

## **Submission to United Nations High Level Panel on the Post 2015 Development Framework**

**By the ONE CAMPAIGN**

March 25<sup>th</sup> 2013, Bali Indonesia

### **1. Introduction**

As the current Millennium Development Goals meet their goal-line in 2015, the ONE Campaign, an international grassroots advocacy backed by more than 3 million members worldwide has launched a new initiative in to help make sure the world's poorest people have a say in the development of the next set of goals to eradicate extreme poverty.

To this end, ONE in January 2013 launched a pilot ICT based campaign in South Africa, Malawi and Zambia called "You Choose" with support from the Omidyar Network. You Choose is a contribution and complementary to the United Nations (UN) MY World effort. It was launched in South Africa on the 30<sup>th</sup> of January 2013 and in Malawi and Zambia on the 20th February and 4<sup>th</sup> March respectively. This campaign is currently scheduled to run until end of April 2013. Our interim results show that more than 130,000 citizens have offered valid responses in the three target countries. Below we present the interim findings for the consideration of the Post 2015 High level Panel at their March 2013 Bali High Level Panel meeting.

These interim results were collected through a variety of on and offline means across the three countries working with a range of excellent partners. Further details on the methodology used and ONE partners involved in this can be found on page 10 of this report.

## **2.0 Summary of the interim results: South Africa, Malawi & Zambia**

### **South Africa**

108,815 responses were analysed of which 43,344 were via the online social network, Mxit at 65471 were via SMS/Text message.

The top five South African priorities were: Better Job Opportunities (31.75%), A Good Education (20.20%), Protection against Crime & Violence (6.4%), An Honest and Responsive Government (5.77%) and Support for People Who Can't Work (4.74%).

### **Malawi**

Three approaches were tested in Malawi – a mobile survey; Youth Consultative Forums; and qualitative approach through village assemblies in remoter rural areas without connectivity.

From among the initial 4,000 mobile based submissions that were analysed, the top five Malawian priorities included: Affordable & Nutritious Food (11.17%), Better Healthcare (11.09%), An Honest and Responsive Government (10.87%), Better Job Opportunities (9.96%) and Better Transport and Roads (9.78%). However the statistical difference between these is not significant enough to give a definitive ranking.

The top five issues selected via the partnership with the Youth Consultative Forum included: Better Job Opportunities (9.36%), An Honest And Responsive Government (9.11%), A Good Education (9.11%), Better Healthcare (9.07%), Action Taken On Climate Change (8.5%) and Equality Between Men And Women (8.68%).

The main recurrent issues that emerged via village assembly focus group discussions in four sampled rural areas without phone and radio access include: corruption, access to health facilities and job provision in that order. An honest government was the top priority for these rural areas.

### **Zambia**

As the campaign was only recently launched in Zambia, only 934 valid survey responses have been analysed so far. The top five categories include: Better Job opportunities (26.87%), A Good Education (24.3%), Better Healthcare (5.57%), Better Transport and Roads (3.75%) and Affordable & Nutritious Food (2.78%).

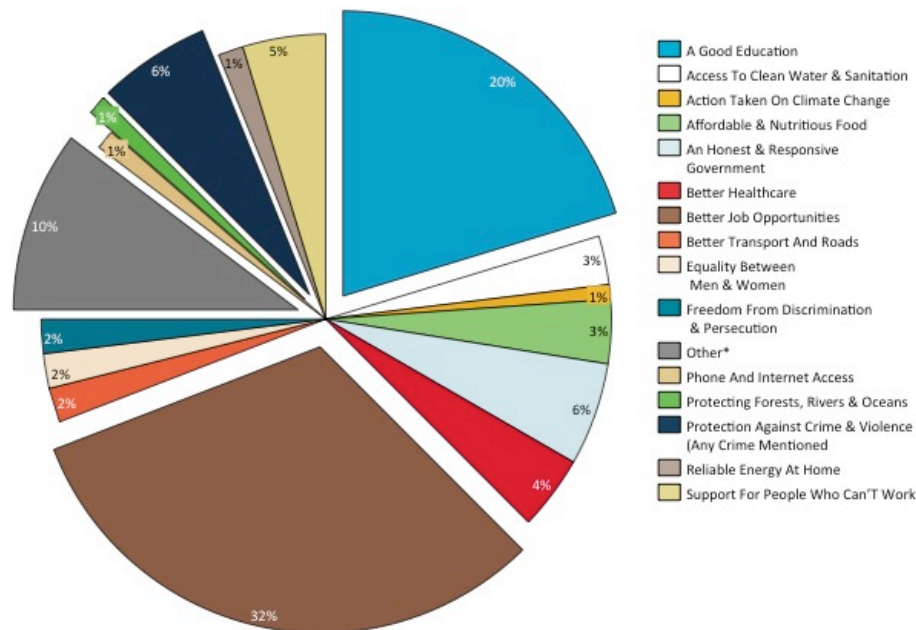
### **Global ONE.org survey**

The top five priorities for the 4,303 online participants ranked in the order of priority included A Good Education (12.01 %), An Honest And Responsive Government (11.22 %), Protecting Forests, Rivers & Oceans (10.69 %), Protection Against Crime & Violence (10.41%) and Better Job Opportunities (8.23%).

### 3.0 Results by Country and Channel

#### 3.1 South Africa

South Africa Summary



108,815 South African responses were analysed of which 43,344 were collected via the online social network Mxit and 65,471 were collected via SMS/Text message.

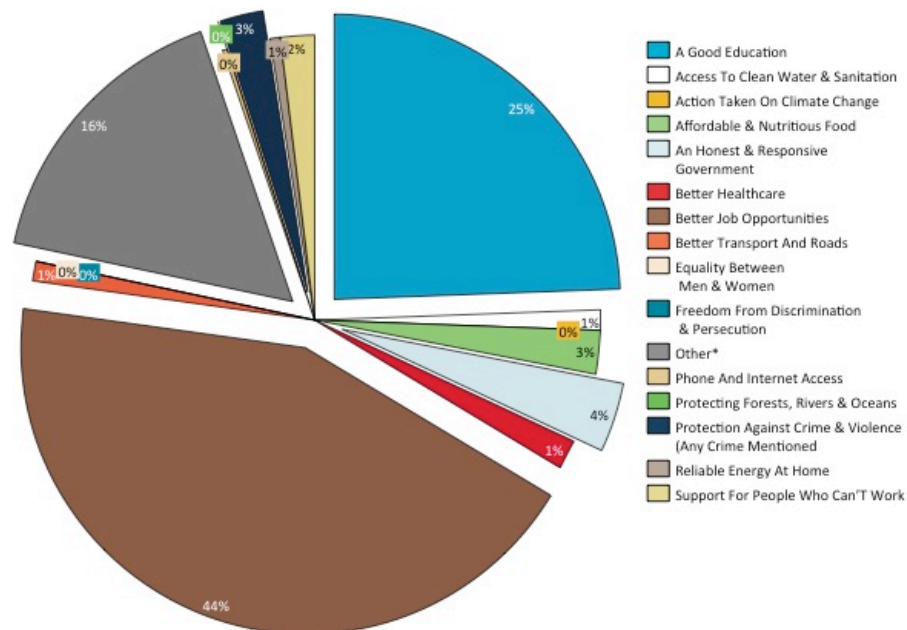
The overall top five South African priorities were: **Better Job Opportunities** (31.75%), **A Good Education** (20.20%), **Protection against Crime & Violence** (6.4%), **An Honest and Responsive Government** (5.77%) and **Support for People Who Can't Work** (4.74%).

In South Africa 10% of responses are categorised as 'Other'. Breaking down these other responses we can see an issue such as Housing appearing for example. These responses to the open question unique from the MY World categories will be clustered into additional categories and will be reflected in the final analysis.

Below, results are results broken down by channel.

### 3.1.1 South Africa SMS

South Africa SMS

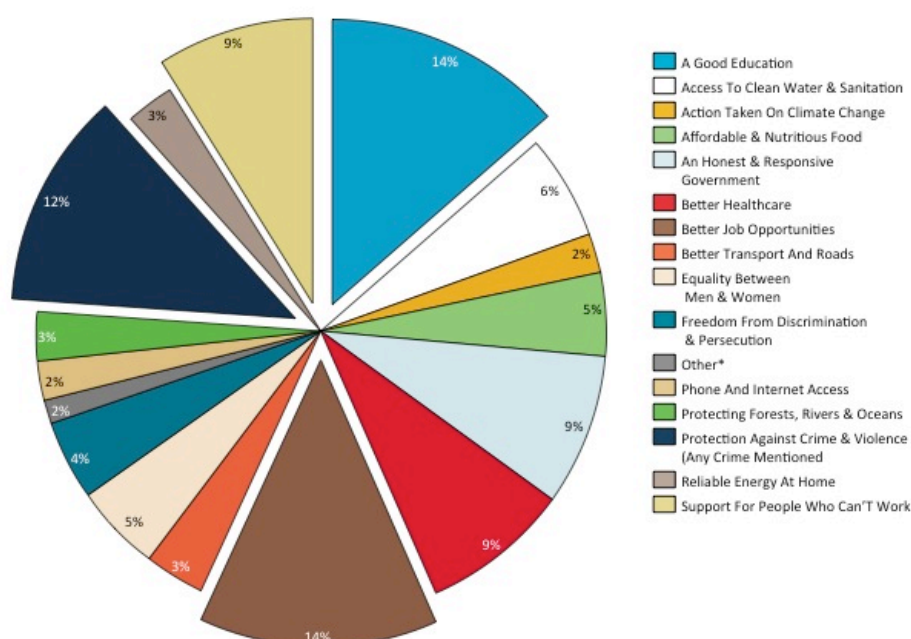


From the 65,471 responses were received via SMS/Text message channel, the overall SA results are even more pronounced with the top five issues being **Better Job Opportunities** (43.79%), **A Good Education** (24.54%), **An Honest And Responsive Government** (3.89%), **Affordable & Nutritious Food** (2.56%) and **Protection Against Crime & Violence** (2.52%).

Due to the open nature of the SMS question 16% of respondents provided answers on range of other issues that could not be assigned to one of the MY World categories, but will be analysed in the final report.

### 3.1.2 South Africa Mxit

South Africa Mxit



From the 43,344 responses received via Mxit, the results were more mixed with the top five responses being **A Good Education** (13.66%), **Better Job Opportunities** (13.57%), **Protection against Crime & Violence** (12.26%), **Support for People Who Can't Work** (8.94%) and **An Honest and Responsive Government** (8.61%).

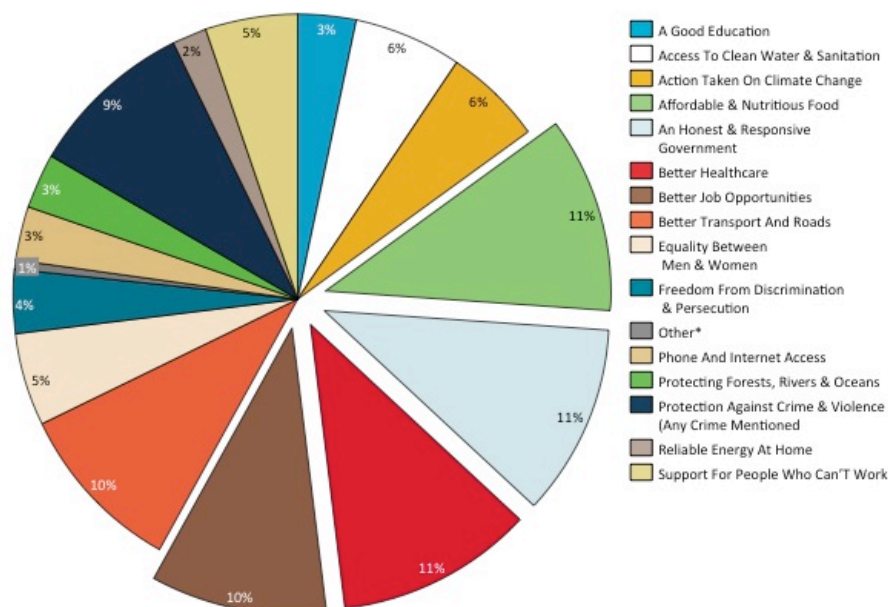
### 3.2 Malawi

In Malawi, data was collected via mobile phones (using a combination of SMS and USSD technologies), via our partner the Youth Consultative Forum and through focus group discussions.

Due to the different ways in which both sets of data were collected they are presented separately below.

### 3.2.1 Malawi USSD

Malawi USSD Results



From the 4,000 mobile submissions were analysed, the top five Malawian priorities included **Affordable & Nutritious Food** (11.17%), **Better Healthcare** (11.09%), **An Honest And Responsive Government** (10.87%), **Better Job Opportunities** (9.96%) and **Better Transport And Roads** (9.78%). However the statistical difference between these is not significant enough to give a definitive ranking.

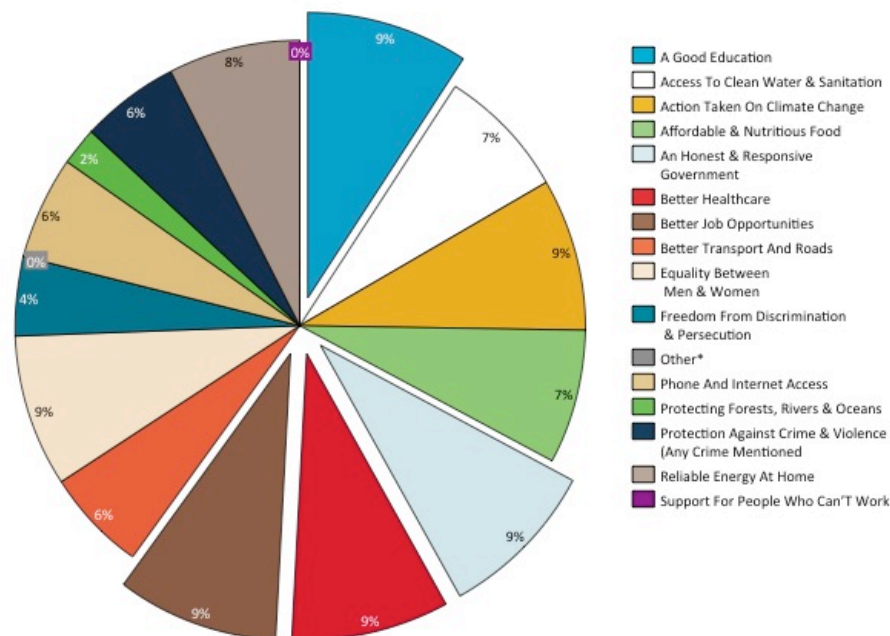
### 3.2.2 Youth Consultative Forum

The Youth Consultative Forum (YCF) conducted consultations among young people below 30 years old across the country between the 8th and the 13th March 2013.

YCF employed a range of methodologies to collect, including phone calls, SMS, emails and social media. In addition, YCF utilised regional conferences, meetings and focus group discussion to collect data.

A total of 14,789 entries and views were recorded under the period through the above channels from across the nation. Urban and peri-urban areas recorded higher entries than the rural areas reflecting the regional disparities in access to modern communication facilities such as phones and the internet. Young men contributed 9,749 entries (66%) compared to 5,040 (34%) female entries.

## Malawi Youth Consultative Forum Results



The top five issues selected were based on YCF data were: **Better Job Opportunities** (9.36%), **An Honest and Responsive Government** (9.11%), **A Good Education** (9.11%), **Better Healthcare** (9.07%), **Action Taken on Climate Change** (8.5%) and **Equality between Men and Women** (8.68%).

### 3.2.3 Village Assemblies - Qualitative findings from Malawi

The main recurrent issues that emerged via village assembly focus group consultations were: corruption, access to health facilities and job provision in that order. An honest government was the top priority for these rural areas.

#### a) Corruption

Participants felt very strongly that corruption is the main reason behind their being poor as they have to bribe their way to get any service from government, to get a job, or to get free medicine. They also noted that there is under-delivery and non-delivery of developmental projects even where local or donor funds have been made available.

*"You cannot get medicine when you go to the hospital but you will see those who have money coming out of the same hospital with bundles of medicines. You will even find the same government medicine in the market but they will tell you it is not available at the hospital. How does that happen? Corruption. You even need to pay someone to get a job so that you can start getting paid, what chance is there for a poor person like me?" Youth, Nkhotakota*

**b) Lack of Medical Facilities**

Participants in the village assemblies worried the most about the long distances they have to walk in order to get to the nearest medical facility.

*"If I have malaria, I stay home until I get better because the distance to the clinic is too far. When I do not get well and start feeling worse, I cannot go (to the hospital) because I am too sick to walk. And when it gets even worse than that they will carry me and we all know what that means. I will not come back,"* Male participate, Nkhata Bay

**c) Employment**

Jobs also featured highly especially amongst the men and the youth. In particular, the participants wanted government to place emphasis on the creation of employment within their local areas.

*"There is a local factory, here, which was supposed to be operational by now but nothing is happening because there is no electricity. Government must do something to make sure that they bring electricity to rural areas so that we can have factories like these where we can get jobs,"* Youth participant, Mulanje

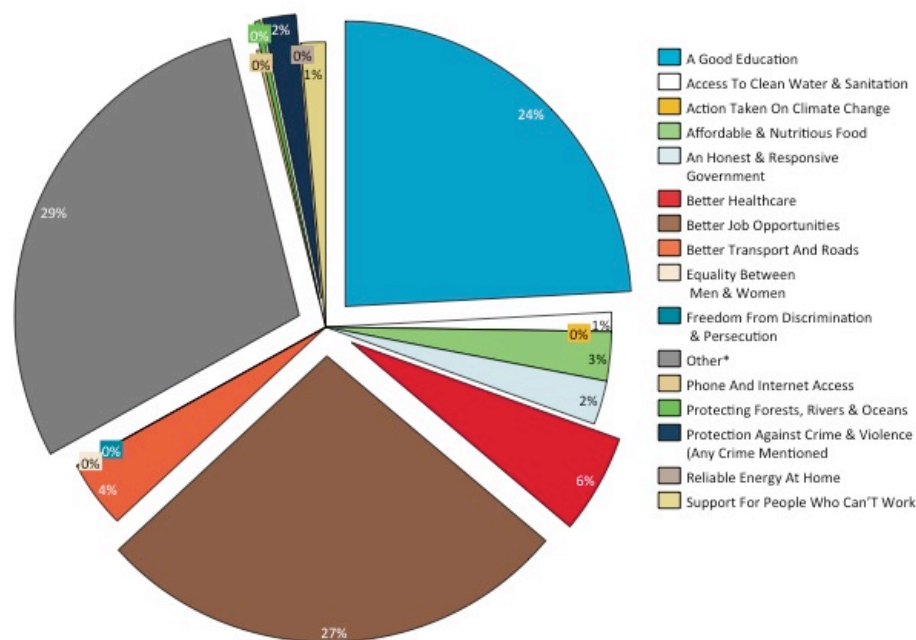
Other issues mentioned included safe drinking water, agriculture and education.

Both the quantitative (mobile and YCF) and qualitative (Village Assembly) feedback from Malawi noted an honest government, jobs and health care as the top priorities to be included in the new development framework



### 3.3 Zambia:

Zambia SMS



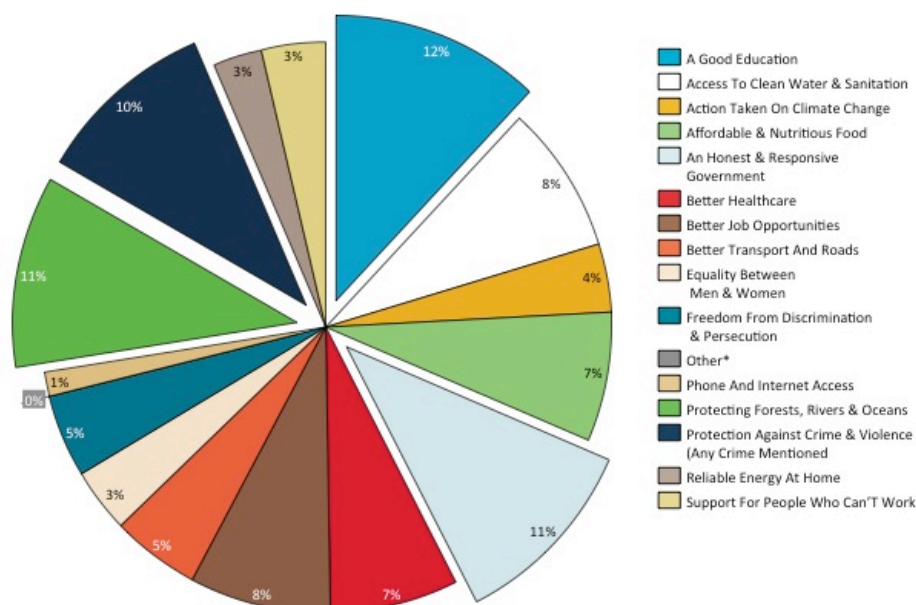
Due to the later launch date, the Zambia analysis is more provisional as it is based on a much smaller dataset than the other two countries.

From the 934 survey responses that were analysed, the top five Zambian priorities were: **Better Job opportunities** (26.87%), **A Good Education** (24.3%), **Better Healthcare** (5.57%), **Better Transport and Roads** (3.75%) and **Affordable & Nutritious Food** (2.78%).

As with the SMS campaign in South Africa, a large proportion of Zambian users (29%) provided an answer that could not be assigned to one of the MY World categories but will be clustered in additional categories in the final report.

### 3.4 ONE.org survey

ONE.org Survey



From the global online survey on ONE.org, 4303 responses were analysed. Participants options ranked in the order of priority included: **A Good Education** (12.01 %), **An Honest and Responsive Government** (11.22 %), **Protecting Forests, Rivers & Oceans** (10.69 %), **Protection against Crime & Violence** (10.41%) and **Better Job Opportunities** (8.23%).

### 4.0 Data collection and Methodology

ONE is working with more than 20 NGO, faith and private sector partners across Africa to promote You Choose and solicit responses from a cross range of society in South Africa, Malawi and Zambia.

The campaign features some of Africa's best-known celebrities such as musicians Lira, Hugh Masekela, Jabulani Tsambo (aka 'HHP') and D'banj, as well as football stars Benni McCarthy and Chris Katongo. These high-profile Africans have recorded radio messages urging people to join the fight against extreme poverty and send their views on what issues matter most to them.

ONE adopted a multi-channel approach in order to test the effectiveness of different technologies and partnerships in different markets and reach as wide an audience as possible. These include SMS and other mobile technologies, online and offline via grassroots partner channels.

Due to the pilot nature of the project and the inherent limitations in the different technologies, we used a variety of survey formats. Users responding via SMS were asked a single open question and answers were categorized according to the 16 MY World issues. Web and mobile application (Mxit) users were asked to choose six and four issues respectively from the full list. Additional responses were collected by a range of on and offline channels by the Youth Consultative Forum in Malawi.

Citizens were prompted to take part in survey via a series of radio, mobile and offline advertising messages from ONE. The data collected via each channel therefore is not a random sample.

The majority (approximately 92%) of data to date has been collected in South Africa due to various factors, especially an early launch and its market size. By the end of the pilot in May 2013 we aim to have significantly increased the numbers of respondents from Malawi and Zambia with the target of them making up 20-30% of the total.

In South Africa and Zambia all communications were in English, whilst in Malawi we used Chichewa.

The open-ended SMS question resulted in a large proportion of respondents providing answers on issues other than the MY World categories. This could be partially resolved in the future by increasing the number of categories but in order to be consistent with MY World we have retained their categorisation. These responses will be clustered into additional categories in the final report.

## Appendix 1: Data collection methods

### SMS/USSD

Short Message Service (SMS) was the primary data collection method with an open-ended SMS question. Citizens were asked to send a free SMS in English to a country-specific short-code containing the issue that they felt was most important to them and their family's future:

*“Tell us 1 thing the Govt can do to improve your future. SMS answer to 234 for Free. You could win airtime! Opt out SMS Stop”*

Learning from the experience of commercial SMS campaigns, a low value airtime reward was offered to a random selection of respondents to encourage participation.

Responses were then categorised by a data processing company based in Cape Town to assign them to one of the 16 MY World categories.

In South Africa and Zambia all communication is in English.

In Malawi, Unstructured Supplementary Service Data (USSD) was used alongside SMS to allow us to receive responses in the Chewa language. In this case users received an SMS asking them to enter a USSD number (\*120#). Users were then able to choose their top four MY World categories using a USSD menu as well as answer a series of short demographic questions on gender, age and education level.

### Mxit

Mxit is Africa's largest mobile social network, with an average of more than 9 million active users in South Africa. Mxit's active user base is 53% male, 47% female, with the majority of active users being under 25.

Following on from a previous ONE campaign on this channel, we developed a You Choose application that was promoted across the Mxit platform. Similar to the USSD option in Malawi, users were prompted to choose four of the 16 MY World categories.

### ONE.org

The You Choose survey was promoted to existing ONE members in Africa and globally on social media, as a contribution to the MY World process run by the UN. This version followed the MY World online survey ([www.myworld2015.org](http://www.myworld2015.org)) with users being asked to pick six of the MY World categories as well as a series of short demographic questions on gender, age and education level.

## Partnerships

ONE is working with a range of NGO, faith-based and commercial partners in the three countries including the Youth Consultative Forum; the Congress of Malawi NGOs, the Media Institute of Southern Africa, CISANET, SANGONET, Restless Development in Zambia, The Economic Justice Network of Southern Africa, Civil Society for Poverty Reduction, The Platform for Social Protection-Zambia, the African Monitor, the Evangelical Fellowship of Zambia, the Council of Churches of Zambia, The Malawi Council of Churches, the Malawi National Savings Bank, Standard Chartered Bank Zambia and Banc ABC Zambia. To date we have received over 14,000 responses in Malawi from Youth Consultative Forum, which were collected across a range of on and offline channels.

Representative qualitative data focused on isolated rural populations without radio and mobile was also collected. A facilitator held a number of group discussions in villages of selected districts across the country, namely, Nkhata Bay in the North, Nkhota Kota and Kasungu in the Centre and Mulanje in the South. The demographics of the village assemblies included one youth group in Nkhota Kota, an adult mixed group in Nkhata Bay, a women-only group in Kasungu and an adult mixed group in Mulanje.

## Appendix 2: MY World categories

Support for people who can't work  
Phone and internet access  
Reliable energy at home  
Better transport and roads  
Action taken on climate change  
Affordable and nutritious food  
Freedom from discrimination and persecution  
Protection against crime and violence  
Protecting forests, rivers and oceans  
Equality between men and women  
An honest and responsive government  
Access to clean water and sanitation  
Better job opportunities  
Better healthcare  
A good education  
Political freedoms

## Appendix 3: Table of results

### South Africa

A Good Education	21985	20.20%
Access To Clean Water & Sanitation	3136	2.88%
Action Taken On Climate Change	1019	0.94%
Affordable & Nutritious Food	3712	3.41%
An Honest And Responsive Government	6282	5.77%
Better Healthcare	4636	4.26%
Better Job Opportunities	34548	31.75%
Better Transport And Roads	2050	1.88%
Equality Between Men And Women	2120	1.95%
Freedom From Discrimination And Persecution	2036	1.87%
Other	11381	10.46%
Phone And Internet Access	1042	0.96%
Protecting Forests, Rivers & Oceans	1269	1.17%
Protection Against Crime & Violence (Any Crime Mentioned)	6961	6.40%
Reliable Energy At Home	1476	1.36%
Support For People Who Can't Work	5163	4.74%
Total Count	108815	100%

### South Africa SMS

A Good Education	16065	24.54%
Access To Clean Water & Sanitation	686	1.05%
Action Taken On Climate Change	23	0.04%
Affordable & Nutritious Food	1679	2.56%
An Honest And Responsive Government	2550	3.89%
Better Healthcare	940	1.44%
Better Job Opportunities	28668	43.79%
Better Transport And Roads	596	0.91%
Equality Between Men And Women	21	0.03%
Freedom From Discrimination And Persecution	95	0.15%
Other	10730	16.39%
Phone And Internet Access	77	0.12%
Protecting Forests, Rivers & Oceans	64	0.10%
Protection Against Crime & Violence (Any Crime Mentioned)	1648	2.52%
Reliable Energy At Home	343	0.52%
Support For People Who Can't Work	1286	1.96%
Total	65471	100%

## South Africa Mxit

A Good Education	5920	13.66%
Access To Clean Water & Sanitation	2450	5.65%
Action Taken On Climate Change	996	2.30%
Affordable & Nutritious Food	2033	4.69%
An Honest And Responsive Government	3732	8.61%
Better Healthcare	3696	8.53%
Better Job Opportunities	5880	13.57%
Better Transport And Roads	1454	3.35%
Equality Between Men And Women	2099	4.84%
Freedom From Discrimination And Persecution	1941	4.48%
Other	651	1.50%
Phone And Internet Access	965	2.23%
Protecting Forests, Rivers & Oceans	1205	2.78%
Protection Against Crime & Violence (Any Crime Mentioned)	5313	12.26%
Reliable Energy At Home	1133	2.61%
Support For People Who Can't Work	3877	8.94%
Total	43344	100%

## Malawi USSD

Category	Count	%
A Good Education	135	3.27%
Access To Clean Water & Sanitation	249	6.04%
Action Taken On Climate Change	236	5.72%
Affordable & Nutritious Food	460	11.17%
An Honest And Responsive Government	448	10.87%
Better Healthcare	457	11.09%
Better Job Opportunities	410	9.96%
Better Transport And Roads	403	9.78%
Equality Between Men And Women	210	5.09%
Freedom From Discrimination And Persecution	148	3.59%
Other	31	0.76%
Phone And Internet Access	121	2.93%
Protecting Forests, Rivers & Oceans	122	2.97%
Protection Against Crime & Violence (Any Crime Mentioned)	390	9.46%
Reliable Energy At Home	87	2.10%
Support For People Who Can't Work	215	5.22%
Total	4120	100%

## Zambia SMS

Category	Count	%
A Good Education	227	24.30%
Access To Clean Water & Sanitation	9	0.96%
Action Taken On Climate Change	1	0.11%
Affordable & Nutritious Food	26	2.78%
An Honest And Responsive Government	23	2.46%
Better Healthcare	52	5.57%
Better Job Opportunities	251	26.87%
Better Transport And Roads	35	3.75%
Equality Between Men And Women	0	0.00%
Freedom From Discrimination And Persecution	0	0.00%
Other	273	29.23%
Phone And Internet Access	2	0.21%
Protecting Forests, Rivers & Oceans	4	0.43%
Protection Against Crime & Violence (Any Crime Mentioned)	17	1.82%
Reliable Energy At Home	2	0.21%
Support For People Who Can't Work	12	1.28%
Total	934	100%

## ONE.org Survey

A Good Education	517	12.01%
Access To Clean Water & Sanitation	350	8.13%
Action Taken On Climate Change	173	4.02%
Affordable & Nutritious Food	310	7.20%
An Honest And Responsive Government	483	11.22%
Better Healthcare	305	7.09%
Better Job Opportunities	354	8.23%
Better Transport And Roads	213	4.95%
Equality Between Men And Women	150	3.49%
Freedom From Discrimination And Persecution	209	4.86%
Other	0	0.00%
Phone And Internet Access	58	1.35%
Protecting Forests, Rivers & Oceans	460	10.69%
Protection Against Crime & Violence (Any Crime Mentioned)	448	10.41%
Reliable Energy At Home	123	2.86%
Support For People Who Can't Work	150	3.49%
Total	4303	100%