15i Dialogues, ideas for a sustainable world beyond 2015’
This publication is an activity of the Chair on “Development and Poverty Eradication” created by the Sustainable Development Goals Fund (SDF-Fund) at the United Nations and the University Rey Juan Carlos, which counts with the Network of Universities Fighting against Poverty, comprising universities from different regions.
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The dialogue can be watched in: https://www.youtube.com/watch?v=IFFur3KFGg

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The dialogue can be watched in: http://dialogues15i.sdgfund.org/
The Sustainable Development Goals Fund (SDG-F) together with the Instituto Cervantes and the Network of Universities against poverty hosted the series ‘15i Dialogues, ideas for a sustainable world beyond 2015’, at the Cervantes Institute in New York, on September 15th and October 20th 2014. Their main purpose was to promote the 2030 Agenda, the global roadmap for sustainable development that rolled-out in January 2016. These two dialogues under the names: “New actors for new challenges” and “New actors for a new agenda”, brought specialists, professionals, activists, entrepreneurs and academics to share ideas for a sustainable world.

This publication aims to offer a detailed summary of those sessions. Its objective is to provide with a clear overview to policy makers, researchers, international experts and students worldwide on what the 2030 Agenda can bring to global sustainable development.

As part of this debate, the UN has worked on a package of Sustainable Development Goals that were adopted in 2015 for fifteen years. With that objective in mind, a broad consultation process was launched a year in advance, with the inspirational call “the world we want".

At that line, the created UN Sustainable Develop-
On its first meeting the 15i Dialogues were held under the title: “New actors, new challenges”.

The session benefited from the presence of the following panelists:

- **Mr. Bruno Moro**, Former Director of the Sustainable Development Goals Fund. Based on a development career of more than 30 years at the United Nations, Mr. Moro shared how he sees development cooperation changing and what initiatives have contributed to tackle problems such as poverty, climate change or exclusion in countries where he has worked.

- **Mr. Daniel Runde**, director of the Project on Prosperity and Development and William A. Schreyer Chair in Global Analysis at the Center for Strategic and International Studies (CSIS) in Washington, D.C., He described political and historical approaches to new challenges for development cooperation, including new priorities and new actors.

- **Mr. Jeffery Huffines**, CIVICUS Representative in New York, shared how civil society was actively engaging in the post 2015 discussions and how civil society is evolving as a development partner and its role in this new development agenda.

- **Mrs. Annette Richardson**, from the United Nations Office for Partnerships, described how the private sector is finding new ways to participate in development initiatives that are inclusive and sustainable in the long-run.

- **Mr. David Ito**, director of Tombo Productions and producer of humanitarian and development aid documentaries, moderated this first 15i dialogue and shared his thoughts on how this new development landscape can be communicated and presented in a way that will encourage communities, governments and citizens to get involved and engage on these issues.

The Dialogue was chaired by Mr. Ignacio Olmos Executive Director of Cervantes in New York, who affirmed that through the forum, the created U.N. Sustainable Development Goals Fund and Institute of Cervantes wanted to create an open and equal platform in which specialists, professionals, activists, entrepreneurs and academics around the world gather and share their best ideas and experiences.

The central part of the session started when the moderator: Mr. Ito described the evolution of the SDG Fund. The antecedents came from the MDG Achievement Fund, which ran from 2007 to 2013, supporting 130 programs in 50 countries. Following its path, in 2014, the government of Spain and UNDP created a new development cooperation mechanism, the so called Sustainable Development Goals Fund.

This fund builds on the experience, knowledge and lessons learned of the previous MDG Achievement Fund, and it places an even greater focus on sustainable development.

Therefore, as a post-2015 agenda evolves, the 15i dialogues aimed to create a space for open discussion and idea generation that contributed to the transition from MDGs to SDGs.
This first dialogue set the stage for future dialogues on how to achieve greater gender equality, environmental sustainability, reducing inequalities and reducing the world view of indigenous peoples to better understand development challenges.

As these dialogues were based on open and equal interaction, there was a space for dialogue and questions following the speakers and Mr. Ito encouraged the New York attendants and virtual viewers to participate with questions, comments, suggestions, and experiences.

After this brief introduction, Mr. Ito introduced the first panelist: Mr. Moro, who was at that time the Director of the Sustainable Development Goals Fund.

Mr. Bruno Moro. Former Director of the Sustainable Development Goals

He shared that in the 80s within the U.N., employees lived in the first wave of development cooperation. That wave started at the end of the Second World War.

At that time, it was still conceived as a comprehensive system, with a kind of global covenant where development had an important role in promoting peace and security because between the two wars, the lack of development (because the peace was a punitive one), created tension within the global system and that created another war.

The role of the UN system in the new agenda Mr. Bruno Moro with over 30 years of experience within the United Nations shared with the audience his ideas about how development cooperation is changing and the initiatives which he had seen to be effective in addressing development challenges.

First of all he talked about two concepts and its connection: the future of development cooperation, and the future of the U.N. Development Cooperation.

He began by stating that there is a future for Development Cooperation, but being aware that often changes will come and an adaptation will be needed.

In fact he believed that there had already been many important changes within the recent years that happened without too much notice.

After the Second World War there was a tremendous wisdom among the global leadership, and UN representatives had the global agreement to change the way the institution was working.

From the U.N. side, the conception was that a political system was needed or a system that addressed political conflict. But at the same time it was also necessary to establish a trade system, what happened in the post-war system. However, at that moment there wasn’t as much cooperation as nowadays so it remained pending until the end of the 80s. In the 80s UNDP was the central funding achen-
The working procedure was as follows: UNDP received the funds to distribute them to other agencies according to planning, in a five year planning exercise. That was the traditional way of planning.

However, at the end of the 80s, with the fall of the Berlin Wall, the system changed.

One of the consequences of the change for the development was, that in a few years the foreign direct investment was 300 per cent more than development cooperation.

In Mr. Moro words, at that time, the UN was important because it was able to create the standard setting, and the right approach, to provide a kind of global monitoring. Therefore, in that changing period the UN had to adjust to a new specific role.

Following this idea, the whole decade of the 90s became the one characterized by the big conferences of the U.N.: The Rio conference, the Cairo conference on population, the conference in Beijing...

The UN was finding a way to set global agreements and only under the U.N. could these global agreements be set because the U.N. promoted a platform for discussion.

Actually, as a consequence, the 90s was a period of disagreements among the cooperation. The U.N had a lot of discussion with a powerful concern, the structural adjustment policy.

The structural adjustment policy had something good because it promoted a discipline of budget equilibrium, particularly for Latin America that had 300 per cent of inflation so on so forth. But at the same time, there was a debilitation in the capacity of the State to support development what was reduced by half and it was not picked up.

So, from that moment, maybe the phenomenon of inequality in Latin America started to become almost radical, complex, and very difficult.

Also in the 90s, it was also the starting of the presence of an active Civil Society. Up to that point the UN was essentially dealing with governments.

This rise an issue as the UN is still an inter-

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15i Dialogues session at Instituto Cervantes. New York.
governmental institution essentially speaking. But nowadays it cannot think about working without Civil Society. If the UN goes to a country to discuss with a government, but it does not discuss with its Civil Society it looses its credibility.

In Mr. Moro words, essentially the cacophony of the 90s led to the MDGs because the UN needed to talk with the same language.

He truly believed that the arrival of the Millennium Development Goals was really a revolution. Being able to concentrate on objectives, on goals, was fantastic. What was missed in that first period was the “how to do it” and “the who”… and “who was doing what” in a sense.

For example, the Monterey, which was a conference, which was the following year of the MDG’s adoption was supposed to indicate the funding for them.

At that moment there was an agreement, there was an indication that the funding for development cooperation should increase from 0.7 up to 1 per cent, but actually the agreement did not materialize.

Theoretically there were a lot of other agreements, but concretely there was no funding for the MDGs.

So, in Mr. Moro’s opinion, if there is an agreement on developments, objectives, but you don’t put money to be assertive, to advocate, to promote, to create everywhere a funding source for experimenting on this new area of development, you leave it to the goodwill of everybody else.

Without funding the country is left alone and they have their own problems. That’s why it was a little bit shortcoming in that period.

But at the same time the benefit was that everybody was there: the development cooperation, including not only U.N. and everybody had the same language. And it simplified and facilitated the concentration of the existing resources.

UNDP also discovered that resources for development, (and not only U.N., not only the ones from the people that work on development), are important because they sign and they indicate the path to follow, and if it is well done, the national policy will come out.

Mr. Moro also shared that this MDG era will change forever the way the UN does cooperation and that there is a great discussion on agreements on how to do it.

In his opinion, the issue is always there. While thinking about the future, the UN realizes the im-
importance of having a U.N. agency to work in standard settings because of the relevance for the future of humanity of having this type of organization, this type of structure, that has a specific role to join the different members and encourage them to work together.

He was concerned because at the same time they see a reduction of the funding for this institution, what makes them wonder what is really happening, or if maybe they should think a more drastic way of rethinking UN’s role in this process…

He perceived that they had done a lot of good exercises, for instance, they are working in Columbia, where the U.N. really promoted that process of providing a standard setting of motivation, showing the national counterpart on how to address this and above all, being the kind of advocate or ambassador, what is a global feeling, or a global expectation for concern elements like participation, democracy, inclusion, etc.

“Leave no-one behind” – in spite of the differences we are one world – different creeds, different thought, different culture, but the same aspiration”.

Mr. Moro admitted that the MDGs left something out, but from his point of view it is also interesting to see what was left out and what is changing with the SDG’s.
First, of all the MDG was famous for reduced by half, and people wondered what had happened to the other half. Therefore, this time the global wisdom is no – leave no-one behind.

In Mr. Moro’s opinion, this is a beautiful sentence, leave no-one behind – in spite of the differences we are one world – different creeds, different thought, different culture, but the same aspiration.

The other issue that was not perceived properly in the MDG’s was the issue of the impact of the environment.

However, nowadays the world is in a situation of almost no return, and this no return is really a difficult issue.

Another thing that was not expected was the capacity of the resilience of the entrenchment of the extreme poverty.

In Mr. Moro’s words the MDG didn’t affect the extreme poverty, didn’t impact properly. They are still there.

In his opinion, now there are countries which suffered from extreme poverty that have improved. Also the North/South division is changing.

Africa is an example now, they are the fastest growing continent. It was Latin America until recently.

To enrich middle-income, high-middle-income, is a phenomenon that the UN has to pursue.

The demographic issue is also something that would impact absolutely because the pyramid is inversed in certain parts of the world much more than others, and almost complimentary.

Therefore European countries should be with the African because there is a young population there and at the same time there are a lot of old people in European countries. Maybe that is one of the causes of the migration in the Mediterranean. It is an element that is tragically human and something must be done about it.

Mr. Moro added changing the subject, that one of the five driving elements of the SGD is job creation.

When Mr. Moro started his career, the principal issue was job creation, a few decades afterwards job creation is still there and it has the capacity of derailment of society.
In his and Paul Krugman’s opinion in Europe it is not being used a proper way of job promotion. Moreover, how the job promotion is being done in Europe is tragic because it is one of the issues that created a conflict in the past.

Finally he pointed out, one of the issues that is creating a new sort of conflict: the explosion of the organized crime.

The organized crime is really capturing part of the states in an unusual way, and it is becoming a structured impediment for democracy, for normal living, societal living.

In conclusion, the special challenge for the SGD is the necessity of rethinking as there is less money but the UN has more responsibility, how to do that?

With this rethinking it will be able, for the first time in human history, to foresee what things are coming and it will be able to put in motion actions that will prevent a difficult time for humanity in the future as this phenomenon is impacting everybody.

**The role of philanthropy in the new agenda**

After Mr. Moro’s words it was the turn of Mr. Daniel Runde, who is the director on the Project on Prosperity and Development and William A. Schreyer Chair in Global Analysis at the Center for Strategic and International Studies.

Mr. Runde discussed the challenges in the context of historical and political approaches and the changed priorities and actors in contemporary societies.

In his opinion, there is a world out there of increased prosperity and development cooperation has a role to play in it. It just has to change because the world has changed and the dynamics have changed.

Mr. Runde considered that the process of the sustainable development goals has changed in the last fifteen years. This idea can be also seen in the high-level panel report and the response by the Secretary General on this issue.

There is an increased emphasis to job creation and there is a discussion of the SDG’s around governance and rule of law, specially on the own definition of “rule of law”.

But the idea is that there is a recognition that governance is an important part of development. It can be shown by looking at the change in resource flows, if you look at the US as a context.
In the 1960s something like 70% of resources from the United States to the developing world was foreign aid, was (Official Development Aid) ODA, and 30% was foreign direct investment, remittances and private philanthropy. Today 10% of less than 10% of the resources from the United States to the developing world is ODA. And it’s 90%, foreign investment, philanthropy and remittances, and in Mr. Runde’s opinion this must be seen taking into account that there is a tripling of ODA from the United States from the year 2000 to the year 201

The Bush administration tripled foreign assistance, it was the largest increase in foreign assistance in the United States history since the Truman administration, since the launch of the Marshall plan and built upon by and followed by the Obama administration, so it is been a bipartisan phenomenon.

In Mr. Runde words, it is not a question of ODA, it’s just that the globalization has happened and if you look at Europe, or you look at other OACD traditional donors, the same change in the economic make up has happened.

Mr. Runde contrasted his ideas with foreign ministries and aid ministries. For instance, he was with the African Development Bank’s Board of Directors in Abidjan. In his opinion, they have produced some very interesting studies.

Moving forward, the speaker added some additional aspects about the way the world has changed.

In the year 2007 in Africa, remittances surpassed foreign aid as a resource flow in Africa. In the year 2012, foreign direct investment surpassed foreign aid in Africa.

So even in the continent that continues to have some of the most challenges of global poverty, these other forces have in essence caught up. Mr. Runde believes that there is not going to be some radical change in that make up anytime soon unless there would be a cutting in half of global migration and half of the Africans in the diaspora come home.

The foreign direct investment is uneven. Other data point is in the year 2000, there were, (following UNCTAD or another U.N. agency data), $100 billion of what is called domestic resource mobilization in Africa compared to about 30 or $40 billion in foreign aid going into Africa in the year 2000. By the year 2010 it was something like domestic reasons mobilization, which is in essence taxes and fees collected by governments in Africa. It was $400 billion compared to $60 billion of foreign aid.

There are these other forces and in many countries, a increasing number of countries, even in Africa, there are these other actors that are changing the game and official donors have to move off from thinking “they are the largest wallet in the room” in Mr. Runde words, and they have to rethink their role in this changed world.

He truly believes that there are a whole of other series of changes, like global aging, but he wanted to focus on middle-income countries.

He described that when the Bretton Woods accords were signed 70 years ago there were two strands about development. It was not just reconstruction. A lot of the conversation around was the idea that the World Bank was set up to rebuild Europe.
In 1944 at that meeting there was a large presentation from Latin American countries. They were speaking about development. They wanted to have development. There was also a whole representation from Eastern Asia and from Africa at that conference in 1944.

Development has been there for a long time, and development has to change in this changed context.

Mr. Runde then suggested some ways in which foreign aid, development assistance or development cooperation is going to matter in the future in this changed environment.

Some of these ideas have to do with things like anticorruption, supporting anticorruption initiatives, democracy promotion, things like supporting and responding to emergency response and conflict. In this world of increased domestic resource mobilization, it is necessary to use ODA for capacity building and public financial management because that is actually going to be far more important, as well as supporting the civil society that is going to hold governments accountable.

If it is not possible to get democratically accountable governments, then at least there will be accountable governance, which is one of the more politically correct terms used in the international systems.

There is also a role for a democratic accountable institution. Funding and supporting improvements in governance as well as supporting and improving investment climate.

Institutions will have to rethink their size and their role in this changing world. They will have to partner with others and many countries are going to be in the finance of their own development. Mr. Runde finally discussed about the special case of middle-income countries. He reckons, this is something that the government, the country of Spain thinks about in its cooperation when it thinks about the Maghreb. Its new Plan Director focuses on Central America and it focuses on the Maghreb.

These are regions with middle income countries. The original rationale for development cooperation 50 years ago was about extreme poverty and the poorest countries. But what happens when the work is in countries that have started foreign aid programs, that have sovereign wealth funds, that have the ability to finance a lot of their own development
Then it is necessary to rethink the concept of cooperation. It does not mean that it is necessary to disengage, it just means it is necessary to rethink the development agencies and donors mindset in this changing world.

In Mr. Runde’s opinion there are going to be implications for the old model, specially regarding the 0.7% aid goal.

Mr. Runde was sure that a lot of activists would think that this goal is really important, but as there is a movement from aid effectiveness to development effectiveness through the Paris global partnership conversation, it will be seen a continual rhetorical pointing towards that goal but in his point of view this is going to dilute over time.

He believed that it would be necessary to rethink what value-add is and what donors relevance is in this changing world.

**The role of civil society in the new agenda**

It was then time for the third speech of the session given by Mr. Jeffrey Huffines, who came from Civicus and described how civil society is evolving as a partner in development and what role civil society may play in the post 2015 agenda.

Mr. Huffines focused his remarks on the outcome and results of an annual UN civil society conference that took place at the end of August 20. It was the 65th annual UN-DPI-NGO conference and the theme of the conference was: “2015 beyond: our action agenda”. At this conference there were some over 2000 NGO delegates from some 700 countries and NGOs in over 100 countries.

Mr. Jeffrey Huffines from Civicus

It is one of the largest premier annual civil society conferences. Therefore it was an opportunity to take a look at the role of civil society in the post 2015 development agenda recognizing that 2015 is perhaps a once in a generation opportunity for changing and now it is the time for us to prepare for it.

The conference was an important milestone ahead of the Secretary-General’s 2014 climate summit that was going to take place at the end of September 2014 and it also was a moment for civil society to pause and reflect and refine the advocacy strategies going forward as member states return to the General Assembly to begin the negotiations of the post-2015 development agenda.

The post-2015 development summit was going to be held in 2015 which was followed by the UN-
FCCC cop21 in Paris, so all of these together represented an opportunity to shape the future of the peoples and the planet for the better.

One of the main outcomes of this conference was an outcome document that consists of a conference declaration of some 16 pages and a resource document of 37 pages.

And so this was an opportunity for civil society activists and NGO experts to come together and review the emerging consensus of civil society in the development of the sustainable development goals, in their participation in the open working group during that year and a half. This outcome document showed three key lessons learned from the MDGs that have fundamentally shaped negotiations of the STGs going forward.

In Mr. Huffines opinion, whereas the MDGs were rather exclusively focused on the social dimension of sustainable development with the exception of a rather weak MDG on environmental sustainability, this new set of development goals seek to integrate on a more equal basis three dimensions of sustainable development and will be universally applicable.

The question is, how will this applicability take place across all countries. And also whereas the MDGs were decided by the UN Secretariat without the inputs of member states and other stakeholders, a group of different actors have been engaged in an exhaustive process of consultations, more than hundred complications, 11 thematic consultations. Mr. Huffines recognize that they were at a point where the negotiations will begin and that the question remains how will all stakeholders engage in the implementation of the post-2015 development agenda and also in its review.

In his opinion, it was very clear that the SDGs will not be achieved without a robust means of implementation that go beyond the traditional donor beneficiary paradigm.

He assured that it needs to be coupled with the truly meaningful and revitalized global partnership for sustainable development to replace the MDG’s.

For him, equally essential will be to have monitoring and accountability frameworks deeply rooted in human rights norms, standards and mechanisms, at all levels of decision-making, to be supported by the establishment of the high-level political forum on sustainable development which is a unique hybrid mechanism that operates under the auspices of the General assembly and ECOSOC.
He reminded that in the negotiations of the high-level political forum, on the one hand civil society was very pleased that, at least in principle, civil society and other stakeholders have some of the strongest participation rights in the intergovernmental process and yet the question still remains on how this high-level political forum will operate in practice.

He added that, regarding this conference declaration itself, it offers not only a critique of the status quo, but also offers a vision of the kind of world we want to live in by 2030.

For example, it states that the partners declare that her vision for the post-2015 development agenda is that of an inclusive and sustainable world where every person is safe, resilient, lives well and enjoys their human rights. Where political and economic systems deliver well-being for all people with in the limits of our planet's resources. Consequently it is a world where all human rights are realized, any qualities have been properly addressed and remedied and with poverty having been eradicated.

It also refers that the health of our planet, its natural resources and the environment are treasured are safeguarded, where there is social justice, and where peace, safety and human security are a reality for all, including refugees and people displaced by human induced and natural disasters.

Mr. Huffines also added that one of the things that were recognize and one of the points of discussion during this conference was the importance of monitoring and accountability, and the importance of robust means of implementation as being instrumental in the achievement of the sustainable development goals.

In this regard civil society, it was agreed, that rigorous human rights based accountability systems based on compulsory reporting must be established at both the domestic and international levels as part of an effective system of accountability.

In his opinion, again within the context of U.N. system, this high-level political forum, which has replaced the commission on sustainable development, is very key and yet the concern is that where is the HLPF will be the home of the SDGs, to review its functions, to identify emerging issues and set the agenda...

It's been charged with a very heavy agenda and yet it needs an independent and strong position within the UN hierarchy.

He was concerned that HOP must be given the resources and responsibility to actually fulfill its mandate, which is to integrate the three dimensions of sustainable development across the U.N. system not only in terms of policy or thematically, but institutionally and in terms of governance. On the issue of partnerships, this was also a topic of a high concern in the conference.

On the one hand there was a recognition that adopting a transformative vision for sustainable human development and translating it from policy to reality requires substantial institutional shifts and accountable and transparent new partnerships.

And there is a reaffirmation that multi-stakeholder partnerships between all levels of government, civil
society, diaspora communities, academia, the private sector and the philanthropic committee would be a essential toward implementation of the post-2015 development agenda.

And thus should be empowered. However, at the same time, there was key concern that with regards to the global partnership for sustainable development, that its meaning should not be distorted into the notion of just partnerships in the plural.

For him the global partnership for sustainable development is one that is principally between governments of developed and developing countries, with the developed countries taking the lead in providing resources and the means of implementation.

He assured that a genuine and balanced global partnership would enable people and institutions to monitor the common, but different responsibilities of all actors to prohibit rather than perpetuate global obstacles.

He estimated that there is quite a bit in the declaration and the resource document of policy prescriptions that speak to the economic order as a whole.

He also focused on the importance of developing a more equitable model whereby the means of prosperity are allocated to those of them who are in the greatest need, the most vulnerable.

He finally pointed out that there is a recognition that human rights norms are essential and that, if there is going to be developed an accountability mechanism, it must incorporate explicitly the human rights obligations that most member states have already legally recognized.

The role of the private sector in the new agenda

The next speaker was Mrs. Annette Richardson from the UN office for partnerships. She spoke about the active role that private sector is currently taking towards achieving inclusive and sustainable development.

Mrs. Annette Richardson.
Senior Advisor UN office for partnerships.
Mrs. Richardson had been in the UN for three years at that time. She came from the private sector and therefore she stated that she had a very non-U.N. perspective on global issues. In her opinion perhaps “that was the magic”: to have been able to facilitate a number of dialogues with the private sector and the UN in a much more naïve way, but building an interesting dialogue between the two still very distinct worlds.

She declared that the partnership office is an office of the US secretariats, that reports to the Secretary-General and the Deputy Secretary-General on partnership matters.

The office was created as a result of Ted Turner’s $1 billion gift to the UN which was an extraordinary gift made by an individual.

And a gift that has not been replicated to date, as he still remains the one and only private individual to have given so much out of his personal bank account into the UN system, at large.

She reminded that that was back in 1998.

In 2014 it had already been disbursed about 1.3 billion of Ted Turner’s money and dispersed it very openly and particularly in climate and health areas.

And the office continues to search for the next Ted Turner, obviously, but it has also diversified a bit, our reach. When Mrs. Richardson arrived, the goal was to focus on the private sector outreach.

In Mrs. Richardson words in the 70-80s and certainly in the 90s there was an NGO movement, there was a civil society movement for global development.

In her opinion this is the very beginning of a very interesting new era, and she reckons that the private sector is going to play a very substantive role into global development.

She shared that the market is going to take on some of the responsibility in global development.

Therefore, if the U.N. is setting the agenda for global development, then the U.N. should be accompanying the private sector into that work.

In her opinion, there’s a little bit of tension because there is, on one end a very political institution and all the other capital-based companies. She believes that the tension is good, but the tension needs to be dealt with. It is necessary to have an open dialogue, given the fact that the U.N. needs to meet with the private sector, the private sector needs to meet with the U.N. and find ways to work together.

For her it is kind of the “U.N. 2.0.”. There are areas of innovation that can be found within the U.N., where the organization can actually drive the private sector to invest and partner with the U.N. in very innovative ways.

Mrs. Richardson emphasized that UNICEF, for example, has a big innovation, a pretty important innovation hub where the private-sector now is actually partnering, and the refugee commission also has a number of innovation projects.
She added that there are project areas that can be found within the U.N. where the institution can actually drive the private sector into working with it.

However in Mrs. Richardson point of view, it is not easy, as a prove she met a number of private sector leaders who are very skeptical about the importance in the work of the U.N.

Her role is to reassure them there are areas of renovations that are important. She believes that the market is going to be that.

For her, there is certainly a huge expanding marketplace, there are emerging markets in areas where weren’t 20 years ago. The private sector is everywhere much more agile and flexible and, it has the expertise and knowledge that the global development community needs.

For example in the Ebola epidemic, within a week she got an email with 50 companies which wanted to actually be involved and do something about it.

Mrs. Richardson is sure that the U.N. needs to be prepared to face and embrace these disinterests and these commitments. On her own words the Secretary General is definitely behind building and strengthening the partnership with the private sector as well as with high net worth individuals like the Bill Gates and the Warren Buffets of the world.

Because they also have emerged in a very profound way. She reckons that within the next 10 to 20 years there will be a private sector and a global development community working together.

In her opinion it is happening in some areas and it is lacking in others. She continues to convene dialogs with the private sector, but she thinks that the U.N. and the private sector are in it together, she does not think that they can work in silos and be divided anymore to change and mitigate some of the global issues.

The role of the media in the new agenda

After Mrs. Richardson speech it came the turn of Mr. David Ito who had been the moderator so far in the session.

Mr. David Ito Carrasco. Director of Tombo Productions.
He offered his vision regarding how to engage communities and governments.

He started to work in the field in 1998 with a French NGO. He moved afterwards to the international Red Cross and then eventually to the U.N. with UNICEF and the WFP, so he had been more field based than anything for the last 15 years.

He shared that when talking about engagement and thinking about “new actors new challenges” he also thinks that some of the challenges are old, it’s not only new challenges, we still carry some of the older challenges and some of the older actors as well.

He centered his speech talking about local counterparts and his experience in the field, working on implementing programs, especially nutrition and food security programs which was his background.

He realizes that still there is a lot to do and a lot to learn regarding the engagement of these counterparts.

For example, Mr. Ito was involved in a meta-analysis of nutrition programs across the world from the previous five years.

And they had to review all those program evaluations. One of the most interesting findings from these program evaluations was that in fact the local counterparts had been minimally part of the program cycle, had minimally part of identifying the programs and building the programs, including local counterparts in the management and leadership of the programs.

For him, that was quite surprising but in a way kind of confirmed what he had seen in the field himself in many coordination meetings, whether it is at local level or regional level or even at capital level, local counterparts are invited, but very often, they send someone else or they are not fully integrated and fully involved in the meetings.

In his point of view, it is not just about check that the NGO’s had been invited, check that the number three of the local governorate has also been invited… it is really about having them lead the programs.

And in his opinion it is the only way to actually make this sustainable, otherwise there is always foreign need led and following his words: “when the money runs we come back to the same situation as before”.

The beneficiaries are left alone and they don’t have the capacities and they have not really developed momentum in the process to actually lead the process themselves.

Mr. Ito was based in Haiti after the earthquake until 2012. In his experience there was a lot of money that came in, but at the end people asked him what happened with all that money?

He shared that it cost a lot of money to keep people alive after an earthquake, there were hundreds of thousands of people in tents, so the money does serve, but he wondered how to actually build from that, not only save lives but actually build from that.

He thinks that is one of Haiti’s main challenges today: which is that, a lot of money came, but then
the money was gone and they are a little bit better than what they were, but the reconstruction has not been achieved.

The sustainability of the issue is something that needs to be rethought. During the session the participants had been talking a lot about rethinking new challenges and Mr. Ito wanted to contribute to the discussion by adding that some of the challenges are new yet, some of the challenges are old and it is necessary to also think and build upon the lessons learned from that.

**Final open dialogue**

After Mr. Ito’s speech it was time to begin a discussion period opened to the attendants.

It began by answering a question sent by email from Mr. Roy Ligo: “what examples of scaled up success in sustainable development are we able to showcase today, so what are those success stories, scaled up success stories are we able to talk about today, and what are the elements or conditions that promoted or led to that success?”.

Mr. Runde gave the first answer:

He shared that he have had “several past lives” one of which was at USAID where he ran public/private partnerships for several years.

And he gave two examples of scaled sustainable success – sustainable development.

The first was on youth employment training. In his opinion there is a great civil society group called The International Youth Foundation and it is built to work in multi sector partnerships.

And about 15 years ago, it had the idea of partnering with the private sector to bring young people into workplaces in the form of vocational-technical internships or trainings in Latin America.

So they brought a number of companies, not so much for their money, but as opening up the workplaces to make available or their training and their expertise and the opportunity to give young people, especially in context where they were disadvantaged, an opportunity to participate in the formal labor economy.

AID and the Inter-American Development Bank along with a number of companies in a half dozen countries started this initiative, shooting for a guess about 5000 trained young people.
Today hundreds of thousands of young people have been trained in Latin America and they have brought a number of municipal governments in countries like Colombia have picked up on this model and have scaled it up.

In some ways this is an example of where companies bring, (it is not necessarily about corporate philanthropy). They need young people. For example, if people think about the travel, tourism and hospitality sector, there have been some very interesting analyses that show how they are going to need as many as 70 million newly trained people to meet the challenges of the growing travel tourism hospitality sector what will rise youth unemployment.

But one of the ways of which the youth unemployment problem is going to be solved is through putting people into and make sure that they are qualified to meet the qualifications that are needed by companies: global companies as well as local companies, in the travel, tourism and hospitality sector.

He reminded how this is an example of training donors, multi-sector donors, governments and the private sector all working together over an extended period of time -15 years - and it is now region-wide and the program is training hundreds of thousands of young people in Latin America.

The other example given by Mr. Runde ties into the issue of the globalization of supply chains. It is known that most of the chocolate comes from a handful of countries such as Ivory Coast, Ghana and maybe a half dozen countries, and it is grown by small-holder farmers, millions of small-holder.

There is a growing middle-class in places like India or China and their tastes change, they want to buy chocolate too and as a result there is an ever-increasing demand thankfully for cacao…

But in Mr. Runde’s opinion what is happening is that there is a series of public problems: there have been insect problems within: insect infestations of the cacao crop. There have been diseases such as witches room that have impacted cacao and as well as there have been new improved disease resistant strains of cacao that have been developed by government and the private sector over time.

To the extent that disease or insects impact the cacao crop, it means that small-holder farmers are heavily impacted and it has all sorts of negative impacts on world economies all over that one wouldn’t think about.
Gender, women’s empowerment and violence against women, education for all women and girls are areas that Mrs. Richardson believes the private sector is going to move on over the next few years.
Therefore, as Mr. Runde pointed out, there is actually both: a cash crop and there is also certain public good components to it and there is certain developmental components in terms of making sure that small-holder farmers are being plugged into global supply chains and making sure that they are increasing, and there is a will to maximize their agricultural productivity.

Therefore US government, the World Bank, many bilateral donors along with the coco industry for about 15 years have been working on something called the sustainable tree crops initiative in West Africa, the Gates foundation is joined it as well.

The challenge is about training farmers to care for their cacao plants, it is working with governments to create the enabling environment to encourage investment by small-holder farmers to increase their productivity.

In Mr. Runde’s words it is a combination of science, training and connecting to markets. It is again a multi stakeholder partnerships.

Those were the two examples from Mr. Runde. One was about youth workforce training in Latin America and the other one around small-holder cacao farmers in Africa.

Mrs. Bourbon wanted Mrs. Richardson to cite any specific project for health or education which benefit from a partnership between the private-sector and the U.N.

Mrs. Richardson shared that regarding health there has been a big coalition building over the pass since 2007 around maternal, newborn and child health through a campaign called "every woman, every child" which rallies hundreds of companies. Although maternal health is one of the MDG goals that has not been reached, a tremendous amount of work has been done in the area of mitigating some of the maternal deaths, particularly.

The other sector which there has been private partnerships is on the climate change mitigation. The partnership was with Bloomberg.

There are hundreds of financiers and bankers and hedge funds, insurance companies and reinsurance companies that contributes in the area of climate. An area that obviously affects businesses.

The Secretary General was going to host a very high level climate summit on September 23rd, there were expected about 800 private-sector attendees at the summit, which shows the interest about the issue.

And it impacts in the marketplace essentially.

Mrs. Richardson added that another area where the private sector has shown a great interest was populations and immigration. Displaced population because it also affects markets. When there are new populations moving into new countries.
Also very specific health issues like AIDS continue on attracting a number of private sector partners. For example: the labor and the capacity building on the ground is an area where the private sector is very interested to participate and be active.

The area of distribution, supply chain and the area of gender, which is a topic that is part of the SDG’s list.

Gender, women’s empowerment and violence against women, education for all women and girls are areas that Mrs. Richardson believes the private sector is going to move on over the next few years.

Mrs. Richardson thought that TIME Magazine was saying that the 21st century is the century for women and therefore she thought that there will be a lot of changes in that area.

After Mrs. Richardson answer, Mr. Moro added three more examples related to the partnership with the private sector: it was the case of the insertion of ex-combatants with the private sector.

The UN cooperated in assisting the insertion in rural areas and establishing productive activities that had the possibility of getting out of the region.

As he described, one of the issues of conflict is often to isolate the regions that do not have an access to the market because they do not have the capacity and the quality.

Therefore the UN presence guaranteed the trust of both: the private sector and the local population. They were inserted and created this synergy that allowed the establishment and the working activities that provide a liability.

There was another situation, where the U.N. partnered, with other institution: the Inter-American Development Bank. In that case the Bank provided infrastructure, but they could not provide the hardware, and an agreement was established with the local municipalities and the population. The goal was that this infrastructure could be used by the population. Actually the partnership provided this linkage, because often the infrastructure without the connection with local institutions and the population cannot be used properly.

The third example given by Mr. Moro was in the area of unemployment. Aiming to shorten the unemployment time.

In his point of view, often people get unemployed for a given reason and by the time they get another employment it can take even a year. So they
worked to be able to establish a system that collect the capacity, provide the skill and the training, and then provide information both from the supply and the demand.

The goal was to facilitate easier, faster employment to the world population.

He also pointed out briefly the issue about mining industries. A very complicated issue in his opinion, because it really creates an extremely conflictive and damaging situation. Therefore the capacity to deal with this area is quite important.

Mr. Bruno Moro also talked about the indigenous area and different values between societies. He gave a specific example: as for non-indigenous people a church is a building for indigenous people it is a place full of rich materials.

There is an issue of understanding between both societies and to gain the trust and a further agreement with local population is important.

Two new questions came from the audience. They were done by Mr. Tomás González who had worked at the Secretariat and at UNDP.

His first question aimed to know how the U.N. can and how the new development framework can deal with this much more complex level of reality.

The second question enquired about the kind of role that the U.N. can play in terms of creating a sort of variable geometry of partners at a national level. How the UN can convince civil society that the organization is a relevant place, convince the private-sector that the U.N. is a relevant place to go to make things happen and to make sure that it is able to face some of these huge challenges that are present.

Mr. Moro was the first to answer.

In his point of view, one of the value added by the U.N., is that it has resources of cooperation. This value is dwindling and is less important.

In Mr. Moro’s opinion the flag is as important as the resources and what the flag represents is a place where you resolve conflicts because that is why the U.N. was created in general.

Thanks to the U.N. agreements are reached.
For Mr. Moro, setting up a situation where the UN is a flag, is a place where you can comfortably go and express your grievances without being rejected, and at the same time you can listen to others.

It is an extremely important value. The issue is that it is necessary to add the credibility and in Mr. Moro’s opinion that is where the problem is. U.N. has to create a modus operandi that is able to create credibility among civil society.

For example in communities like the ones where women are battered or indigenous populations are discriminated. It is also necessary to gain credibility with the private sector, because too often these actors are disappointed due to the fact that there is not a continuity, there is an erratic attitude in the U.N.’s behavior.

Following Mr. Moro words, the U.N. has to gain credibility through consistency, through a principal approach of being capable of getting through tough times.

It also needed to be empathetic, towards the others and bring an efficient solution to their problems.

Thinking that the money is less important and the role is more relevant is the way to get the resources. Because that point of view is the indicated one to resolve a conflict, and if the U.N. reaches the conflict solution it will get more resources for future operations and programs.

However, Mr. Moro thinks that U.N. employees are not trained to do that. They are trained to perform development activities, to program projects and not to listen and to make the others express their own capacity to development. That capacity that they have but they have not been empowered with yet.

So. In Mr. Moro words it is an empowering process as well.

He gave the example of sustainability between peasants and an indigenous community. The climate change was creating a conflict between them. U.N. representatives went to the area to create a program and promote sustainability among the indigenous community. They were amazed as for these indigenous people the answer to sustainability was to have everybody else out of the area. Then they would promote sustainability as they had been doing for centuries.

However, U.N. people knew that this solution was not acceptable. They had to promote participation and dialogue between both sides and once the program would start it could not be stopped as they needed both, build trust among the communities and credibility on U.N. methods, and besides the conflict must be solved.

Mr. Huffines also answered to the questions.

He first talked about his engagement with Rio +20 through the major groups back in 1992, and at the U.N. conference on sustainable development.

He explained that the U.N. and member states had created the concept of nine major groups of society, all of whom have a very key critical role in the achievement of sustainable development. In those
groups it was included: business, industry, science and technology, children and youth groups, women organizations, the NGOs and local authorities.

Mr. Huffines believes that they have barely scratched the surface in bringing these major groups of society together, to work together on these common goals. In his opinion, one of the major contributions of civil society, is bringing the voice of the voiceless to the table.

He wondered how it is possible to bring those who are actually living in extreme poverty, those who live on two dollars or less a day, how do to bring the voices to the table, not just as intermediaries.

How to bring those individuals, those communities those families to the table itself, in such a way where there is actually a meaningful conversation between the captains of industry on the one hand, and the poorest of poor on the other and presumably a part of this objective is to bring the poorest of the poor to the market so that they can be active participants in the market.

In his own words, one of the ironies of economics is that the definition of a poor person is a person without money and until this person have enough cash in hand he or she is not going to be a participant in a market economy.

For him, the conundrum is that the market can only go so far in reaching the poorest of the poor. So there are very important roles for the faith-based communities and for civil society organizations, for social movements, to bring these communities of the vulnerable into the conversation and to the extent that civil society can work together in partnership with government, with United Nations, with the private sector and develop those modalities where it is actually provided a space to listen, to actually hear and understand the concerns of those who are the most vulnerable and discriminated among all.

Mrs. Richardson also took the opportunity to answer the question.

She shared that one thing that has changed and will continue to transform the U.N. as a membership is that the world is seen now on real time. It is seen very closely and that changed a lot the discussions and the conversations.

In her opinion multi stakeholder’s partners look at it, are sensitive to it, respond to it. Whether it is genuine or in the case of the private sector it comes from their consumer base, the fact that everybody can see the world now so up close, “will change the game”. That is a game changer.

She believes that this citizen reporting is something that the U.N. has to face.

In her own words, technology and communications have changed the way people actually look at the world and the way they participate. NGOs in the voice, now everyone can see the poor in real time and the question becomes: “what are we going to do about it?”.

She stated that the U.N. is still the institution in the
world that sets these agendas, that drives everybody to a better world. It’s still very relevant and what she communicates to her partners or potential partners is: “if you want to be in the global development business then you need to come to the U.N., you need to hear about these issues. You can not work in silos. If you want to accelerate and speed up, some of these issues that need to be mitigated or alleviated, then you need to actually come to the U.N. and have a discussion.

Whether or not you agree is irrelevant but you need to first hear from the experts and then make a decision whether or not you want to work from, but at least there’s a communication, there’s an educational effort that needs to be made”.

That was to her, the relevance of the U.N. She added that the private sector holds the U.N. on this place where 193 nations go and hopefully agree on most of the resolutions.

It is place, she said where there has not been a Third World War. The world has changed and will continue to change and nobody can standby oblivious to what’s going on.

In her opinion the participation will increase and the U.N. has a role to play in, being able to shape and provide rules that makes sense for those participants and guide them intelligently, in a more dynamic way.

She believed that in the case of the private sector, it wants innovation and energy and it is not necessarily the DNA of the U.N. but the U.N. is now also adapting to that changing world. It’s kind of a give-and-take.

After these words, Mr. Runde also wanted to contribute to the debate.

He began by saying that it is going to be very difficult to make arguments to developed country publics to provide foreign aid to countries that have space exploration programs, so if you’re in Spain for instance, and want to have an aid program in India or China, it’s going to be very difficult in the future, even though many of the world’s poor live in middle-income countries.
Following his speech he agreed that there has been an incredible amount of development and change in many of these developing countries. His experience has been that many of these middle-income countries are having a starter foreign aid program, a sovereign wealth front, a space program... but when there’s an ask for sort of sharing, paying the collective condo fees of global leadership, they do not do it arguing that they are a really poor country.

He offered an example: “If you’re Brazil and we really need your help in Columbia in solving the police process in Columbia... up to point they’ll participate to solve a problem but it’s not that constructive”.

He was not sure how middle-income countries around China would behave if they were asked for help. He thinks there would be a spectrum of answers.

Although he agrees that there has been an incredible amount of development, in his opinion, there is still a lack of willingness to take on the burden sharing of global public goods.

Mr. Runde also added that the issue about middle income countries is going to threaten the political rationale to publics and to political leaders in the developed countries.

In his opinion, the global development industry will have to think where it will make a difference.

He saw an advantage in the situation given that the development professionals should be working out of a job. He wants middle-income countries to react like Spain, which was once an aid recipient and is now a donor.

He pointed out that they don’t have these sorts of worries about Spain, South Korea, Costa Rica the Baltic states or Poland anymore, all of which were once aid recipients.

They don’t worry about these countries responses.

He added that 18 of the 20 largest trading partners of the United States are former aid recipients.

He also remembered that it is hard for the aid industry or professionals in the development space to deal with the issue of inner poverty in developed countries. As an example he mentioned that there is always going to be a problem given that, for instance, there’s still poverty in Appalachia in the United States, but there are not foreign donors to fix inner problems in Appalachia or in the inner-city in Harlem.

In his point of view the relationship with middle-income countries has to be rethought.

He used a metaphor: in these middle-income countries there has been sort of an imbalance in terms of wanting some of the “shiny objects” (big cars, expensive watches etc) of being a developed country, but then not paying the condo fees on global leadership. For him, it is also necessary to worry about the rationale that has been sold to publics about development cooperation when there are development successes. Development professionals have to rethink what their role is in this changed world.

Mr. Runde believes that there are different roles. For example, the United States reprogrammed the way to engage with South Korea... and he would
like to have a relationship in the same direction as the one the US has with that country.

Following this topic he said that the relationship with Brazil has to be as sophisticated and as enmeshed as the one with South Korea, and the transition has not been fully made.

He added that South Korea is a fabulously important stakeholder, a contributor and responsible stakeholder. It is not the same case regarding some of the middle-income countries he referenced previously as they would point to certain wonderful and good things that they are doing but not in relation with the core or hard part of the problem.

Before ending the session Mr. Huffines wanted to contribute to the dialogue and in relation to the role of development, he made an observation.

Up to that point, in the session there had been discussions mostly about the role of foreign aid between developed countries and developing countries, but he wondered what the responsibility of a country like the United States was, for instance, to develop its own people.

And what the responsibility of a country like the United States was in developing a new economic model, whereby the private sector is encouraged, for example, to internalize environmental and social costs in a way that it reflects on their company’s profit and loss statements.

He pointed out that the private sector has a critical role in changing and challenging unsustainable production processes and influencing consumer habits. The United States has the 5% of the population and 25% of the consumption.

In his opinion, talking about development may be difficult as publics on developed countries are often in denial.

In his point of view it is necessary to have these conversations within everyone’s respective countries.

He also pointed out that those were the deeper issues that this sustainable development goal agenda seeks to address.

Finally, he stated that there is a responsibility of countries to each other, and it is necessary to have a conversation that integrates the policies in trade regimes with the policies in other areas of our economic life.

After this final intervention Mr. Ito closed the session thanking both participants and attendants for their interventions.
Preserving the environment

Working together towards a public-private partnership

Including developed as well as developing countries in the objectives are a few of the innovations brought by the Sustainable Development Goals.
New actors, new agenda 15i Dialogue October 20th 2014.

The 2030 Agenda, the global roadmap for sustainable development set for roll-out in January 2016, will feature new players and will redefine the way actors interact with each other to build a better world. The success of the new Sustainable Development Goals (SDGs) will depend largely on the ability to build partnerships between national governments, international organizations, the private sector, NGOs and civil society, and likely religious groups. In this context, the United Nations must play a catalytic role if we are to better engage and bring "everyone" to the table.

These were some of the insights from ‘New Actors for a New Agenda’, the second event in the series ‘15i Dialogues, ideas for a sustainable world beyond 2015’, hosted by the Sustainable Development Goals Fund (SDG-F) at the Cervantes Institute in New York, on October 20th 2014. During the session moderated by NY1 News anchor Juan Manuel Benitez, panelists shared their views on how both public and private sector entities can play a role and how we can involve new stakeholders, make an impact on poverty and actually measure results. After brief remarks by Ignacio Olmos, the Director of the Cervantes Institute, and Rebekah Kosinski of the SDG-F, the Dialogue was held with the participation of the following panelist:

- **Sonia Balcazar**, Economist and Consulting Associate at Synergos. During her speech, Mrs. Balcazar suggested that extractive industries, which are traditionally seen as a source of conflict rather than opportunity, can have a transformational impact on reducing poverty and boosting shared prosperity in the framework of the SDGs. She noted that about 3.5 billion people live in countries rich in oil, gas or minerals, and that many of these countries also suffer from poverty and corruption from weak governance. Balcazar considers Agenda 2030 to be a useful framework to promote more transparent management of extractive industry revenues and to provide benefits for local people in respect of both community needs and the environment.

- **Sergio Fernandez de Cordova**, Chairman and Co-Founder of PVBLIC Foundation. For him the new Agenda represents a great opportunity to build stronger public-private partnerships. He explained that corporate culture continues to dictate better social practices and has made companies more conscious of the environment. However, more effort must be made to highlight successful examples of programmes and to attract a new generation of young entrepreneurs interested in global issues. To this end, he underscored the role of media and campaigns such as the UN Media for Social Impact to drive these partnerships.

- **Maggie Mitchell Salem**, Executive Director of Qatar Foundation International, agreed on building partnerships between public and private sectors, NGO, academia and civil society to achieve the SDGs. She highlighted the need for “real receptivity” in discussions about funding for sustainable development, and the need to break stereotypes if we are to allow all actors to be part of the solution against poverty and inequality. Mitchell Salem considered it a mistake to view the rich as part of the problem and reiterated the need for education to play a key role for the
Agenda 2030 principles –especially with new generations.

- **Raul de Mora** from the SDG Fund, spoke of the need for an expanded understanding of the goals. In his opinión, while people often refer to the SDGs as “Global Goals” particularly in media, the goals are first and foremost an agenda for local action. In fact, it’s important to recognize that local challenges can turn into global challenges, especially with issues such as climate change, the Ebola crisis, or the most recent refugee crisis. With this in mind, it is necessary to create platforms where all relevant local actors can participate and like the SDG-F programmes, it is needed to incorporate national and local committees to better engage partners and manage activities. In addition, matching funds are important for national and local governments to help increase the programme’s sustainability and offer a greater potential to scale.

This second sesión named: “15i Dialogues - New Actors for a New Agenda” began with the intervention of **Mr. Ignacio Olmos**, the Executive Director of the Instituto Cervantes in New York City.

Mr. Olmos started his intervention by stating that the question is how we can guarantee a world that is more socially, economically and environmentally sustainable.

He reckoned that the second dialogue came at a pivotal moment at the United Nations, as the United Nations have recently adopted a new, universal, ambitious and integrated development agenda which will guide the new efforts over the next generation.

He hoped that these dialogues would encourage the exchange of innovative ideas and experiences on how to implement the universal plan for people, planets, prosperity, peace and partnership.

In his own words, the Cervantes Institute aim is to encourage open and equal debate and invite people to share their constructive thoughts and feedback pertaining to the implementation of the new agenda.

He finally thanked the SDG fund’s director Paloma and her team for enable this conversation.

After these introductory words it was the turn of Mrs. Rebekah Kosinski from the SDG Fund.
Mrs. Kosinski began by defining the SDG’s Fund as a multi-donor, multi-agency development mechanism, which is the first of its kind in that it’s designed to achieve sustainable development goals or the SDGs, which build on the millennium development goals. The MDGs, mark a hugely significant moment in terms of what they cover and how they will be delivered.

She also raised the question about how to involve new stakeholders, how to make an impact on poverty, and how to actually measure the results.

She stated that at the SDG Fund professionals firmly believe that multi-stakeholder partnerships between businesses, NGOs, governments and U.N. and the other actors involved in this new agenda will play a pivotal role in the implementation of this development framework.

She was sure that the development landscape had changed significantly and would be changing in the months ahead and therefore it was necessary to take on a kind of a paradigm shift and address the common goals and really fully equip ourselves to move forward.

In this context, she introduced the content of the second of these dialogues, that focus primarily on the new actors involved in implementing this new agenda and how they can be incorporated more effectively and efficiently towards achieving sustainable development on the ground.

The objective of the dialogue in her opinion, was to offer diverse perspectives on how different partners can be better engaged and how, just in general, different actors can engage well with one another as we embark on the 2030 agenda.

She also explained that the SDG Fund, was currently implementing joint programs in 22 different countries, which focus on promoting inclusive economic growth, welcome, improving food security nutrition and providing better access to water and sanitation.
Equally important, she pointed out, that all the programs embed three cross-cutting issues: sustainability, gender equality, women's empowerment, with a focus on forging public-private partnerships.

Then to illustrate SDGs Fund work Mrs. Kosinski introduced a short video that encapsulates its work on the ground. Together with their partners the Fund intend to bridge the gap between the MDG’s and the SDG’s by setting an example as to how to meet the needs of the present without compromising the ability of future generations to meet their own needs.

The video can be watched together with this dialogue on the internet at: http://dialogues15i.sdgfund.org/

From this point on, the dialogue was moderated by Mr. Juan Manuel Benitez, who is a political reporter for the cable news channel New York 1 and a University teacher at CUNY and Columbia University.

Mr. Benitez began his intervention by remembering the year 2000 when he was a young intern at the U.N. At that time everybody was talking about the Millennium Goals, and 15 years later he was moderating a dialogue about the new goals for the next 15 years.

In his opinion, these new goals seem to be more ambitious, more complicated to achieve, but also a kind of objectives that involve more actors to achieve the ultimate goals by the year 2030.

He also pointed out that those goals include things like climate change, that nobody was talking about 15 years ago, and reminded that the goals also aim to involve the private sector in a really meaningful way and also to include other people in the conversation.

Then he introduced the first panelist: Mrs. Sonia Balcazar, who is an economist with extensive on-the-ground experience in development and corporate social responsibility.

The role of extractive industries to reduce poverty

Mrs. Balcazar is the former regional development planning manager at Rio Tinto in Peru team and she has become a consultant associate at Synergos consulting services based in New York.

She began her speech by stating that one of the questions the participants were asked to answer is how they could succeed in such an ambitious effort. To answer that question she started by echoing what the international community had already recognized: that in order to meet these new commitments, international development funds are not enough, and strong public domestic revenues and private investment are required.
In her own words, at this time of low commodity prices, increasing domestic public revenues is challenging for all gas and mineral countries. However she believed that the SDGs offer an interesting opportunity to improve the management of revenues from extractive industry to enhance human outcomes.

She explained that extractive industry revenues are very important for some developing countries, in particular for Latin American countries and also for some African countries were these kind of resources had been recently discovered.

Mrs. Balcazar informed the audience that there was a study published in 2014 on the impact of this new income for the African countries that shows that despite a current drop in prices, these new resources could add between 9 and 31% to existing government revenues.

She gave the example of Mozambique, where this income could cover around half of the budget for health in the next decade.

She also added that there are some countries where government and the extractive industry have been unable to work in a sustainable way to leverage natural resources for achieving economic growth.

However, she also noted that there are others that have worked better, and they could leverage natural resources for positive results.

Mrs. Sonia Balcazar
Senior Associate Consultant at Synergos.

She pointed out how the extractive industries had been in 2013 at the center of discussion about whether it can or it cannot contribute to the economic growth of countries and people.

In her point of view, this is explained by the fact that this industry presents important opportunities as well as challenges for developing countries as mentioned on the UNDP strategy on extractive sector.

She reckons that the industry cannot address development challenges on its own.
Therefore the international counsel on mining and minerals, the ICMM, had called for building a partnership for development in natural resource rich countries, more than five years before these 15 Dialogues were taking place.

Then she asked to herself why she believed there was an opportunity for a new partnership in the extractive industry, in light of the SDGs.

And she answered by stating that this is an opportunity because the SDGs now include a theme with direct impact on human development that has emerged as a shared interest of governments, development organizations and extractive industry.

She was referring to programs to ensure inclusive economic growth like skill development and small and medium enterprise development.

In her opinion, these programs are very important for developing countries because skill mismatches have been identified as one of the major trends for creating more and better jobs.

And she pointed out that, in developing countries, the private sector provides nine out of 10 jobs and the small and medium enterprise contribute at least with 30% of formal GDP in developing countries.

She also gave some data by adding that during the last decade in many countries, extractive companies have been implementing local employability and local supply programs.

The mentioned programs are not only a result of changes inside that industry social management strategy. She personally witnessed the transition from a corporate social responsibility strategy based mainly on short term philanthropy towards one that moved towards a shared value.

In her opinion, local content is a shared value strategy because it benefits local communities while at the same time it increases the company’s commercial value.

Talking on behalf of Synergos Mrs. Balcazar affirmed that as extractive industry partners around local content, she believed there was a great potential because the amount spent by companies and good services, salaries and infrastructure development is much larger than the payment that these companies make to governments in taxes and royalties.

However, in her opinion, what has been happening until that moment is that these programs implemented by the private sector and the one implemented by the governments are not connected, neither linked.

She regretted that most local content programs in general are not connected to similar programs organized by government agencies, as the ones from the Ministry of Labor or the Ministry of Production.

In addition, these programs are not inter-connected with other strategies that the government runs on economic diversification, innovation and technology and micro-credit, for instance.
So as a result, in her opinion, these programs have been unable to establish sustainable linkages with other industries, with the academia, with a Chamber of Commerce and/or a banking system.

Therefore, following her words, a more sustainable and resilient partnership will required more than the aggregation of this joint effort.

She believed that given the mistrust that exists among the extractive industries stakeholders a partnership is required to take into consideration the lessons learned from outside and inside that industry.

As an example she affirmed that to realign many actors with diverse perspectives and interests, the Synergos bridge building approach could be explored.

She explained that Synergos has 30 years expertise on building partnerships based on four key concepts: collaboration, systemic thinking, bridging leadership, and personal transformation.

Mrs. Balcazar truly believed that the partnership requires a network of leaders which can transform changes in governments, company executives and mind closures. A network of leaders within each organization who can profoundly be convinced and committed to this partnership.

In her opinion, regarding lessons learned from the U.N. system, the evaluation of the MDG Fund’s joint projects pointed out the need of investing important time and resources at the initial stage to set up the appropriate governance and accountability framework at national, meso and a local levels.

These would allow clarifying roles of private and government and very importantly, the alignment of the annual institutional plan.

Finally, to measure the impact and progress of this partnership, Mrs. Balcazar added that the industry offers a very normative and collaborative experience.

First, because there are already multi-state platforms in place that have been initially set up to cope with conflicts, which are now being used to reach development agreements.

And second, because there are several community participatory monitoring committees operating in extractive sectors.
As a way to conclude her remarks, she reiterated her belief that the SDGs offer a unique opportunity for this new partnership and the initial conditions are already in place.

In her own words, U.N. can play a central role in this implementation. Therefore, she proposed starting with a pilot so that resources can be visualized and measured.

She finally added that, if this partnership can start showing good results it could also start restoring the trust of local communities and of people in general on the fact that a well-managed extractive industry could represent a real opportunity for local and national sustainable development.

**The role of public-private partnerships in the new agenda**

After Mrs. Balcazar speech it was the time for Mr. Sergio Fernández de Cordova to take part in the dialogue.

Mr. Fernandez de Cordova is a cofounder and visionary behind P3 Global Management and public foundation.

For P3 GM he leads a global development and policy work behind the structuring public-private partnerships around smart infrastructure with local, state and federal governments.

As acting chairman of public, he also leads the foundations engagement with the White House, the United Nations and hosts the media for social impact summit in partnership with UNOP with their C-level executives convened to inspire each other on how media can change the world one campaign at a time.

The first question directed to him was about how to convince the private sector, that being a partner with the development goals was going to be good for them and good for their shareholders.

Mr. Fernández de Cordova began his intervention by stating that he was actually part of the private sector advisory group as well for the SDG Fund, in which there are 15 private sector members who are helping draft the so called “toolkit”.

In his opinion, the only way the private sector was going to get involved is by analyzing and showing them through leadership and defining what is the new DNA.

As an entrepreneur, he defined the business that was being discussed earlier as a SEMA, which is composed by social impact, environmental impact and economic impact. In Mr. Fernández’s opinion if the SDG’s are not able to address these three areas of the model the private sector will not be interested in doing a public–private partnership.

He thinks that it is about educating the new genera-
tion of entrepreneurs on how they could engage the private and public sector, as well as defining and showing what other organizations are doing it, because those stories are not well known.

In fact, that is what Mr. Fernández and his colleagues do at their public foundation. What they aim is to work with the social impact summit.

Their work is about educating not only the media leaders but also working with the different agencies within the U.N.

This way the agencies can tell their stories about executions. They could tell other stories of highlighting some of these examples that are happening on the ground that are being implemented, but up to this point they don't have the ability to tell their story because they don't have neither the money, nor the resources, or the needed platforms.

He reckons that it is a combined multi-stakeholder conversation because the private sector will not be a first mover, especially when there is a chance of possibly losing money.

But if they are shown an example where money is not being lost, where the cash is preserved, creating impact and really working on a new agenda like the SDGs, then there's a real opportunity.

So, as someone in the private sector, Mr. Fernández is really excited about the SDGs because he thinks it is a new DNA, a new way to define the future of public-private partnerships.

Mr. Benitez then took the opportunity to ask him if he thought that most companies were ready to, at least listen to the goals or try to implement them, or if he thought that a huge communications effort or learning effort was going to happen in order to start collaborating with other entities to achieve the goals in the next 15 years.

Realistically speaking Mr. de Cordova thought that most private-sector players were still focusing on shareholders, execution and year-end reports, but that was going to be leading by example.

In fact, one of the things he had spoken about in his last board meeting of the public-sector advisory group was that again there was a White Paper coming out, in partnership with business-placed poverty Harvard Kennedy School which really focused on those examples.
Because they want to make it public and show that there are ways to invest, create opportunity, really solve community problems and create circular economy solutions.

It was then the turn of the next speaker: Mrs. Maggie Mitchell Salem.

Building partnerships between public, private sectors, NGO, academia and civil society to achieve the SDGs

Mrs. Maggie Mitchell Salem. Qatar Foundation.

She is the executive director of Qatar Foundation International. She champions 12 Arabic languages and works on Arabic culture and the education and interactions between young people across geographic, cultural and social boundaries.

Prior to joining the Qatar Foundation International, she was the Communications director at the Middle East Institute. She also served for seven years as a foreign service officer in Mumbai, Tel Aviv, and with then Secretary of State Madeleine Albright.

The first question for Mrs. Salem was if she could explain how to take the nonprofit sector and create a partner out of it with the private sector.

She truly believed there was a real receptivity, for practical reasons, as funding is necessary to keep doing things and to be relevant in the communities where the projects are being implemented.

In fact, in her position she is always looking to reach out to different corporate partners to find ways on activities related to youth, which is an area of concern to these partners.

These partners want to be able to meet their own skill-based needs, sometimes for purposes of media or Corporate Social Responsibility.

At the Qatar Foundation they have a population of students in US, Brazil, Qatar and the UK who they work with and her role is to look to partner them with the private sector for a mutual interest.

For Mrs. Salem the important thing is finding that true value, finding those opportunities. She admitted that sometimes the idea she had in mind may not meet the needs of a particular corporate partner and that doesn't make them evil, it just means that it is necessary to be smart about how to structure the dialogue with them and also know that not all corporations are interested in the same thing, and adjust accordingly. In her opinion, on a larger scale, that is what happens with the 17 SDG’s which represent an incredible opportunity for innovation.

Mrs. Salem also took the opportunity to acknowledge the government of Spain, the U.N. Mission, and the Cervantes Institute, because thanks to their work there was an early acknowledgement that the SDG’s matter.

For her, this is not just a new acronym. It is meaningful and it is worth it to work for the SDG’s goal:
“no one is left behind”. It is necessary to leave behind the conflicts that appeared at the MDG’s and begin to work, as there is so much more to do.

She wanted to motivate the audience by asking them to think about how each individual was going to do something that is going to contribute in some way to those incredibly worthy goals.

Mr. Benitez then asked her how much has the nonprofit sector changed in the last 15 years, since the year 2000, when the Millennium Goals were voted on, and Madeline Albright was Secretary of State.

He also wanted to know if in the nonprofit sector and also in the private sector they look at the U.N. and these goals in a different way.

She agreed that a lot has changed, (although she did not dare to talk on behalf of the whole nonprofit sector).

She put as an example what Mrs. Balcazar had previously presented about extractive industries.

In her opinion, it is necessary to think about how these industries, which are so vital in some communities including communities in the United States, can practically find ways to be less degrading to the environment, still provide jobs and meet bottom lines, and perhaps people may not agree that all three of those goals are equally worthwhile, but they go together and that is the other part of the SDGs. She truly believe that the SDGs “live in the real world”, this all happens together.

Mrs. Salem ended up her speech by focusing on resilience.

She stated that there is an acknowledgment that the world is facing, global problems, from weather to terrorism, but she wondered what it takes for nations to be resilient and what it takes for all of the citizens within those nations, from the poor to the rich, to be able to experience that, and not be left behind.

For her the issue of resilience and measuring resilience is important at it is connected to governance because the more resilient nations are, the better governed nations are, and more responsive to their people in whatever governance system is ruling.
The need for an expanded understanding of the goals

After these words it was the turn of Mr. Raul De Mora, who works as a communications specialist for the SDG Fund at the United Nations Development Program. His previous experience includes communication and U.N. agencies, academic research, corporate social responsibility and public affairs.

Mr. Raul de Mora. SDGs Fund.

He holds a PhD in communications at Complutense University in Madrid and a Master’s degree in communication management by the University of Southern California in Los Angeles.

The first question he answered was how challenging was trying to communicate to the general public the goals and the intentions that UNDP or the SDG Fund have for the next 15 years.

In Mr. de Mora’s opinion, in order to communicate the goals, first of all it is necessary to understand why these goals matter and why these goals are different from previous goals.

In his point of view, there are three keys that make communications of these goals completely different from the MDGs. First of all the actors have changed.

In his own words, fifteen years ago, when the MDGs were approved companies weren’t talking so much about social, sustainable development.

They mentioned it in the operations, they started with corporate social responsibility and afterwards moved to shared value.

They care about development because it is good for the bottom line in the longer term.

NGOs and civil society have also changed dramatically. In fact, the latest barometer shows that NGOs are the most respected institutions all over the world, where they are ahead of businesses, media and the government.

These are actors that care about the SDGs. And then, there is the maxim of ‘leave no one behind’.

Mr. de Mora assured that this is a universal agenda and it is universal in two senses. First of all because it applies to everyone, to every country. Before it was just an agenda for developing countries and now this is an agenda that applies to all societies.

It’s also an agenda that wants to reach everyone, that is also relevant for everyone.

For him, this is a challenge to communicate, but understanding these changes, sometimes, making
people learn the goals. He accepted that some people were having doubts as: “17 goals, these are many goals!” but they are the result of a consultation process.

Mr. de Mora reminded that these were the goals that people want, they had been voted in like that.

The next step, in his opinion, was for businesses, U.N., other governments and institutions, to find a way to make people feel part of it, to make them wonder: “how can I make a contribution to these goals?“.

To reach that level it is important to make the goals well-known, because if people are not engaged the SDG’s agenda will not move forward towards the sustainable development path.

Mr. Benitez built on Mr. de Mora’s answer to ask him his three next questions: “how do you take the message to the general public?, How can the message reach its audience locally? And how do you simplify the message?“.

For Mr. de Mora one of the particularities of the SDG’s is that, besides being global goals, they are first and foremost local goals.

In his opinion, it is in the ground, in the cities, in the neighborhoods, in the different communities where these goals are going to happen.

He explained that not all 17 goals were important in every community, so it is necessary to make an effort to communicate how a goal is relevant in that community. It is also important to think of the goals from a local perspective and communicate them as a local agenda, not as a global agenda, taking into account that what happens locally has consequences globally.

It is necessary to play with these two-dimensions in communicating both local and globally, because issues as climate change, the rises with refugees or the Ebola crisis have effects in both dimensions.

At this point, Mrs. Balcazar contributed to the dialogue adding that the SDGs were very interesting because they offer a platform for countries to connect their key stakeholders with their own development priorities and with the global priorities and this platform had never been created before.

In her point of view, every country has to decide which are the real priorities, but the fact you have that platform is a really important move forward.
Mr. Fernández de Cordova joined the conversation stating that it was important to be conscious that the SDG’s were born when the member states and everyone realized that they were also a government’s responsibility. They were developed locally because the member states themselves joined together to put this agenda, it’s 169 targets, it’s 17 goals that applies not just to the developing world, but to everybody.

He added that, from climate all the way across to sustainable cities, to gender equality, etc it is very locally created and it is something global-local. Therefore, it is important to communicate to those who are not involved that the SDG’s are something that is unique and something that needs to perpetuate.

Then Mrs. Salem contributed to the spontaneous debate with an anecdote that focused on the important of education.

She grew up loving the United Nations because every Halloween she had a little UNICEF box and we went trick or treating, and collected coins form the different houses that she went to.

With this example she suggested that education, that is one of the goals, it is also one of the keys to reaching the 20-30 year old generation, because that generation is being formed and they are both going to be beneficiaries of, participants in and the standard bearers of whatever comes in 2030.

She then added that in that education bowl of inclusive and quality education, the word “inclusive” gives an opportunity to have, among maybe a pilot group of member countries, a way of educating young people as part of their established curriculum.

She believes that it is the only way that works – to insert in either civics or social studies, or some other program, some component that talks about the SDGs. It could also be done for science classes on themes of food security and water and sanitation.

She reckons that the idea is absolutely doable and it is indispensable to reach that generation nowadays. For her, while it is exciting to talk about countries and corporations working together, it is much more interesting to talk about how to engage young people now in achieving the goals.

After Mrs. Salem answer, Mr. Benitez played his role by launching a new question to the panelists on how to get all the different partners, with their different and sometimes opposite perspectives, at the same table to work together for the same goals, including: big businesses, the energy sector, the extractive resources industry, NGO’s, the UN, etc.

Mrs. Balcazar was first to answer talking about her experience in the extractive industry where to reach an agreement is very difficult.

She said that the extractive industry has always been around controversy. Therefore, in order to work in the partnership that she had previously proposed, the process had to start with building trust among the different stakeholders.

It is in this context where a network of leaders is needed, because first, it is necessary to convince different people that belong to organizations, and that all together can “give the benefit of the doubt”.

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They may wonder if they were really going to get something from a company dedicated to the extractive industry, and if they feel that they could, they may start that process.

So maybe for other sort of industries it is easier because they have already the trust from the different stakeholders, but in the case of the extractive industry, the process needs to go well back to move forward.

Sergio Fernández de Cordova entered then the discussion by adding that in his case, in the field of structural sustainable city spaces, everybody is not brought to the table.

He thinks that it is necessary to create a policy framework that allows all the partners to enter the conversation from their own perspective, and those things do not happen overnight.

In his opinion, regarding large industry sectors, governments, municipalities, and even NGOs, it is very difficult to change the direction of anything.

Therefore, the most important thing is starting to build on the foundation, then settle the goals, afterwards identify each of the different stakeholders and put them together.

Besides, If it is from a government perspective, it is necessary to design a new policy framework that addresses each of the different areas, and then start to bring everybody together and in alignment; what is definitely a longer-term conversation. Finally, Mr. Fernandez de Cordova was glad thinking that at the end, what was so exciting about the process is that there is one global agenda on which everybody can focus on.

Mr. de Mora joined the debate reminding that a lesson learned is that not every partner can be brought into a project. It is necessary to decide which are the right partners, and the partners who will really have an interest in a given community, in a given issue or in the different topics that are related.

He believed that, the key point was to engage partners from the consultation process in a very trustful way, because to co-create and co-design can make the difference.

He emphasized the importance of starting the conversation with the right partners, from the very beginning in a very trustful way, as a way to be also trust.

The dialogue leaded by Mr. Benitez then moved to a different subject: religion.
The moderator asked the participants if religion should play a role in the project as there are new actors like the Pope talking about climate change.

Maggie Salem answered first.

She did not want to see any community ignored as, in her opinion, faith-based communities offer very interesting perspectives on climate change, if fact, she assured that many are already engaged in that space.

She wondered why only secular organizations should own these goals. In her point of view, if faith is what would inspire somebody to take action or to see the goals achieved, she would welcome this person.

Mr. Fernandez de Cordova added that it had been exciting to see the Pope talking at the General Assembly.

He reckons that, from a faith-based perspective, it engaged a new community and gave a different twist to the conversation, what was really important.

Mr. de Mora then used an anecdote as an example.

When he was working in Uruguay, we was in a project with the United Nations where the local partner was a faith-based organization, (a religious organization in the terminology at the U.N.).

He went to a workshop where the parishioners have created a guide to pray, to pray using the MDGs. They were using the structure of the Bible to talk in their churches regarding MDGs.

He realized that there are important sections in the Bible and many documents and relevant religious traditions that really make a compelling case for things involving the SDG’s.

Mr. Benitez then asked his last question before opening the session to the audience. It was about the first goal: end poverty in all its forms, everywhere.

For him, the goal is a paradox as in the last 15 years, there have been an increase in the gap between the rich and the poor all over the world.

An increase of wealth concentrated in very few...
hands. Therefore, Mr. Benitez wondered if to achieve this goal it would be necessary to also attack extreme wealth trying to limit the amount of extreme wealth that goes into so few hands in the world.

Mrs. Salem volunteered to answer first, smiling at the fact that she worked at a foundation named “Qatar”.

Regarding the question, she did not think that anyone should be villainized given that there are some very rich people who are doing some incredibly good things with their money.

In her opinion, it could be argued how much of it one think they should give away, but she emphasized that they are doing great things.

Besides, she pointed out that there are certain economic models that suggest that if a person can grow a business and do that well and do it sustainably and do it in accordance with parameters set by the SDG’s, then certainly that creates employment.

She also added that there is a sort of circle, an economic circle, and some of those people are needed, those who are willing invest, and take risks, and fail, and then try again, and they may end up very rich.

She hopes that this kind of people will not reach their wealth at the expense of people being mistreated and/or with the environment being degraded. She truly believes that a partnership with successful and conscious business men and women is what the SDGs seek to go after.

In her opinion, it is essential not to villainize people as that would not be an inclusive conversation.

In her own words, the issue was not only about reducing poverty, but also about working towards reducing those inequalities among people. Relating this issue to the field of the extractive industry, she believed that one of the reasons for local control policies, and one of the reasons why there are so many conflicts around extractive industries is because in some countries the companies have been really unable to share their prosperity with the poor people what is not a sustainable way to work.
In her opinion the way to proceed is through different policies also inside the companies.

In this sense, she added that it is not necessary that someone could demonstrate that it is better to have a good corporate social responsibility program because in a business you cannot prosper if you are not sharing that prosperity with the people that are surround the corporations.

In this moment Mr. Fernandez de Cordova took the floor pointing out that the issue was less about focusing on extremely wealthy people.

For him, there is a great opportunity nowadays regarding a new kind of economy.

He focused on today’s connected world, where it is important to get everyone educated towards creating the next generation of wealth holders, educating them to be the next Bill Gates. These new wealth holders should not come from North America alone. They should come from all over the world and have that sort of equal access.

With the SDG’s policy makers are excited about the 17 different goals where partnerships is key and education about all these different elements can make a difference.

Finally, he assured that in an inter-connected world, the key is about how much more wealth can be created.

It was then the turn of Mr. de Mora who believed that the fight was to eliminate extreme poverty. He reminded that there are particular economy policies that can contribute enormously to reduce extreme poverty.

The issue, in his words, was not necessarily combating wealth accumulation but how to approach to create more wealth and how to better share the prosperity among more people.

Once the debate was over, Mr. Benitez introduced and invited guest: Mr. Joaquín Avilés López who was the director of planning and now operations of P3 Global Management. Mr. Avilés also had experience as director of operations of the Millennium Villages Project.

Mr. Avilés also introduced himself as Mr. Fernandez de Cordova colleague at the advisory group for the SDG’s report and added that he was also working with the private sector.
He had previously worked on implementing the MDG’s on the ground, especially in countries in Africa within different sectors: infrastructure, agriculture, business development...

Mr. Aviles wanted to talk focusing on the issue of partnerships and how to work together towards implementation.

He believes that with the common goals there is an opportunity to bring new actors to achieve them.

He truly believes that the goals are well-defined, including their targets, being distributed in different sectors as education, health, infrastructure, climate change, cities, etc.

There is also a lot of expertise on NGOs, government, private sector.

However, in his opinion, the problem lies in the implementation of these projects. He assured that what most likely always happen in these kinds of partnerships, that had traditionally been between government and NGOs, in a lack of coordination. And the problem can become wider now that policymakers want to incorporate the private sector on a deeper extent.

Mr. Aviles then moved to talk about shared value. From his previous experiences, he stated that there is a lot of good willingness and willingness to work together within many of these area but there are also a lot of inefficiencies on the implementation, on the execution.

In his opinion, this is an area that has not been deeply discussed or discussed enough.

The key point for him is “shared value”, how to implement the projects in an effective manner, “what are the things that matter? What have we learned and how do we incorporate that into the new sustainable development goals?”.

He reminded Mrs. Balcazar words about the government’s structure of this kind of partnership and the shared value. In his experience, he assured that these projects are implemented by a set of local governments, international NGOs, international organizations, defining “who is doing what” since the very beginning.

The MDG Fund, did a good job at opening thematic windows and defining certain components of the projects.

In Mr. Avilés opinion there are many questions arising like: who is going to play that role coordinating that implementation from the stage or who is putting what on their budget, are we aligning all the objectives? The SDGs have very clear targets and indicators but, who is measuring what? Are we measuring in the same way?

He truly believed that if those things were well defined in the design of the project or if they were co-designed together among different parties there is a high likelihood that things will be more effective and transparent.

He added that, there is a huge opportunity also with the new data tools and open data tools to work together in a practical way in project management, in defining roles and responsibilities, in the follow-up of the roles of the different parties.
For him, it was clear that there is a role for the international organizations like the SDG Fund in coordinating those responsibilities and there is also an important piece of monitoring and evaluation those needs that have to be shared between the parties standardizing the SDG’s.

One obstacle, in his point of view, was funding those kinds of coordination roles. He reckons they are not fancy for most of developers as they want to be involved on building the schools or doing the training of the teachers, but it is hard to think and structure those partnerships for coordination roles.

Mr. Avilés believed that the private sector can say a lot in those partnerships, or lead that kind of coordinating role, of governance role. They could also take advantage of the different tools that they already use related to this issue.

He wondered, looking at the implementation, about what is lost between the definition of the goals, the agreement between the partners and what really happens on the ground, where he thinks there is a huge gap. He believed that those inefficiencies are huge, and he was afraid that there was not enough structural conversation among them, about, for example what solutions to enforce.

After listening to Mr. Joaquín Avilés, Mrs. Salem totally agreed with him and his concern about efficiencies.

There was one area she was familiar with regarding what he just said. It was on the coordination of education and emergencies. She hesitated to use the word coordination, because of the sensitivities between U.N. organizations and other partners. She admitted that there is a lot of tiptoeing around and a lack of funding and coordination as everyone’s ‘chasing the same pockets’ and the same donors.

In her opinion it is unfair but that is the reality and there is a need for higher coordination at a higher level within the U.N. in order to rationalize what is happening as the different organizations work with each other or attempt to.

Also to learn from other contexts, was another inefficiency that she saw more globally, especially in the field of education and emergencies. For example, if something happened in Thailand and there have been learnings from that experience, they don't necessarily go over into some central resource of information that can be tapped for another conflict that might bear some striking similarities to whatever that situation was and therefore the same strategies could be used in order to provide education.

She finally emphasized once again, that Mr. Avilés was right and that that lack of coordination could not be ignored.

Final open dialogue.

At this point, Mr. Benitez encouraged the public to ask their questions to the panelists.

The first to speak was Mr. Ibrahim Joseph who was a former special advisor to the foreign minister of East Timor, and who had also been with the United Nations for 28 years in different capacities.

During his intervention he wanted to give a current description of his country situation and ask a ques-
tion about the performance so far of the public-private partnership.

He began by agreeing with the panelists on the importance of partnerships.

He went on affirming that East Timor has set up the MDG secretariat, where there have been joined the private sector, NGOs, events organizers and also the faith-based organizations.

He reminded that the country was a late comer in the MDGs as they got their independence only in 2002 and the country was completely shattered by the conflict.

From that point on, East Timor has been able, (because of this close partnership and cooperation), they have been able to bring down the poverty level, which was about 51% according to the recent figures, to 36%.

What Mr. Joseph wanted to emphasize was the importance of people to belief that the MDGs or SDGs will have an impact on them.

Then he introduced his question: the UNCTAD released their trade and development report. During the presentation the director mentioned that the public-private partnership, according to their studies and analysis, have not achieved much and the performance have been lagging far behind and not really encouraging.

Mr. Joseph wanted the panelists to comment on that fact.

It was Mr. Fernandez de Cordova who answered:

He focused his answer on the public-private partnerships, the so called PPP. In his opinion, the problem is that at the financial institutions in the past, over the last couple decades, they have looked at PPPs as a privatization vehicle.

Today, in Mr. Fernandez’s point of view, the accent should be put on the true partnership element. As it was done historically when building highways, hospitals, bridges, tunnels, core infrastructure, as well as anything civically. For him, that is really where there is an opportunity.

The idea is to bring the concept back to its base and bring the “P” back which partnerships, together with the implementation of social impact and some of the different SDGs.
He believes it is a great platform and an UNCTAD’s report was only really looking at how the concept had evolved without any real transparency. A fact that is being improved as and today there is a lot more transparency and the laws are also changing.

Mr. Fernandez truly believed that the PPP model is evolving and going back to what it should have been in the beginning.

So a lot of it is, again, showcasing these new PPP examples. So a lot of what we do and really show that you can create sustainable business models and create social impact.

Mrs. Balcazar took also part in the answer pointing out a different perspective: in her opinion what was really new is a methodology called “personal transformation”. This methodology focusses on changing people from the outside instead of only focusing on trying to change things or trying to change the structure.

In her opinion, if a person is not deeply convinced in what he or she is trying to do, that is not going to work. Therefore, it is important to work with people to make them believe that to make the change and to use the SDG’s is important, otherwise, this is not really going to have the same impact and only what is outside would be changed.

The following question was done by Mrs. Blanca Vivancos who came from the social justice sector. She wondered if there were designed or established mechanisms to assign responsibilities to the different actors in case the SDG’s would not be achieved after the funds were committed.

It was Mr. de Mora who answered: He reminded that the SDG’s are not part of an international law treaty where in the field of human rights, for instance, there are commissions that point out the responsibilities.

However, the SDG’s are establishing some mechanisms to monitor the performance and how the SDG’s are being achieved. The goals and targets were already established when this dialogue was taken place while the indicators were going to be released in March.

Those are the indicators against which the countries are going to measure the impact.

The SDG’s fund was also going to have a mechanism called the high level political forum, meeting every four years, which also benefit from special annual meetings to engage governments, civil society and businesses. By the time this session was held, this mechanism was still in the making, but one of its goals was going to be to become substantial about how responsibilities were assigned and measured.

Mr. de Mora emphasized that monitoring and evaluation are be important. In his opinion, the SDG Fund is pursuing a development that is people-centered. The focus is on the person because the goal is to achieve a more sustainable world that includes economic, social and environmental dimensions.

He added that the mechanisms could be found, but it was going to be very difficult to assign the responsibilities of sustainable development to just one entity in the government or to one international organization, because it is a shared responsibility, what he
reckons was going to be challenging.

Mrs. Contessa Bourbon from the New York Times asked the following question. It was related to budget and impact. She was interested in knowing the amount of funds contributed by the Spanish government, which sectors were going to benefit from them and what the impact was so far.

Mr. de Mora also answered this question by saying that the funding started in the year 2014. It was the first mechanism specifically created for achieving SDGs, therefore the programs were starting at the moment the Dialogues were taking place.

At that time, the total budget is on the SDG fund website, was $60 million, with the funds of the SDG Fund and also from the other national and local partners and it was expected to have a direct impact on one million people.

It was also expected to have an indirect impact on five million people.

In that moment, the SDG fund was working in 22 countries. As Mrs. Bourbon said, the fund started with an initial contribution of the Spanish government and afterwards another 22 countries joined and are already contributing to the programs in the form of matching funds.

In fact, a lot of funding is coming from the own countries where the programs are being implemented, both from the government but also from the civil society and the private sector.

The next question from the audience was about how to avoid losing the funds in the hands of corrupt officials or governments. How to implement an efficient audit mechanism in charge of assuring that the funds are well spent.

Mr. Benitez built on this question to ask Mr. de Mora if this was one of the reasons why there is a group of different actors and not just governments in charge of achieving the goals.

Mr. de Mora admitted that this was one of the reasons and added that the SDG Found has a multi-partner trust office. Its work can be seen at the SDG Fund website and there it can be seen and controlled where the money goes in real time.
He also focused on the fact that having more partners goes not only to having extra resources, it assures that the agenda is owned by people and their communities. This reinforce the purpose of having the funds reaching the people, they are intending to go to.

The SDG Fund is also evaluating the programs, seeing how many people were impacted, what was done, etc. He admitted it can be very technical and boring information, but it is key for the question is transparency, in his opinion it is essential to open the accounts and activities to everyone.

Mr. de Mora finally mentioned that the SDG Fund is working on that as well as UNDP, and added that indeed the UNDP has been considered the most transparent organization in the world in an index that measures it.

The final question came from a UNDP member. She asked the panelists what was their personal experience, how did they engage with the U.N. through their different organizations.

Sergio Fernandez de Cordova was first to answer. In his case the relation was built in his previous business. He used to have a billboard company and one of the things that he realized was that every single month he had over a thousand vinyl signs that were thrown away.

He wanted to figure out what he could do with that vinyl. He did some research to know where it went, and basically he found out that it was recycled and sent somewhere.

At that time he knew about the malaria crisis and thought that the vinyl could be used to build tents. He talked to some friends who worked at the U.N. and their answer was that it was necessary that he would ship the tents to the field. He found a way to do so through a friend who worked in import-export with China, but still he couldn’t engage in the project. He had to do it through a partner U.N. agency.

That is how he thought about the idea of creating a group of entrepreneurs who would like to get involved.

That was the root of the global entrepreneurship counsel, composed at that time by eight young entrepreneur leaders. Their goal is to focus on entrepreneurial solutions to global problems and nowadays they keep working on ways to bring more entrepreneurs to solve problems.

In the case of Mrs. Balcazar, one of her responsibilities as a regional development planning manager was to build partnerships with institutions and at that moment the UNDP was starting to organize the strategy in extractive industries, so they met with a representative in Peru and at that moment she realized that the U.N. has privileged position because probably it is the only organization that has so many agencies that touch the different subjects related to development.

This is way she thinks that the U.N. really complete a central role in the implementation of the SDGs and the partnership because of this important position in the world.

For Mrs. Salem, it was the U.N. Foundation the one that reached out Qatar foundation to see if there were areas of mutual interest. She believes that
the U.N. has many different medium-sized nonprof-its that work directly with it implementing programs.

In her case, her foundation worked with a UN or- ganization that focused on engaging youth at the U.N.. They worked together to bring on people from the US, Brazil, and Qatar to the U.N. for the annual youth summit.

Finally Mr. de Mora talked about the importance of communications to reach new partners. For him, listening is key to successful communication and it is necessary to create listening infrastructures, as these dialogues to bring together people who care about development.

After the panelists final remarks Mr. Benitez closed the session thanking the audience and encouraging them to follow the conversation through the website 15idialogues.SDGFund.org, are in Twitter with the hashtag 15idialogues.