We the peoples

Celebrating
7 million voices

MY WORLD.
THE UNITED NATIONS
GLOBAL SURVEY
FOR A BETTER WORLD.

We the peoples

Celebrating
7 million voices

" *Let us build development the world has the most inclusive agenda ever seen...* "

— United Nations
Secretary-General,
Ban Ki-moon

Dear world leaders

Next year could be the one that changes the course of history forever — the year in which we take a decisive step forward in the fight to end extreme poverty and save our precious planet.

In 2015 we will be trusting you to set new development goals, the successors to the Millennium Development Goals, to protect this earth and make it a safe, equal and nurturing home for all who live on it.

More than 7 million people have taken the MY World survey because we want you to know exactly what it is that we, the people want. We ask that you take into account these votes that represent the hopes and dreams of every 1 in 1,000 people on the planet — hopes and dreams for a better life.

We ask for better education, healthcare, jobs, honest and responsive government and so much more. We need a paradigm shift and a coming together. The uniformity of the MY World results show there is more that unites us than divides us. We have known this throughout history and felt it in our own lives. We all know it is true.

The size and reach of the MY World vote shows an unmistakable strength of feeling, this is the time to listen and honor that feeling. Lets get these new goals right so in 15 years time we aren't writing these same words again.

Vote, listen and act in 2015. Working together we can be the generation that ends poverty and preserves the planet.

We the people

Why MY World?

MY World was developed with one clear goal in mind —to reach out to people all over the world— and ask them: "What would make *your* life better?".

Taking advantage of grass roots partnerships and technology unavailable when the Millennium Development Goals (MDGs) were set in 2000, the intention is to play a part in making the new Sustainable Development Agenda inclusive, relevant and popular —because what the MDGs have taught us is that we work better together.

MY World, an important part of a larger UN 'global conversation' initiative, has taken the discussion from the halls of power and policy rooms to the people of the world and asked them: "Are we talking about the right things?"

Using a combination of off-line, on-line and mobile phone technologies, the survey has reached some of the most marginalized members of our society and helped them play their part in our shared future.

They have been asked to pick six out of 16 priorities for a better life —and their answers have helped build a dataset like none other.
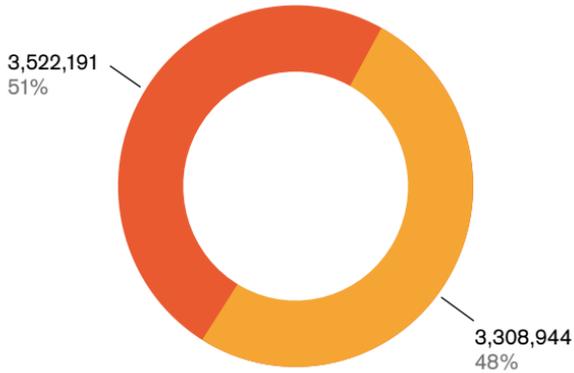
Now we can see the priorities of men versus women, old versus young, more education versus less education, rich versus poor, real time and in a way never been seen before.

Not only does it paint a clear picture of the world people want —education, health, jobs— but it shows that this holds true whoever you are or wherever you live. In this, it seems, we are truly united.

Who voted?

o The vast majority of MY World Votes (over five million) were collected offline via paper ballots.

o The overwhelming majority of participants are young people under 30 from low to medium HDI (Human Development Index) countries.

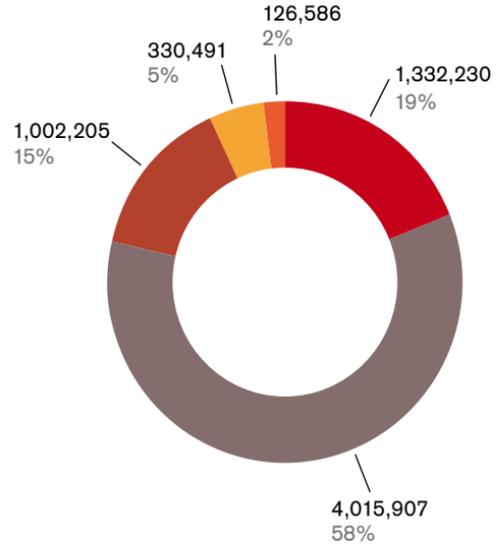o There is almost equal participation between men and women.

Gender

3,522,191
51%

3,308,944
48%

■ Male ▯ ■ Female

Age

126,586
2%

330,491
5%

1,332,230
19%

1,002,205
15%

4,015,907
58%

■ ≤15 ▯ ■ 16-30 ▯ ■ 31-45 ▯ ■ 46-60 ▯ ■ ≥ 61

Education

- 92,876 — 1%
- 696,062 — 10%
- 1,585,463 — 23%
- 1,526,813 — 22%
- 2,989,910 — 43%

Legend:
- Unknown
- Some Prim.
- Finished Prim.
- Finished Sec.
- Beyond Sec.

HDI

- 2,335 — 1%
- 265,230 — 4%
- 2,743,354 — 40%
- 2,023,367 — 29%
- 1,801,832 — 26%

Legend:
- Low
- Medium
- High
- Very High
- N/A
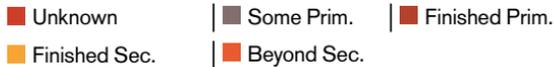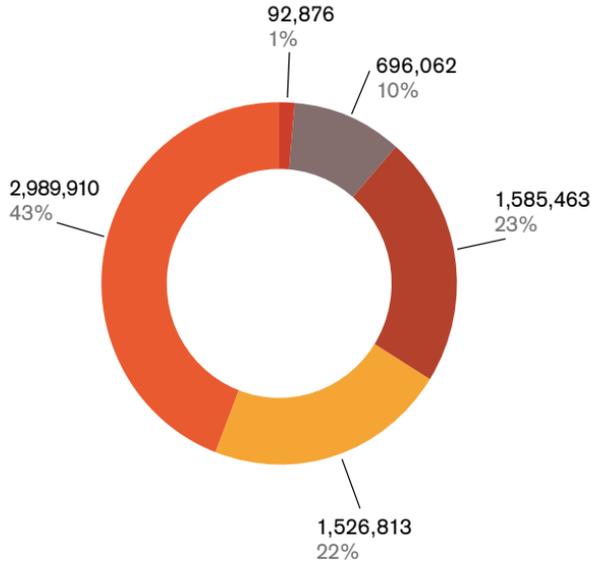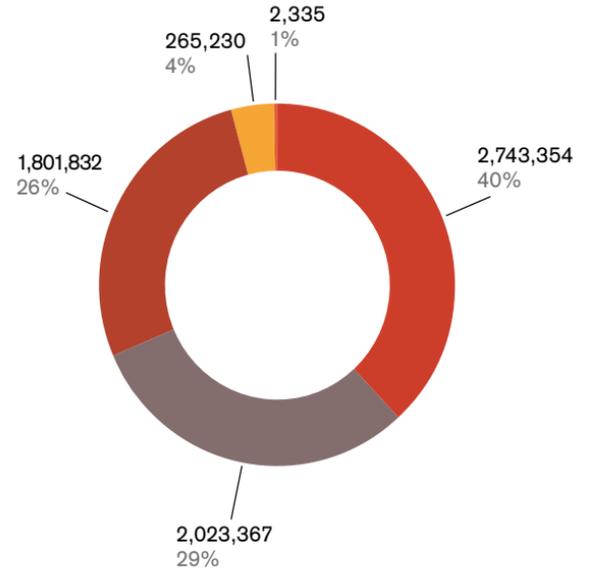
This is what MY World voters want:

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

Global Results: 7 Million Votes from 194 Countries

The survey reveals two global trends of particular importance for a Post-2015 Agenda:

1. The existing Millennium Development Goals continue to be important. Health and education are indeed the top two priorities globally. Here lies a big unfinished agenda and a new global agreement will need to address this if the new goals are to meet the aspirations of the people.

2. But new issues also need to be included. The most notable of these is "An honest and responsive government," which ranks highly in peoples' priorities all over the world. Other priorities not covered, or barely covered, in the existing MDGs include greater "Protection from crime and violence," "Better job opportunities" and "Protection of forests, rivers and oceans". People also clearly care about fairness: both freedom from discrimination in general and inequality between men and women in particular.

" Not only *does it paint a clear picture of the world people want* —*education, health, jobs*— but it shows that this holds true *whoever you are or wherever you live. In this, it seems, we are truly united.* "

1.

What *the world* wants

1. A good *education*

The overwhelming majority of the respondents prioritize "A good education". This is the case across all age groups, genders, education levels and HDI rankings. The only exception to this trend is those people over 61 who have only a primary education (which can be used as a proxy for income) for whom, better healthcare is the priority.

The prevalence of the issue across different groups, countries and regions suggests that a good education is seen as the foremost issue needed to improve lives and that the lack of a good education has the potential to impede all other progress.

While the MDGs have helped increase enrollment in primary school to nine out of every ten children in the world, the MY World results suggest that access to quality education, including and beyond primary, remains a global priority and shared aspiration.

"Education allows you
to dream, and it's the only
thing that no one can take
away from you, because it's
completely in your mind."

South Africa

" Millenium Development Goals (MDGs)

have helped increase enrollment

9 out of

in primary school to

every

10 children

in the world,

the MY World results suggest that access to

quality education

remains a *global*

priority.

"

2. *Better healthcare*

Like education, "Better healthcare" consistently ranks as a top priority for most demographic groups.

Because the MY World data site allows for disaggregation by various demographic factors, we're able to see differences in priorities that may exist between different groups.

Using these tools we can see that for older people, and especially older people with lower levels of education, healthcare is the most important issue.

Perhaps unsurprisingly then, in countries with very high HDI, "Better healthcare" ranks much lower than in poorer countries — likely reflecting better and more accessible healthcare — and voters under 15, who are presumably healthier, are less likely to prioritize the issue.

In countries with high HDI

'*Better* *healthcare*'

ranks much lower than   in poorer countries

—likely reflecting better and more *accessible healthcare.*

Rwanda

"I was badly wounded during
the genocide. I don't like
to talk about that. I made
it through though, and for
years the Survivor Fund
used to pay for all of my
hospital and doctor visits.
But now that fund is dried
up. They're trying to build
a new one, but for the time
being I have no support."

3. Better *job opportunities*

At the global level, the ranking of "Better job opportunities" seems to change with age. Those under 45 years of age see this as a high priority, ranking it on average in third place. Voters 15 and younger prioritize the issue higher than all other groups, ranking it in second place. This could signal children's growing concern for their future employment prospects.

The importance that different groups attach to job opportunities also varies with where they live. While the over-60s in very low HDI countries — most of which don't have pension systems — rank jobs as the fourth most important priority, the same age group in very high HDI countries ranks it as the thirteenth most important issue. This shows the difference that social protection policies can make to people's lives.

— **Better job opportunities**

"I'm really tired of living with my parents."
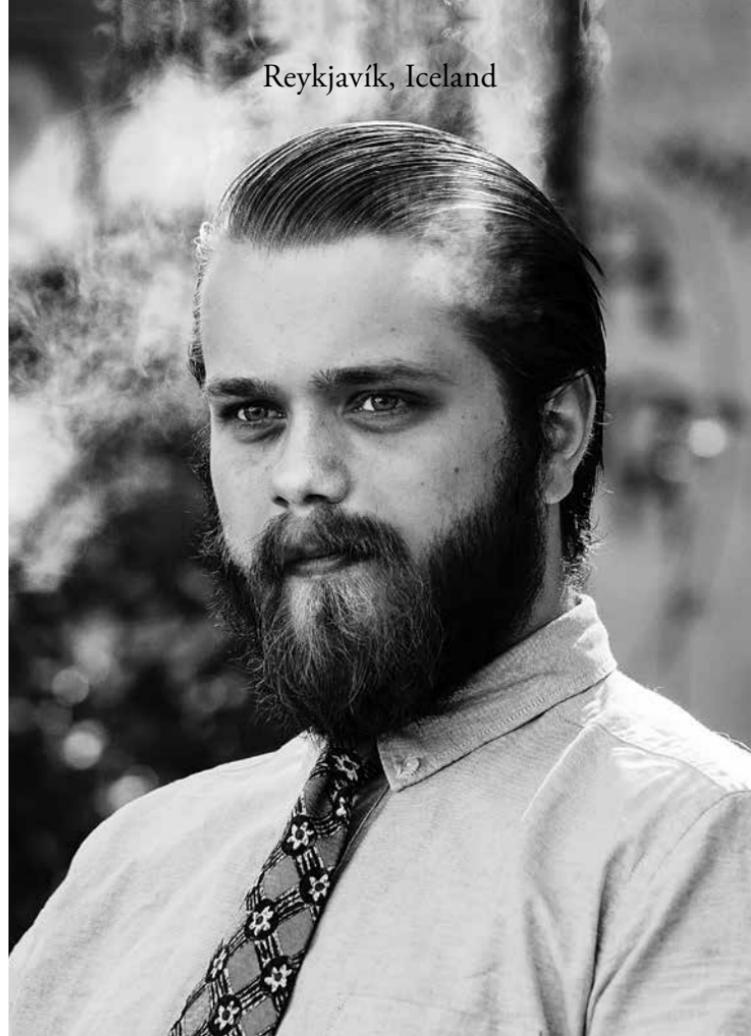
4. An honest & *responsive government*

"An honest and responsive government" has consistently ranked highly in the survey results, reflecting one of the most pertinent issues being raised which are not reflected in the existing MDGs.

While adults in all countries vote for "An honest and responsive government" in the top five, voters 15 and under prioritize it less frequently. This suggests two things. Firstly, that adults are deeply aware of the importance of trustworthy and effective governments, but on the whole are dissatisfied with their performance. Secondly, younger people are less concerned with governments — perhaps reflecting a lack of youth engagement opportunities in existing governance structures.

In many ways, this clear call for inclusivity and transparency goes to the heart of MY World's objective. Honest and responsive governments people trust are a clear priority and as such should be given due prominence in the new agenda.

> " This clear call for *inclusivity* and *transparency* *goes to the heart of* MY World's objective. "

— **An honest
& responsive
government**

"We need more honest
authorities.
More accountability.
If institutions are honest
and democratic, positive
change happens fast."

5. *Affordable & nutritious food*

"Affordable and nutritious food" gets a consistently high ranking in most groups and regions across the world. This shows that this key issue identified in the MDGs —to eradicate hunger— remains as a challenge. The prevalence of the issue across all demographics reflects the repercussions hunger and food security have across development issues.

The MY World data does show that as people age, they tend to prioritize affordable and nutritious food more. Interestingly, affordable and nutritious food ranks highly in many countries in the Americas and Oceania.

— **Affordable & nutritious food**

"I'm not from a wealthy place. I can tell you that there's a lot of poverty in South Africa now, and a lot of hunger. I know what hunger does to people. Food is energy. Without it, you can't do anything. You feel nauseous, and tired; you can't focus in school, or at work."
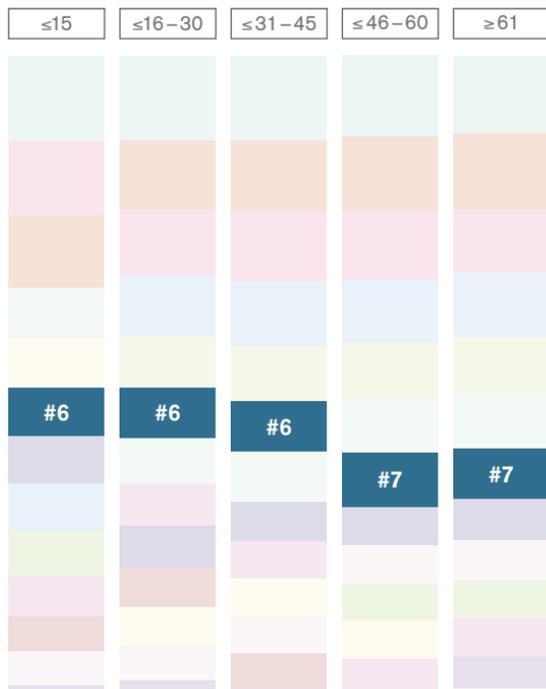
6. Protection *against crime* & violence

"Protection against crime and violence" is the sixth most important issue worldwide, and in the top ten for all regional and demographic groupings. While violence in wars has been a key development issue for many years, the relentless and grinding fear that comes with insecurity in everyday environments has received less attention. In some countries, this issue is of such concern that it is prioritized above all others, an indication of the impact a lack of security can have on daily life and development.

In Asia and in Europe, the issue is most highly prioritized when compared with all other regions, ranking fourth and fifth respectively.

The implementation of new goals is a chance to address this.

Protection against crime and violence

Across age segments

≤15	≤16–30	≤31–45	≤46–60	≥61
#6	#6	#6	#7	#7

"**The UN MY World survey showed that protection against crime and violence ranks high among all population groups in all regions. Let us therefore work together to develop a post-2015 development agenda that will address the underlying causes of violence and conflict.**"

—United Nations Secretary-General, Ban Ki-moon

7. *Access to clean water & sanitation*

"Access to clean water and sanitation" also gets a consistently high ranking in most groups and regions across the world. Progress on this issue has made great strides during the MDGs but some key aspects like ending open defecation remain under-achieved. The high ranking of this issue may reflect this unfinished business of the MDGs.

This issue ranks as a high priority for voters in medium and very high HDI countries, while it ranks low in low HDI countries and high HDI countries perhaps reflecting concerns in these countries of environmental degradation and the impacts of climate change.

Kosovo

"What they need to fix here is the water."

"What's the problem with the water?"

"The problem is half the time you go to turn on the tap and there isn't any!"

8. *Support for people* who can't work

Around the world both men and women vote for "Support for people who can't work" with the issue ranking in eighth place globally. Notably in Oceania and Europe and for countries with a very high HDI, the issue ranks far lower in thirteenth place. This could be a consequence of well performing social protection systems — such as pensions, disability insurance and maternity leave — which are already in place to support those who cannot work. This is consistent with the trend in education levels as well — people with a higher education see the issue as less important, perhaps reflecting increased job opportunities.

"After my stroke, my right side doesn't have much mobility, so I can't do strenuous work. The company forced me to quit a few years back, since I was too slow for them. On days like this, I sit, and it feels mostly like I'm waiting for death to come. Thailand is a country where children usually took care of their parents, as they got older. But now there are a lot of old people like me in Thailand, who can't work, and their children don't take care of them."

Bangkok, Thailand

54

" *Notably in*
Oceania and   *Europe*

and for countries   with a very high HDI
the issue ranks far lower.

This could be a
consequence of   *well performing social*

protection   *systems.*
"

9. Equality *between men & women*

"Equality between men and women" ranks ninth globally in the survey. As might be expected, female voters rank the issue more highly than male voters but not by a large margin.

Notably there is a clear correlation between the prioritization of the issue and increases in education levels. That is, the more educated a voter is, the more highly they prioritize the issue. For female voters, prioritizing other issues over gender equality — education, jobs, and good governance — reflects an inextricable need for equal access and opportunities in these areas. Equality between men and women is essential to the successful realization of the next development agenda.

"I think I've got the equality with men thing….though that took a while."

Texas, USA

> *Equality between* *men and* *women,* is essential to the *successful* *realization* *of the next development agenda.*

10. *Better transport & roads*

Africa places "Better transport and roads" highest in terms of regional voting. It ranks them as the fifth most important priority in the continent.

We could link this to Africa's expanding economies and markets, and the need for better infrastructure and transportation. There is a clear correlation with the level of HDI, as HDI increases the prioritization of better transport and road decreases.

It is worth nothing that the majority of people who voted for better transport and roads are young people, which may suggest their greater reliance on public transportation.

Manila, The Philippines

"If it's inconvenient to move around, it limits your choices and opportunities. Every aspect of daily life is affected. We need the infrastructure so can take advantage of both our human and our natural resources."

"

The majority of people

*who voted for
better transport*

young

*which may suggest
their greater reliance*

and roads are

people,

on public

transportation.

"

11. Reliable *energy at home*

Although "Reliable energy at home" ranks eleventh globally, in low HDI countries the issue ranks in sixth place. This higher prioritization may be indicative of the cross-cutting repercussions of unreliable energy at home, affecting livelihoods for those without.

In richer countries, people who voted for this issue may be reflecting a concern about dependence on natural resources for energy.

"You see this pile of firewood? This is all of the wood my son and I will have for the next month. Tell me, would you be able to survive with just this —to cook your meals, boil your water— for an entire month?"
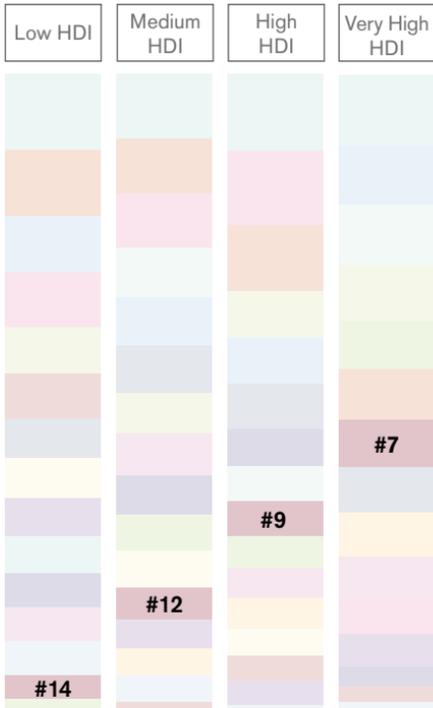
Glhembe camp, Rwanda

12. Freedom *from discrimination* & persecution

"Freedom from discrimination and persecution" ranks notably higher among very high HDI countries, this may reflect increased awareness on issues of discrimination, especially among more educated voters.

When we triangulate this data with analysis of social media conversations, we see recurring issues such as LGBTQ rights and racial discrimination.

Freedom for discrimination and persecution

Ranking by demographic segments

Low HDI	Medium HDI	High HDI	Very High HDI

#7

#9

#12

#14

"I want a whole world without discrimination. Being different means being hurt. On the inside, and maybe the outside as well. I pray it won't always be like that."

— Anonymous,
Manila, The Philippines

"

"Freedom from discrimination and persecution"

ranks notably higher among very high

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discrimination

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more educated voters.

"

13. Political *freedoms*

"Political freedoms" ranks thirteenth in the global data set. However, in countries with low HDI the issue ranks much higher — in ninth place — reflecting a need to enshrine political freedoms in poorer countries.

Regionally, the highest ranking of the issue is in Western Africa where "Political freedoms" ranks in sixth place, ahead of water and sanitation and affordable and nutritious food.

"I'm most concerned about political freedoms. If you don't have that, you can't have gender equality, you can't protect the environment... you can't do anything."

Istanbul, Turkey

"

The highest ranking *of the issue is in*

Western Africa where

'Political freedoms'

ranks in

sixth place, ahead of

water and sanitation and affordable

and nutritious food.

"

14. *Protecting forests, rivers & oceans*

"Protecting forests, rivers and oceans" is similar to "Freedom from discrimination and persecution," a comparatively higher priority for countries with very high HDI in relation to countries with low, medium and high HDI. As only 4% of global votes come from countries with very high HDI, such as Western Europe, this priority ranks relatively low when only reviewing global results.

When data is disaggregated by region, "Protecting forests, rivers and oceans" ranks much higher in regions which have a strong environmental tourism industry, such as South America and Oceania. The importance of biodiversity and the value of the environment to local communities and their livelihoods are reflected in the results for these regions.

Pereira, Colombia

"We do Parkour to change
perceptions. We catch
people's attention, and then
we ask them to join us in
creating a cleaner community.
Really we spend much of
our time organizing street
cleanings and promoting
environmental protection.
To change people's behavior,
you have to get creative."
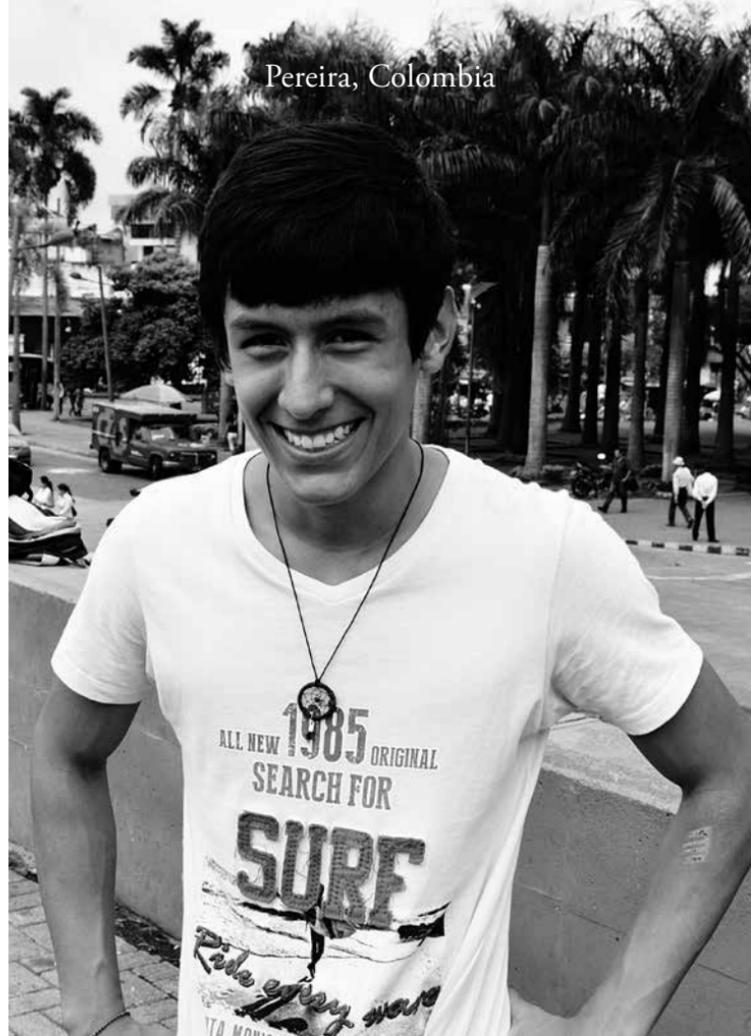
" The importance of

value of the

to local communities and their

biodiversity and the

environment

*livelihoods* are surely relevant to the results for these regions.

"

15. **Phone & *internet access***

The survey results show that people who voted via mobile rank "Phone and internet access" as the eighth priority, while people who voted using paper ballots rank it as the fifteenth priority. It is interesting to recognize that people who have voted via mobile rank the priority considerably higher than those who voted through offline channels.

This may reflect the increased awareness of the benefits of technology for those with access to it. Meanwhile, "Phone and internet access" is placed as a higher priority for younger people; this may be viewed as the next generation's stronger familiarity and utility of technology.

Phone and internet access

The following trend analysis shows how "Phone and internet access" is prioritized differently depending on how the voter accessed the survey.
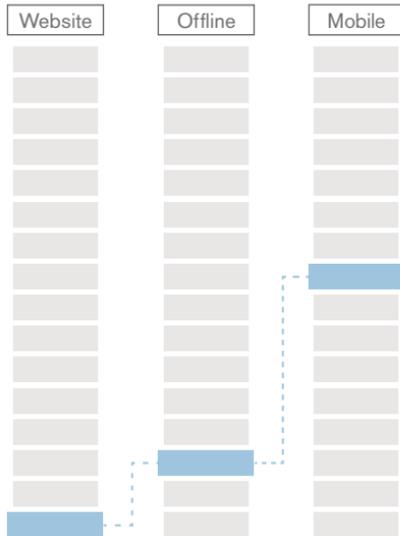
> " *"Phone and internet access" is placed as a*
>
> # higher priority
>
> for younger people. This may be viewed as the
>
> *next generation's*
>
> *stronger familiarity and utility of*
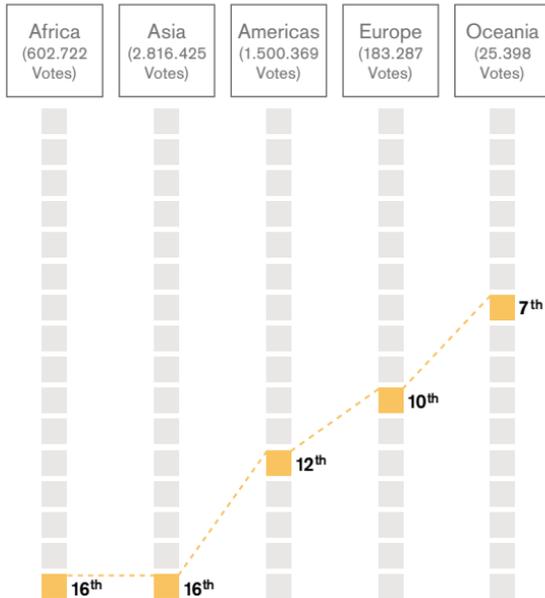>
> *technology.*
> "

16. *Action taken* on climate change

"Action taken on climate change" ranks sixteenth globally, however there are notable exceptions when disaggregating the data. In areas where the impacts of climate change are being most strongly felt, the issue ranks much higher. For example, in Oceania, "Action taken on climate change" ranks in seventh place, ahead of better healthcare and better job opportunities. Additionally, there is a clear correlation between HDI and the ranking of the issue. That is, as HDI increases so does the perceived importance of "Action taken on climate change".

The issue can also been seen in many of the other priorities. Some of those ranked more highly — affordable food, water and sanitation, protecting forests, rivers and oceans — are directly affected by climate change and could be seen as 'proxy votes' for action taken on the issue.

MY World Regional Trends
on "Action Taken on Climate"

The following trend analysis shows how "climate change" ranks higher in different regions of the world.

Africa (602.722 Votes)	Asia (2.816.425 Votes)	Americas (1.500.369 Votes)	Europe (183.287 Votes)	Oceania (25.398 Votes)
				7th
			10th	
		12th		
16th	16th			

"Everything is different now: the seasons, the temperatures, the rain. We used to plant things in August in preparation for the September rains, but it doesn't rain much in September anymore. It rains earlier now. The thing is, when the climate changes we have to change along with it. But I'll tell you, it's hard to convince a farmer to change her ways. Many of the others didn't believe me when I first started talking to them about climate change."

—Anonymous,
Mayange, Kigali, Rwanda

"

Affordable food, water and sanitation,

are directly affected by

climate

and could be seen as

'proxy votes'

protecting forests, rivers and oceans—

change

for *action taken*

on the issue.

"

2.

The Stories within MY World

> **"I'm happy to stand firm and echo my thoughts. I used to think of the UN as a high-level organ that is not close to people. But now, we are sitting together and the UN is hearing my ideas on how I see the future."**
>
> —Latifah Mugorewishyaka
> *Mukarange Sector,*
> *Kayonza District, Rwanda.*

MY World: Reaching voters off-line New Delhi Waste Pickers

Waste pickers in India

Chintan, an environmental justice NGO in Delhi, India, partnered with a team of eight students from the British School in the city to carry out the MY World survey in a community of trash and rag pickers who live and work in Delhi's landfills.

This is an example of the many extraordinary efforts by MY World partners to reach out to marginalized communities around the world. The priorities of the 112 community members were distinct. They ranked "Better job opportunities" as their top priority, while "Affordable and nutritious food" and "Access to clean water and sanitation" ranked much higher when compared with global results.

One of the beauties of the MY World disaggregated partner data is that it is able to show which issues particularly impact the lives of particular groups, in this case the waste pickers and their families. Interestingly, "A good education" still ranked extremely highly, (second), and an "An honest and responsive government" came fourth.
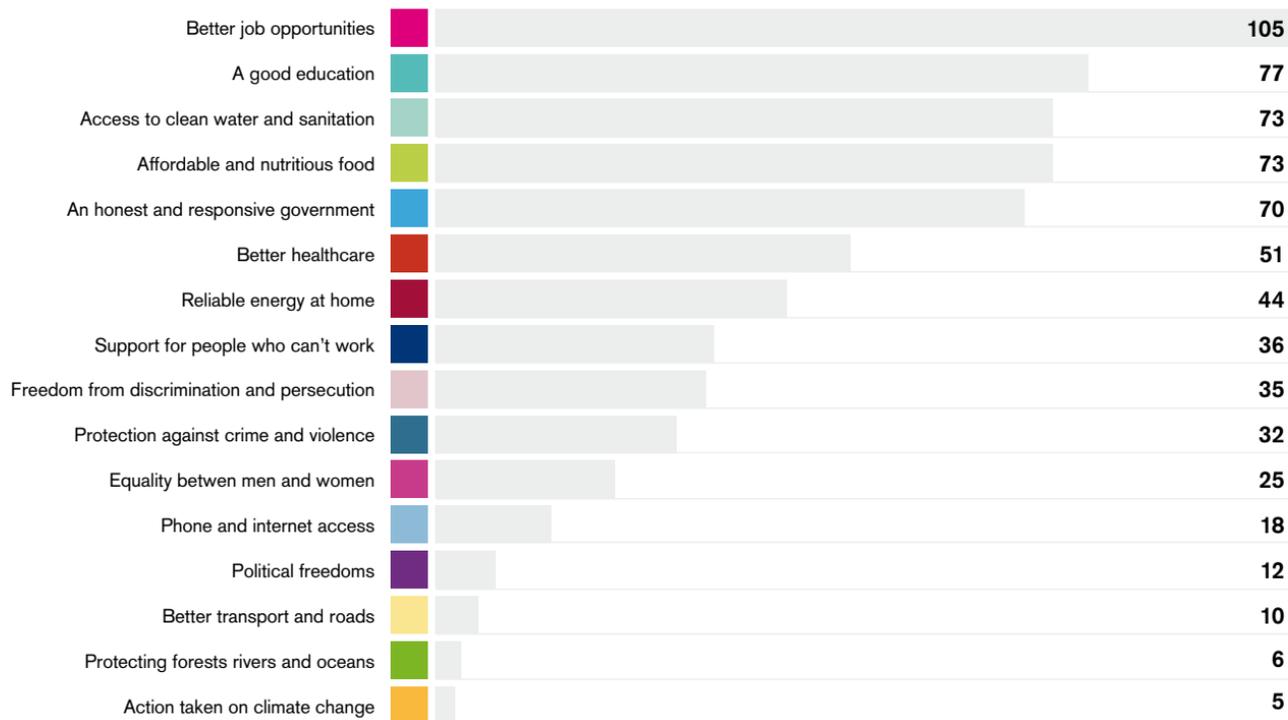
With its aim to promote justice and be the voice that brings people's struggles to light, the Chintan project went hand-in-hand with MY World.

"Poverty alleviation alone as a goal cannot be achieved and will not be a solution for these communities, unless the real needs of these waste picker communities are understood and addressed."

—The British School,
New Delhi

Chintan Environmental Dataset

(New Delhi Waste Pickers)

Better job opportunities	105
A good education	77
Access to clean water and sanitation	73
Affordable and nutritious food	73
An honest and responsive government	70
Better healthcare	51
Reliable energy at home	44
Support for people who can't work	36
Freedom from discrimination and persecution	35
Protection against crime and violence	32
Equality between men and women	25
Phone and internet access	18
Political freedoms	12
Better transport and roads	10
Protecting forests rivers and oceans	6
Action taken on climate change	5

MY World —Reaching voters via mobile phone technology

While the majority of votes have come through paper ballots, emerging mobile technologies have provided novel means of reaching people in communities otherwise difficult to access.

MY World tested approaches across SMS, Interactive Voice Response (IVR) and feature-phone applications in order to reach as many people as efficiently as possible.

However, our experience has shown there are considerable challenges in reaching people via mobile phones, both in terms of response rates, the 360-degree marketing required and, perhaps most significantly, because of the gender gap in mobile phone access and ownership.

Of the almost 500,000 votes gathered through mobile, more than 70% were from men.

Despite these challenges, mobile proved to be a useful tool in reaching out to communities that would otherwise have been difficult to engage.

471,715

votes via mobile

119,319
25%

Gender

336,728
71%
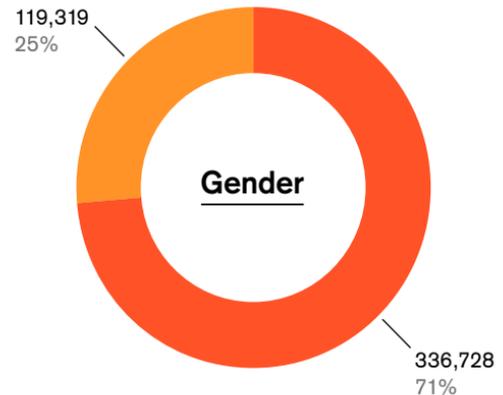
■ Male ■ Female

In the Democratic Republic of the Congo, 15,000 people were able to vote through their mobile phones and in Yemen over 200,000 people have been polled thanks to multi-sector efforts there.

There is huge optimism about the possibilities of using new technology to improve data collection, and through that to improve transparency and accountability. Much of that is justified. But the old problems — making sure that data is representative and doesn't reflect existing biases and inequalities — apply to new technologies as much as to more traditional ways of collecting data.

"Emerging mobile technologies *have provided novel means* of reaching *people* in communities otherwise *difficult* to access."

3.

The Next Step:

A Global
& *inclusive*
agenda for people
& planet

From 7 Million to 7 Billion

Approximately 1 in every 1,000 people on the planet has had their say on what matters most to them through MY World 2015. Their answers continue to be shared with policy makers at all levels.

In addition, youth groups and coalitions such as Action/2015 are gathering grassroots-support and creating awareness of the importance of taking action. From January to September 2015 and beyond, organizations like theirs will build a worldwide movement for action, using digital and traditional media and inclusive in-person events to raise levels of awareness and interest in the new goals, so that when leaders meet in September they agree a visionary agenda.

Building on the awareness from MY World and the World We Want platform, plans have already begun to make the newly- agreed goals "famous". The idea is that every person on the planet will know what the goals are.

Once agreed, the plan is to deliver the goals, in a concise and understandable form, to 7 billion people in 7 days, using a massive cross-media strategy and grass-root activations.

This mass dissemination will make the new agenda a collective responsibility —both for leaders and citizens. To make it work, everyone must know where we are going and why, and we must all be prepared to work together.

With an informed global population committed to making them happen, we can ensure that these post-2015 goals become a reality.

"

This mass dissemination will make the *both for leaders*

To make it work,

where

and we must all be *work together.*

new agenda a collective responsibility — *and citizens.*

everyone must know

we are going and *why,*
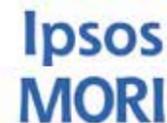
prepared to

"

“ *Sometimes it generation to You can be that falls upon a be great. great generation.* **”**

— **Nelson Mandela**

MY World is an initiative led by:

ENDPOVERTY 2015 millennium campaign

UNDP — Empowered lives. Resilient nations.

ODI

Ipsos MORI

Strategic Partners:

unicef

UN Volunteers — inspiration in action

UNITED NATIONS FOUNDATION

For the latest MY World results, visit:

http://data.myworld2015.org

For more 'human stories' behind MY World votes, visit:

http://facebook.com/HOMY2015

For a complete list of acknowledgments please visit:

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