concerning the design of the future agenda for development post-2015, and contributing to discussions regarding these”.

In particular, the expected outcomes of this project included:

- Reassert the value of the SDG Fund as a mechanism for inter-agency cooperation. This involves providing decision-makers participating in the process of defining (and financing) the post-2015 development agenda with information and research regarding the Fund’s approach for the achievement of the SDGs, the national ownership principle and inclusive responses to development challenges.
- Establish spaces for dialogue, debate and training, aimed at collective reflection on how to best put the post-2015 agenda into practice in order to achieve the proposed goals.
- Mobilizing those actors which are essential to the success of the post-2015 agenda, including universities, the private sector and political authorities.
- To identify and disseminate good practices of institutional strengthening and conflict prevention, focusing on one or several SDGs and to provide technical assistance and institutional strengthening for national and local institutions that might request technical assistance, creating connections and opportunities for collaboration between institutions and university centers.

This project, aiming to support the implementation of the post-2015 agenda, rested on two interrelated activity projects:

Activity 1: Knowledge, Dialogue and Mobilization for Sustainable Development in the post-2015 era

- ***Generating knowledge:*** Activities include the production of a case study using the Fund's model as a tool for the financing and implementation of the sustainable development agenda. A catalogue of promising practices for sustainable development was developed and other knowledge management activities.
- ***Debate and dialogue:*** Organizing dialogues, debate forums and other activities with the key actors that will need to be mobilized in order to achieve the Sustainable Development Goals, with a particular focus on the private sector. This included organizing parallel events during UN events and summits.
- ***Communication and social mobilization:*** Leveraging media relations, developing social media campaigns, developing initiatives with the private sector and involving academia to encourage the mobilization of actors for the achievement of the SDGs.

Activity 2: Project of research and academic advocacy for institutional strengthening and conflict prevention

- ***Institutional strengthening good practices:*** The elaboration of a compendium of institutional strengthening experiences. The selection and documentation of these practices will focus on identifying factors that influence the success of institutional strengthening programmes.
- ***The SDG Fund contribution towards institutional strengthening to achieve the Agenda post 2015:*** Analysis report on how the SDG Fund can best contribute towards institutional strengthening and capacity building.
- ***Dialogues, trainings, communication and advocacy:*** Organization of dialogues to debate how development actors can best contribute towards institutional strengthening and capacity building, from which we expect to establish a roadmap. Production of communication materials such as blogposts, interviews with experts, government representatives, videos, policy briefs.

The project's implementation was in line with the SDG Fund Secretariat Action Plan, and particularly priorities 1 and 2 (Priority 1 - Communication and dissemination of SDGF results and lessons learned, including K&M and priority 2 – Potential for the SDGF to contribute to the discussions around Post2015 broader development agenda. Advocacy Strategy). In this regard, one the lessons learned, is that thanks to the close alignment with the SDGF Secretariat activities, this has allowed to raise the visibility of the Fund's activities as a model to implement SDGs (namely, interagency collaboration, matching funds, private sector engagement, gender mainstreaming, south-south cooperation and cultural industries). Most of these components are somehow reflected in the proposals by the UN Secretary General of the funding compact for SDGs.

II. Assessment of project results

i) Narrative reporting on results

In terms of outputs, activities and results, a summary is presented below:

Activity 1: Knowledge, Dialogue and Mobilization for Sustainable Development in the post-2015 era. Total approved budget: 1,116,357\$.

Output 1.1. Generating knowledge

- **MDG-F/SDG-F Case Study: [“Supporting the 2030 Agenda for Sustainable Development: Lessons from the MDG Fund”](#).** A report on the lessons learned from the MDG Fund was commissioned to the Future of the United Nations Development System at CUNY Graduate Center (FUNDS) with the aim of becoming a window into the future of development, particularly into what the Sustainable Development Goals may represent. The SDG Fund as a multi-donor development mechanism, inspired by the broader principles of the Millennium Development Goals Achievement Fund, could serve as a platform for interagency and multi-partner collaboration in pursuing the SDGs. The particularities of the SDGs required a new framework of action and the SDG Fund was adapted accordingly to deliver more effectively in this new context. The premise of this report was that the vast experience of the MDGs can greatly inform and provide lessons learned for more effective implementation of the 2030 Agenda for Sustainable Development. The MDG Achievement Fund provides a unique opportunity to look into the process that helped to achieve the MDGs. With joint programmes in 50 countries in eight broad thematic priority areas, as this report by FUNDS affirms, *“the MDG Fund was one of the boldest attempts to put the UN System into action to deliver development goals”*. In this report, devised as a case study of the experience, the authors highlight some of the strengths (and some weaknesses) of the MDG Fund as a mechanism. The authors give suggestions for rethinking the UN role in the SDGs. For example three elements which can provide a glimpse into the SDG Fund:
 - In order for a fund to contribute to the ambition of the new agenda, the first priority is to **ensure the participation of all actors, starting with greater national ownership**. All SDG Fund joint programmes are designed, approved, and implemented with national governments, which also participate in their steering organs. At the same time, national partners contribute matching funds with their own resources. At the time of publishing, more than 20 countries are contributing approximately 55% of programme budgets. More importantly, 25% of total resources come from non-DAC countries, reflecting a new geography of financing development.
 - **Governance structures need to respond to all partners.** The SDG Fund Steering Committee, the highest representative instance of decision-making for the Fund, is formed by UNDP, including the Chair of the UNDG, UN Agencies, donor countries, program countries, the private sector, matching fund contributors, and other key

stakeholders. The Fund is also inclusive because, unlike the MDG Fund, the SDG Fund was established as an open platform for other donors, public and private, to contribute to UN joint activities for achieving the SDGs. The authors rightly affirm that a mechanism for the new agenda shouldn't be a "multi-bi mechanism," but a truly multi-donor initiative.

- A third crucial element, is that the SDG Fund **builds on the UN System's unique and complementary expertise to deliver joint programmes**. The number of participating UN Agencies, as suggested in the report, have been limited to a maximum of four, but ideally to three to avoid what the report calls "too many UN Agencies" involved in several programmes. The principle remains: if poverty is multidimensional, solutions to poverty should be multidimensional. The SDG Fund builds on the UN Agencies' official mandates, expertise, and networks as well as on the UN planning tools and a key figure of the UN System at the country level: the UN Resident Coordinators. We must put all these parts together through UN joint programmes to rethink financing development.
- **40 case studies**, based in the experience in the field, were produced (20 in Spanish and 20 in English) of promising sustainable development practices based on successful experiences from the MDG Fund's joint programmes. Cases were compiled in the SDG Fund's [webpage](#) to be used by the public. Due to good reception and wide use, it is expected that additional case studies will be developed using results from SDG Fund JP evaluations. Case studies have become one of the sections of the SDG Fund's website usually ranked high according to google analytics tools. This has also been translated into a good Search Engine Optimization (SEO). For example, when typing "SDGs case studies", the SDG Fund case studies ranked first in Google searches.
- The [SDG Online Library](#), an online platform that hosts the knowledge resources on 17 Sustainable Development Goals. The SDG Fund has built up this SDG Online Library which features over a 1000 unique publications. Users can find best practices on SDG implementation, SDG data and theoretical approaches making it the first SDG library. This platform hosts the vast knowledge resources of the SDG Fund, including those of the MDG Achievement Fund that preceded it. The library also links to publications from key UN Agencies, development banks, and academic institutions and research gathered during the implementation of the MDGs through the 130 joint programmes managed by MDG Achievement Fund. As the success of the SDGs rests on collaboration the SDG Fund invites partners, including UN Agencies, authors and researchers to submit and suggests relevant documents and publications. The publications are categorized by the SDGs they represent, the geographical regions they relate to and by authors, to facilitate easier searches by users. Each publication also has a short summary attached to it which helps with keyword searches. The online library was presented in collaboration with the UN Library at the Hammarskjold Reading Room.

- **Massive Open Online Course (MOOC) and engagement with Universities.** The United Nations Institute for Training and Research (UNITAR) and the SDG Fund hosted an International Conference on “Attaining the SDGs by 2030: Business and the UN, New Partnership Models.” on 8 September 2016. The Conference raised awareness of how public-private sector partnerships (PPPs) are meeting development targets, share perspectives from the private sector and its engagement with the UN and its members and showcase concrete partnerships that have succeeded in forwarding development goals. Using research from the PSAG and the results of this conference, UNITAR prepared a MOOC on new partnerships models (E-Learning Course - [Business & the 2030 Agenda: Working Together towards a Sustainable Future](#)). The MOOC examines how engagement with business is serving to meet the attainment of the SDGs – and the Addis Ababa Action Agenda (AAAA) – goal by goal, and how business can strive to “leave no one behind.” Secondly, the MOOC highlight concrete examples and models of cooperation in UN private sector engagement. Finally, MOOC presents relevant considerations for ensuring accountability and monitoring progress. The Secretariat also engaged with universities to explore opportunities to align efforts and to develop joint training and research initiatives.

Output 1.2. Debate and dialogue

- The SDG Fund has participated in **key forums and events** sharing the Fund’s experience, with a focus on private sector forums (Global Compact, The Economist Sustainability Summit, launching of PSAG report, creative industries, OECD Dev Com...). Thanks to the public diplomacy initiative, the SDG Fund also contributed to a series of workshops and other collaborations (non-cost for the SDG Fund) with public diplomacy institutions and specialists of international relations (for example, Clingendael Institute, Swedish Institute, Center for Public Diplomacy, Lund University...). A particularly successful topic for speaking engagements has been private sector forums and engagement of universities (in collaboration with the SDG Chair), as established in the objectives of the project, contributing to reach new audiences to whom communicate the SDG Fund’s results and lessons learned.
- Exchanges with the **UN South-South Cooperation Office**, for example at the Global South-South Development Expo 2017 (Antalya, Turkey), to share the experience of the SDG Fund to promote South-South Cooperation under joint programmes and support South-South knowledge exchange mechanisms. The SDG Fund’s online library and some of its projects have been highlighted as good practices in two consecutive Secretary General reports on SSC.
- **15i dialogues, ideas for a sustainable world beyond 2015.** Together with the Instituto Cervantes and the URJC, two dialogues were organized, bringing best ideas and experiences from specialists, professionals, activists, entrepreneurs and academics around the world are gathered and active conversations surrounding these ideas can be sparked. 15i was organized in the form of a set of interactive dialogues. The first of them covered

the new context of development cooperation, while the second one covered the role of the new actors for the new Agenda: <http://dialogues15i.sdgfund.org/>.

- **Private Sector Advisory Group Advocacy (PSAG) efforts.** The PSAG committed to work diligently towards identifying areas of common interest with the primary objective of deciphering the best methods of UN-Private Sector engagement¹. Some achievements of the PSAG, include:
 - 3 PSAG Reports with successful report launching events in the United Nations Headquarters bringing together over 200 participants each. Both events were attended by different stakeholders: academia, private sector, UN agencies, member states, civil society.
 - 1st public-private pilot project with Sahara Group bringing together all development actors to co-create, co-design and co-implement.
 - 5 workshops around the world led by 5 PSAG companies bringing together over 100 companies to discuss the universality of the SDGs.
 - 1 Successful social media campaign on food security and nutrition with Ebro Foods, which raised \$35,000 for the Food Africa project.
 - Sahara Group and the Nigerian government created a private sector advisory group modelled after the PSAG, at the presidential level. Other companies have expressed an interest to replicate this model and create a national SDG Fund's PSAG in other countries.
- **Access to Justice Dialogues.** In collaboration with the General Council of Spanish Lawyers and the University of Navarra, a cycle of dialogues on access to justice were organized addressing the right of access to justice from four geographical perspectives: international – United Nations, European, Latin American and African. The sessions brought together experts from governments, academia and the private sector. The main objective of these meetings were to create a space for an in-depth debate concerning the current challenges facing the full enforcement of the right to access to justice, assuming that this is one of the basic tenets of the rule of law. The debates generated an intense exchange of ideas between key players and stakeholders in order to contribute to the recognition, protection and promotion of the right of access to justice at the national and international levels. The first meeting, held in New York during the 2017 'High Level Political Forum on Sustainable Development', was attended by representatives of the UN, law firms and international law specialists. One of the conclusions was that "the development of the right of access to justice requires a solid articulation between the reports and the analysis of the situation in different countries as well as the implementation of effective solutions." The second meeting, under the theme, "Universal Access to Justice in Europe" counted with the lecture of Stéphane Leyenberger, Head of Independence and

¹ Members: BBVA Microfinance Foundation, Ebro Foods, EY, Ferrovial, Grupo Nutresa, H&M, Intel, Org. Ardila Lulle, Pvblic, Sahara Group, Seres Foundation.

Efficiency of Justice Division within the Directorate General Human Rights and Rule of Law, Council of Europe, while the third and last one, covered “Access to Justice in Latin America and Africa”, with Arkel Benítez, Secretary General of the Conference of Ministers of Justice of the Iberoamerican Conference (COMJIB); Justice Emmanuel Ugirashebuja, President of the East African Court of Justice (EACJ) and Rafael Catalá Polo, Spanish Minister of Justice. A report with main conclusions was consolidated in a publication on “Access to Justice”.

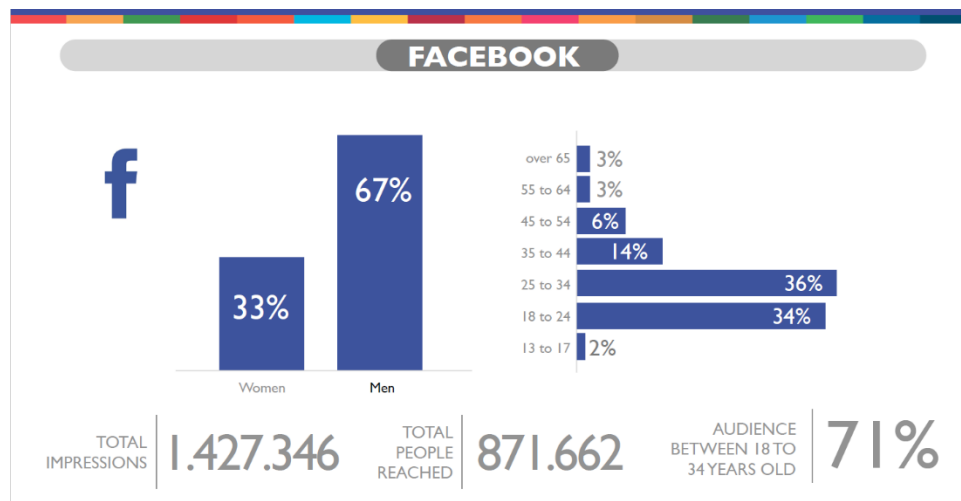
Output 1.3. Communication and social mobilization

- **Communication and advocacy with private sector.** This project allowed the production of three ground breaking reports by the SDG Fund Private Sector Advisory Group that have had a very positive reception and have been widely distributed ("Business and the United Nations. Working Together Towards the Sustainable Development Goals: A Framework for Action" - 2015, in collaboration with the Harvard Kennedy School and Business Fights Poverty; "Universality and the SDGs: A Business Perspective" - 2016, in collaboration with the Global Compact; and "Business and SDG 16. Contributing to Peaceful, Just and Inclusive Societies - 2017, in collaboration with the University of Pennsylvania Law School and with the support of the law firm McDermott Will&Emery). Indeed the inter-agency audit highlighted the satisfactory performance of the PSAG and its advocacy impact to incorporate SDGs in corporate programming. Several workshops were also organized with private sector companies and partners from different regions of the world.
- New dissemination approaches were tested including an online discussion to present the first report. The SDG Fund hosted an online event fostering Business and United Nations engagement. The interactive dialogue brought together representatives from business, the CSR Initiative at Harvard Kennedy School and Business Fights Poverty to explore the following questions: What is the business and development case for increased UN-business engagement? How can business most effectively engage in the SDGs, and how can the UN most effectively engage with business? What should the priorities for action be in 2016 to strengthen UN-business partnerships? The general audience posted their comments throughout the session. The reports were also presented as part of speaking engagements in business forums, including The Economist Sustainability Summit, Sustainable Brands, the Brown Capital Management Africa Forum hosted by the Woodrow Wilson Center, Innovation, Education, and social Inclusion in the Americas Concordia Summit, Conference Board's Global Social Investing Council, the Godan Summit, the Global Compact Private Sector Forum, Global Compact Americas Regional Local Networks Meeting or the Oekom research Double Dividend conference, CIBECOM or the OECD Development Communication Network, among others.
- **Engagement of Creative Industries.** Aware of the potential of creative industries to promote sustainable development, the SDG Fund launched several partnerships and alliances with individuals and companies from creative industries, particularly with the

culinary world and architecture. In the case of food and gastronomy, the appointment of the Roca Brothers as Goodwill Ambassadors, led to programmatic (Food Africa project) and advocacy activities (#recipe4change campaign). In the case of architecture the SDG collaborated with the Pritzker Architecture Prize. Seven of the most renowned architects in the world, all of them Pritzker Architecture Prize Laureates, gathered at the UN headquarters in New York to discuss the role of architecture in contemporary society. Richard Rogers, Glenn Murcutt, Christian de Portzamparc, Wang Shu, Renzo Piano, Jean Nouvel and that year's Pritzker Laureate Alejandro Aravena shared ideas on how people should be put at the center of every architecture and urban project. A few hours before, during a press conference organized by the SDG Fund, Aravena announced that he was making his housing designs available to the public for free. The SDG Fund had prepared all documentation to appoint the Spanish architects RCR (Pritzker Laureates 2017) as Special Advisors, but due to the decision of the Spanish government to stop all new activities, this process was stopped. The SDG Fund also started a collaboration with the music industry through the Berklee College, hosting a dialogue and program entitled, "Shifting the Conversation: towards balance in music" on March 22nd. The event explored major issues surrounding diversity and inclusion in the music industry, specifically in the context of gender equality and achieving SDG 5, one of the cross cutting issues in the SDG Fund work. Also as part of the work in Creative Industries, the SDG Fund started a line of action on digital education in collaboration with Pro-Futuro, with several advocacy activities including a forum on digital education at the International Peace Institute and a side event with DESA.

- **Collaboration with the G7 Research Group.** In the lead up to the G7 Germany Summit, the SDG contributed to G7 Germany: The Schloss Elmau Summit eBook produced by the G7 Research Group. The article explained the role of the SDG Fund particularly in light of the changing development landscape in addition to the Fund's approach towards sustainable development. The publication also featured insightful content on matters influencing the global agenda and includes contributions from global leaders, including summit host Chancellor Angela Merkel and UNSG Ban Ki-moon.
- **Social media.** In September 2015 a social media plan was developed, building on the approved communication and advocacy strategy. This roadmap was developed after several months of testing social media content, analyzing the different communities and following other similar organizations' accounts. As a consequence of this social media plan:
 - **Facebook:** Since April 2015, the SDG Fund Facebook page grew from 21,369 to 42,114 followers (a 97 % increase). The number of total impressions was 1.427.346 and 871.662 users were reached. 71% of users are between 18 and 34 years old, indicating a good outreach among youth.

Sample of quantitative results Campaign #Recipe4Change



Users profile of SDG Fund Facebook account (January 2018). Source: DOG Intelligence

- **Twitter:** The SDG Fund twitter account has attracted 10,400, from 928 in April 2015 (a 1,020% increase). This has been possible thanks to the growth in activity (the average of frequency is 2.8 tweets per day, having published 1,016 tweets in the last year), achieving more than 150.4k impressions only in the last 3 months of 2017. 90% of the audience speaks English and 72% of the audience is between 25 to 44 years old. USA, Nigeria, UK, Spain and India represent the countries of origin with stronger following.
- **YouTube:** The YouTube account has been continuously updated with a better quality content, with 304 videos uploaded. The channel achieved a total of 386,170 views of the videos and average reproduction length of 4:23 minutes. The channel had 858 subscribers at the end of 2017. The production of videos have been particularly effective, including for example the series of videos SDGs in Action.

There was also improvements in live tweeting of the SDG Fund key events and communication plans were developed for each event, with hashtags, key messages and content to distribute: for example, the Pritzker Architecture Prize and the launch of “Universality and the SDGs: A Business Perspective” report.

Moreover, an international social media contest with the Roca Brothers was launched: [#Recipe4Change](#). This campaign run during 2017, with monthly cooking challenges, raising awareness around sustainability, SDGs and food. This contest was well received in social media, with almost 2,000 recipes submitted and 65M people reached. Several UN agencies joined the SDG Fund promoting the contest, and Ebro Foods donated 35K to SDG Fund food security and nutrition projects.

- **Public diplomacy initiative.** The SDG Fund brought together leading public diplomacy experts to share experiences on how to achieve better development results and advance the 2030 Agenda for Sustainable Development by using the public diplomacy toolkit. The two workshops organized with these experts in 2016 and 2017 contributed to identify of areas of common interest and promote the sustainability of global public goods with the primary

objective of establishing effective communication, dialogue, participation and engagement strategies with key partners. Topics discussed in the meeting also included: Introduction to the SDG Fund as a mechanism to promote the achievement of the SDGs; trends in the public perceptions of development aid and how the SDG Fund can position itself in this new context; and a public diplomacy initiative proposal with the European Union, developed by professors La Porte and Pamment. This also led to a joint research project with Clingendael Institute while students of Lund University developed communication strategies for Joint Programmes with the Private Sector.

Activity 2: Project of research and academic advocacy for institutional strengthening and conflict prevention. Total approved budget: 159,533 \$.

The second tranche of the grant received from AECID allowed the SDG Fund to put into practice major lessons learned from these advocacy initiatives but with focus on one SDG of particular relevance: SDG 16. A summary of output, activities and results under this activity of the project are summarized below:

Output 2.1. Institutional strengthening good practices.

- **The Art of Peace. Institutional Strengthening, Capacity Building for Conflict Prevention and Peacebuilding.** This compendium of institutional strengthening experiences identified factors influencing the success of institutional strengthening programmes and conflict prevention, with a particular focus on SDG 16. This report analyzes the transition from MDGs into SDGs, understanding the new role of conflict resolutions, including a new role for the private sector and concrete recommendations for the SDG Fund to align its joint programmes and activities in this new context. The report presents three approaches (peacebuilding, human security and conflict prevention) and recommends a combination of approaches. It also extracts lessons learned from the MDG Fund Thematic Window on Peace and Conflict Resolution.
- **Institutional Strengthening Best Practices.** 5 country examples are analyzed in depth with the case study format: Peace-building and local capacities in Colombia; reduction of violence in El Salvador; a time for change in Sierra Leone; peace in North Lebanon; and harnessing the Ethiopia's diversity for the sustainable development. Some common lessons learned include: the ownership and participation of communities in the planning and implementation process; the need to include a gender approach and ensure women's participation in conflict prevention; the importance of training and building capacities in communication and advocacy for greater sustainability of the projects.
- **Intercultural & Interfaith Dialogue for Sustainable Development.** An external report commissioned to better understand how the SDG Fund could incorporate intercultural and interfaith dialogue as part of its activities to advance the 2030 Agenda. The document presents a review of different related terms (intercultural dialogue, interfaith dialogue); presents a description and a brief analysis of global experiences of religious dialogue; and analyzes how intercultural dialogue and interfaith dialogue can contribute to the achievement of SDG 16.

Output 2.2. The SDG Fund contribution towards institutional strengthening to achieve the Agenda post 2015.

- **Research paper on “[A New Way of Doing Business: Partnering for Peace and Sustainable Development](#)”**, joint research between SDG Fund/International Institute of Peace/Concordia. This report explores what is needed to make the needed partnership between private sector, governments, the UN, and civil society a reality, including the steps that both the UN and the private sector need to take. It also seeks to understand how the private sector can contribute to achieving peace as both an enabler and an outcome of the 2030 Agenda. Finally, the report aims to address how to mitigate the risk companies’ face in investing in countries facing challenges in attracting private domestic and international investments. One of the key conclusions of the research is that businesses still don’t see they play a key role in achieving SDG 16 and that other SDGs, can be used as entry point to establish partnerships that advance peace and sustainable development jointly. As one of the speakers put it during the UN General Assembly side event organized for presenting this policy paper “Peace is Really Good for Business, But Business Is Really, Really Good for Peace”. The report was also presented at the UN Headquarters in Geneva, during the 2017 Geneva Peace Week. Both launching events were well attended by representatives of Member States, private sector, academia, civil society and UN Agency.

Output 2.3. Dialogues, trainings, communication and advocacy.

- **Strengthening Preventive Diplomacy.** The main objective of this initiative was to equip diplomats, academia and civil society with the necessary tools needed to move from a culture of "reaction" to one of "prevention". The training focused on preventing disputes before they result in conflict, using mediation and dialogue as the mechanism for the peaceful settlements of disputes. It has been developed in collaboration with UNITAR, the Spanish Diplomatic School and the SDG Chair/URJC. The partnership included two main activities in 2017: an introductory briefing on the United Nations Headquarters in New York and an international Conference counting with diplomats and members of Academia in Madrid, Spain.
- **The Road to Peace: Why the SDGs are Good for Business.** Event hold at International Peace Institute (September 23, 2016). Speakers brought different perspectives on how the private sector is actively supporting the implementation of the SDGs, particularly through more inclusive economic growth and full productive employment. These efforts also contribute to building peaceful and inclusive societies. The event connected the dots between the work of the UN—largely focused on peace and security and the new SDGs—and global leaders in the private sector. The SDG Fund co-hosted this event with IPI and counted on the participation of Ambassador Terje Rod-Larsen, President of IPI, Dr. David Nabarro, Special Adviser for the 2030 Agenda and Climate Change, H.E. Dr. Thani Ahmed Al Zeyoudi, Minister of Climate Change and the Environment for the UAE, H.E. Mr. Camilo Ruiz, Ambassador and DPR of Colombia, H.E. Ms. Rebeca Grynspan, SG of the Ibero American Conference Mr. Tonye Cole, CEO Sahara Group, and the SDG Fund

director. The discussion served as a starting point of the report “A New Way of Doing Business”.

With these two interrelated activities, this project has substantially strengthened the SDG Fund Secretariat capacities for advocacy, knowledge management and communication. For example the table below contains some communication KPIs’s evolution during the period 2015-2016.

Evolution of some communications key performance indicators

	2015	2016	2017*
Website visits (monthly)	7,500	11,000 (Nov +14,000)	15,000 (Oct +27,000)
SEO (Searching Engine Optimization)	From MDGs to SDGs	SDGs	SDGs, Individual SDGs, online library, case studies, funding SDGs
Twitter (followers)	3,000	6,300	9,500
Facebook	31,000 likes	40,000 likes	41,500 likes
Fact sheets	JPs	JPs, Donors, SDGs, Partners	JPs, Donors, SDGs, Partners, Institutional, HLPF with DPI
Video	Institutional video	Substantial increased production	SDGs in Action Series, events
You Tube (subscribers)	193	681	824
Media Partnerships	Starting Pais, Devex	Consolidated	Increased media presence: El Pais, El Mundo, ABC, EFE, IPS, Devex, The Economist Sustainability Summit, TVE, La6, IISD, UN News Center, Huffington Post, Forbes
JPs communication strategies	3	12	16
Web stories (cumulated)	7	15	60
Visual identity	Old Logo	New Logo	All countries updated visual identity

*Source: SDG Fund Secretariat Progress Report – December 2

ii) Indicator Based Performance Assessment

	<u>Achieved</u> Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Outcome 1. The SDG Fund/MDG Fund generates knowledge, promote dialogue and triggered action in the transition from MDGs to SDGs Indicator: Overall visibility of the SDG Fund and supported partnerships	<ul style="list-style-type: none"> Monthly visits to the website – 30,929 (<i>combined SDG-F and SDG Fund</i>) Search Engine Optimization – “Fund SDGs” (1st), “From MDGs to SDGs” (2nd), “SDG case studies” (2nd), “SDG library” (5th), “SDG” (51st) Media impacts - +100 annually 	<ul style="list-style-type: none"> Exceeded planned targets High demand on SDG related contents 	<ul style="list-style-type: none"> Google Analytics Google Trends Media clippings
Output 1.1. Knowledge generated using the MDG Fund experience that is relevant and used in implementing SDGs Indicator 1.1.1. MDG Fund used as a best experience for sustainable development Baseline: No independent review Planned Target: 1	<ul style="list-style-type: none"> 1 independent case study on the MDG Fund 	<ul style="list-style-type: none"> Exceeded planned targets 	<ul style="list-style-type: none"> Desk review
Indicator 1.1.2. Best practices extracted from the Fund Baseline: 1 (MDG-F Global Evaluation) Planned Target: 30	<ul style="list-style-type: none"> 40 best experiences in achieving SDGs Case studies section is among top 10 most visited contents section in the website Relevant SDGs platform use SDG-F case studies (University of Michigan, UNDOCO, UN DESA...) 	<ul style="list-style-type: none"> Exceeded planned targets 	<ul style="list-style-type: none"> Google Analytics Number of case studies

<p>Output 1.2. SDG Fund actively participate in relevant forums</p> <p>Indicator 1.2.1. # Speaking engagements</p> <p>Baseline: 10 annually</p>	<ul style="list-style-type: none"> • 29 events organized with an estimated direct audience of 4,000 participants 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • SC reports – section on events • Registration lists • Speaking engagements requests received
<p>Planned Target: 20 annually</p> <p>Indicator 1.2.2. Dissemination of SDG Fund Private Sector Advisory Group's activities</p> <p>Baseline: 0</p> <p>Planned Target: PSAG established / 10 companies / 50 private sector representatives reached</p>	<ul style="list-style-type: none"> • 14 private sector companies actively engaged in PSAG • Global PSAG replicated at the country level (Nigeria, Chad...) • +500 companies engaged in different advocacy activities with the private sector • 3 reports launched • 1 fundraising campaign launched with PSAG member • \$ 150,000 in direct contributions to the Fund and matching funds contributions mobilized for JP proposals with the private sector (as per SC decision Sep 2015). This has allowed to multiply x2 initially allocated SDG-F contribution. 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • SC reports – section on private sector engagement • Google Analytics (downloads and visits PSAG reports) • Resource mobilized • Media and social media impact
<p>Output 1.3. SDG Fund triggers social mobilization around SDGs</p> <p>Indicator 1.2.1. # Social media indicators</p> <p>Baseline: 3,000 followers twitter</p> <p>Planned Target: 5,000 followers</p> <p>Indicator 1.2.2. Media presence</p>	<ul style="list-style-type: none"> • 9,472 followers twitter – 1,020% increase • 42,000 fans Facebook - 97% increase. • Increased engagement of social media community • 1973 recipes published in social media campaign • 65M people reached with #Recipe4Change 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • Twitter Analytics • Facebook Analytics • Submissions to social media campaign • Social Media Presence Analysis – DOG Intelligence

Baseline: N/A Planned Target: Increased	<ul style="list-style-type: none"> • 2 no-cost collaborations with key media outlets (El Pais and Devex) • Exponential growth of media impact (+1000 media impacts annually) • Interviews with key media (Devex, El Pais, El Mundo, TVE, Prensa Latina...) • +500 media impacts 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • Media clippings • Google News • Requests of media interviews
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Outcome 2. New research is produced and widely disseminated on institutional strengthening and conflict prevention Indicator: #Research pieces and advocacy impact	<ul style="list-style-type: none"> • 5 case studies • 4 reports on SDG16 • Mainstreaming of SDG16 in the work of the SDG Fund 	<ul style="list-style-type: none"> • Exceeded planned targets • High demand on SDG related contents 	<ul style="list-style-type: none"> • Desk review
Output 2.1. Institutional strengthening good practices gathered Indicator 2.1.1. MDG Fund used as a best experience for sustainable development Baseline: No case studies / SDG16 still not incorporated to the work of the SDG Fund Planned Target: 5	<ul style="list-style-type: none"> • 5 case studies on SDG 16 • SDG16 mainstreamed in MDG Fund case studies 	<ul style="list-style-type: none"> • Planned targets achieved 	<ul style="list-style-type: none"> • Desk review • Number of case studies

<p>Output 2.2. Report on how the SDG Fund can best contribute to SDG16</p> <p>Indicator 2.2.1. # Research pieces</p> <p>Baseline: 0</p> <p>Planned Target: 1</p>	<ul style="list-style-type: none"> • 3 reports with focus on SDGs, one with good practices from private sector, one on peacebuilding and another on the linkages of SDG16 with other SDGs • 400 key stakeholders (Member States, Private Sector, UN...). 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • Events registration lists • Speaking engagements requests received • SC reports – section on private sector engagement • Google Analytics (downloads and visits SDG16 contents reports)
<p>Output 2.3. Key partners participate in dialogue, trainings and communication activities around SDG 16</p> <p>Indicator 2.2.1. # Advocacy impact on SDG 16</p> <p>Baseline: 0</p> <p>Planned Target: 5,000 followers</p>	<ul style="list-style-type: none"> • 29,000 page views related with SDG16 • 1,000 policy makers and business leaders reached • 250 lawyers and law professionals participated in access to justice dialogues and activities 	<ul style="list-style-type: none"> • Exceeded planned targets 	<ul style="list-style-type: none"> • Google Analytics • Events registration list

iii) Evaluation, Best Practices and Lessons Learned.

This project has been instrumental for the SDG Fund to advance its institutional objectives. This project was designed with the SDG Fund Secretariat/BERA as its implementing partner. Therefore global SDG Fund Secretariat monitoring and evaluation mechanisms applied. For example, during the project implementation the SDG Fund Secretariat reported on annual progress through its Steering Committee reports and annual consolidated reports with the MPTF-O. Activities of this project were also object of the interagency audit, which acknowledged the satisfactory performance in the following areas related with this project:

- **Private Sector Advisory Group (PSAG).** *“The PSAG through its terms of reference adequately facilitated the cooperation between the SDG-F and the private sector. It published two reports with a wide advocacy audience incorporating SDGs in programming”.*
- **Knowledge Management.** *“The SDG-F Secretariat created processes to ensure that lessons learned from the MDG Fund could support the joint programmes of the SDG-F”.*

Should the SC decided to develop a final independent evaluation of the SDG Fund (as proposed by the SDG Fund Secretariat, but still to be confirmed by the Co-Chairs at the moment of this writing), this project will be considered part of this evaluation process. This might allow to extract additional findings and lessons learned. In the results matrix above some indicators have been included.

This section selects three good practices as result of the project: on the achievements of the SDG Fund’s Private Sector Advisory Group, on incorporating SDG 16 in the work of the SDG Fund and the social media campaign #recipe4 change.

Best practice. Example 1. Achievements of the SDG Fund Private Sector Advisory Group

To better align public-private partnerships for sustainable development, the SDG Fund established a Private Sector Advisory Group, formed by business leaders of major companies from various industries worldwide. These leaders are helping the SDG Fund to build a roadmap for how public-private alliances can provide large-scale solutions for achieving the new SDGs. Its aim is to collaborate and discuss practical solutions pertaining to the common challenges of contemporary sustainability. The Advisory Group has been committed to identifying areas of common interest and deciphering the best methods of UN-Private Sector engagement, as well as offering suggestions for how to work more effectively with one another at the country level.

The Private Sector Advisory Group (PSAG) issued three reports:

1. **[Business and the United Nations: Working Together Towards the Sustainable Development Goals: A Framework for Action](#)** (2015) written in collaboration with Business Fights Poverty and Harvard Kennedy School, Corporate Social Responsibility Initiative.

2. [Universality and the SDGs: A Business Perspective](#) (2016) written in collaboration with UN Global Compact. Additionally, the report is based on inputs from more than 100 companies gained through workshops in Africa, Latin America, Europe and the United States.
3. [Business and Peace: How the Private Sector Can Contribute to SDG 16](#) (2017) written in collaboration with University of Pennsylvania's Law School and with the support of McDermott Will & Emery LLP.

The reports have been well received among the UN and Business communities and have had a tremendous footprint:

- Both reports were launched at the United Nations Headquarters (10 November 2015 and 11 2016) to an audience of over **650 participants** combined.
- Additionally, the 2016 report was presented in December 2016 at Telefonica Foundation Headquarters to an **audience of around 200**.
- The 2017 report was presented in December 2017 in Madrid to an **audience of around 40**.
- Up-to-date, The SDG Fund has disseminated more than **900 copies** to UN Member States, UN agencies, private sector and academia.
- SDG Fund website analytics show that both Report websites have received over **20,000 clicks** from users around the world.

Private Sector Workshops

In 2016, PSAG members co-organized private sector workshops. These workshops served as an opportunity for companies to share best practices on implementing the SDGs within their core-business practices. Global Compact moderated all workshops. The findings from the workshops were incorporated into the 2016 report.

Food Africa

Sahara Group and the SDG Fund developed the first public-private partnership using the “co-create, co-design and co-implement modality” derived from the 2015 PSAG report framework. This is an innovative public-private partnership directed at improving food security and nutrition and alleviating poverty through strengthening of the agro-food value chains, improving agricultural productivity and yields, creation of a food processing facility and promotion of access to markets in Nigeria.

6 PSAG meetings

The PSAG meets biannually to exchange experiences and best practices on public-private partnership. It is also an opportunity for the SDG Fund to update members on on-going activities that may be of interest. Additionally, the timeline, methodology and content for the annual reports are discussed during the first meeting of each year.

PSAG Meetings:

- 1st meeting and launch of the PSAG: April 16 2015 in Madrid, Spain. Following the meeting, Seres Foundation organized an event with key companies to present the PSAG.
- 2nd Meeting: 10 November 2015 in New York
- 3rd Meeting: 16 May 2016 in New York
- 4th Meeting: 11 November 2016 in New York
- 5th Meeting: 19 May 2017 in New York
- 6th Meeting: 3 November 2017 in New York

"Business and the 2030 Agenda: Working Together Towards a Sustainable Future" online course

The SDG Fund and UNITAR launched an online course, "Business and the 2030 Agenda: Working Together Towards a Sustainable Future". This course is based on the **SDG Fund Report** "Business and the United Nations: Working together towards the Sustainable Development Goals: a Framework for Action" and provides the business case studies as examples.

Integrated SDGs into corporate reporting

Since joining the PSAG and attending the private sector workshops, a few members have started to integrate the SDG framework into their corporate reporting. Most notable, **Nutresa** has done a complete mapping of their sustainability strategies using the SDGs as a guide. **Sahara Group** has reevaluated some of their ESG policies to ensure that they are meeting the SDG targets. In their 2016 sustainability report, **BBVAMF** measured their impact using the SDGs.

Best practice. Example 2. How the SDG Fund incorporated SDG 16 in its activities during the period 2015-2018.

SDG 16 (Peace, Justice, and Strong Institutions) is highly interlinked with other SDGs, and for the achievement of the Agenda 2030, there is a need for the presence of peace because sustainable development cannot be achieved without peace and security, and peace and security will be at risk without sustainable development.

Since 2015 the SDG Fund has been supporting joint programmes in 22 countries in Africa, Arab States, Asia, and Latin America and the Caribbean. Several joint programmes of the SDG Fund includes peace component, aimed to stabilize communities through job creation and income generating activities for youth and women with the involvement of the private sector. Examples of these joint programmes include: strengthening women's ability for productive new opportunities in Bangladesh, productive and food secure territories for a peaceful and resilient Cauca in Colombia, creating a one-stop-shop to create sustainable businesses on inclusive economic growth in the occupied Palestinian territory, joint programme on poverty reduction in San Pedro in Cote d'Ivoire, and joint programme on enabling sustainable livelihoods in the Kono District in Sierra Leone.

Building on this, the SDG Fund Steering Committee decided to open a new thematic window with exclusive focus on goal 16: institutional strengthening, security and peacebuilding in December

2015. As a follow up of this decision, the SDG Fund established a series of initiatives and partnerships.

The SDG Fund established knowledge partnerships with several UN agencies and academic institutions to disseminate the knowledge on the SDG 16. The SDG Fund produced research products, aligned with the SDG 16, to document best practices and case studies from joint programmes. In 2016 SDG Fund produced a joint publication with UNDP and Cooperación Española on the Art of Peace Institutional Strengthening, Capacity Building for Conflict Prevention and Peacebuilding. This report analyses the successes and weaknesses of the 20 joint programmes, undertaken by the MDG Fund, relating to the area of conflict prevention and peace building, which can provide future lessons learned.

Per SC decision, SDGF support a project implemented by RBLAC and SICA in Central America focus on security. SDGF contributed with \$4M in the period 2015—2018. The project "Seguridad Integral y Prevención de la Violencia en Centroamérica" was additionally supported by Spain with another \$2M.

The SDG Fund has been championing the role of the private sector in sustainable development to engage it with the UN fora on global projects and leverage their complementary expertise, knowledge and networks. In 2017 the SDG Fund expanded its knowledge partnerships and in collaboration with business leaders from the SDG Fund's Private Sector Advisory Group (PSAG), the University of Pennsylvania Law School and with support from law company McDermott Will & Emery LLP, has produced a report to showcase how businesses can play a catalytic role in achieving SDG 16, and what are the benefits and incentives for companies to internalize SDG 16 and to partner with governments and the UN to achieve this goal.

In 2017 the SDG Fund has also collaborated with International Institute of Peace and Concordia to prepare a policy paper "A New Way of Doing Business: Partnering for Peace and Sustainable Development". This report focuses on what does it mean in practice for the private sector to become a partner for sustainable development and sustaining peace.

In 2018 in close collaboration with the Academic Chair on Development and Poverty Eradication, the SDG Fund published two books. The first one, "The Agenda 2030: The Role of Goal 16 for Sustainable Development". This book gathers research papers that provide a complete vision of Goal 16 and support the international community in its full implementation. The second one: "Objetivos de Desarrollo Sostenible y Derechos Humanos (Paz, justicia e instituciones sólidas/Derechos Humanos y empresas)" with focus on SDG 16 from the angle of Human Rights.

The SDG Fund also supports the upcoming research project (2018) as a joint publication between the Global Alliance (UNDP), International Institute of Peace, Concordia and One Earth Future Foundation on Private Sector and Reporting Under SDG 16. The goal of this project is to jointly prepare a report focused on the role of the private sector in helping states meet their commitments to reporting data on peace and good governance under Sustainable Development Goal 16.

To raise the awareness on the role of SDG 16 and its target 16.3 "promote the rule of law at the national and international levels and ensure equal access to justice for all", the SDG Fund

coorganized with the University of Navarra School of Law in collaboration with the General Council of Spanish Lawyers (CGAE) a series of discussions on the importance of providing access to justice for all and building effective, accountable and inclusive institutions at all levels. Several meetings were organized to discuss the universal access to justice, including access to justice in Latin America and Africa. The final report summarizes the positive and negative aspects identified in each of the areas studied, in addition to the ideas that have emerged to help achieve progress in the recognition, protection and promotion of the right of access to justice.

Finally, the SDG Fund together with UNITAR and the Spanish Diplomatic School is organizing a series of events in 2017/2018 on Strengthening Preventive Diplomacy and Multilateral Negotiation, addressing structural causes of conflict, and early warning and preventive mechanisms. The main objective of this collaboration is to equip diplomats, academia and civil society with the necessary tools needed to move from a culture of "reaction" to one of "prevention". The trainings focus on preventing disputes before they result in conflict, using mediation as the mechanism for the peaceful settlements of disputes.

Best practice. Example 3. Bringing the SDGs into our kitchen. Goodwill Ambassadors and social media to promote SDGs

As the Paris Agreement on climate change entered into force in November 4th, famed chefs Joan, Josep and Jordi Roca joined the United Nations Sustainable Development Goals Fund (SDG Fund) to tackle climate change from a different perspective: sustainable cooking. During several months, the Roca Brothers offered cooking challenges that invite social media users on Facebook, Twitter and Instagram to submit sustainable recipes (#Recipe4Change), a way of rethinking their contributions to SDGs from their kitchens.

“Food should not be a threat to sustainability, but a source of more sustainable development,” according to the Roca Brothers. As UNDP Goodwill Ambassadors for the SDG Fund, the Roca Brothers have used this concept as a key part of their mission to fight poverty and promote sustainable development, with particular focus on food security and nutrition. Given that one-third of the world greenhouse gas emissions emanate from agriculture, by adopting better practices linked to food production and consumption, everyone can impact their own health and that of the planet.

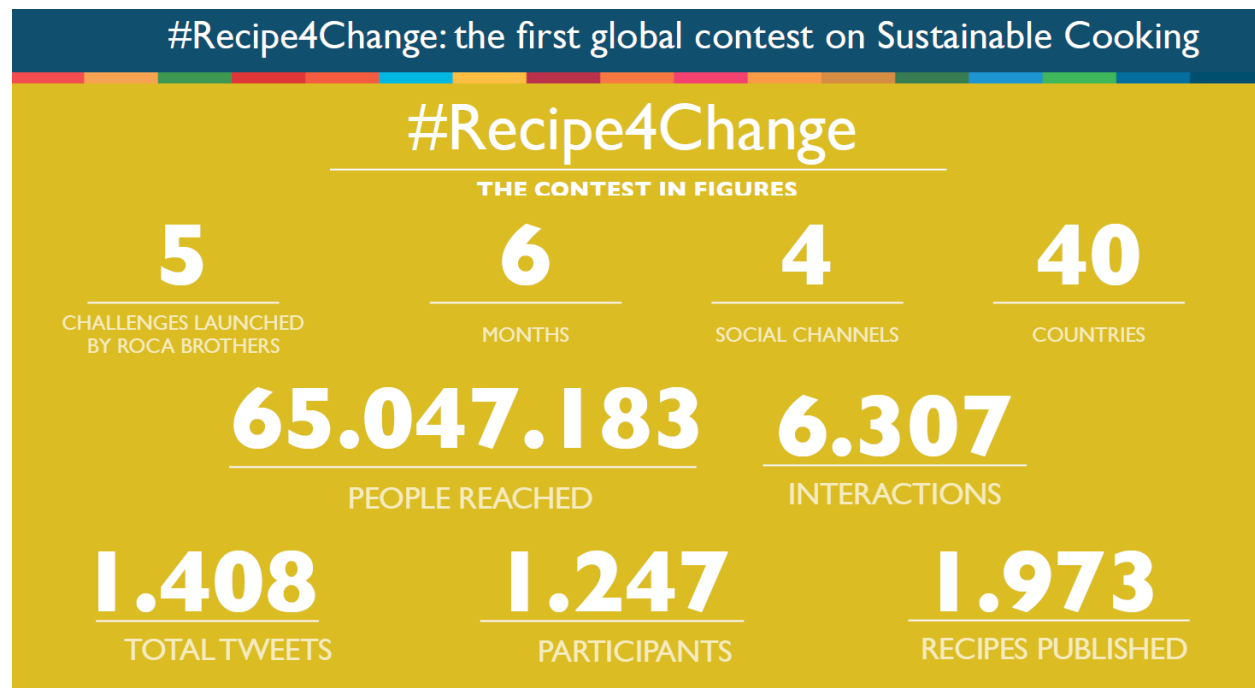
As part of the #Recipe4Change contest, the Roca Brothers posed a series of monthly challenges, selecting one winning recipe for each of these challenges. At the end of the contest, the Rocas will recognize a global winner among all of the recipes received during the contest. The winner will spend a day with the chefs in their celebrated restaurant, El Celler de Can Roca in Spain, where they will have the opportunity to prepare the winning recipe in the Rocas’ kitchen and dine with the chefs.

Along with monthly sustainable food challenges, the Roca Brothers shared regular tips and techniques to reduce the impact of cooking on the environment, and advancing SDGs. They offered best practices and ideas designed to mitigate climate change as well as cooking methods that reduce energy consumption, water usage and enhance food preservation. For example,

- Challenge 1. Mitigate climate change
- Challenge 2. Use local produce
- Challenge 3. Healthy cooking
- Challenge 4. Healthy and Sustainable Desserts
- Challenge 5: Fair Trade

The campaign was also an opportunity to establish a partnership with a private sector company, Ebro Foods, member of the SDG Fund Private Sector Advisory Group. In addition to promote the campaign through their social media channels, Ebro Foods incorporated more sustainable cooking contents in their packages and communication products and raised \$35,000 to go towards SDG Fund Food Security and Nutrition programmes.

The campaign reached, according to the analysis provided by DOG Intelligence, to more than 65M people and around 2,000 recipes were received from different 40 countries. Participants included participants from some of the joint programmes. That's the case of the joint programme in Bolivia, with several recipes received.



Sample of quantitative results Campaign #Recipe4Change. Source: DOG Intelligence

To achieve the SDGs, there must be a greater awareness and understanding of how people's food choices can impact sustainability, health and the environment. By putting sustainable cooking at the forefront of their restaurant's mission, the Roca Brothers shared their expertise, provide fresh approaches, and offer more resilient food practices. Simple changes in cooking can contribute to the 2030 Agenda for Sustainable Development, especially food sourcing, waste reduction and preparation can contribute to better food security and nutritional outcomes.