

WFWO Goodwill Ambassador for Development Mission (ADN)



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ONE WORLD ONE HOPE *“The Millennium Development Goals is Common Vision and Global Commitments”*

About WFWO Advocacy Goodwill Ambassadors for Development
Networks (ADN)

Background about ADN:

The WFWO Goodwill Ambassador for Development Network (ADN) is launched by the WFWO in the occasion of the World Aids Day 2006, to join WFWO team forces with people all over the world to give an adequate response and to act decisively on global concerns to support the activities of United Nations agenda for Global Development in 21st Century, in order to achieve the implementation of the Eight Millennium Development Goals (MDGs) set by the United Nations and agreed to by all the world's countries and all the world's leading development institutions. The first Millennium Development Goal calls for eradicating extreme poverty and hunger. The poverty and hunger are intimately intertwined. The poor are often hungry, and the hungry are almost always poor. Today, an estimated 1.2 billion people survive on less than US\$1 per day; three-fourths of them live in rural areas. The poor do not have enough money to buy sufficient food for themselves and their families.

Poor Governments alone cannot end hunger and undernourishment. Mobilization of all, government, private sectors, civil society, NGO's, individual resources are all needed with out the global partnership and solidarity of people we will missed the MDG's by 2015.

In order to achieve the goal of reducing hunger by half by 2015 and support humankind can make the change happen! To end hunger, to fight poverty and disease to stop HIV/AIDS, and provide education for all, sustainable environment development projects to support the agenda 21.

In order to achieve our objectives, we need to take action concretely, the launching of the ADN will play a catalytic role to support the WFWO activities, and to act decisively in the country representatives to achieve the MDG's implementation and targets.

In this context we have the opportunity in the coming decade to cut world poverty by half. Billions more people could enjoy the fruits of the global economy. Tens of millions of lives can be saved. The practical solutions exist. The political framework is established. And for the first time, the cost is utterly affordable. Whatever one's motivation for attacking the crisis of extreme poverty - human rights, religious values, security, fiscal prudence, ideology - the solutions are the same. All that is needed is action;

The ADN Mission and Objectives

The WFWO ADN TOR's was established by the WFWO Policy and Communications Team and under direct supervision the Executive President and its Board of Directors is comprised of proven by partners experts and individuals who are knowledgeable of and care deeply about Global issues.

The ADN Mission will play an important catalytic role to defeat hunger is a question of responsibility and commitment an action to implement the MDG's targets by 2015. We Stand up to be part of a generation that will achieve its goal objective for a better world for all.

The Ambassador for Development Network (ADN) Mission and Objectives:

Objectives:

More generally:

- Support the implementation and the achievement of MDG's objectives by country representatives;

Specifically:

1. Build the communication capacities, trained and provide support to WFWO/ADN and improve the efficiency and effectiveness of WFWO's investment in regional communication through communication planning and evaluation;
2. Strengthen the capacities of the poor and their organizations to communicate;
3. Improve relationships with governments and regional organizations and enhance advocacy to sensitize decision-makers on poverty and influence policies;
4. Provide support to regional intergovernmental organizations;
5. Develop learning and sharing culture among projects and programs participants and design a process of results dissemination;
6. Develop strong partnerships with regional media and reinforce their capacities on Global issues;
7. Enhance WFWO's visibility in the region, especially among experts in the field and peers of like-minded organizations;

Goals



The Goals to be achieved are the following:

- Empowering rural poor people to communicate so that they can better organize themselves communicate their ideas and needs and lead their own development;
 - Increasing the level and effectiveness of investing in poverty eradication to that required to achieve the Millennium Development Goals targets by 2015;
 - Encouraging supportive policy environments for poverty eradication at all levels;
 - Increasing understanding of WFWO's role and demonstrating WFWO's effectiveness as an instrument for poverty eradication and for achieving the Millennium Development Goals;
 - Building and strengthening a community of practice dedicated to poverty eradication
 - Ensuring that WFWO/ADN and partners have the information and knowledge they need to act to support their country;
- Pledge to inspire on people in the country representatives to work together in take action to make the difference against Hunger, HIV/AIDS and other diseases, and access to clean water, sanitary, education for all and promote the MDG's objectives.
- Call upon all people to help the least privileged people in the country representatives finally to break out of the vicious circle of chronic hunger, poverty and undernourishment, and make a world where everyone has reliable access to safe and nutritious food and clean water and education as human right, and to support the country representatives to implement the MDG's objectives by 2015.
- Pledge to support the mission of WFWO to help and develop sustainable development project, with concrete realization in the country representatives, focus on food-security and health, and educations, and promote the MDG's objectives.
- The ADN country representatives will commit to use His/She talents and unique opportunities to help increase awareness and raise funds for the fight against hunger and HIV/AIDS and other activities related to development at all level nationally and internationally to support the country representatives.



Audiences

Primary audiences:

- Internal WFWO Managements, Operations and Communications Team;
- Beneficiaries: *poor, farmers, peasants and their organizations, processors, traders, marketers, exporters, urban consumers, rural and traditional leaders, women and youths;*
- Local government officials, central government officials;
- Cooperating institutions and partners;
- Media and especially community based radios;

Secondary audiences:

- Donors;
- Country regional organizations;
- Development partners and coordination institutions (others projects and programs);
- Civil society, politicians, senior civil servants;
- Local NGOs ;
- Research institutes, knowledge centers;
- Private sector, initiative bearers, entrepreneurs;
- General public;

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Take Action Now, You Can Make the Difference !!!!

Join the ADN Networks Now...! The ADN is launched by the WFWO to support your country and your communities, in order to implement the achievements of MDG's target by 2015.

