

[Name of Fund or Joint Programme]
MPTF OFFICE GENERIC FINALPROGRAMME¹ NARRATIVE REPORT
REPORTING PERIOD: FROM 01.11.2021 TO 31.12.2021

<p style="text-align: center;">Programme Title & Project Number</p> <ul style="list-style-type: none"> Programme Title: SDG Communication Campaign Programme Number (if applicable) 00129029 MPTF Office Project Reference Number:³ 00129029 	<p style="text-align: center;">Country, Locality(s), Priority Area(s) / Strategic Results²</p> <p>(if applicable) Country/Region Iraq – All regions</p> <p>Priority area/ strategic results</p>
<p style="text-align: center;">Participating Organization(s)</p> <ul style="list-style-type: none"> Organizations that have received direct funding from the MPTF Office under this programme <p>UNICEF</p>	<p style="text-align: center;">Implementing Partners</p> <ul style="list-style-type: none"> National counterparts (government, private, NGOs & others) and other International Organizations <p>UNDP, WFP as co-implementers, with UNCT support</p>
<p style="text-align: center;">Programme/Project Cost (US\$)</p> <p>Total approved budget as per project document: MPTF /JP Contribution⁴: US\$146,450</p> <ul style="list-style-type: none"> by Agency (if applicable) Agency Contribution by Agency (if applicable) <p>Government Contribution (if applicable)</p> <p>Other Contributions (donors) (if applicable)</p> <p>TOTAL: US\$ 146,450</p>	<p style="text-align: center;">Programme Duration</p> <p>Overall Duration (months) Start Date⁵ (dd.mm.yyyy) 01/11/2021</p> <p>Original End Date⁶ (dd.mm.yyyy) 31/12/2021 Actual End date⁷(dd.mm.yyyy) 31/12/2021</p> <p>Have agency(ies) operationally closed the Programme in its(their) system? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Expected Financial Closure date⁸: 31/12/2022</p>
<p style="text-align: center;">Programme Assessment/Review/Mid-Term Eval.</p> <p>Evaluation Completed <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: dd.mm.yyyy</p> <p>Evaluation Report - Attached <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Date: dd.mm.yyyy</p>	<p style="text-align: center;">Report Submitted By</p> <ul style="list-style-type: none"> Name: Miguel Mateos Muñoz Title: Chief of Communication Participating Organization (Lead): UNICEF Email address: mmateosmunoz@unicef.org

¹ The term “programme” is used for programmes, joint programmes and projects.
² Strategic Results, as formulated in the Strategic UN Planning Framework (e.g. UNDAF) or project document;
³ The MPTF Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as “Project ID” on the project’s factsheet page on the [MPTF Office GATEWAY](#).
⁴ The MPTF/JP Contribution is the amount transferred to the Participating UN Organizations – see [MPTF Office GATEWAY](#)
⁵ The start date is the date of the first transfer of the funds from the MPTF Office as Administrative Agent. Transfer date is available on the [MPTF Office GATEWAY](#)
⁶ As per approval of the original project document by the relevant decision-making body/Steering Committee.
⁷ If there has been an extension, then the revised, approved end date should be reflected here. If there has been no extension approved, then the current end date is the same as the original end date. The end date is the same as the operational closure date which is when all activities for which a Participating Organization is responsible under an approved MPTF / JP have been completed. As per the MOU, agencies are to notify the MPTF Office when a programme completes its operational activities. Please see [MPTF Office Closure Guidelines](#).
⁸ Financial Closure requires the return of unspent balances and submission of the [Certified Final Financial Statement and Report](#).

EXECUTIVE SUMMARY

The aim of this project was to raise awareness on the Sustainable Development Goals (SDGs) in Iraq, including through online and offline activities. The project reached of 3.25 million Iraqis (against a planned target of 1 million), including 1.8 million young people, about the SDGs. This was achieved through a digital campaign involving the social media channels of most of UN agencies showcasing SDGs and describing their importance and relevance to the Iraqi context. This overachievement is a result of the active engagement of UN agencies, which have utilized their social media platforms to disseminate relevant key messages on the SDGs. The campaign was also boosted through pre-paid cards to ensure maximum outreach amongst young people. Furthermore, six murals on the SDGs were painted in universities and public spaces across the country. However, no public event was organized to inaugurate the murals as originally planned due to security and COVID-19 restrictions. The initial plan was to engage online at least 2,000 young people, who were expected to share content about these public events and the murals online; since the public events did not take place, an estimated 144,000 young people (with a quarter of them being girls and young women) – out of a total number of nearly 360,000 people – were engaged with the content of the digital campaign (and either liked/commented or shared the above-mentioned content through their social media accounts). Finally, the project also served to enhance teamwork across UN agencies and with other relevant partners for future collaboration around the SDGs.

I. Purpose

The aim of this joint campaign was to raise awareness on the Sustainable Development Goals (SDGs) in Iraq, including through online and offline activities.

This SDG campaign aimed 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.

The Project Objectives were:

- Raising awareness of the public in Iraq on SDGs
- Engaging youth (aged 13–24) in Iraq through community engagement activities around the SDGs
- Empowering young people through the provision of tips on how to interact and engage positively online on SDGs

The Campaign is in line with Iraq's National Development Plan (NDP) 2018-2022, which 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 related to the NDP as a whole, and not a specific thematic area.

In terms of relevant UNSDCF Strategic Results & Outcomes, as the SDGs cut across all sectors, the project was relevant to all 5 UNSDCF Strategic Results, especially IRQ05:

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

II. Assessment of Programme Results

i) Narrative reporting on results:

The project aimed to ensure that: 1) Iraqi youths are aware of and understand the SDGs, the agenda's impact on Iraq and the progress made to date; and 2) SDG campaign resources are made available to the UNCT and other stakeholders, including Government of Iraq counterparts, so that these can be utilized after the campaign ensuring sustainability of messages and return on investment. The project contributed to achieving all 5 UNDAF Strategic Results, as the SDGs cut across all sectors, especially IRQ05 on Human Capital, as it provided young people with tools to have a better knowledge of how to build a more sustainable Iraq.

The main online activity was a social media SDGs campaign through the social media platforms of the United Nations Country Team (UNCT); the campaign was boosted through pre-paid cards to ensure maximum outreach amongst young people. In terms of offline outreach, focus was on the dissemination of the campaign content in universities and public areas. As a result, 3.25 million people (according to UNICEF metrics, 26 per cent women/girls) were reached – against a planned target of 1 million - through the overall campaign. The beneficiaries were reached through a number of videos and infographics about the SDGs. This overachievement is due to the wide involvement of the ten UN agencies that took part in the campaign, using the materials in their own social media channels, as well as to the active engagement of other partners - such as civil society organizations, academia (universities) and private sector partners (such as Toyota) – that widely disseminated the campaign content (including infographics about the SDGs). Furthermore, six murals were developed in universities and public spaces as initially planned. However, no public event was organized to inaugurate the murals as originally planned due to security and COVID-19 restrictions. The initial plan was to engage online at least 2,000 young people, who were expected to share content about these public events and the murals online; since the public events did not take place, an estimated 144,000 young people (with a quarter of them being girls and young women) – out of a total number of nearly 360,000 people - were engaged with the content of the digital campaign (and either liked/commented or shared the above-mentioned content through their social media accounts).

In addition, the campaign also engaged civil society organizations and institutional partners, seven partners. These include Imprint of Hope NGO, Toyota, and the universities of Sulaymaniyah, Anbar, Al Muthana, Mosul and Baghdad. Their engagement was essential to ensure the sustainability of the results in the longer-term. From the UN Country Team, 10 agencies took part in the implementation of the campaign, including UNICEF, WHO, UNHCR, UNESCO, UNAMI, UNDP, UNFPA, UNOPS, WFP, and ILO. Their involvement created the groundwork for future joint UN collaboration on the SDGs. The campaign also laid the foundations for future partnerships with the private sector, NGOs and government partners, fostering knowledge-sharing strategies and joint enhanced efforts to contribute towards the SDGs. The millions of people reached and young people engaged in project are a testament to the project's success.

The campaign was successful due to the partnerships and joint work between UN agencies, universities, local authorities, NGOs and young Iraqis. The campaign showed capacity to reach young people and wider society in SDGs promotion, providing a basis for targeted awareness-raising campaigns, such as digital campaign oriented to certain population groups and the importance of SDGs in their future (i.e.: women and gender-equality related SDGs) and presenting an opportunity for future partnerships in the country on SDGs.

ii) Indicator Based Performance Assessment:

Using the **Programme Results Framework from the Project Document / AWP**s - provide details of the achievement of indicators at both the output and outcome level in the table below. Where it has not been possible to collect data on indicators, clear explanation should be given explaining why.

	<u>Achieved</u> Indicator Targets	Reasons for Variance with Planned Target (if any)	Source of Verification
Outcome 1⁹ Indicator 1.1.1 - Overall campaign reach Baseline: 0 Planned Target: 1,000,000	3,253,319 people reached	Wide UN-social media channels participation in the campaign allowed to surpass the initially established target.	Social media reports
Output 1.1 Indicator 1.1.1 - Overall campaign reach Baseline: 0 Planned Target: 1,000,000	3,253,319 people reached	Same as above.	Social media reports
Indicator 1.1.2 - Number of youths involved in the online challenge Baseline: 0 Planned Target: 2,000	Around 144,000 young people (14-24 years old) were engaged	The initial goal was to measure online engagement of youth, based on their participation in the public openings of the 6 murals. As those public openings could not be organized due to security and COVID-19 restrictions, to measure the progress against this indicator the number of young people who engaged with the content of the overall campaign was calculated.	Social media reports (based on percentage of youth following UNICEF social media channels – 55.1% of total)
Indicator 1.1.2 - Number of official campaign partners outside the UN Baseline: 0 Planned Target: 5	7 (Imprint of Hope NGO, Toyota, as well as Sulaymaniyah, Anbar, Al Muthana, Mosul & Baghdad universities)		Internal Reporting
Output 1.2 Indicator 1.2.1 - Number of stakeholders/UN agencies using the campaign materials Baseline: 0 Planned Target: 10	10 (UNICEF, WHO, UNHCR, UNESCO, UNAMI, UNDP, UNFPA, UNOPS, WFP, ILO)		Internal Reporting

⁹ Note: Outcomes, outputs, indicators and targets should be **as outlines in the Project Document** so that you report on your **actual achievements against planned targets**. Add rows as required for Outcome 2, 3 etc.

iii) Evaluation, Best Practices and Lessons Learned

The utilization of the funding was one of the main challenges of the project. All funding was allocated to UNICEF, which had to act as a “bridge” with all other agencies. Part of this funding was aimed at boosting content in social media channels of all UN partners; it was thus needed to find a company that was able to deliver this service to other agencies, which do not necessarily have available advanced processing payments for their social media channels. This was finally managed through a company that delivered pre-paid cards with different amounts to the agencies; these were used by the agencies to promote content in their social media channels. This provided a lesson learnt for the future; to boost social media campaigns at UN-wide level in Iraq, pre-paid social media cards should be factored in and budgeted since the beginning.

iv) A Specific Story (Optional)

Problem / Challenge faced: Describe the specific problem or challenge faced by the subject of your story (this could be a problem experienced by an individual, community or government).

N/A

Programme Interventions: How was the problem or challenged addressed through the Programme interventions?

N/A

Result (if applicable): Describe the observable *change* that occurred so far as a result of the Programme interventions. For example, how did community lives change or how was the government better able to deal with the initial problem?

N/A

Lessons Learned: What did you (and/or other partners) learn from this situation that has helped inform and/or improve Programme (or other) interventions?

N/A