



HOW TO ... implement the MY World offline 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 focusses on survey access through the offline channel.

Why do we need an offline survey?

While a large and increasing number of people have access to the internet and mobile phones, many do not. MY World wants as many people to express their priorities as possible, especially the poor, marginalized and digitally disconnected.

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 offline survey be available?

The offline survey is available from January 2013.

How will the results be used?

For all three survey channels, wherever possible, data will be disaggregated and analyzed by region, gender, age, and education level. The data will be available to share with partners at a global and local level through the registered partner area of the website.

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 offline survey in my country?

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

Step 1: prepare the survey cards

We have designed cards with the sixteen MY World options printed on, which you can use to administer each survey. The cards will record the voter's age, gender and education level and the interviewer is asked to record the country and precise location of the survey as well.

Once registered (see below) the cards are available to download from <http://partner.myworld2015.org>. They are available for you to print in two formats: a postcard format and an A4 format. They will be available as PDFs and design files (so that they can be adapted locally). Alternatively, you can also email us at support@myworld2015.org and we can send you the files.

We would like your help in:

- Translating the card into the most widely spoken language in your country. You can email us at support@myworld2015.org to find out if the card has already been translated into your local language.
- Printing the ballot cards in your local language and making these cards available for distribution by your organization.
- **How we can help:** The website has been translated into the six official UN languages (English, French, Spanish, Mandarin, Russian and Arabic). This text can be used as a reference point for offline translations. If you would like to translate the offline materials into other languages, we can email you a document containing the required text for translation (please request this at support@myworld2015.org).

Step 2: make a note of your partner identification 'code'

- Your unique partner identification 'code' will need to accompany the results which you submit to us, so that we know that they have come from your organization. There will be one global identification and password for each organization.
- Ask your organization for this identification and password and make a careful note of them. They may also give you additional instructions on the coding system they would like to be used when completing the survey cards.
- If you are a partner focal point and your organization has not yet received a global identification and password, you can obtain these by registering your organization at <http://partner.myworld2015.org>. Once you complete the registration form, you will be sent your partner identification and password. Make a note of them and inform your volunteers (also explain to them any additional coding system you want them to use when administering the survey).
- **How we can help:** If you cannot access <http://partner.myworld2015.org>, you can email us at support@myworld2015.org to obtain your partner identification and password.

Step 3: identify where the survey will be done

- It is important that the MY World survey reaches out in particular to the world's poorest communities. If you can identify the poorest areas in your region (those living under \$1.25 per day, or \$2 if more relevant to your country), we recommend that you prioritize administering the survey in these areas first, before carrying out a more general offline outreach. We are particularly interested in hearing from areas with poor telephone and internet access.
- A decision then needs to be taken about how many people will be interviewed in each area. The more people you can interview the better, but it is important to make sure that you are really focusing on the

very poorest, who don't have either phone or internet access, and that you are getting a good range of people (men and women, different ages), and that they come from different parts of your chosen region or country.

- **How we can help:** UN country teams can help with the data required to identify the poorest regions in your country, and we can help with more technical advice if needed. You can email us at support@myworld2015.org.

Step 4: conduct the survey interviews

- It is important when doing the interviews to remember that people are answering for themselves, and not for their whole household. It is what they think, not what anyone else thinks.
- Take a moment to introduce and explain the survey, and then go through the options. If you are reading the card to them, read the whole list once or twice before asking them to choose six options. If necessary, use the explanatory paragraphs for each option to provide more information about what each one means and how it might relate to their lives.
- Take as long as you need and answer any questions they have before filling in the card. It is important that the interviewees do not feel pressured into making up their minds, that they are sure what this is about, and that there are no false expectations about what this might mean for them.
- For each survey, fill in the person's six priorities, their gender, age, education level and where they come from. Please also complete the partner identification box (if appropriate).
- Where you are handing out cards to individuals to complete themselves, make sure you give them clear instructions on how to do this. When you collect them, check that they have chosen six priorities and filled in the information about their gender, age, education level and where they come from.
- **How we can help:** We will provide you with a MY World background brief, a sample script to help you introduce the survey, and a page of paragraphs explaining each option. You can download these at <http://partner.myworld2015.org>.

Step 5: collect the data

- Oversee and organise the collection of completed survey cards from respondents.
- Enter the results for each survey carried out into the MY World results spreadsheet (Excel). Each of the sixteen priorities has a code for easy data entry. Where respondents have suggested an additional priority, you will need to type this out into the spreadsheet. Next, enter in all additional information, including their gender, age, education level and region. Finally, please ensure that you allocate the correct partner identification to the results so that we know that your organization has collected the results.
- **How we can help:** You can download the formatted results spreadsheet from <http://partner.myworld2015.org>. Additional guidelines on how to fill it out are contained in the second tab of the spreadsheet. Alternatively, you can ask your focal point to email this to you.

Step 6: submit the results!

You can submit the results to us in a number of ways.

- I. Upload the results spreadsheet(s) to the central database. To do this, log into <http://partner.myworld2015.org> and follow the instructions on the website. Select the file from your computer to upload. You will then be asked to verify that the data you have submitted is a true and fair reflection of the results you have collected. If you cannot upload the spreadsheet, you can email it to support@myworld2015.org, and this can be uploaded for you.
 - II. Where a MY World focal point is available, send them the spreadsheet by email and they will upload the results.
 - III. Submit the votes manually. This is best where there is only a small quantity of data. Log into <http://partner.myworld2015.org> and follow directions to the web form that allows you to input votes one by one.
- Timing of submissions – MY World will continue to gather survey results until 2015. Where possible, we recommend submitting your results at intervals before High Level Panel meetings so that those surveys can inform their discussions. High Level Panel meetings are currently planned in late January (in Liberia), March (in Indonesia) and May 2013 (in USA). Other key dates at a country level are the UNDP-led country consultations.
 - **How we can help:** We can give you contact details for your region's focal point or the relevant global team member so that you can double check the process for submitting data from your particular country/region. You can email us at support@myworld2015.org.

Step 7: promote MY World

- Help promote the survey to local organizations and encourage people to participate.
- Use your existing networks and contacts at local and national newspapers, magazines, and radio stations to promote MY World and encourage people to take the survey.

Contact the MY World team for support

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