
Progress report on the Global Citizen partnership

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Useful references: Global Citizen Partnership – Enhancing Global Advocacy for Increased Investment in SDG 2 ([EB 2021/134/R.66](#)).

Action: The Executive Board is invited to take note of the Progress Report on Global Citizen Partnership.

Technical questions:

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Progress report on the Global Citizen partnership

A. Background

1. Since 2019, IFAD has been engaging with the international education and advocacy organization Global Citizen in a transformative campaign to mobilize support around the second Sustainable Development Goal (SDG 2), including through the Rural Poor Stimulus Facility and the Twelfth Replenishment of IFAD's Resources (IFAD12). This has generated positive results, raising visibility and engagement around the needs of small-scale farmers and the need to fight poverty and hunger by investing in sustainable agriculture.
2. As a result of this positive collaboration, a three-year grant agreement between IFAD and Global Citizen was approved by the Executive Board in December 2021 and signed in November 2022 to scale up the partnership to advocate at all levels for increased commitments to sustainable food systems transformation and support for priority areas of IFAD's global engagement. This is in line with the strategic objectives of IFAD's regular grant programme outlined in the Regular Grants Policy.¹
3. The aim of the ongoing partnership is to mobilize support for policies and investments in agriculture and rural development, helping generate increased impact for poor and vulnerable rural people in line with the 2030 Agenda, in particular SDG 1 (No poverty), SDG 2 (Zero hunger) and SDG 13 (Climate action).
4. Specifically, the objectives of the partnership are: (i) securing policies and increased investments with a focus on agriculture and rural communities to address the challenges of rising poverty, hunger and climate change; and meeting the targets of SDG 1, SDG 2 and SDG 13; (ii) building a coalition of partners committed to investing in rural people and promoting commitments to SDG1, SDG 2 and SDG 13; and (iii) providing a global platform to highlight rural and agricultural development for policymakers, civil society and the private sector to gain exposure for commitments.

B. Grant signing and start-up workshop

5. Following the grant signing in November 2022, an in-person workshop was held at IFAD headquarters with Global Citizen's core team and IFAD staff involved in the management and implementation of the grant. The purpose was to define the 2023 workplan and ensure a targeted approach that is flexible and responsive to current trends. During this two-day workshop, the team discussed the key partnership activities, which are grouped into the following key components: (i) deliver an intensive advocacy campaign to drive progress on SDGs 1, 2 and 13; (ii) mobilize support from the ground up; (iii) engage the private sector; and (iv) share knowledge and management of lessons learned to achieve mutual objectives. A technical session was also organized in collaboration with the Financial Management Services Division to look at the details of grant financial management, including the grant structure and implementation process; along with thematic sessions with relevant staff in both the Programme Management Department (PMD) and the Strategy and Knowledge Department (SKD).
6. The workshop was very successful in achieving alignment on a narrative to position the campaign around the central role of rural development in achieving SDG 1, SDG 2 and SDG 13. Furthermore, specific opportunities related to the campaign were identified, including high-level and milestone year moments, along with a well-aligned communication plan to ensure a solutions-focused approach. Discussions also took place with PMD regional colleagues to ensure that regional linkages and partnerships are strengthened with support from Global Citizen. Lastly, concrete private sector opportunities around engagements and relationship-building

¹ EB 2021/132/R.3.

were identified with the aim of unlocking private sector and foundation investments into small and medium-sized enterprises.

C. First quarter engagement

7. Following the workshop, the teams started working on the action points as identified in the workplan for 2023 and delivered throughout the various components of the grant as follows:
8. **Component 1 - Deliver an intensive advocacy campaign to drive progress on goals.** The grantee engaged in conversations with IFAD technical staff from the External Relations and Governance Department, SKD and regional divisions in PMD to reach alignment on specific outreach and advocacy needs in line with the key milestone events identified in the workplan for the year ahead. Specifically, the grantee provided support and raised visibility through social media and outreach around the sixth global meeting of the Indigenous Peoples' Forum, which took place in February with a focus on Indigenous Peoples' climate leadership, looking at community-based solutions to enhance resilience and biodiversity. Support was also provided in raising visibility around IFAD's work and mandate in various global engagements such as the forty-sixth session of IFAD's Governing Council and the World Economic Forum, with a focus on private sector engagement. The grantee also contributed to increasing visibility for IFAD in the Asia and the Pacific region through its local media partners.
9. **Component 2 - Mobilize support from the ground up.** Global Citizen provided support in strengthening regional networks and engaging representatives of civil society organizations by participating in and raising visibility around the Friends of IFAD events held in the Pacific region, including Fiji, and in Europe in Germany and Spain. Specifically, Global Citizen initiated introductions in the Pacific region to begin building a coalition of relevant stakeholders ready to mobilize in support of SDG 2. The Friends of IFAD events were very successful in bringing together civil society and raising IFAD's profile as a key actor in supporting the realization of the 2030 Agenda by ensuring that the world's poorest and most vulnerable rural people improve their livelihoods and food and nutritional security.
10. **Component 3 - Private sector engagement.** Initial introductions to leaders in the private sector, including foundations, were made at Global Citizen's Global Goals dinner at the World Economic Forum. Activities will be developed further under this component during year two of the grant.
11. **Component 4 - Management and knowledge-sharing to achieve shared objectives.** Global Citizen established a project management team to manage the partnership and coordinative activities in collaboration with IFAD's grant management team. IFAD and Global Citizen hold regular meetings to ensure smooth implementation of the grant activities and to capture lessons learned to strengthen approaches, streamline processes and identify emerging needs and opportunities to deliver on the grant's goals. The structure of engagement and coordination used in the first quarter has proven to be very effective and will continue to be used moving forward in the implementation of the grant activities. Further insights and collaboration with internal teams in SKD and PMD will be integral to achievement of component 4.

D. Second quarter engagement

12. For the second quarter of the year, various grant activities for global engagement are envisioned, including Global Citizen NOW in April and the Summit for a New Global Financial Pact to be held in Paris in June. Preparations will continue during the second quarter for key events to take place in the third and fourth quarters, including the United Nations Food Systems Stocktaking Moment, the Africa Food Systems Forum 2023, the United Nations General Assembly, the Global Citizen Festival concert and COP28.

E. Conclusion

13. Although the grant is still at an early stage, indicators of achievement of grant objectives outlined in the annual workplan and budget have already been reached. Work on private sector engagement under component 3 will be undertaken in year two of the grant.