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ADVOCATING TO INFLUENCE THE POST-2015 DEVELOPMENT AGENDA

- Demographic change is resulting in unprecedented numbers of older persons worldwide. Population ageing is one of humanity's greatest triumphs, as well as one of the most significant trends of the 21 st century. It also presents an enormous challenge, one that increases economic and social demands on countries around the globe.
- Non-Governmental Organizations (NGO's), civil society and the private sector have an essential role to insure that the post-2015 Sustainable Development Goals (SDG) include reference to the ageing, older persons, and/or, at the very least person of all ages. This presentation will offer suggestions on developing an effective post -2015 advocacy strategy targeted to accomplishing this goal.

Utilize United Nations Resources

Among the most helpful UN resources are:

- ❑ United Nations Web Sites
- ❑ United Nations Information Centers (UNICS)
- ❑ United Nations Non-Governmental Liaison Service (NGLS)
- ❑ World Federation of United Nations Associations (WFUNA)

Utilize United Nations Resources:

United Nations Web Sites

- ❑ Invaluable sources for information about the UN, its network of organizations and their work on ageing issues around the globe and are available in 6 official languages.
- ❑ Highlight increasing partnerships with Member States, Civil Society, the Private Sector and Foundations, and are accessed by millions of people around the world on a daily basis. The main site is www.un.org, follow the prompts

Utilize United Nations Resources

United Nations Information Centers (UNICS):

- ❑ **UNICS**, which are part of the **UN Department of Public Information (DPI)**, are located in 70 countries around the world.
- ❑ **UNICS** job is to convey UN news and information to NGO's, Civil Society, Academia and other partners at the local level .
- ❑ **UNICS** connect people in a particular locale who are advocating to promote a UN Convention on Human Rights and drawing attention to related issues on ageing in that area.

Utilize United Nations Resources

UNITED NATIONS NON-GOVERNMENTAL LIASON SERVICE:

- The NGLS promotes dynamic partnerships between the UN and NGOs. Provides information, advice, expertise and support services, **NGLS** is part of the UN's effort to strengthen dialogue and win public support for economic and social development worldwide.

Its Core Activities And Services Include:

- Information and communication outreach to the international community and global civil society.
- Supporting the UN system in developing productive relationships and partnerships with NGOs and civil society
- Supporting the work of NGO/civil society that seeks to constructively engage with the UN system. The NGLS web site is www.un-ngls.org

DEVELOPING AN ADVOCACY STRATEGY AT THE LOCAL LEVEL

Advocacy efforts to influence the post 2015 agenda to include ageing and older persons can best be achieved with broad worldwide public support, best described by CIVICUS as a global “flotilla”. Non-governmental agencies, the private sector, coalitions and individuals in every country have an essential role in this process.

WHAT YOU CAN DO:

- ❑ Obtain the firm commitment of your agency/organization’s leadership to work towards influencing the outcome of the post-2015 agenda.
- ❑ Learn and understand the key post-2015 agenda process. This includes the proposed SDG’s and how they affect your country, key stakeholders and decision makers in your government and local leadership.

- Utilize ageing population data to illustrate and confirm your organization's advocacy position. This will enable you to build your message and develop a robust argument with the evidence to back it up. The UN Fund for Population Activity (UNFPA) or UN Population Fund provides country and regional demographic and socio-economic profiles which are helpful resources to support your advocacy efforts. These profiles can be accessed at www.esa.un.org/index.asp and www.un.org/esa/population/unpop.htm. HelpAge International's Global AgeWatch Index 2013, www.globalagewatch.org and, www.helpage.org. provide outstanding ageing data, as well.
- Identify key focal points in your government for ageing and ageing policy; learn the extent of the commitment of your government to ageing and ageing issues; identify policy-making allies for older persons' rights. Lobby with legislators and administrative officials to gain their support for influencing the post-2015 agenda to include older persons. Here in India, the focal point on ageing will be located in the Ministry for Social Welfare and Empowerment.

Identify The Key Focal Points In Your Government For Ageing And Ageing Policy

- Learn the extent of the commitment of your government to ageing and ageing issues; identify the Focal Point(s) on Ageing in your government.
- Identify policy-making allies for older people's rights. This will assist your organization in being better equipped to advance the ageing agenda in your country and community.
- **Call, write and meet** with legislators and administrative officials in government to advocate for a Human Rights Convention.
- In the Czech Republic, for example, a focal point on ageing is **Zivot 90**, a key source of information on ageing programs , activities and services. Invite their representatives to speak at your meetings, invite their participation in conferences and events.

Utilize Ageing Population Data:

- **The UN Fund for Population Activity (UNFPA)** or UN Population Fund provides country and regional demographic and socio-economic profiles which are helpful resources in describing your country's older population.
- This year, **UNFPA** will be issuing an important report on the state of the world's older population.
- These profiles are an invaluable assist in developing aging policy and can be used to verify and illustrate the urgent need for programs in your area. These profiles and this important report can be accessed at www.esa.un.org/unpp/index.asp and www.un.org/esa/population/unpop.htm.

CONNECT WITH AN ACCREDITED NGO IN YOUR REGION/AREA

- Working with an NGO affords you the opportunity to build solidarity around efforts to influence the outcome of the Post -2015 agenda.
- Link with an NGO that has parallel interests and goals to yours such as the International Federation on Ageing, www.ifa-fiv.org.
- If it is not, encourage your organization to examine the process for becoming an accredited NGO. The UN NGO Committee on Ageing (UN COA) can provide helpful information on this process, www.ngocoa-ny.org.

Seek Out Opposition To A Convention

- Make yourself familiar with the concept of a convention, including what it entails and those arguments not favorable to the concept so that you may be able to address all views.
- Identify opponents' reasons for opposing a convention. Encourage discussion on their points of view and develop rebuttals to same.

CONCLUSION



- A Human Rights instrument for Older Persons will not be realized without the global voice and advocacy of NGO's and older persons. With your help, a Convention on the Human Rights of Older Persons will be achieved, which will provide a significant assist in improving the quality of life for older people around the world.