

CHAPTER II

**THE TRANSITION OF MILLENIUM DEVELOPMENT GOALS (MDGS)
TO BE SUSTAINABLE DEVELOPMENT GOALS (SDGS) AND
YAYASAN CINTA ANAK BANGSA AS ONE OF NGO IN INDONESIA**

This chapter explains about the change and the transformation of the Millenium Development Goals (MDGs) to Sustainable Development Goals (SDGs). There is an NGO in Indonesia which has program related to SDGs. Meanwhile the NGO already applied the MDGs. MDGs itself is the program refer to the developing countries, then SDGs is the program for all the countries to increase their growth.

A. The Changing of Millenium Development Goals (MDGs) to Sustainable Development Goals (SDGs)

The emergence of the Millennium Declaration is the result of the long struggle of developing countries and some developed countries. The Declaration brings together the commitment of world leaders to address issues of peace, security, development, human rights and fundamental freedoms in a single package. The MDGs declaration does not contradict the previous declarations. UN member states then adopts the MDGs. The MDGs place human development as the main focus of development and have measurable deadlines and progress which will serve as a reference to whether or not the MDGs program is achieved.

The MDGs are no longer perceived locally or regionally, but are now felt by the whole world. The world bodies and institutions that are part of the UN as well as those outside the UN such as NGOs have paid serious attention to it. A decent life and welfare of the population is the purpose of development in each country, so that the state of the earth that is safe, prosperous, and prosperity can be achieved.

Millennium Development Goals or better known as the MDGs is a global development paradigm, which was declared by the 189 member states of the United Nations in 2000. The leaders of the world made a historic commitment: to eradicate extreme poverty and improve the health and welfare of the world's poorest people within 15 years. The commitment was adopted at the Millennium Summit in September 2000 (Laporan Pencapaian Millenium Development Goals Indonesia 2007, 2007).

The countries present at the meeting committed to integrate the MDGs as part of a national development program in an effort to handle the settlement of issues related to the very fundamental about the fulfillment of human rights and freedoms. For more than a decade, the MDGs have helped give direction to the global development paradigm.

“The MDGs are the world time bound and quantified targets for addressing extreme poverty in its many dimensions-income poverty, hunger, disease, lack of adequate shelter, and exclusion-while promoting gender equality, education, and environmental sustainability. They are also basic human rights-the rights of each person on the planet to health, education, shelter, and security (Goals, Targets and Indicators, 2006).”

MDGs are the combination of efforts to promote the development and economy of the country. The target of the MDGs are not only oriented to the current generation, but also for generations to come.

MDGs can be used as a tool to make the perception of development in order to improve global cooperation efforts and sovereignty of each state to its citizens. MDGs are to achieve the millennium development directives that must be achieved and implemented. MDGs is also a benchmark for the process of transition from a developing country into a developed country.

MDGs are the responsibility of each countries, both countries developing as a driver in the MDGs and developed countries obligation to support the efforts made by developing countries such as for funding or for other partnerships. MDGs provide positive impact on UN member states, where the declaration MDGs encourage every country to achieve the MDGs.

The MDGs agreement is only 15 years, from 2000 to 2015, but the development progress in some countries is still not in accordance with the target when MDGs programs have finished, the countries of the world begin to formulate a sustainable platform to achieve the noble ideals of the SDGs.

SDGs was first discussed at the United Nations Conference on Sustainable Development, held in Rio de Janeiro in June 2012 (Background of Sustainable Development Goals). On 25 to 27 September 2015, a grand meeting at the UN Headquarters in New York was conducted and attended by representatives of 193 countries. The meeting of Sustainable Development Summit produced the

document called Sustainable Development Goals (SDGs). The SDGs replaced the MDGs (Millennium Development Goals), SDGs itself start from 2016-2030. It is explained in the document that will become a reference in the negotiating framework to developing countries after MDGs end.

UN member states adopted a document entitled Transforming Our World: The 2030 Agenda for Sustainable Development (The Sustainable Development Agenda). The meeting was a follow up of the agreement at a meeting on September 2015. Thus, the countries in the world now agree on a new platform with the new terminology, the SDGs. Both SDGs and MDGs basically have similar ideals. One was to reduce poverty in the world. However, there is something more progressive listed in the SDGs to be achieved in 2030.

SDGs concept is necessary as a new development framework that accommodates all the changes that occur post 2015. Mainly it is due to changes in the world situation since 2000 on the issue of deflation of natural resources, environmental degradation, climate change is crucial, social protection, food and energy security, and the development of a more pro-poor. By contrast, while the MDGs are aimed only at developing countries, SDGs has more universal goal. SDGs are presented to replace the MDGs with the aim to better meet the challenges of the future world.

The pillars as indicators in the concept development of SDGs are: first, indicator of the inherent human development (Human Development), including education, health; second, the indicator is attached to the environment (Social

Economic Development), such as the availability of facilities and infrastructure, as well as economic growth; third, the indicator is attached to a larger environment (Environmental Development), such as the availability of natural resources and environmental quality are good (Sustainable Development Goals).

B. Transition from Millenium Development Goals (MDGs) to Sustainable Development Goals (SDGs)

Entering 2015, not all MDGs goals could be achieved. Many countries are still grappling with the poverty, education, health, women's empowerment, the environment and sanitation. On the other hand the global partnership that was originally initiated by the developed countries is not running maximally. Poverty and inequality are still common problems.

Based on the report from UNICEF, for example in sub-Saharan Africa, the report finds that the risk of a child dying before her or his fifth birthday is almost 15 times higher than the risk facing a child born in a high-income nation (Childs, 2015).

It could be called that the MDGs failed (INFID, 2015), because the targets were taken by the countries and they was a unilateral decision by the United Nations and not all the countries who signed achieved the great result.

Then, learning from the failure of the MDGs, the post 2015 development agenda was developed in a more participatory way. SDGs is structured through a participatory process, one of which is through a survey. United Nations works with several partner agencies to conduct a citizen survey, called My World Survey

(Hoelman., et.al, 2015). The survey is used by every citizen around the world to choose which aspects of the problem related to their activity and urgent to be immediately fixed. From the survey, United Nations can make a result which problems that refer to the goals in SDGs.

After the end of MDGs era, SDGs continue the program. SDGs have not been separated from the MDGs and SDGs is a reform of the MDGs. Basically, the MDGs and SDGs have similarities and common goals. SDGs continues the ideas of MDGs which concern on tackling hunger and poverty in the world. However, in SDGs, there are new goals not yet contained in the MDGs. SDGs therefore add some point in environment and human right (Renwick, 2015).

In contrast to the MDGs that is more bureaucratic and technocratic, preparation of SDGs is more inclusive which involves many stakeholders including Civil Society Organization (CSO) (Yohanna & Mushasi, 2015). In any implementation, SDGs would like all people be able to participate in the success of its agenda.

“As a follow-up to the MDGs, over the next 15 years, SDGs will be directed to the obligations to continue and expand the success of the MDGs. Observing the inclusiveness in its compilation process, SDGs are expected to build on the foundations already created by the MDGs. The integration between different dimensions of sustainable development is not only related to the achievement of targets, but it is also important to ensure joint efforts at the national level to include SDGs in the national development agenda from planning to implementation (Moeloek, 2015).”

The spirit of changing the agenda of global development is based on the awareness on the importance to maintaining the survival of society and the

environment not only for now but for generations to come. The focus of the SDGs on social and environmental aspects is the increasing environmental crisis.

Therefore, the 8 goals of MDGs and the 17 goals in SDGs are inseparable and interconnected to each other for sustainable development. They are related to each other but some of the goals are the development from the previous MDGs.

Table 1.1 Goals of MDGs and SDGs

MDGs	SDGs
<p>1. Eradicate extreme hunger and poverty;</p> <p>2. Achieve universal primary education;</p> <p>3. Promote gender equality and empower women;</p> <p>4. Reduce child mortality;</p> <p>5. Improve maternal health;</p> <p>6. Combat HIV/AIDS, Malaria, and other diseases;</p> <p>7. Ensure environmental sustainability;</p> <p>8. Develop a global partnership for development.</p>	<p>1. End poverty in all its forms everywhere;</p> <p>2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture;</p> <p>3. Ensure healthy lives and promote wellbeing for all at all ages;</p> <p>4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all potential;</p> <p>5. Achieve gender equality and empower all women and girls;</p> <p>6. Ensure availability and sustainable management of water and sanitation for all;</p> <p>7. Ensure access to affordable, reliable, sustainable and modern energy for all;</p> <p>8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all;</p> <p>9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation;</p> <p>10. Reduce inequality within and among countries;</p> <p>11. Make cities and human settlements inclusive, safe, resilient and sustainable;</p> <p>12. Ensure sustainable consumption and production patterns;</p> <p>13. Take urgent action to combat climate change and its impacts;</p> <p>14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development;</p> <p>15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss;</p> <p>16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels;</p> <p>17. Strengthen the means of implementation and revitalise the global partnership for sustainable development.</p>

Source: (Goals, Targets and Indicators, 2006) & (Sustainable Development Goals)

The purpose of SDG which is a continuation of the MDGs is evident for their relationship. Some are explained from one MDGs goal for several purposes in SDGs, since the first objective in the MDGs is defined in the first, second, and eighth SDGs objectives. Then, the second objective in the MDGs is on the 4th goal of SDGs. The third goal in the MDGs is in the fifth goal in SDGs, the seventh goal of the MDGs is outlined in the 6th, 7th, 12th, 13th, 14th, and 15th goals in the SDGs. The eighth goal in the MDGs is on the 17th goal in SDG. There are also contrasts where some of the MDGs goals serve as an objective in SDGs, as goals 4th, 5th, and 6th of the MDGs are the 3rd goal in SDG. Of the 17 indicators of the SDGs, there are 4 new targets there are the 9th, 10th, 11th and 16th.

As Secretary-General Ban Ki-moon said, a new global agenda is centred on people and the planet, and underpinned by human rights (UN/DPI, 2014). If we look at the goals of the MDGs, we emphasize more about poverty, education, or more on the basic needs of every human being. On SDGs, the 17 goals are universal and broader in scope.

If we look again there are 4 new goals that previously were not in the MDGs. This issue exists because of the 5 fundamentals in SDGs (Visser, 2015). SDGs have 5 fundamentals (Smeru Research Institute, 2016), that are people (basic principles of human rights, inclusiveness, and anti-discrimination), planet (sustainable principle for future generations), prosperity (the principle of well-being for all), peace (the principle of peace and justice) and partnership (principle of cooperation of all stakeholders: government, community, academics, business world) that

include in the purpose of SDGs. To achieve these fundamentals, there are 17 goals and 169 targets that are prepared (Sustainable Development Goals, 2017).

Essentially, the 17 objectives of SDGs can be grouped into four pillars, namely human development, economic development, environmental development, and governance development (Haryani, 2015). The pillars of human development are closely linked to the provision of basic services so that the objectives of the SDGs can be grouped into several sectors. These sectors are ensuring a healthy life, ensuring equal distribution of the quality of education and inclusive education and lifelong learning for all, ending poverty and achieving gender equality, and empowering all women and girls. The goals of SDGs on the pillars of environmental development include ensuring good food and nutrition, achieving universal access to water and sanitation, ensuring sustainable energy, ensuring sustainable consumption and production patterns, taking action to combat climate change and its impacts, managing resource assets nature in a sustainable manner, managing sustainable ecosystems and stopping the loss of biodiversity. Meanwhile the objectives of SDGs in the economic pillar are promoting sustainable economic growth and decent work for all, building infrastructure, promoting inclusive and sustainable industrialization and encouraging innovation, make cities and human settlements inclusive, safe, tenacious and sustainable. In the field of governance development, the objectives of the SDGs include reducing inequalities, ensuring a stable and peaceful society, and strengthening the way in which to implement and revitalize global partnerships for sustainable development.

Therefore, SDGs will be much better than MDGs (Clarke, 2015). MDGs were drawn up by a group of experts in the “basement of UN headquarters” whereas SDGs have evolved after a long and extensive consultative process including 70 Open Working Groups, Civil Society Organizations, thematic consultations, country consultations, participation of general public through face-to-face meetings and online mechanisms and door to door survey (Kumar, et, al., 2016).

SDGs are more global in collaborating programs. The MDGs were previously created by Organization for Economic Cooperation and Development (OECD) member countries and several international agencies. Meanwhile SDGs are made in detail with international negotiations which also comprise middle and lower income countries.

Also, goals in SDGs is based on the human right. They include some points from human right to fullfil the better future of the world. Then, the private sector will also have the same role, even greater. International organizations and governments have had a quite clear role in the global development and sustainable agenda, where private sector participation in this regard is often seen from its contribution to economic growth, employment creation, and tax payments. The private sector can also play an executing role such as turning profits into a sustainable economic growth, social inclusion, and environmental protection.

Implementation of the SDGs program requires broader public participation, because without public participation, the SDGs agenda will have the same fate as the MDGs agenda which results are still far from expectations regardless the fact

that it has been initiated 15 years ago. This form of community participation can be realized by forming a joint committee by involving civil society organizations. With the participation of civil society, their respective expertise can help the government to more sharply do mapping problems in the field, make solutions, implement and supervise (Destrianita, 2015).

Actors who play an important role in the SDGs are not only the government, but all the people who must work together so that the purpose of the SDGs implemented even exceed the existing targets. In addition to the government, actors who can support may come from the community, and NGOs to existing institutions.

The UN is considered to be inspiring countries in the world with SDGs because every country can apply the SDGs program with the existing programs in their respective countries. All countries can play an active role in the success of UN SDGs program.

C. Yayasan Cinta Anak Bangsa as an NGO in Indonesia

Yayasan Cinta Anak Bangsa is the NGO that succeeds the program of UN. To succeed the program from the UN, not only the government that supports the program and makes a project for their countries but also the supporter that support the UN SDGs. NGO is one of the actors that supports the UN SDGs beside the government. NGO has an important impact for the society. From their vision, mission, and programs. Some of the NGO used the UN SDGs as a platform for their projects. One of the NGOs implemented the UN SDGs is YCAB.

Figure 2.1 YCAB's Logo



Source: <http://www.ycabfoundation.org/id/>

YCAB is the abbreviation of Yayasan Cinta Anak Bangsa, which is translated to **“Loving The Nation’s Children Foundation”**. The word “Cinta” means Love. YCAB is about loving the least of the children of a nation. This love is translated into providing hope and opportunity to marginalised youths (YCAB, 2017).

YCAB was founded on August 13, 1999 by Veronica Colondam who is concerned about the number of young people involved in risky behavior and the millions of young people dropping out of school (Supit, 2010).

YCAB focuses on youth development. It believes that economic independence can be built with youth coaching inherent in YCAB’s vision. It empowers youth to become self-reliant through the education, economic assistance, and welfare creation for a better and sustainable future. It is hoped that it will be a way for youth to be independent and responsible.

YCAB is a non-profit organization with a focus on youth development that departs from the prevention of drug abuse and HIV/AIDS. YCAB is now active in providing education and economic empowerment. Education in this case is the

education to choose a healthy lifestyle including drug-free life, healthy dating, lifeskills, leadership and education for teenagers drop out from their school.

YCAB comes with a vision spreading love and helping young people with hope and opportunity. With that vision, YCAB has a missions: to help young peoples continue to be independent through comprehensive youth development programs with adequate education and financial access; implement an inclusive and innovative approach to delivering tangible and measurable outcomes; and developing public private partnerships to inspire and help other organizations with same vision (YCAB, 2017).

As an NGO, CEO of YCAB, Veronica Colondam states that a social company like YCAB should have a strong foundation. Thus, that would become a challenge to a social movement that supports in bulding social welfare for Indonesia. For that, as a NGO, YCAB has a basic fundamental. These values serve as guidelines for our code of conduct and behavior as we strive towards our vision, that would strengthen our mission. It is called i-REAP. It is abbreviation from (YCAB, 2017):

I – Integrity: YCAB emphasizes integrity in every aspect of our work. Integrity is where core values and action meet consistently, resulting in confidence and trust from their partners and sponsors. YCAB keeps their integrity by fulfilling our commitment to deliver quality programs and to be financially transparent. They know that integrity comes before sustainability.

R – Resilient: YCAB always gives their best and puts their full effort to achieve their goals. YCAB strives to find solutions for every obstacle that comes their way.

YCAB embraces every challenge at hand as it gives opportunity to learn and to do exercise for creative problem solving.

E – Excellence: YCAB sets a high standard for every project that it embarks on simply because they will not accept anything less. YCAB takes full ownership of all of its work, however big or small, it knows each of their contribution something meaningful that leads to the betterment of the world they all live in. YCAB satisfaction results only when they have achieved their objective and they will not stop until they get there. YCAB celebrates every success (even failure) with gladness and gratitude as long as it knows, it has given its best.

A – Adaptivity: YCAB focus is always on the people are impacting and not solely on the programs. The program is individually tailored to meet the needs of the target group. YCAB more than willing to adjust their method and strategy to bring result and lasting impact to their beneficiaries.

P – Passionate: YCAB passionate about their work and they want to stay faithful to their cause as this is part of building their legacy. YCAB understands the importance to integrate they faith, life and work into a united collective mission. They cares deeply about giving their best, delivering the best possible job, by keeping up with all the development in the field and expanding their perspective and respective skills as well as talents not only to be good, but also great at what they do.

YCAB's main funding comes from partnerships with local companies and multinationals through CSR funds invested continuously in YCAB programs. This is what we call "social investment". But internally, the shared services method

above, has enabled YCAB to allocate 100% of public donations so that it can be directly used to support their programs (Renaldi, 2012) .

YCAB has evolved into a group consisting of several business units. A number of YCAB business units, consisting of PT YADA Indonesia, PT Terrazone, Beauty Clinic Inc., and YCAB Co-operative and YCAB Venture Capital which engage in micro loan activities related to social project and conditional education (NGO Advisor, 2007).

This organization is originally a nonprofit organization. However in 2007, it evolved into a social enterprise (Partnership for Sustainable Community, 2015). Social enterprise is an organization that applies business strategies to support social activities. As a social enterprise, YCAB is engaged both socially and financially.

The support from a number of YCAB Cooperative units provide an opportunity to manage the programs or situations controlled by the donors to ensure that the programs are financially stable, YCAB's main funding comes from a variety of sources as (Supit, 2012):

- a. Partnerships: with corporate sponsorships, individual donors, and social investors;
- b. Direct Investas: on social investment program, thus providing a payback in accordance to market rates, with a 5 year payback period;
- c. Internal sources: from multiple partners, business units, and founding members;
- d. Grants: from large-scale non-profit companies or international development agencies;

- e. Intermediary investors: venture capital companies, financial institutions focused on community development, philanthropy venture organizations, social institutions and nonprofit lending institutions, capital providers for small and medium businesses, and socially responsible investors.

Basically, this known SDGs or Global Goals is a new framework for sustainable development program which expand the previous framework called as the Millenium Development Goals (MDGs) that is already established. This MDGs has a fewes program within 8 goals below:

Figure 2.2 Goals of MDGs



Source: (Goals, Targets and Indicators, 2006)

Before actively support UN through the new 17th global goals, YCAB is also active in supporting the MDGs programs back then, for example the goals number 2 that is education. YCAB considers education as a prominent need to each person living the world, because for them, education is the basic pillars to build a nation. YCAB believes the other 8 programs from MDGs would run appropriately within educational process because YCAB considers it could help to eradicate poverty and

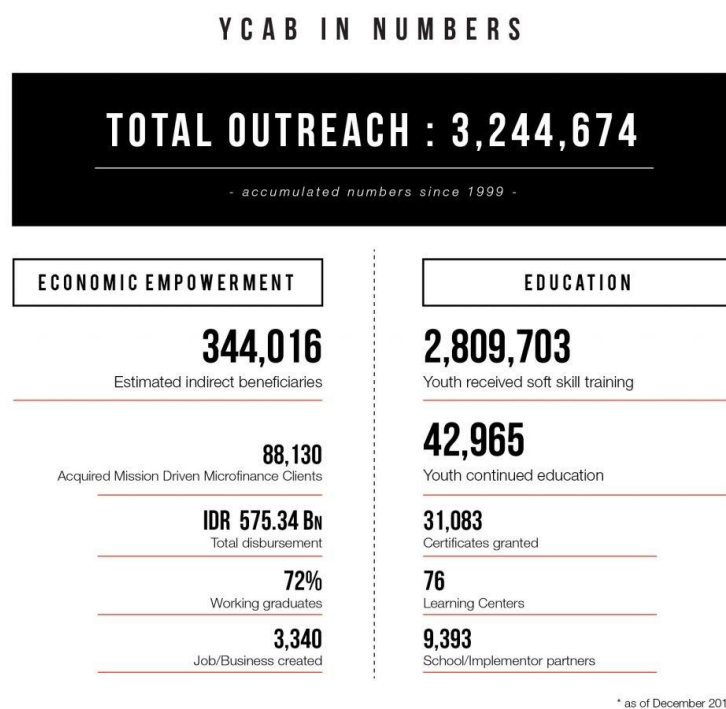
hunger, increase the gender equality, reduce the number of child mortality, help to improve maternal health, contribute to combat HIV/AIDS, malaria and other disease, create economic opportunities, ensure environmental sustainability and develop a global partnership for development. From here, YCAB commitment for the sustainable development is already active through MDGs and then it continues within the SDGs programs, for the purpose to increase the human development index in Indonesia and the YCAB's program includes the aspects of health, education and economic.

As a recognition that support UN SDGs, YCAB has several appreciations. In early 2001, there was a change of chairman of UN in Bangkok. At that time Sandro Calvani as a coordinator of UN programs against HIV-AIDS for South-East Asia and the Pacific saw a document about YCAB and assessed YCAB as an interesting organization. As a new official, he must visit Southeast Asian countries. At that time he asked his assistant to go to YCAB to find YCAB information. He was so interested in what YCAB did until he finally nominated YCAB to get the UN award (Rinaldi, 2012). At that time YCAB was only 2 years old.

YCAB programs always try to relate to UN SDGs. YCAB is among the few non-profit organizations in Asia and even in the UN appreciated world through UN-ECOSOC General Consultative Status. In 2008, YCAB was selected to receive the Special Consultative Status of the Economic and Social Council of the United Nations (UN ECOSOC) (YCAB, 2016). YCAB gets a status upgrade and receives the General Consultative Status, which is the highest status. This status is for NGOs representing large segments of society in some countries and those whose territory

covers most of the issues on the ECOSOC agenda. As such, YCAB has received ISO 9001: 2008 certification as a quality assurance and has successfully implemented Kaplan's balance score card to continuously improve the quality of management (YCAB, 2016).

Figure 2.3 Outputs of YCAB



Source: (Membuat Perubahan, 2016)

YCAB as a NGO in Indonesia has a big impact for Indonesia, especially in the fields of education, economic and health. With the program held by YCAB, it can help the people in these three aspects. YCAB has impacted more than 3 million young people and strives to impact 5 million people by 2020 (Probo, 2015).

The role of NGO in YCAB are to support innovation, demonstration and pilot projects; facilitating communication; and research, monitoring and evaluation. YCAB try to implementation the role of NGO with their program.

As an NGO, its actions are based on humanitarian or voluntary without coercion. In YCAB, everyone can be a volunteer or felt to be a part of its program. In addition, YCAB is the only NGO from Indonesia that entered the 100 top NGO in the world based on The Global Journal (Nothias, 2013). In 2016, YCAB got 44th rank by the Global Geneva Top 500 (YCAB, 2017).