



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

HOW TO ... implement the MY World mobile survey

The MY World survey is available through three major channels: online at www.myworld2015.org; offline in paper form; and through **mobile technologies such as SMS and IVR** (toll-free numbers). This guidance note focuses on survey access through mobile technologies.

Why do we need a survey through mobile phones?

- Research shows that mobile phone subscribers significantly outnumber users of the internet, broadband (fixed or mobile) and landlines, and MY World wants as many people to express their priorities as possible. Mobile phones therefore have an essential part to play in any survey seeking to canvass citizens' opinions worldwide, especially those of the poor and marginalized.
- The mobile phone survey detailed here is designed for individuals who have a mobile phone but do not have internet access. The MY World survey is also available online at www.myworld2015.org and the website can be accessed through a smartphone application for those who have an internet connection and prefer to use this route.

How will the mobile phone survey work?

- The user will receive an SMS message on their mobile phone introducing them to MY World through a simple message and giving them a toll-free number to call to take the survey. They may also be offered a non-financial incentive to participate.
- When an individual calls the toll-free number, an automated telephone system will allow them to choose their preferred language. They will then be asked four multiple choice questions about the issues which are most important to them (each time selecting one from a choice of **four** MY World options). At each stage they will dial into the telephone keypad the number corresponding to their choice. Finally, they will be asked their gender, age and education level.
- We estimate that a caller will need a maximum of **two minutes** to complete the automated survey. They will not incur any charges for making the call.

How many people will take the survey?

Our current target is for millions of people to respond to the survey across all three channels. The number of respondents per country will vary based on size and population.

When will the mobile survey be available?

- The mobile survey is available from January 2013.
- Analysis of results will be provided to the High Level Panel and Secretary General regularly until 2015, including ahead of High Level Panel meetings in January (in Monrovia, Liberia), March (in Bali, Indonesia) and May 2013 (in New York, USA). As agreed at Rio+20, the Open Working Group will be designing a set of goals focusing on sustainable development by September 2013 and survey results will also be shared with this Group.

What do I need to do to implement the mobile survey in my country?

- Where translations and incentives are required, help us to prepare the SMS text and suggest incentives – what would work best in your country?
- Help promote the survey by securing pro bono SMS messages from the local telephone operators and using traditional media.
- Negotiate with mobile providers for toll-free numbers and communications.
- Where languages other than English are required, help us prepare the survey language.

Below is a step-by-step guide of what you can do:

Step 1: prepare the SMS message

We have prepared a standard form SMS message to encourage participation in the survey. We would like your help in:

- Translating the SMS into the most widely spoken language in your country (where this is not English). Please therefore identify this one ‘major’ language and translate the SMS text into it. The SMS will be sent out in this one language, however, at this stage we would also like you to tell us if there are any additional ‘minor’ languages which the survey itself should be made available in.
- Advising us on any changes that should be made to the text to ensure that the SMS is relevant in your country/region.

Step 2: consider non-financial incentives

- Consider effective non-financial incentives (such as competitions to meet well-known figures) to encourage wide participation in the survey in your country/region, especially among the poor and marginalized. Contact the global MY World team to discuss and finalize any such incentives.
- **How we can help:** We can facilitate access to resources such as UNICEF/UNDP celebrity ambassadors and High Level Panel members.

Step 3: secure free SMS distribution

- Ask as many mobile phone operators in your country/region as possible to send out the SMS alert message to their entire customer base, on a pro bono basis. Approach the largest providers first to maximize coverage.
- **How we can help:** Our communications team can provide you with guidance on how to make your approach, what to ask for and what benefits to highlight to operators (such as publicity). The World Wide Web Foundation, our lead technical partner, will support you in discussions with operators,

provide details of recommended operators/contacts to approach, and answer any questions you have during the process.

Step 4: promote through traditional media

- Use your existing networks and contacts (in papers, magazines, radio etc) to promote MY World and encourage people to call the toll-free number and take the MY World survey.

Step 5: negotiate the toll-free number and communications on it

- You will need to secure a mobile operator to provide, on a pro bono basis, a toll-free number and free communications on it. You will only need one provider in your country to agree to this as the toll-free number will work country-wide and across all operators.
- We have enlisted the help of Kirusa, an international mobile technology provider, to develop the software and to service the telephone system in each country once a mobile operator there has agreed to provide the toll-free number and communications.
- **How Kirusa can help:** Kirusa has connections with mobile operators in 21 countries¹ and, if you are in those countries, you can approach these companies in the first instance. We can give you lists of these countries and the contact details of those likely to be receptive to the project. In countries outside of these 21, the operator will, additionally, need to agree to host Kirusa's platform on their network.
- **How we can help:** We can provide you with guidance on how to make your approach, what to ask for and what benefits you can highlight to the operator (such as publicity). The World Wide Web Foundation will support you in discussions with operators, provide details of recommended operators/contacts to approach, and answer any questions you have during the process.

Step 6: customise survey language

- We have developed a script for what callers will hear when they take the automated telephone survey. Please advise us on any changes which should be made to these prompts to ensure that they are relevant in your country/region.
- Tell us which language(s) the automated telephone survey should be in – you can choose more than one for your country. If there is more than one, identify one 'major' language and designate the others as 'minor'.
- Work with us to translate the scripted prompts into those languages and also record them in those languages.

¹ List of countries where Kirusa is present and names of local operators there: **Bolivia:** Nuevatel (also known as Viva), **Democratic Republic of Congo** (Kinshasa): Tigo, Vodacom, **Ghana:** Airtel, Tigo, and Vodafone, **India:** Vodafone, Idea, Loop, Airtel, and Tata, **Kenya:** Yu, **Nigeria:** Visafone, Etisalat, and Globacom, **Pakistan:** Zong, **Philippines:** Bayantel, **Tanzania:** Tigo, **Uganda:** Uganda Telecom, MTN, and Warid, **Bangladesh:** Grameenphone, **Benin:** Bell Benin, **Cameroon:** Orange, **Dominican Republic:** Viva, **Egypt:** Etisalat, **Peru:** Claro, **Republic of Congo** (Brazzaville): Warid, **Rwanda:** Tigo, **Senegal:** Tigo, **Vietnam:** Vinaphone.

HOW TO...simple guidance for requesting support from a telephone operator

Prepare. Do Your Homework

Identify telephone operators who might be interested in supporting MY World: What kinds of things have they sponsored in the past? What are the causes or issues they support? Is there a past partnership with the UN? Try to present MY World as building on those issues or relationships.

Be inspirational. Present a brief overview of MY World

- MY World is worldwide online, mobile phone and offline survey launched by the **UNITED NATIONS** and **partners across the world**, to ask citizens everywhere about the issues that would make the most difference to their world.
- It is a **truly historic, groundbreaking project** which we are giving them the opportunity to join – through it people will make their voices heard by the global leaders who will shape the next development agenda after 2015 which must tackle extreme poverty, disease and environmental crises.
- Give potential partners a big picture view of the project. But it is useful to also show the scope of the **MY World in your country** and to describe the activities and the types of events that are being planned around post-2015 (consultation, youth events etc.).

Be clear. What you are asking from the telephone operator?

Remember to be clear that you are interested in talking about the crucial support that only they can provide:

- SMS push message to all their customers
- Toll-free number
- Communications through all possible channels to communicate the MY World toll-free number
- In countries outside of the 21 where Kirusa operates, the telephone operator will, additionally, need to agree to host Kirusa's platform on their network.

Be clear. What they will get in return?

- **Association with a unique global United Nations initiative** which is supported by global leaders, and their government, as well as by civil society, faith based organizations, corporations and opinion leaders of their country.
- **Global visibility.** MY World will launch in January 2013 in a high visibility event. From then onwards, results will be presented to global leaders including the UN Secretary General Ban Ki-moon, and the High Level Panel, co-chaired by President Susilo Bambang Yudhoyono of Indonesia, President Ellen Johnson Sirleaf of Liberia, and Prime Minister David Cameron of the United Kingdom, and it includes 27 world leaders from civil society, the private sector and governments.

- **National visibility and leadership on innovation and CSR.** Raising their brand awareness with the general public and their profile in corporate social responsibility (CSR). Additionally we can profile them globally (they will be visible on the www.myworld2015.org partners page, we can announce the partnership through social media etc). Locally you can also agree on a press release, information through social media channels and explore other different options.
- **Working with partners with strong credentials.** After convincing them of the benefits and the wide audience, some questions may still remain. Will the project get executed the way it is being promised? What is the experience of the organizer? In this, we can draw attention to the strong credentials of the partners driving the project: UNDP and ODI, UN Millennium Campaign, Web Foundation and the UN Country Teams and partners at local level.

Generate ideas

You know more about the MY World related events that might take place in your country and could interest your partner. These may include launch events, press conferences, celebrity photo opportunities, UN social media activities, websites etc. Hence, come up with innovative ideas to genuinely help the telephone operator get the most out of the partnership. Think about what activities can be done together, and so on.

Keep regular contact

Make sure to follow up with any potential partner and keep them up-to-date on how MY World is going. Let them know if you get a new partner or send them a copy of exciting new materials we may produce.

Contact the MY World team for support

As well as your focal point/country representative, we are available if you need any further information at support@myworld2015.org