



# UN@75 AND BEYOND

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- A forward-looking people-driven global conversation
- July 2019 - December 2020

**The Future We Want,  
the UN We Need**



**Our future rests on solidarity. We must repair broken trust. We must reinvigorate our multilateral project. And we must uphold dignity for one and for all.**

*UN Secretary-General António Guterres*

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# OVERVIEW

To mark the 75th anniversary of the United Nations in 2020, the Organization will launch a series of dialogues on how to build a truly global partnership to realize our shared aspirations for a just, peaceful and sustainable future. Under the leadership of Secretary-General António Guterres, the initiative will see people from all regions and walks of life come together to discuss how we can collectively navigate the gap between the world we want and where we are headed, if current trends continue.

Tackling issues such as the climate crisis, poverty and inequality, protracted conflict, migration and displacement, and the rapid changes in demography and technology will require effective co-operation across borders, sectors and generations. Failure to do so will have far-reaching consequences for the welfare of our children and grandchildren – and our planet itself.

But just when we need bold collective action more than ever, multilateralism is being called into question. Unilateralism is on the rise, as the world becomes more multipolar but also more polarized. In many parts of the world, there is a growing disconnect between people and institutions. Renewed support for global cooperation could not be more urgent.

That urgency – expressed by UN Member States in several resolutions – is a driving factor for the UN@75 initiative, which will inspire dialogues across the world to collect diverse perspectives and creative ideas on what is needed to address emerging risks and opportunities. The initiative is aligned with the UN General Assembly's plans to commemorate the 75th anniversary under the theme “The future we want, the UN we need: reaffirming our collective commitment to multilateralism”.

Using different communications and outreach tools, the dialogues will explore how renewed commitment to collective action can secure the world we want in 2045, when the UN reaches its 100th anniversary. They will be centered on two simple propositions – (1) the value of dialogue, and (2) the question “what if?” – that can be translated and adapted to spark conversations in all settings: from parliaments to village halls, from classrooms to boardrooms.

To have value, these conversations must be future-oriented. Young people will therefore be key drivers of the dialogues. As the Secretary-General recently said: “Young people must be able to participate in the decisions that affect their lives. We need to create an enabling environment for young people, where they are seen not as subjects to be protected, but as ... full members of our societies, and as powerful agents for change.” The role of youth was also highlighted in the General Assembly's resolution on the anniversary.

**This proposal sets out how the UN system will work in partnership with Member States and other stakeholders to inspire these dialogues – leveraging networks, innovative ideas and different forms of engagement across the globe.**

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<sup>1</sup> This draft of the UN@75 project represents an internal proposal for discussion. Parallel Member State deliberations on the 75th commemoration are ongoing. This initiative will be coordinated with those efforts, which the UN will unreservedly support. This draft is being shared given short time frames available for planning and will be adapted as both efforts evolve to ensure coordination.

# DELIVERABLES AND TIMELINE



**OCTOBER 2019**

1 Build Partnerships



**DECEMBER 2019**

2 Develop Toolkit



**THROUGHOUT 2020**

3 Convene Global Dialogues

4 Feedback

# 1 BUILD PARTNERSHIPS

OCTOBER  
2019

The UN@75 team will use existing partners and networks, notably those created to support the 2030 Agenda, to gain reach and impact, whilst building new partnerships that can support the UN and Member States going forward. The UN system – in particular, the Department of Global Communications (DGC), the Department for General Assembly Affairs and Conference Management (DGACM) and the Office of the Envoy on Youth – will provide the backbone for this effort, working closely with Member States, regional and other international institutions, and stakeholders such as foundations, the private sector and civil society.

Every effort will be made to capture as many voices as possible, with specific strategies developed for different stakeholders, including:

## Youth

As shown by the emergence of the youth-driven global climate movement and other initiatives, young people are powerful agents for change and will be key drivers of the dialogues.

## Civil Society

From large organizations to small grassroots groups, civil society can help to convene the dialogues and ensure the UN@75 initiative reaches voices that are traditionally under-represented. This will include tapping into existing dialogues and activities organized around the Sustainable Development Goals (including SDG Advocates), which can serve to reinforce their work and the 2030 Agenda as a shared vision of the future.

## Academia, Think-Tanks and Educational Institutions

These partners will be important hosts and contributors to the dialogues, including by generating innovative ideas and solutions to shared challenges.

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<sup>2</sup> Including SDG Advocates, SDG Media Compact

## Member States

UN@75 hopes that dialogues will be held in all 193 Member States. National government support is critical. They are envisaged as principal partners to activate these dialogues, through New York-based representation, through national capitals and parliaments, and through the national interlocutors of Resident Coordinators, where they are present.

## Media and Tech Platforms

These partnerships will serve as platforms for the dialogues and channels for engagement and feedback, and will form the basis of deeper engagement by these stakeholders, who have a crucial role to play in fostering understanding across different constituencies. UN offices will engage local media partners wherever possible.

## Business and Labour

This will include working with leaders from the private sector, and employee and consumer organizations that are already engaged in thinking about the future and the SDGs, and leveraging their networks and insights on how to engage others in their sectors.

# 2 DEVELOP TOOLKIT

DECEMBER  
2019

Drawing on the experience of comparable initiatives, including the MYWorld campaign toolkit<sup>3</sup>, UN@75 will develop a toolkit to inspire the dialogues and gain feedback. It will include:

• **Multimedia materials**, such as a message from the UN Secretary-General, films to support the dialogues, and a social media campaign to publicize them.

• **Framing questions**, to facilitate the dialogues using the convening power of participating entities and their networks.

• **Digital and analog feedback loops** to gather views and recommendations and solutions emerging from the dialogues.

The toolkit will catalyze and empower groups around the world to convene their own conversations. The toolkit will be adaptable to different audiences, but with sufficient coherence in methodology to allow results to be comparable. Developed creatively and deployed widely, the toolkit will enable the UN to engage diverse groups of citizens and capture voices of those who may not otherwise be heard.

The dialogues will be informed by a simple premise – what if? They will ask people to imagine two visions of the future, with questions such as:

## 1 The world we want to see for our children and grandchildren, and as the UN reaches its 100th anniversary (in 2045)

*Picture the world in 2045. On the UN's 100th anniversary, what kind of world*

*would we want to have created for our children and grandchildren? What do you see as the main challenges, and opportunities, that the world will face in the future? How would we have managed against the threats we faced?*

## 2 Where the world is heading if current trends continue

*What would the world look like without global cooperation? Without institutions like the UN, and its ideas and operations? Where the world is heading if current trends continue? Will we have achieved the SDGs?*

## 3 They will then explore how invigorated, inclusive and meaningful cooperation can help us make a positive impact on our future trajectory.

*How do we achieve that vision? What actions do we each need to take? Why is cooperation necessary? What role should the UN and other institutions play to help us act together?*

A dialogue about both visions, and the role of human and international cooperation, can inform and inspire people about the relevance to their lives of global cooperation and multilateral institutions.

<sup>3</sup> See <http://about.myworld2030.org/toolkits-sub-page/>

# 3 CONVENE DIALOGUES

THROUGHOUT  
2020

The dialogue tracks outlined below will extend through 2020. Those that have concluded mid-year will enable analysis and consolidation of results for consideration by UN inter-governmental bodies, UN leadership, partners and the public prior to the UNGA High-Level Week Summit and other events. Both DGC and DGACM will support UN@75, by enlisting communicators across the UN system as well as external partners to weave a compelling thread across other campaigns, and by integrating the UN@75 initiative into planned events throughout 2019-2020<sup>[4]</sup>.

Throughout the initiative, a combination of new media, creative and digital tools<sup>[5]</sup> will be used. Innovative platforms using new and creative ways of engaging citizens will facilitate a blend of live and online dialogues<sup>[6]</sup>. Dialogues will be conducted through the following means:

## United Nations Convened

The UN will leverage the full breadth of its capacities and global presence to facilitate dialogue within and between diverse groups of people. Working closely with DGC, UN@75 will encourage UN staff to convene, support or coordinate dialogue events with their local, national and regional partners – from remote field stations to UN Headquarters, regional offices and commissions, including:

- **UN Resident Coordinators and Country Teams, Information Centres and Regional Commissions** - Under the leadership of UN Resident Coordinators, UN Information Centres and UN Regional Commissions, UN entities will deploy the toolkit to host dialogues together with local and national partners. Partners will host dialogue events in geographically diverse cities around the world, as well as in strategic locations with UN historical significance.

The format of these consultations will vary by context but will aim to create a space for public dialogue and support efforts to link these with national government counterparts. RCOs may also support civic and media campaigns to discuss UN multilateral values and civic action, drawing on UN Associations or similar groups where they exist<sup>[7]</sup>.

- **UN Chief Executives Board (UN System)** - UN Chief Executives Board has been briefed on the initiative; each UN entity will lead its own agency-wide strategies and actions, each leveraging their partners, to explore thematic aspects relevant to their mandates. Many UN agencies, funds and programmes have already begun planning for UN@75 events and activities in 2020<sup>[8]</sup>.

- **UN Global Compact and UN Office on Partnership** - The UN Global Compact will reach out to business community partners to participate and support, including at the country level. This will include leveraging existing coalitions supporting the 2030 Agenda, such as

<sup>4</sup> UN anniversaries and reviews in 2020 include renewed INDCs mandated by Paris Agreement, second 4-year cycle of HLPF/SDGs, Beijing+25, 20th anniversary of UNSCR 1325, Copenhagen+25, 2020 Nuclear Non-Proliferation Treaty Review Conference, Peacebuilding Commission 15 year review, UN Human Rights Treaty Body review, Post-2020 Biodiversity Framework Conference, among others. This also includes Expo 2020, which will convene just before UN Day 2020 (24 Oct) in Dubai, UAE and is expected to host 190 pavilions and millions of visitors. DGC will highlight the UN's key achievements to a general audience, with interactive tools and games to engage with young people. Member States will also have an opportunity to participate the annual UN civil society conference. Another event, the annual UN civil society conference will integrate UN75 themes and outreach approaches.

<sup>5</sup> For example: contests/use of Instagram/festivals/VR project on My World 2045

<sup>6</sup> For example, see <https://www.unlivemuseum.org/>

<sup>7</sup> For example, see <https://betterworldcampaign.org/>

<sup>8</sup> For example, UN Women is planning regional dialogues linked to Beijing +25; the UN Office of Counter Terrorism is exploring ways to link its High-Level Counter Terrorism Week 2020; UN Department of Operational Support is planning staff outreach initiatives.

the Global Compact's Local Networks as well as industry groups. The UN Office for Partnerships will also work with wider stakeholder networks including the SDG Advocates<sup>9</sup>, sports associations, and others.

- **Youth Outreach** - Organizers will draw on expertise of the Secretary-General's Envoy on Youth, DGC, UNICEF, and UNFPA, in partnership with partners to ensure youth are at the center of the debate.

The youth outreach effort will include drawing on high schools and universities, as well as local youth movements. It will take advantage of existing platforms such as the ECOSOC Youth Forum, as well as the Major Group for Children and Youth, National Assemblies, sporting events and associations, and United Nations Associations, especially where these have campus chapters and a youth focus.

Model United Nations (MUN) will be important as they include approximately 400,000 participants. Simulations from Model UN could dedicate a debate to the UN@75 theme.

- **UN Headquarters** - UN Headquarters locations receive more than a million visitors every year, around half of whom take a guided tour. Throughout 2020, tours at HQ in New York, Geneva, Vienna and Nairobi will spread key messages about the anniversary, to raise awareness and collect feedback from visitors.
- **Expo 2020 (20 October 2020 – 10 April 2021)** - The United Nations will have its own pavilion at Expo 2020 in Dubai, UAE that will feature an historical as well as a forward-looking exhibit of the work of the United Nations. The Pavilion represents an opportunity to showcase highlights from the dialogue outcomes / summaries.

**UN staff, including staff councils and unions** - Staff are the Organization's lifeblood and major asset. They will be important ambassadors for this initiative, as well as instigators and participants in the dialogues, and key allies for social media outreach.

## Global Citizen Consultations

Building on successful past consultations, including those done in the lead up to the SDGs, COP21, and Paris climate summits<sup>12</sup>, UN@75 will work with specialized partners to conduct a complementary consultation process around the globe.

These consultations will be used to develop a deeper evidence base about popular opinion, values, and aspirations. They will be designed based on best practice to engage diverse constituencies and yield analysis that can be easily communicated to policymakers stakeholders and media, at local, regional and global level.

The UN@75 will seek to engage a firm or firms with a track record in this area, particularly with experience of demographic diversity and global reach. The process will also be designed in a way that is transparent and replicable, so that it can be used by any organization or citizens wanting to participate.

## Partner-Led Dialogues

The toolkit will allow for partner-led, partner-motivated dialogues around the world. UN@75, working closely with DGC, will provide a channel through which ideas and views generated can i) inform public debate; ii) be considered by national and international policy-makers; iii) support achievement of the 2030 Agenda; iv) inspire greater civic engagement; and v) contribute to the global discussion for a more effective multilateralism.

<sup>9</sup> For example, see <https://www.unsdgadvocates.org/>

<sup>10</sup> The ECOSOC Youth Forum is a platform for young leaders from around the world to engage in a dialogue with UN Member States on achieving the SDGS

<sup>11</sup> New York, Geneva, Vienna and Nairobi

<sup>12</sup> Ten thousand citizens, from 76 countries on five continents and 13 islands were asked what decisions they would make if they were involved in the Paris agreement. Results were presented to policy-makers involved in the UNFCCC's negotiations and during Paris climate summit. See <http://climateandenergy.worldviews.org/>



Hosted by a range of partners, these dialogues will vary according to local context but will have coherence with theme and approaches outlined in this note. These dialogues will be hosted by and within the following communities:

- **National Governments** - The Secretary-General hopes that all Member States will consider holding dedicated dialogues in 2020, or integrating the theme of global cooperation into existing events, such as Model UNs, for which planning is already underway. UN@75 will seek to support and publicize these events, with a special focus on educational institutions.
- **Parliaments** - As a prime locus for dialogue, national and regional parliaments will also be important partners. Outreach will be conducted via national governments, as well as through organizations such as the Inter-Parliamentary Union. Efforts will also be made to reach out to local and regional governments, including cities.
- **Global civil society networks** - In the lead up to 2020, several civil society coalitions and organizations have become part of a growing transnational network for global governance renewal, and are well placed partners to support UN@75. These like-minded initiatives are coordinating closely on planned events and consultations at the global, national and sub-national level through partner networks<sup>[14]</sup>.

Coalitions such as UN2020<sup>[15]</sup>, UN Associations, Together First<sup>[16]</sup> and others are dedicated to using the 75th anniversary as an opportunity to take stock and strengthen the organization and will be key allies.<sup>[17]</sup>

- **Academia and think tanks** - Think tanks and universities throughout the world will be invited to contribute research and convene policy dialogues in many cases linking with established research tracks and workstreams. We will also strive to build a series of town halls through a consortia of partner universities. A “2045 Project” will be launched in conjunction with the UN Foundation, with public debates, future-oriented policy white papers, events, panels and substantive dialogue series to take place over several months and in distinct regions, culminating in a common repository of ideas and insights for collective action for the future.

Consideration of specific cross-cutting transnational challenges for multilateral cooperation will be prioritized, and may include topics such as: migration, climate change and biodiversity loss, terrorism, digital and AI disruption, threats to international peace and security and inequality.

- **Philanthropic and business communities** - Both philanthropic and private sector actors will play a key role – supporting, facilitating or participating in dialogue events. Companies will also be invited to participate. This would be encouraged through Global Compact and other channels both in large companies and SMEs.

13 For example, see <https://www.ipu.org/our-work/youth>

14 For example, see <https://news.un.org/en/story/2018/08/1017702>

15 See <http://un2020.org/>

16 Together First is a movement of global citizens coordinated by a network of over 100 experts, practitioners, civil society activists and business leaders from all regions of the world. See <https://together1st.org/>

17 Others will include organizations such as: World Federation of UN Associations, UN Foundation, SDG Networks - Major Groups and Other Stakeholders (coordinated by UN DESA), Department of Global Communications Civil Society Partner Network, UN Commission on the Status of Women (CSW) (ECOSOC), Global Citizen and Project Everyone.

18 These will include institutes such as the Stimson Center, United Nations Foundation, NYU Center for International Cooperation (CIC), Friedrich Ebert Stiftung, the Academic Council of the UN System (ACUNS), UN Academic Impact network, UN University's Centre for Policy Research (UNU-CPR), Doha Institute for Graduate Studies, CIVICUS (South Africa), university of Guadalajara (Mexico), Global Green Growth Institute (South Korea), International Peace Institute, Global Challenges Foundation, Instituto Igarapé (Brazil), the Commission on Global Governance, South African Institute of International Affairs, Institute for Global Policy Dialogue (South Africa), and many others.

- **Bretton Woods Institution & Regional Organization** - UN@75 is coordinating with the International Monetary Fund (IMF)<sup>[19]</sup> and the World Bank, which are celebrating their 75th Anniversary in 2019.

This effort will also include engagement with regional organizations such as the Organisation of American States (OAS), the African Union (AU), the Arab League, ASEAN, OECD, G20 and others.

- **Social media platforms** - Partnerships will be sought with social media platforms to host the dialogues, and generate broad participation across very diverse communities. In addition, these actors will be invited to consider their own role and contribution to fostering understanding across different constituencies.

## The Unique Voice of the Secretary-General

The UN Secretary-General will play an outsize role as visible “leader and listener” throughout this campaign. He will use his travel and good offices as a chief instrument of engagement. He will stimulate dialogues in United Nations cities and in locations around the world on the theme of UN@75 with a range of influential public figures and leaders and diverse groups of citizens.

## 4 FEEDBACK THROUGHOUT 2020

A video message by the Secretary-General will invite people to participate in the dialogues with a commitment that those voices will be brought to the attention of world leaders. The following channels will be used for feedback of the discussion and ideas to emerge from the dialogue:

### Online Platforms

An online platform is being created which will host results from dialogues around the world. Local, national and international leaders can use this platform to better understand the concerns, aspirations and future visions of their citizens. The online platform may be created in a way to allow for other types of citizen engagement and action, from writing to decision-makers to taking personal action. Social media platforms will also be used to stimulate and facilitate deeper interaction.

### Secretary-General

In addition to directly participating in dialogue events, the Secretary-General and his senior management team will commit to listening to dialogue feedback, and will create opportunities for other UN leaders to do the same.

### Local Feedback

Dialogue results will be shared publicly

<sup>19</sup> See <https://www.imf.org/external/pubs/ft/fandd/2019/06/index.htm>

within their own contexts to inform public debate and inspire public engagement around aspirations and issues raised.

## Other Meetings

Partners are currently discussing various opportunities for feedback from dialogues. For example, the 2020 UN civil society conference/NGO forum will discuss dialogue results for a June 2020 NGO event which will aim to inform the General Assembly's September 2020 declaration.

## High Level Meetings and Events

Feedback will be documented and shared in innovative formats and events with Member States, UN leadership, civil society and partners in the Summer and Fall of 2020.

Numerous events and high-level meetings throughout 2020 will be opportunities to feed dialogue outcomes into policy deliberations at various levels. This will include a series of events outlined in the General Assembly resolution adopted in June 2019. UN@75 will work closely with DGACM to identify opportunities.

## UNGA High Level Week (September 2020)

The most notable of these will be a high-level meeting of the GA held in New York, on 21 September 2020, to commemorate the anniversary. In addition to Heads of State and Government, youth representatives from the ECOSOC Youth Forum, civil society representatives and other stakeholders who have been part of this initiative will be invited to participate.

## Creative Campaigns

Creative partners will translate ideas and messages from dialogues into creative mediums designed to reach broader audiences.<sup>[20]</sup>

## Launchpad Post-2020

Following presentation of results to the UNGA, feedback will be shared among stakeholders to inform subsequent policy discussions or actions. An independent evaluation of the results will be done at the end of the year.

<sup>20</sup> For example, this may include profiling 'individuals of change' who embody the values of the United Nations and are working for positive progress on collective action.



# **OPERATIONAL PLAN AND INDICATIVE BUDGET**

# OPERATIONAL PLAN

UN@75 will be conducted under the overall leadership of the UN Secretary-General. It will be coordinated by the Special Adviser of the Secretary-General for the Commemoration of the UN's 75th Anniversary with support and engagement from the UN System, especially the Department of Global Communications. The Special Adviser will be supported by a small core team of policy, communications, and advocacy professionals, both recruited and seconded. The Special Adviser's team will engage partners to help extend the reach and impact of the initiative, as well as leverage capacities across the UN System.

## INDICATIVE BUDGET

The budget for this initiative is approximately US\$11.5 million for 2019-2020 for which the UN Secretary-General is seeking extra-budgetary support from Member States and catalytic support from philanthropies and other non-official donors.

The resources will cover the following categories of requirements:

- 1 Building Partnerships and Co-ordinating the Initiative
- 2 Toolkit Development
- 3 Convening and Supporting Dialogues
- 4 Administrative Support
- 5 Common Support Costs

***(Attached detailed budget)***

Two funding windows will be available to receive funds to allow flexibility for partner support:

### UN Secretariat Trust Fund

Managed by the UN Department of Operational Support.

### United Nations Foundation

The UN Foundation will serve as fiduciary for independent contributions and any funds not coming through the Secretariat Trust Fund, given its facility to provide grants to the UN System.

