The 2030 Agenda mandates the adoption of an integrated approach across the economic, environmental and social dimensions of sustainable development. The 2016 ECOSOC Integration Segment focuses on the theme "Implementing the 2030 Agenda through Policy Innovation and Integration" with a view to sharing experiences and lessons learned across various sectors. With the success of the 2030 Agenda hinging on effective implementation at the country level, identifying and disseminating novel approaches and policies – that take into account different needs, priorities and contexts – takes on ever greater importance. In this regard, UNDP's experience clearly illustrates the potential of innovative processes, partnerships and institutional arrangements to help deliver the 2030 Agenda.

Examples of policy innovation and integration across UNDP for the implementation of the 2030 Agenda, seen through programmatic outputs:

For UNDP, innovation is about finding better ways to create impact for people and the planet, to strengthen resilience and more inclusive societies. Innovation for development is a novel approach that *adds value to the user, while co-designing solutions with the user*.

UNDP's Strategic Plan (2014-2017) identifies innovation as one of the key priorities for designing a new generation of development services to support national governments tackle complex challenges. Innovative approaches to development -- novel approaches that add value to the end-user and triggers change -- employ a range of new methodologies, technologies and media to improve service delivery and engage citizens. Information and Communications technology (ICT) plays a catalytic role in innovating for development and has the potential to reach marginalized populations. In this regard, UNDP aims to leverage context-specific technologies, emphasize the user experience and the process to ensure that data and citizen voices are fed into decision-making.

UNDP set up a dedicated Innovation Facility in 2014, with support from the Government of Denmark. Between 2014 and 2015, the Innovation Facility provided seed-funding to 102 initiatives in 73 countries. These initiatives involve a range of partners to use big data and digital technology to develop new tools of social policy to help: reframe policy issues and redesign programing -- by identifying key insights into the needs of service users using methods such as human-centered design, behavioral science and social innovation camps; connect and co-design with leading thinkers, citizens, think tanks, private sector and organizations on the cutting edge of development; test policy hypothesis by running rapid prototypes, parallel field tests and experiments; and work with new partners, including the private sector, on building 'shared value'.

Such initiatives can contribute to achieving the 2030 Agenda in a number of ways.

1. **They offer new approaches, tools and partnerships for addressing old and new social problems.**

- Example | China: How can we harness technology to address an e-waste problem that will amount to 65 million tons by 2017?
  In **China**, using big data and mobile phones, UNDP in partnership with tech-giant Baidu links end-users to legally certified e-waste disposal companies for safe recycling. Developed through iterative design and rapid prototyping, the app is available in 22 cities, and has led to the safe disposal of over 11,000 electronic items within a year. The app continues to gain popularity with over 250,000 searches every month. Recently, the partnership launched the Baidu Recycle Green

Service Alliance to build an internet-based nationwide e-waste management ecosystem, involving a number of leading private sector and civil society partners.

- Example | Bangladesh: How do we ease chronic traffic congestion in a metropolis, equivalent to a loss of US$ 4.6 billion in GDP every year?
  With 16 million daily commuters, Dhaka (**Bangladesh)** has a congested traffic environment; it is estimated that approximately US$4.6 billion in GDP is lost due to traffic-related issues such as accidents, excess pollution and loss of time. The integration of behavioural insights revealed that unreliable bus schedule information was a key deterrent to using public transport. In response, UNDP partnered with the Bangladesh Road and Transport Corporation and a local start-up Go-BD to prototype GPS-tracked buses and develop a mobile application that provides commuters with real-time traffic data. A beta version of the app launched in December 2015 for a single bus route was used more than 200,000 times in less than three months. The Government is now scaling up the initiative in partnership with UNDP.

- Example| How do we help build resilience through disaster preparedness and response?
  UNDP has a diverse portfolio of initiatives on leveraging ICTs in disaster-prone contexts. Examples: **Armenia** - to establish a climate change early warning system by creating a network of sensors that collect environmental data (such as humidity, air pressure, noise); **Kosovo** - to examine geospatial and time distribution of emergency calls, identifying the patterns of demand for emergency services, mapping hotspots and historical trends; **Macedonia** (FYROM) – analysis of mobile phone data to identify type of risks and exposure to emergencies of different groups, including urban mobility patterns and seasonal changes in city demographics; and **Colombia -** testing use of unmanned aerial vehicles (UAVs) for mine clearance.

- Example | Nepal: Following the 2015 earthquake, how do we jumpstart rural economies and ensure that millions of displaced citizens return to structurally safe homes?
  In **Nepal,** UNDP partnered with Microsoft to develop a smart phone application that monitors reconstruction efforts in real time, and ensures that poor families in the cash-for-work programme are paid accurately and on time. The app facilitated consistency of data collection, secure data storage, enhanced project management and planning, and aided in transparency and collaboration between agencies. Such information helped improve efforts to demolish and remove debris from over 3,000 houses, employed over 3,500 local people and benefited around 17,000 community members.

- Example | Malawi: How can we tap a wide spectrum of national talent to meet national challenges like food insecurity?
  Food insecurity has been a recurring issue which has negatively impacted the livelihoods of people and the economy. In **Malawi**, UNDP is partnering with a wide range of government, UN, and civil society stakeholders in the Malawi Resilience Innovation Lab (MRIL). This initiative aims to generate propose resilience solutions, from economic recovery and livelihoods to environmental and climate change. In Salima District, 5 proposed solutions for building resilience against floods have been shortlisted for co-creation and incubation towards offering lasting solutions in affected communities.

2. **They provide richer information for governments in developing policy, and for the private and public sector when developing products and services**

- Example | Sudan: How can we measure changes in poverty levels to improve service delivery between household surveys every five years?
  In **Sudan**, UNDP worked with UN Global Pulse to assess data sources (beyond census surveys) for quick and reliable indicators of changes in household poverty. Big data sources, such as electricity consumption and night time lights (using satellite imagery) proved to be unreliable proxies for measuring poverty levels due to gaps in national electricity coverage. The team is now exploring the potential for cell phone usage as an alternate indicator: since over 70% of Sudanese households own at least one cell phone, mobile data is a promising source of more granular data to monitor socioeconomic behavior and poverty.

- Example | FYR Macedonia: How can we provide farmers and citizens with real-time information on agriculture to increase sustainable farming and foster prosperity?
  UNDP worked with a range of partners to set up a Social Innovation Hub (hosted by the Faculty of Computer Science and Engineering) in **FYR Macedonia,** in order to ensure citizen engagement in policy making and service co-design. In 2015, the Hub tested the use of Unmanned Aerial Vehicles (UAV) for rapid urban assessments and precision agriculture with the Skopje municipality and the Ministry of Information Society and Administration. Drones have a unique advantage to collect real-time data from a range of sensors for in-depth analysis of crop conditions. UAV-generated data have enabled experimenting with service development to help farmers manage crops more effectively, and also support the City of Skopje to develop services for greater urban resilience (for example in data collection to better monitor river pollution).

- Example | Cape Verde: How can we improve how data on climate change is visualized for enhanced decision-making?
  Despite the large volume of climate change and environment data in Cape Verde, the country faces big challenges in capturing, analyzing and sharing such data. Through the global project Canada-UNDP Climate Change Adaptation Facility (CCAF), an initiative involving government and academic partners aims to improve decision-making national and subnational levels through better consolidation and analysis of knowledge generated from all programmes in the area of climate change adaptation. A beta version of the data input process has been completed for testing, and the data visualization front end will be finalized in early 2016.

3. **They provide <u>stronger ways</u> for citizens to hold their governments to account.**

- Example | Papua New-Guinea: How can we build a low-cost tool to address corruption, which costs the country about US$6.5 billion a year (40% of national budget)?
  PNG ranks 145 out of 175 countries in Transparency International's Corruption Perception Index, but exposing and combatting corruption has been very difficult. In 2014, UNDP partnered with the Government and Australian telecom MobiMedia and Digicel to develop 'Phones Against Corruption', an SMS-based reporting system that allows civil servants to anonymously report cases of corruption to the Internal Audit and Compliance Division for further investigation. Within five months, two public officials were arrested for fund mismanagement of more than US$2 million; five more await court decisions; and 250 cases of alleged corruption are under investigation. Based on the success of the prototype, the service was scaled up in 2015 to six new Departments and 25,000 government officials countrywide.

4. **The service of the most marginalized populations requires the adoption of a broad eco-system approach beyond ICTs,** with dynamic collaboration among invested, trusted and diverse

stakeholders. Technology plays a tremendous role in innovation but persisting digital divides pose a challenge in terms of leaving no one behind. About 4 billion people across the globe are not connected to the internet, 6 billion are without broadband and 2 billion are without a mobile phone.

- Example | Bangladesh: How can we co-create community-based early warning systems to save lives?
  Almost 20% of the population of Bangladesh is prone to floods but the formal flood warning system does not always deliver timely and comprehensible messages. Bangladesh transformed its approach from 'reactive humanitarian relief after a disaster to 'proactive risk management' before the disaster. In 2014, UNDP collaborated with Bangladesh Scouts and the North South University to launch a local warning system that addresses the specific needs of communities affected by flash floods. The warning system is triggered through mobile phones, when communities living upstream warn the communities living downstream of the imminent disaster. A relay of low-tech solutions (from flags to the loudspeakers of mosques) quickly broadcast warnings across the villages has given communities crucial lead time of between 3 to 36 hours to save lives and livelihoods of vulnerable communities.

- Example | How do we involve all citizens in developing a new global sustainable development agenda?
  Consulting stakeholders when designing a development initiative is not a new concept – it has long been development practice. But placing the "end-users" at the heart of the process, and engaging them in identifying the challenges and in co-creating solutions, can significantly contribute to the implementation of the 2030 Agenda. However both online and offline engagement tools are necessary for more inclusive and equitable service design and decision-making. The My World Survey, received ranked priorities from over 10 million people worldwide in the formulation of the 2030 Agenda. However, 77% of the respondents of the My World survey were offline, and reached via volunteer survey takers on bicycles and partners on the ground making a special effort to reach the most marginalized (offline) communities and ensure they have a voice in the 2030 Agenda.

5. **Innovative approaches are effective in mobilizing new sources of engagement and financing.**
   UNDP's Innovation Facility initiatives illustrate the potential in this regard:
   - A **Burkina Faso** solar energy initiative attracted 3.5 times the seed capital in co-financing from government and the private sector.
   - In **Egypt**, the *Smarter Citizen* initiative attracted twice the UNDP funding from private sector, government and civil society and 250% from UN partners.
   - **Croatia's** *Crowdfunding Academy* attracted almost three times the initial investment. The European Commission invested in 'exporting' UNDP **Armenia's** social innovation Kolba lab[1] into the Government.
   - In **China,** Baidu contributed 3 million yuan for the testing and scaling of the initiative that targets electronic waste, benefiting both users and recyclers.
   - In the **Maldives**, the *Make My Island* the citizen crowdsourcing initiative has attracted pro-bono technical expertise from the UK-based Fix My Street platform, helping improve response from local councils to municipal service delivery issues.

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[1] http://www.am.undp.org/content/armenia/en/home/operations/projects/democratic_governance/kolba-innovations-lab-.html

6. **Innovative approaches help development organizations build new skills and services lines**. UNDP staff working on innovative initiatives have developed a new generation of skills to support provision of high-demand and new development solutions to its clients: from behavioral insights, big and open data, design thinking, and crowdfunding to real-time monitoring, crowdsourcing, open innovation challenge prizes, innovation labs and impact investment.

7. **Innovative approaches help attract a diverse range of partnerships that will be critical to deliver the new Agenda.** The emerging innovation approach has brought fresh perspectives and new expertise. UNDP's comparative advantages - its global reach, field presence outside the capitals and strong cooperation with governments – have helped attract leading organizations to the experimental innovation agenda, including: MIT Poverty Action Lab and Climate CoLab, UK's Behavioral Insights Team, Nesta, Denmark's MindLab, as well as key private sector partners such as MobiMedia, DJI, Vodafone, Glorious Labs, Baidu, and Microsoft. Investments in innovation can lead to a shift in narrative, and in the form of engagement with various partners as well as increasing demand for innovative solutions from governments.