**SDG Integration Resource Mobilization Strategy for 2021 – 2022**

1. **Context and value proposition**

In an increasingly uncertain and interconnected world, complex challenges like COVID-19 will demand new types of solutions, oriented around systems and portfolios of options, which traditional development programming framed around projects cannot provide.

The 2030 Agenda and its Sustainable Development Goals (SDGs) reflect this systems approach and are meant to be implemented in an integrated way. As a trusted partner with a broad development mandate and presence across 170 countries, UNDP is uniquely positioned to help countries build integrated, lasting solutions for people and planet.

The SDG Integration portfolio is a key component in this ambition and an intrinsic part of UNDP’s Strategic Plan. The portfolio supports the organization, countries and UN partners with approaches, methods, capabilities and spaces to go from *knowing* that complex development challenges require integrated approaches to ‘*doing’* integration and leading systems change – to ultimately accelerate progress on the SDGs.

To power the mandate, UNDP has created an agile SDG Integration Team which is situated in its Global Policy Network. The team is uniquely positioned to develop and lead ‘SDG Integration’ due to its central position, its cross-cutting and diverse expertise, its many tools and resources that facilitate integrated work, and its many cross-collaborations with UNDP teams and external partners on global, regional and national levels.

In 2020, unprecedented disruption of COVID-19 and significant setbacks in human development gave new meaning of SDG Integration and crystallized priorities of the portfolio. Paired with the evolution of the UN development system reform, a review of the SDG Integration Resource Mobilization Strategy (RMS) is necessary to match the development landscape over the coming year. This RMS refers to the priorities and budget of the SDG Integration Portfolio, led by the SDG Integration Team, for 2021-2022.

1. **SDG Integration offerings**

The SDG Integration Team provides three types of service offers to internal and external stakeholders:

* **Global Goods** are spaces for connection, inquiry and serious play to drive collective action.
* **Thought Experimentation** **Spaces** to tackling complex challenges with evidence-based approaches, methods and processes with the aim of learning to increase impact.
* **Customized Support** for tailormade, targeted and collaborative initiatives between multiple partners that engage the network of integration advisors at regional level to tackle complex development challenges.

These services cut across the thematic SDG Integration enablers Integrated policy and programming, Data and analytics, Innovation and learning and Financing, and are reflected in the three **main impact areas:**

* **Advanced SDG Analytics**
* **Networked learning and new knowledge**
* **Capabilities to navigate 21st century challenges**

1. **SDG Integration objectives for 2021 – 2022**

This Resource Mobilization Strategy supports the achievement of the SDG Integration portfolio’s four main objectives for the period 2021-2022 namely to:

1. **Strengthen advanced SDG analytics:**
   * Improve and strengthen the new [COVID-19 Data Futures Platform](https://data.undp.org/) which features unique possibilities to access actionable insights and draw data from a range of sources from within and beyond the UN to conduct integrated analyses that support policy development, thought-leadership and advocacy efforts. The [COVID-19 Vaccine Equity Dashboard](https://data.undp.org/vaccine-equity/) and the Fossil Fuel Removal Simulator (coming soon) are two examples.
   * Continue developing cutting-edge research, such as the flagship on [COVID impact on the SDGs](https://sdgintegration.undp.org/covid-impact-low-and-medium-hdi-groups), to ensure UNDP’s relevance as a thought-leader and provide actionable insights for countries.
   * Roll-out the [SDG Acceleration Diagnostic initiative](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmy.visme.co%2Fview%2F76x307qw-anchor-group-sdg-acceleration-proposal%23s1&data=04%7C01%7Ccatharina.klingspor%40undp.org%7Cab02d2b8820c455b63fb08d97ede7242%7Cb3e5db5e2944483799f57488ace54319%7C0%7C0%7C637680316367644561%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xkMx2RqW57bnCLfIXF7ENdN3fy2aa1iGZ3Vfu52E1qM%3D&reserved=0), including country pilots, which offers a robust model to lead process on the country-level to pick up the pace witch which the SDGs are being implemented.
2. **Advance networked learning and new knowledge:**

* Implement an organization-wide Knowledge Strategy to help UNDP’s 20,000 staff deliver on the Strategic Plan for 2022-2025.
* Refine [SparkBlue](https://sparkblue.org/), a UNDP-led external digital platform curated by facilitators and advisors across the GPN, connecting internal Communities of Practice and external/multi-stakeholder engagements that empowers development practitioners to create new knowledge and distill critical insights in real time.
* Develop and refine the Integrated Policy Practitioner’s Network, a dynamic space to build system-wide capabilities for SDG acceleration, providing access to cutting-edge tools and policy innovations and building user case experience to drive development impact in the Decade of Action**.**

1. **Build capabilities to tackle 21st century development challenges:**

* Foster the capabilities needed to respond to complex development challenges and continue develop the initiative ‘[Transforming Systems for the Decade of Action’](https://www.sparkblue.org/transformation) launched in early 2021, which builds systems leadership capabilities across the UN.

1. **Position UNDP as the go-to actor for integrated approaches:**

* Maintain and refine the dedicated communications infrastructure and increase uptake and reach thereof. This includes the SDG Integration’s digital presence ([web](https://sdgintegration.undp.org/) and [social media](https://twitter.com/SDGintegration)), the blog- and storytelling series, the country case studies, and the [communications and campaign assets](https://trello.com/b/pMihAX8Z/undp-sdg-integration) – which all are crucial for visibility and for attracting future partners and contributors.
* Draw on the strong buy-in from corporate communications mechanisms in 2021 to uptake and feature the SDG Integration portfolio and build out uptake in regional and country level communications channels.

1. **Funding objectives and ambitions**

The objective of this strategy is to secure the necessary funds to deliver on the strategic priorities mentioned above of the SDG Integration portfolio in 2021-2022. To do so, the SDG Integration portfolio needs sufficient, predictable and sustained contributions.

The portfolio has so far relied on a mix of funding streams, including core funding and earmarked contributions from the Republic of Korea and Germany. This RMS aims to expand German funding from 2022, add Nordic donors to the portfolio, and increase institutional investment in areas of the portfolio which are specifically designed to enable other corporate workstreams, for which external contributors are less likely to invest but for which SDG Integration contributes to a powerful corporate 'case for core'.

The strategy also aims to diversify the funding streams and aim for early confirmations, early disbursements and multi-year agreements (from both internal and external sources) to improve predictability, sustainability, strategic planning and prioritization.

1. **RMS components**

To achieve its fundraising objective, the SDG Integration RMS will focus on six major interrelated components:

1. **Strengthening relations with Member States:** The SDGi Team will continue its close collaboration with BERA PG to liaise with Member States and provide timely updates on the development of the SDG Integration portfolio through established processes. The team will also continue to give visibility to contributors and continue co-create and co-produce events, publications, campaigns and tools with Member States.
2. **Expand relations and collaboration with non-traditional partners:** The team will continue the efforts from 2020 – 2021 to work with private sector partners, academia and civil society to expand its reach beyond traditional partners. Also here, it will continue to engage key counterparts in a range of ways; through co-creation of solutions, policies and portfolios; to co-create research pieces; and to co-arrangement of events and campaigns.
3. **Mobilize strategic SDG Integration advocates internally and externally:** the SDGi Team will continue to work with its network of 40 Country Offices who championed integrated approaches in the campaign of 2020 and continue to work closely with the team. By expanding the reach of the portfolio across UNDP, it will gain additional champions who can ‘speak’ for the approach to strategic partners. It will also continue to give special consideration to the external partners with which it has a long and fruitful collaboration, eg the Republic of Korea and Germany, in external communications and other fora.
4. **Tap into to corporate funding mechanisms:** The SDG Integration mandate is a mandate for all of UNDP and an intrinsic part of the Strategic Plan. As a corporate priority and a high-profile initiative for the organization, the SDG Integration portfolio will work to access additional internal funding streams, including from core sources, through strategic engagements with senior management; participation/interventions in key corporate planning and review processes; by seeking cross-team collaborations; and by leveraging internal communications (see below).
5. **Continue to produce high-quality, impactful work based on needs assessments and a demand driven approach:** For the portfolio to attract partners and contributions, it needs to continue to deliver on its priorities and generate value for the organization, for countries and for the UN development system. In the past three years, the SDGi Team has designed a global offering that is now established as a key component of UNDP’s Strategic Plan. The team will continue to refine and develop its offerings in 2021-2022 based on follow-up and review and ongoing needs assessments and dialogue with internal and external counterparts.
6. **Leverage strategic communications**: the dedicated SDG Integration communications and advocacy infrastructure amplifies the offerings, gives the portfolio visibility, reports on results and engages with key internal and external audiences. The SDGi team leverages its dedicated [website](https://sdgintegration.undp.org/), [communications assets/campaigns](https://trello.com/b/pMihAX8Z/integrated-sdg-solutions) and  [social media presence](https://twitter.com/SDGintegration) to target technical audiences, and provides support to UNDP corporate communications and advocacy initiatives. The RMS is closely connected to the communications strategy, one of which key objectives is to position UNDP as the go-to actor for integrated approaches. If the offer is well-positioned in the international development space, target audiences will be inspired to ‘do business’ with UNDP, including collaborating, co-creating and funding. This will not only advance UNDP’s ‘market share’, but also help UNDP influence policy agendas and mobilize additional stakeholders to take integrated approaches.
7. **Implementation**

The RMS will be implemented by the SDG Integration Team under the overall guidance of the Head of the team and in close collaboration with the GPN Directorate and BERA. The strategy will also include joint fundraising with UNICEF for certain initiatives such as the Integrated Policy Practitioners Network, and with other UN(DP) teams on specific collaborations.

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**Resources**

* Overview of the SDG Integration portfolio: [my.visme.co/view/mxz6jwm3-new-sdg-integration-brief](https://my.visme.co/view/mxz6jwm3-new-sdg-integration-brief)
* Website: [sdgintegration.undp.org](https://sdgintegration.undp.org/)
* Twitter: [@SDGintegration](https://twitter.com/SDGintegration)
* Data Futures Platform: [data.undp.org](https://data.undp.org/)
* SparkBlue and Communities of Practice: [sparkblue.org](https://www.sparkblue.org/)
* Communications package (for external use): bit.ly/sdgi\_comms
* Communications package (for internal use): [bit.ly/sdgi\_internalcomms](http://bit.ly/sdgi_internalcomms)