



MY World: a global survey for citizens

The United Nations and partners have teamed up to put in place an innovative global survey, known as MY World, so people can participate in the post-2015 process telling us the changes that would make the most difference to their lives.

Background: the post-2015 global development agenda

- The **Millennium Development Goals (MDGs)** have made a huge impact on the lives of billions, but there is still much more to be done to address extreme poverty, diseases and environmental crises.
- The global development agenda for the period after 2015 will **build on the progress made on the MDGs** while confronting persistent inequalities and new challenges facing people and planet.
- **The new development agenda must result from a truly open and inclusive process** that engages people from all parts of the world and all sections of society.
- **The UN and the Secretary General's High Level Panel on post-2015 want to hear directly from people across the world** about what is important to them, so that their views can be taken into account in this global conversation. MY World is conceived as a tool to deliver this.

What is MY World?

- **It is an options survey** which, through creative online and offline methods, allows people across the world to tell the United Nations, and in particular the Secretary General's High Level Panel, the most important issues they would like the post-2015 agenda to address.
- **MY World asks individuals which six of sixteen possible issues** they think would make the most difference to their lives. The sixteen issues have been built up from the priorities expressed by poor people in existing research and polling exercises, and from the ongoing technical and political discussions about possible future goals. They cover the existing MDGs, plus issues of sustainability, security, governance and transparency.

How will it work?

- **From December 2012, the survey is available online at www.myworld2015.org** in the six UN official languages. Citizens will be also able to participate in this survey through **mobile technologies** such as SMS and IVR (toll free phone numbers) **from January 2013**. See the Voting Channels examples below.
- The survey will be available also **offline in paper form** – distributed through a network of grass roots organizations, faith communities, youth groups, private sector bodies and NGO partners around the world. The support of these organizations is **vital in reaching out directly into communities** and drawing the digitally disconnected, illiterate and poorest communities into the global debate.
- Participants will be asked their gender, age and country, to allow for disaggregation of data and to present decision makers with an accurate global picture of what citizens think.

When and where will this all happen?

- From now until 2015, we want as many people in as many countries as possible to be involved: citizens of all ages, genders and backgrounds, particularly the world's poor and marginalized communities.
- MY World will be available from early December 2012, so countries hosting national consultations can take it into account. However, the global launch of MY World is scheduled for late January 2013; at that time a comprehensive communication toolkit will be available for all.

What are the sixteen options?

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

What will happen to the survey results?

- Data from mobile phones, website and offline surveys will be continuously consolidated and available on the MY World website.
- Results will be submitted to the High Level Panel before their meetings in Monrovia, Jakarta and New York before they present their final report to the Secretary General to advise him on their vision of the post-2015 development agenda. MY World will continue gathering people's voices and results will be shared with the Secretary General and global leaders as they prepare the next development agenda in the run up to 2015.

How can you get involved with MY World?

A dedicated toolkit will be available at www.myworld2015.org to all partners before the global launch in January 2013 to encourage organizations to join MY World as outreach partners. Broadly, if an organization is interested in supporting MY World it can:

- **Administer the survey offline** in local communities by distributing ballot cards, gathering results and sending the data to our regional focal points.
- **Reach out to existing partners, local organizations and members** and encourage them to participate.
- **Help to drive people to www.myworld2015.org** through external networks and communications platforms (websites, news bulletins and social media activities).
- **Engage with other potential partners** (for example, mobile phone providers and media outlets) to facilitate the reach and impact of MY World.
- **Send us news!** Collect photos, videos and stories of those engaging in MY World.

How is MY World related to The World We Want 2015?

- **Now citizens from around the world have an exciting opportunity, as never before, to be part of the new goals to end poverty and create a sustainable environment from the earliest stages of the process.**
- The online portal www.worldwewant2015.org enables people in all parts of the world to join the post-2015 process of sharing ideas and joining the debate. MY World is fully integrated into this global effort and is a single piece capturing citizens' voices to enrich this global conversation. www.myworld2015.org will be fully linked to www.worldwewant2015.org and will invite citizens to follow this conversation after they have submitted their votes.

Where do the Sustainable Development Goals fit into this process?

- As agreed at Rio+20, the Open Working Group will design a set of Sustainable Development Goals by September 2013. The High Level Panel will work in parallel with the Open Working Group and both will submit their recommendations to the Secretary General's Office.

Who is coordinating MY World?

The United Nations Development Program (UNDP), the UN Millennium Campaign, the Overseas Development Institute and the World Wide Web Foundation have jointly developed MY World. It has been subject to a wide consultation process, and has extensive support from a range of organizations, including NGOs, faith groups and youth movements.

The Department of Public Information of the United Nations and the UN Volunteers will also play a leadership role in MY WORLD.

For further information and to get involved please contact the **MY World team**:

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MYO My World Option Survey Voting Channels

Offline

PAPER BALLOT, FRONT

MYO logo and survey title: "Which of these are most important for you and your family? Choose 6".

Goals list:

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

Voting grid with checkboxes and a QR code at the bottom left.

SCOUT APP

1. Vote: Shows the list of 16 goals and a voting interface.

2. Capture with Smartphone: Shows the app being used on a smartphone screen.

3. Push to Servers: Shows the app's data being transmitted to a server.

Mobile

Smartphone display showing the MYO logo, survey title, and a world map. The text on the screen reads: "VOTE FOR THE CHANGES THAT WOULD MAKE THE MOST DIFFERENCE TO YOUR WORLD".

Nokia feature phone display showing the survey question: "Choose your priorities for a better world. Which of these are the most important for you and your family? Answer will be anonymous." and a list of options.

Web

Web browser display showing the MYO voting interface. It includes a world map, a list of 16 goals, and a "Who supports what" section with logos for various political parties like P-Square, Shinjine Eiders, PSY, Akis Keys, and Aard Khas.

Survey question: "Which of these are most important for you and your family? Choose 6."

Goals list (repeated from offline section):

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

Registration fields: "I am [gender], aged [age], and live in [country]".

Buttons: "VOTE", "Back", "Next".