

**UN High-Level Political Forum on Sustainable Development and GPEDC
Senior Level Meeting
July 9 to 18, and 13 to 14, 2019
New York**

Communications Plan

Background

The UN High-Level Political Forum on Sustainable Development (HLPF) convenes again this July 9 to 18 in New York, to discuss how to facilitate this “shifting of gears”, and ensure the attainment of the sustainable development goals (SDGs) on time.

Meanwhile, on July 13 to 14, the Global Partnership for Effective Development Cooperation will host the 2019 Senior Level Meeting (SLM), following up on the 2016 High-Level Meeting in Nairobi, Kenya, which sought to align the GPEDC's work and commitments with the HLPF.

As the main United Nations platform on sustainable development, the HLPF has a central role in the follow-up and review of the 2030 Agenda for Sustainable Development at the global level.

For its part, the SLM is a platform for knowledge exchange and critical reflection regarding the world's progress on the SDGs, as well as better ways to promote effective development cooperation. It gives CSOs a voice in the conversation on effective development cooperation, placing them in the same space as policymakers and duty-bearers, multilateral and bilateral organisations, non-state actors, private sector, the media, and all other actors that hold a stake in development. Moreover, SLM offers an intergovernmental structure to include civil society in the decision-making.

Objectives

This communications plan seeks to support CPDE's HLPF/SLM engagement and advocacy objectives. Specifically, the plan aims to:

- Increase awareness of target groups on CPDE and its advocacy
- Inform and mobilise membership to communicate:
 - CPDE's messages, especially on the themes of means of implementation, effectiveness and SDG 16 and the enabling environment for civil society, and Goal 13 (climate change)
 - CPDE's engagement: VNR survey results, official speaking engagements, side event participation, interventions, thematic debates, preparatory meetings, and other side events
- Promote our communication channels

- Website
- Social media platforms (Facebook, Twitter)
- Promote our materials
 - Publications: books, policy papers, research studies, etc.
 - CPDE Beirut Declaration
 - Belgrade Call to Action
 - Other statements
 - Infographics, social media cards

Target groups

- Governments, multilateral, and bilateral organisations
- CPDE Membership
- International and local press
- Development partners
- Private sector and other non-state actors
- Other CSOs
- General public

Key messages

- We lament the emergence of two harmful trends in effective development cooperation: the corporate capture of development, and shrinking and closing civic spaces.
- A fully enabling environment for civil society, characterised by enabling laws and regulations, democratic accountability based on human rights, and the protection of human rights defenders and gender equality activists, is an essential determinant for transformative SDGs at the country level.
- Leadership from all sectors, especially member states of the UN and the HLPF, is essential to the promotion of human rights, transparency and accountability, democratic ownership, and gender equality, among other factors critical to development effectiveness. In turn, these will ensure the attainment of the 2030 Agenda.

More specific

- Stress the fundamental importance of the development cooperation principles for achieving rapid progress in advancing Agenda 2030.
- Elaborate and monitor human rights-based approaches in carrying out shared commitments to EDC principles as a foundation for strengthening outcomes in relation to the SDGs.

- Build on the outcomes of the GPEDC Third Monitoring exercise as elaborated in the 2019 Progress Report through a current work stream by advancing a time-bound agenda for the renewal of unfulfilled commitments from Paris to Busan for the next High-Level Meeting.
- Build upon the Kampala Principles to create a monitoring indicator for the effective private sector engagement in development cooperation, including an assessment of blended finance and other leveraging arrangements, with case studies to test this indicator in a range of partner countries prior to the Fourth Monitoring Round.
- Initiate a multi-stakeholder work stream with the mandate to assess the different challenges affecting shrinking and closing civic space, including CSOs' own development effectiveness, and to propose specific recommendations for the next High-Level Meeting on urgent actions on the part of all development actors in the Global Partnership.
- Implement a plan of action for adapting the monitoring framework for the Fourth Monitoring Round for countries facing conditions of conflict and/or fragility.

Outputs

Item	Deadline
Press Release 1: Delegation (composition, messages to bring)	July 3 for release by July 8
Press Release 2: Event (opening)	July 5 for release by July 9
Press Release 3: Participation (side event)	July 8 for release by July 13
Press Release 4: Interventions	July 14 for release by July 15
Press Release 5: Post-event PR (summary, feedback, future commitments)	July 14 for release July 16
Social media posts	Three times a week until the event, starting week of June 17

Social Media posts

- Link to new videos
- Infographic on shrinking spaces
- Photoquotes
- Real-time tweets
- Reportage

- Blog article for GPEDC
- Blog article on PSE
- Photos of the delegation, event

Side event participation communications component

- Distribution of marketing collaterals (business cards, brochures, RTTP)
- Distribution of merchandise (flash drives, tote bags, shirts)
- Presentation of CPDE communication materials (videos, publications, statements)