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**Advocacy Strategy around the Common Africa
Position on the Post-2015 Development Agenda**

June 2014

I. Context

1. In adopting the CAP, African leaders requested the HLC to meet in N'djamena, Chad before end of February 2014 to formulate a strategy for advocacy, negotiation and forging alliances to ensure that the priority areas identified are adequately integrated into the on-going post-2015 sustainable development intergovernmental deliberations including the work of the Open Working Group on SDGs; the Intergovernmental Committee of Experts on Sustainable Development Financing, the High-Level Political Forum, the President of the General Assembly and the negotiations leading to the final global Post-2015 Development Agenda in September 2015.

2. While the hard work of articulating, agreeing and producing the CAP has now been completed, the ultimate goal of having Africa's unified voice meaningfully reflected in the global Post-2015 Development agenda is just about to begin.

II. Objectives

3. Indeed, the launch of the CAP in N'djamena calls for a wide reaching effort that will take the insights, recommendations and priorities of Africa to the wider United Nations (UN) community including Member States, civil society, the private sector and other diverse stakeholders who will be involved in the intergovernmental process of formulating the final global Post-2015 Agenda by September 2015.

4. The advocacy strategy could aim at reaching out to and influencing the key internal and external stakeholders within and outside Africa to ensure that Africa's voice is reflected in the global Post-2015 Development Agenda. The strategy could focus on promoting dialogue, raising awareness, capacitating stakeholders, mobilizing support, and opening channels of communication and influencing that will facilitate interaction, ensure proper coordination and utilization of messages regarding Africa's priorities on the ongoing Post-2015 Development Agenda process and its expected outcome.

III. Strategic Approach

5. In achieving this proposed strategy, it will be necessary to: (i) identify key Post-2015 development agenda constituencies; (ii) create awareness and internalize the CAP; (iii) promote advocacy around the CAP and its contents; (iv) build global alliances with other regions and entities with like-minded positions on the Post-2015 agenda; and (v) consequently leverage the CAP in the global agenda.

6. This strategic effort could entail the HLC and it's Secretariat:

- Deepening at all levels the proper understanding and mobilizing support for the recommendations and principles enshrined in the CAP, and forging consensus among African stakeholders and stimulating their interest in using the CAP to influence the global Post-2015 Development Agenda;

- Engaging and working collaboratively with fellow African Leaders, Diplomats, Policy-Makers and Group of Negotiators to enhance their support and advocacy efforts building on the CAP;
- Engaging and keeping African stakeholders well informed about the evolution and influencing entry points of the Post-2015 Development Agenda and sustaining the commitment of Africa to speak with one voice to influence this process based on the CAP;
- Providing accurate and timely information to increase visibility and impact through diverse media reporting and stakeholder engagement on the Post-2015 Development Agenda as it relates to priorities drawn from the CAP;
- Utilizing consistent and harmonized talking points and key messages to ensure that the HLC Members, HLC Secretariat, African Leaders and Group of Negotiators, and Partners speak with one inspirational, succinct, authoritative, and credible voice;
- Strengthening partnerships with continental, sub-regional and national entities and leveraging the collaboration with partners including UNECA, AfDB, UNDP, UNFPA, Office of the Special Adviser on Post-2015 (OSAP2015), Office of the Special Adviser on Africa (OSAA) and others to facilitate the flow of information and buttress impact of CAP.

IV. Stakeholders, Audiences and Targets

7. This non-exhaustive list of core stakeholders, potential audiences and targets will be continuously revised as necessary:

a) Core stakeholders:

- Members of HLC, African Leaders, African Groups in Addis, New York, other African diplomatic missions, policy and political actors;
- HLC Secretariat;
- Collaborating partners (UNECA, AfDB, UNDP, UNFPA, OSAP2015, OSAA).
- Governments of AU Member States: they are key allies in helping the HLC and its Secretariat to perform its mandate at national, regional and international levels. These include members of national and African parliaments, senior members in various branches of Government, politicians inside and outside parliament.

b) Key Audiences

- The media/opinion formers: the media at all levels including bloggers, editors, specialist journalists - especially in press hubs, regional and national news agencies, media networks, professional organizations - are crucial partners for building mass public support for the work of HLC;
- Private sector: Building partnerships with private sector and entrepreneurs should be a priority;

- Civil society and general public: It includes academicians, researchers, community leaders, trade unions, NGOs, youth, women, workers, persons with disabilities, diaspora, faith leaders and Community Based Organizations (CBOs).

c) Targets

- Engaging and building strategic alliances with potential partners and all relevant political and geographic groupings in order to articulate and promote collective economic interests and enhance joint negotiating capacity on all major international economic issues thereby aligning Africa's position on the global agenda¹

V. Advocacy Tools

8. A variety of tools can be developed to help the HLC, Secretariat and Partners:

- Goodwill Ambassadors/Champions: drawn from HLC members and other personalities to multiply impact of advocacy
- Publicity gadgets_Galendar_calendar of media and public events: public events, meetings, media related activities, press conferences, etc.
- Summary presentations and talking points on the CAP and P2015 DA Process
- Media engagement through press clubs, press conferences, press kits, and press interviews
- Stakeholder engagement through meetings, events, briefings and partnerships
- Policy briefs explaining priorities and enablers regularly published to further understanding of the recommendations contained in the CAP
- Media briefings: ongoing to select groups of journalists on specific issues
- of information reaching a specific target audience.
- Publication and web resources: fliers, posters, stickers, banners, videos, public notices and folders that carry specific message to the general public.
- Opinion Editorials: published in various outlets including Project Syndicate, Huffington Post, All Africa, New African, Jeune Afrique etc.

VI. Negotiation tools

9. The HLC together with their Permanent Representatives to the UN and the Africa Group in New York should lead the negotaiton process of the Post 2015 development agenda on the basis of the CAP with the support of its Secretariat, partners and other relevant African stakeholders.

VII. Indicative activities

Activities	Purpose	Timing
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¹ The G77, GRULAC, Asia Pacific Group, ACP, LLDC, SIDs, FOSS, LDCs, Western Europe Group, Eastern European Group, the G20, the UN Regional Economic Commissions (i.e. Latin America, the Caribbean and Pacific; Western and Arab States), G8, BRICS, and Bretton Woods Institutes (WB and IMF).

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A. Negotiation tools		
Organize retreats for African Ambassadors and Experts in New York to understand and support and own the CAP and strategize and refine how to ensure this forms a key part of the Post-2015 Development agenda	Deepen the proper understanding and political acceptance of mobilize support for CAP	April - July 14
Organise regular meetings with HLC Permanent Representatives to the UN to discuss progress on negotiation	Update on progress	Sept 14- Sept 15
Organize retreats for African Ambassadors in Brussels, Washington DC, and Geneva and strategic capitals to understand and support own the CAP and strategize and refine how to ensure this forms a key part of the Post-2015 Development agenda	Deepen the proper understanding and political acceptance of mobilize support for CAP	July 14
B. External Communication		
Communication tools		
Publish CAP and disseminate widely and strategically incl. formally to various political stakeholders and negotiating blocs through their Chairs	Deepen the proper understanding and political acceptance of mobilize support for CAP	June-July 14
Production and dissemination of CAP related documents, namely: the Advocacy Strategy around CAP; the report presenting the goals, targets and indicators;	Advocacy and knowledge sharing	
Produce and disseminate communication resources including media press kits: News releases, Executive Summary or Key Messages, Fact sheets, Background Information, articles, Photographs and other media material incl. audio, digital and web	Provide accurate information to increase the accuracy of media reporting on the Post 2015 DA	June-September 14
Stakeholder Events/Meetings		
Organize side events during AU Summit and ministerial conferences of the AUC (Finance and Planning, Health, Education, Agriculture, Integration, etc.)	Keep peers and government officers well informed about the activities regarding Post 2015 DA	March Dec. 14
Organize side events and participate in relevant intergovernmental events (OWG, PGA, UNCSW, ICPD, World Conference on Indigenous People etc.) in New York to introduce the CAP, explore and promote understanding of the CAP and to build stakeholder support for the integration of the CAP in the global P2015 DA	Mobilize support	March-July 14
Organize outreach events engaging various stakeholders including media, civil society, parliamentarians, women, youth and faith groups etc. All these activities will need to be organized by for the HLC by the HLC Secretariat with support from partners.	Mobilize support	March Dec. 14
Promote the CAP during various global meetings incl. EU-Africa Summit, 40th G8 Summit, BRICS, G20, WB/IMF Meetings, Climate Summit, UN environment Assembly in Nairobi in July, SIDs Conference, World Economic Forum -	Ensure proper understanding and political acceptance of the recommendations, principles, elements and	March Dec. 14

Africa & Davos, Africa-US Summit, LDC meeting in Cotonou (26-28 July) etc.	priorities of the CAP	
Organize an event on accountability framework on P15 DA	Prepare accountability framework for P15DA	August 14
HLC's Follow-up Activities after Malabo		
HLC to continue interacting with key stakeholders such as the Africa Group in New York and the Open Working Group on Sustainable Development Goals	To ensure convergence and make sure that CAP's priorities feed into the global agenda	<u>Sept 14 – Sept 15</u>
HLC to present the African Common Position at the sixty sixth session of the UN General Assembly in New York in September 2014	Make sure that Africa is actively taking part in the intergovernmental process scheduled to begin in September	<u>Sept 14</u>

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**REPORT OF HER EXCELLENCY MRS. ELLEN JOHNSON SIRLEAF, PRESIDENT
OF THE REPUBLIC OF LIBERIA AND CHAIRPERSON OF THE HIGH LEVEL
COMMITTEE ON THE POST-2015 DEVELOPMENT AGENDA**

I. Background

1. The 22nd Ordinary session of the Assembly of the Union held in Addis Ababa, Ethiopia on January 30-31, 2014 adopted the Common African Position on the Post 2015 Development Agenda which is based on the aspirations expressed by a wide spectrum of the African stakeholders and requested the High Level Committee (HLC) to meet before the end of February 2014 in Ndjamen, Chad, to streamline the Document, including elevating Peace and Security from an enabler to being a pillar and formulating a strategy for advocacy, negotiation and forging alliances.

2. The Assembly also mandated HLC supported by AUC as its secretariat in collaboration with Member States and their representatives in relevant *fora* (i) to commence engaging in the negotiations process with the rest of the world (ii) to build regional and inter-continental alliances on the priority areas of the Common African Position and (iii) to ensure that the priority areas identified in the Common African Position are integrated into the global post-2015 inclusive sustainable development agenda during the intergovernmental deliberations, that to be include the work of the Open Working Group on SDGs; the Intergovernmental Committee of Experts on Sustainable Development Financing and the final Global Post 2015 Development Agenda.

3. The Assembly further stressed that the Common African Position Document should (a) be in line with Africa Agenda 2063 for the first fifteen years and should (b) include specific goals to be attained within this framework making use of the technical work already initiated by the Commission.

II. Progress made in the implementation of the Summit decision

4. The Sherpas of HLC met on 25-27 February 2014, in Ndjamen, Chad elevated Peace and Security as a pillar and streamlined and finalized the Common African Position and reviewed the draft negotiation and advocacy strategy prepared by the technical working group and designed a roadmap between February and June 2014.

5. The HLC met in Ndjamen, Chad on 28th February 2014, (i) reviewed the pillar on Peace and Security, (ii) launched the CAP, and (iii) decided to meet at the margins of the 23rd AU Summit to review progress made since the January 2014 Summit.

6. The Chair of HLC presented the Common African Position during the Seventh Joint African Union Conference of Ministers of Finance and Planning and the United Nations Economic Commission for Africa Conference of Ministers of Finance and Economic Development, that was held on 29th March, 2014 in Abuja, Nigeria.

7. A retreat was organized on April 25th-26th, 2014 in New York, USA, for the African Group of Ambassadors and Permanent Representatives to the UN in New York with the objective of (i) strengthening internalization and ownership of the CAP among

the African Group in New York, (ii) developing strategies for negotiations and (iii) mapping of strategic alliances among partners in the negotiation's process. Similar events are also planned to take place in other strategic capitals such as Geneva, Brussels and Washington DC.

8. The Common African Position on the Post-2015 Development Agenda was presented in the margins of the Ministerial Conference of the Non-Aligned Movement in Algiers, Algeria on May 29.

9. The Commission also attended and presented the CAP during the TICAD V first high level conference in Yaounde, Cameroon on May 4-5; tackling inequalities in Africa in Accra, Ghana on April 28-30; High Level meeting of the global partnership for effective development cooperation in Mexico city, Mexico on April 14-15; and the UN Global Compact meeting on advancing partnership and responsible business leadership in Addis Ababa, Ethiopia on June 9-13.

10. The Chair of HLC launched the CAP on the Post-2015 Development Agenda at national level in Monrovia, Liberia on May 26, 2014 to inform Liberian stakeholders, including the private sector, civil society organizations, the media and academia on the priorities of the CAP. The overall objective of the CAP according to the Chair is to move Africans away from externally-driven initiatives towards domestically-inspired action and called upon all Liberians and decision makers to take a serious look at the content of the CAP and see how national policies and strategies can be aligned to it to use the CAP as a roadmap to development.

11. The CAP was launched by the Chairperson of the African Union Commission in Addis Ababa, Ethiopia on June 3, 2014 in the presence of all African and non-African diplomatic community, international organizations, UN agencies CSOs and others residing in Addis Ababa, Ethiopia.

12. The CAP was presented by the Sherpa of the Chair of the HLC to the Economic Conference of the Americas held in Montreal, Canada on June 9-12, 2014.

13. The technical working group has prepared draft paper on goals, indicators and targets for the CAP which are to be discussed with the African Group of Ambassadors and Permanent Representatives accredited to the United Nations in New York. The Sherpas met on June 2-3, 2014 in Addis Ababa, Ethiopia, to review the draft and agreed to finalize it at the earliest opportunity and share it with African negotiators in New York.

14. The HLC with the support of the secretariat has also prepared an advocacy and negotiation's strategy that can be used to promote African aspirations through CAP. One of the advocacy tools would be key messages that are extracted from the CAP for the use of all Heads of State and Government in all occasions to transmit what Africa wants in the next development agenda.

Key messages from the Common African Position (CAP)

Preambles: The Common African Position (CAP) is a resolve to deliver on our various declarations and commitments on the continent's socio-economic integration, agricultural transformation, employment generation, human and social advancement, and sustainability agenda. Its overarching goal is to eradicate poverty in all its forms and to rapidly reduce inequality by 2030. CAP aims at re-orienting the development paradigm away from externally-driven initiatives toward domestically-inspired and funded initiatives. *The CAP is based on six pillars which includes (i) structural economic transformation and inclusive growth; (ii) science, technology and innovation; (iii) people-centred development; (iv) environmental sustainability, natural resources and disaster management; (v) peace and security; and (vi) finance and partnerships.* These elements are needed to drive Africa's development vision of "building an integrated, prosperous and peaceful Africa, driven and managed by its own citizens and representing a dynamic force in the international arena". We are committed to Africa's dignity and identity by propelling productive capacities, and creating conditions for economic transformation, human development and strong, inclusive, resilient and sustainable development.

- (i) Africa recognizes that sustainable and equitable development can only be guaranteed when people are the means and end of the economic growth process and development.**
- (ii) African leaders are resolved to reversing Africa's dependence on primary commodities, create decent jobs and strengthen resilience to external shocks. Africa needs accelerated, stable, sustained and inclusive growth underpinned by rapid agricultural productivity, industrialization and value addition, regional integration,
*We are poised to deepen and sustain the improved socio-economic performance of the Continent by harnessing science, technology and innovation.
As Leaders, we are committed to sustainable development agenda for Africa within the context of the principle of common but differentiated responsibilities.***
- (iii) African leaders acknowledge that to achieve the development objectives, peace and security must be promoted by taking measures to prevent the outbreak of armed conflicts; and by addressing the root causes of conflict, including economic and social inequalities.**

Leaders recognize that resource mobilization, effective partnerships and innovative financing methods are critical for the financing of Africa's priorities.

III. Conclusion

15. The success of the CAP will depend on a strong commitment from Member States, African assets, stakeholders and mutually beneficial partners

16. On behalf of my colleagues of the HLC, I urge Your Excellencies to effectively mobilize support for the CAP. Very importantly, may I appeal to Your Excellencies to inform at the earliest opportunity, your Permanent Representatives and Ambassadors in New York, Geneva, and other strategic capitals, to support and advocate for the CAP. United Nations Headquarters in New York is the frontline in the current global negotiations and we must make use of all our assets and contacts to ensure that the CAP finds its rightful place in the global post 2015 development agenda. Speaking with

one voice remains the key to success in influencing the content of the global post 2015 development agenda.

17. I would also like to suggest to Your Majesties and Your Excellencies to organize national official launch of the CAP for wider dissemination so that our people on the ground are familiarized with the content of the CAP to whose content they contributed. As an example, we held a launch in Monrovia where we brought government, private sector, CSOs and academia for two days of consultation on the CAP and discussed each of the pillars.

18. Finally, my colleagues and I would like to request that each and everyone of us to champion and support the CAP and speak with one voice during the discussions at the UN General Assembly and other relevant *fora* to advocate the key messages. May I recommend strongly that Your Excellencies, to the degree possible, conduct local, regional and international consultations to strengthen our position.

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