MY WORLD
Impact Stories
Introduction

**MY World 2030 lifts citizen’s voices and concerns to decisions makers.** In order to succeed in this, we work with our partners to make sure everyone’s voice can and will be heard. MY World survey is shared by hundreds of global, national and local partners around the world who work with us to gather people’s voices. The answers feed into a global open database to help the UN and governments to monitor perceptions of progress on the SDGs, raise awareness of important issues, and give a ‘people’s perspective’ from the ground, in real-time. Every response matters, and the more data we have, the more powerful it becomes.

Therefore, it goes without saying that our partners are the bedrock of MY World. Together with our partners, we want to mobilise millions of citizens, institutions and organisations across the globe to take part in it. However, we as a campaign can only provide the tools and guidance but it is our partners that make the impact. Thanks to their great campaign initiatives MY World has already reached millions of people.

Whether it is about launching the MY World survey in your community or using the results to feed into policy making process, the best way to get started is to learn from others. This is why we are sharing these impact stories with you. Most importantly we want to share the knowledge of our partners, and the methods they have developed around MY World for your inspiration.

“This is as it should be: our future plans should come from the ground up, not the top down.”

- Ban Ki-moon, Former Secretary-General of the United Nations
Owning MY World
Established in 2014 in Jalisco, Mexico, MY World Mexico is a citizen-driven initiative inspired by the United Nations SDG Action Campaign. MY World Mexico focuses on the mobilization of people and organizations in favor of the implementation, monitoring, financing, and evaluation of the 2030 Agenda in Mexico. Through strengthening the participation and accountability mechanisms of the SDGs, MY World Mexico uses the MY World Survey to make governments accountable and communities aware of the SDGs. The initiative is accompanied by Civil Society Organizations, academia, private sector, government, social movements, volunteers and individuals.

Context

“Three years ago, when we had the opportunity to implement MY World Survey in my hometown Jalisco, México, we realized people’s interest in being part of the new global development agenda. Back then, I was amazed by people’s willingness to act and help others. At the end of the day, having collected nearly 400,000 voices in the survey, thanks to the mobilization of 500 young volunteers and 255 organizations, Jalisco was able to position itself as one of the most participative entities in the world in the definition of these new Global Goals.”

-Karol Alejandra Arámbula Carrillo, founder of MY World México

As a result of successful MY World campaigning, a group of organizations and highly motivated people supported by the United Nations SDG Action Campaign, decided to establish a national network called MY WORLD MEXICO in April 2016. This network, would not only implement the MY World 2030 survey throughout Mexico, replicating Jalisco’s successful strategy, but would also lead actions at the local, national and international levels for the implementation, monitoring, financing, follow-up and socialization of the SDGs in Mexico.
Approach

As soon as the SDGs were adopted in September 2015, the big questions for an already highly motivated team were “so what comes next?” and “how do we make sure that the SDGs are a reality by 2030?”. This was also a question raised by the United Nations SDG Action Campaign which had recently transformed itself from the United Nations Millennium Campaign and was exploring the different ways in which MY World could be used as a platform to track awareness and implementation on SDGs and monitor progress made in the newly launched SDGs.

In its first year, MY World Mexico was able to collect close to 30,000 MY World 2030 responses in at least 25 states around Mexico thanks to the efforts of 75 volunteers and 20 Civil Society Organizations. By July 2016, during the first High Level Political Forum that would review countries, the team was able to provide the United Nations SDG Action Campaign and Mexico’s Office of the Presidency, the first results of the survey. At the same time at the United Nations Headquarters MY World 2030 was officially launched and members of MY World Mexico were able to present some of the outcomes of this first implementation phase.

At the grassroots level, the volunteers are organizing hundreds of other activities that engage citizens in the SDGs. The first challenge that the MY World 2030 results revealed was that people did not know about the 2030 Agenda for Sustainable Development. Around 83% of the people who were surveyed, said they had never heard about the SDGs before. The second challenge was that the results of MY World 2030 were quite different from what the MY World 2015 had shown in the past. For example, Water and Sanitation (SDG 6) were among the top priorities, as well as Health and Well-being (SDG 3), which led to identify that people indeed perceive implementation of the SDGs as quite a challenging effort.
Impact

Ever since its foundation, MY World Mexico has grown significantly. Today, the network is composed by nearly 60 organizations from academia, civil society, the public and private sectors, as well as 130 volunteers in almost all states in Mexico.

As of today, MY World Mexico has been able to:

- Mobilize more than half a million people in the MY World 2015/2030 Survey.
- Participate in over 100 United Nations advocacy processes such as the Economic and Social Council Youth Forum, the Commission for Social Development, the United Nations Youth Assembly, the High-Level Political Forum on Sustainable Development, the Commission on the Status of Women and others.
- Lead over 5,000 implementation actions in favor of the 2030 Agenda for Sustainable Development and the SDGs in at least 28 states in Mexico.
- Lead a team of over 200 organizations from across sectors and more than 600 volunteers working on SDG implementation since 2014.
- Participate in the design of Mexico’s National Strategy for the 2030 Agenda for Sustainable Development.
- Participate in Mexico’s National Committee on the SDGs of the Office of the Presidency.
- Participate in Mexico’s Voluntary National Review (VNR) before the High-Level Political Forum on Sustainable Development in 2016.
Youth In Action
The Youth SDG Action is a project that aims to break barriers between government and youth, and to engage all Moroccan citizens to shape local development priorities. The project was launched after the UN SDG Festival in Bonn, Germany, which ignited the spark of change that brought together rebellious spirits from all over Morocco to create the Sustainable Development Youth association. Working to pave the way towards achieving the Agenda 2030 in the North-African country and the rest of the region, this initiative was created to express Moroccan youth’s engagement towards reaching the 17 Goals, with the aim to educate and empower Moroccans to achieve Agenda 2030.

The initiative is one of the first to be launched in the Arab region. It encourages for exchange of best practices through fellowship programs, SDG Academies, Youth councils and common research. The team is wholeheartedly convinced that impact starts with people, empowerment is a result of involvement, and inspiration is the fruit of our deeds.
Approach

The initiative is fueled by the desire of making Morocco a pioneer in achieving Agenda 2030. The uniqueness of the work lays in the launch of a national campaign to promote the SDGs, and the training and advisory they provide to civil society in order to elaborate concrete solutions to fulfill the Agenda 2030. The project is a major partner of the UN SDG Action Campaign for the MY World initiative. The initiative is also involved in projects with other NGOs and Government Institutions.

“We tried to mobilize a large number of people, selling our project not only as an opportunity to discover the SDGs and learn more about the Agenda 2030, but immerse in a one in a lifetime experience to become initiators and take part of a National Campaign around the SDGs with a unique concept, participation of national and international renowned personalities and training by various experts.”

-Hatim Elotmani, Co-founder of Youth SDG Action Morocco

Empathy and open mindedness were the core values of the campaign. This young group of people travelled from north to south in order to reach out for everyone under the principle of leaving no one behind, introducing Moroccans to the agenda 2030
Impact

The project has had a considerable impact in mobilizing different target groups in acting for the SDGs and taking part of achieving the Agenda 2030 on all levels. Far and foremost, the initiative has created a national network of volunteers, coordinators and people with interest in the SDGs.

As of today, Youth SDG Action Morocco has been able to:

- To collect over 17,000 responses of MY World Survey
- Mobilise hundreds of citizens and volunteers
- Cover 12 national regions with each one having their own regional coordinator
- Organize number of events to promote MY World and SDGs in general
- Organize trainings, workshops and conferences
- Partner with different entities, such as ministries and other NGOs

“The most inspiring lesson that we learnt was that change did not come over night, and when it involves people, it requires no violence, no money, but only the will to understand people and try to educate them about things they never heard of. Because fear is the result of ignorance, Impact starts with people, Empowerment is result of involvement, our success came from our failures and inspiration is fruit of our deeds.”

-Hatim Elotmani
MY World in Your City
MEXICO CITY YOUTH INSTITUTE (INJUVE DF)

**Project description**

In 2014, the Government of the City of Mexico announced that in partnership with The Youth Institute of City of Mexico (INJUVE DF), it will participate in the MY World survey. Following the announcement, the City of Mexico became the first locality to participate in the survey with a strategy of this magnitude. Through the participation of INJUVE DF, MY World was used as a tool to find out about the development priorities of over one million people from the City of Mexico.

**Context**

The Government of Mexico City and the INJUVE DF formally announced having accepted the challenge of gathering one million MY World responses. The initiative was launched by the Head of Government of the Federal District of Mexico, Miguel Angel Mancera Espinosa, as he kicked off the survey that the three thousand youth ambassadors of INJUVE DF would be carrying out in the country’s capital. Mr. Mancera emphasized that the young citizens of the capital are agents of change, and that they will be collecting the same amount of votes in a period of three months – June, July, and August – as entire countries have taken years to do.

**Approach**

To distribute the survey, INJUVE DF took the streets with three thousand youth representatives. They occupied public plazas and schools, and visited households house by house to spread out and ask people all over the City of Mexico: “What are the development priorities which are most important for you and your family?”
**Impact**

Mexico was responsible for 23% of the 8.5 million votes collected globally. The great success came thanks for the massive mobilization of youth across the country, and in Mexico City in particular. Mexico City had the highest number of people participating with total of 1.6 million responses.

The city-wide initiative not only helped the government see priorities at the local government, setting the stage for the implementation of the new Sustainable Development Goals (SDGs), but it also had a positive impact on the local policy making and funding decisions made by the Mexico City Government.

“The MY World survey recovers that democratic spirit of listening and taking into account the perspectives of young people who with their perseverance, talent and creativity have contributed to make of our city. The survey results allowed us to approach the priorities of 1.6 million people, it represents the most important youth public opinion consultation that has been realized in the country.”

-Miguel Ángel, Mayor of Mexico City
Recognizing this significant achievement, in collaboration with UN SDG Action Campaign, INJUVE DF also launched the “MY World Mexico City Executive Report” at the UN Headquarters. INJUVE DF presented the report to the UN as well as the general public through live streaming.

Maria Fernanda Olvera Cabrera, Director of INJUVE DF, shared the agency’s experiences in inspiring 3,000 youth ambassadors to collect millions of votes:

“Local, common people are receiving services from the government, therefore the government needs to know people’s priorities. We inspired 3,000 youth ambassadors and created an educational program to teach them how to collect the votes; furthermore, we provided young ambassadors with small scholarships, which supported them to be completely devoted to the MY World survey for 3 months.”

1.6 million voices had a great impact on the local policymaking. Although Mexico City offers universal healthcare, the result of MY World survey highlighted the need for greater mental health services for young people, causing INJUVE to investigate with a more robust survey, focusing on emotions. In response, the government now offers free services for emotional health care and risk reduction for young people.
MY World Goes National
Project description

In Nigeria, the first World survey was conducted during 2013-15 making it a first national MY World launch. The launch was supported by the Office of the Senior Special Assistant to the President on the Millenium Development Goals (OSSAP-MDGs) and implemented by the National Youth Service Corps (NYSC), the Civil Society Legislative Advocacy Centre (CISLAC) and the United Nations Millennium Campaign (UNMC).

Context

While Nigeria remains the giant and biggest economy in Africa, there has not been sufficient improvement in the lives of the citizens, inequality continues to rise and more than half of the population still live in poverty and hardship. The MY World survey has been able to reflect in reality the level of challenges faced by people in the country.
**Approach**

The first phase of the survey was carried out offline as a nationally representative sample survey. The survey was carried out in 33 states by National Youth Service Corps Members working as field volunteers. The survey was designed to cover all 774 Local Government Areas (LGAs) with 100 households selected in each LGA. The National Youth Service Corp volunteers reached total of 77,400 households, and from each households two respondents were randomly selected for the interview. A majority, 67% of respondents lived in rural areas, while 33% were urban-based.

During the second survey phase, the National Youth Service Corp volunteers targeted local elementary schools in each state. After the second round the total number of respondents reached over 2.7 million by giving the voice especially to the nation’s youth.

**Impact**

At the end of the two cycle of surveys, over 2.7 million Nigerians expressed their priorities accounting for almost 30% of the global participants. In recognition of these efforts, the United Nations bestowed outstanding and achievement Awards to the Office of the Senior Special Assistant to the President on the SDGs and the NYSC.

“As a Government, we recognize the need to constantly engage citizens, to gauge their pulses and to learn from the issues and aspirations they hold dear. If these can inform development policies and programs, the democracy and development will surely be met across the world. It is my hope and expectation that the results obtained will not only feed into the global outcomes of the survey and the larger post 2015 process, but that governments at national, State and local levels will use the priorities expressed by citizens to inform and plan development policies, public budgets and programs. The survey and this report should also ignite national development conversations and establish a culture of participatory development planning across the world”

- Dr. Precious K. Gbeneol, Senior Special Assistant to the President on the SDGs Federal Republic of Nigeria
In 2018, the Government of Nigeria will roll out the new MY World 2030 survey again aiming to collect millions of responses. The national roll out of the MY World survey is an opportunity for the Government of Nigeria to engage citizens with the SDGs and to ensure that the voices of Nigerian citizens continue to influence political commitments to the implementation of the SDGs.

“MY World 2030 presents another opportunity for the Government of Nigeria to maintain its political leadership on citizens’ engagement with the SDGs and to ensure that the voices of Nigerian citizens representing those of fellow Africans would continue to influence political commitments to the implementation of the SDGs.”

- Government of Nigeria
Partnering across sectors
PEPSICO AND PARAGON PARTNERSHIPS

**Project description**

In the Philippines, PepsiCo Inc., Paragon Partnerships, and the UN SDG Action Campaign conducted a representative MY World Scientific survey among 10,000 Filipinos to look at their awareness of the SDGs and their perception on how the situation on the most important issues for them and their families has developed in the past year.

“We are proud to partner with Paragon Partnerships and the UN SDG Action Campaign in the effort to collect data and insight to improve people’s lives. This important work is aligned with PepsiCo’s strategic vision, Performance with Purpose, which began over a decade ago and is rooted in the fundamental belief that business success is inextricably linked to the sustainability of the world we share.”

-Pamela Forbus, PepsiCo SVP Global Insights & Analytics

**Context**

PepsiCo is an active contributing member of the Paragon Partnerships, committed to using MY World data and insight to improve people’s lives. MY World Scientific consists of question library which makes it possible to perform the survey as a nationally representative study. It captures people’s voices in more detailed way building more coherent picture on how SDG progress is made on people’s lives by asking them about their recent experiences in different areas of life.
**Approach**

The survey was conducted as part of PepsiCo’s Demand Science project in the Philippines.

> “PepsiCo is an active contributing member of the Paragon Partnerships, committed to using data and insight to improve people’s lives. As Paragon, we are proud to be providing a platform where market researchers around the world and countries/governments come together to measure the impact of the actions towards sustainable development. Without measurement, it would not be possible to see real progress and keep ourselves responsible. Our hope is that more country governments take the opportunity to work with Paragon, not only to measure the progress of SDGs in their countries, but also to use market research to help feed their policies to implement SDGs. Knowledge and citizen insights are key for the implementation of SDGs.”

- Dilek Ozler, Paragon Partnerships

The project interviewed 10,000 Filipinos the sample size being highly representative of total population. The demographic distribution was based on the 2010 National Household Population record published by Philippines government.

**Impact**

The survey revealed that awareness of the Sustainable Development Goals was very low among people in the Philippines, at just 5.9% of the total number interviewed. More importantly, it was shown that in the lower the socio economic demographic, the awareness decreased further. The survey also indicated that SDG 1 – No Poverty, SDG2 – Zero Hunger and and SDG3 – Good Health & Well-Being are the primary concerns to Filipinos.

When asked about how the situation has evolved for these specific Goals, the vast majority (68.2%) felt that the goals of most concerns to them had not changed in the past 12 months, while just over a quarter (28%) thought they had improved over the same period, and only a small percentage 3.8% of the interviewed Filipinos felt the Goals that they were most concerned about had got worse.
Got inspired by these stories? Do you want to start making a change yourself?

Use any of the following Toolkits to get started and develop your own campaign!

MY World: How To Get Started
MY World Campaign Toolkit
Humans of MY World
MY World On Campus

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