

GLOBAL  
STAKEHOLDER  
2020  
PANEL

What NGO  
Leaders Want for  
the Year 2020

Report of the Second  
Survey of the  
2020 Global  
Stakeholder Panel

March 2004



THE ROCKEFELLER FOUNDATION

THE MILLS FAMILY FUND OF  
THE VANGUARD FOUNDATION



CHARLES STEWART  
MOTT FOUNDATION

IDRC  CRDI



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What NGO Leaders Want for  
the Year 2020

*NGO Leaders' Views on  
Globalization, Governance,  
and Sustainability*

Report of the Second Survey of the  
2020 Global Stakeholder Panel

March 2004

*Research Conducted for the 2020 Fund by:  
GlobeScan Inc*

## BACKGROUND

The 2020 Fund at the King Baudouin Foundation United States (KBFUS) is a philanthropic platform committed to accelerating progress toward a sustainable world.

Funding for the 2020 Global Stakeholder Panel (GSP) initiative has been provided by the Mills Family Fund of the Vanguard Foundation, the King Baudouin Foundation, the CS Mott Foundation, the Rockefeller Foundation, Canada's International Development Research Centre (IDRC), and Dow Canada.

The GSP initiative operates under the guidance and oversight of a Project Advisory Group comprised of representatives of the funding organizations together with senior advisors from the following respected organizations:

Ashoka

CIVICUS

International Confederation of Free Trade Unions (ICFTU)

Institute for Agriculture and Trade Policy (IATP)

Interfaith Center on Corporate Responsibility (ICCR)

International Planned Parenthood Federation (IPPF)

The 2020 Fund is also grateful for the assistance of the following network organizations that, like the members of the Project Advisory Group, have encouraged their members to participate in the GSP survey:

21st Century Trust

Accion Solidaria

Afro-Caribbean Education & Training Services

Ashoka

Asociacion Latinoamericana de Organizaciones de Promocion De la Iglesia Santa Teresita (ALOP)

Business for Social Responsibility (BSR)

CIVICUS

Clean Air Action Group

Community Philanthropy Initiative

Conference of NGOs (CONGO)

Consumer Unity and Trust Society (CUTS)

Dimitra Project

Earth Action Network

Empresa

Equal Access

Global Action Network

Human Rights Information Network (HURINET)

Human Rights Internet (HRI)

Indigenous Environmental Network

Institute for Agriculture and Trade Policy (IATP)

Interfaith Center on Corporate Responsibility (ICCR)

International Centre for Reproductive Health

International Chamber of Commerce

International Confederation of Free Trade Unions (ICFTU)

International Council for Local Environmental Initiatives (ICLEI)

International Federation of Journalists (IFJ)

International Federation of Organic Agricultural Movements (IFOAM)

International Planned Parenthood Foundation (IPPF)

International Union of Local Authorities (IULA)

Leadership for Environment and Development (LEAD)

Network Institute for Global Democratization (NIGD)

Network of Indian Environment Professionals

NGOs Coalition on Child's Rights (NCCR)

Plataforma Interamericana de Derechos Humanos, Democracia y Desarrollo (PIDHDD)

Proser Foundation

Save the Earth Network

Solidar

South Centre

Stakeholder Forum

Student Environmental Action Coalition (SEAC)

Synergos Institute

The Kabissa Community

The Simultaneous Policy

World Economic Forum's Global Leaders for Tomorrow

World Federation of United Nations Associations (WFUNA)

# EXECUTIVE REPORT

## Introduction

During the months of May through September 2003, the second Global Stakeholder Panel (GSP) survey was conducted for the 2020 Fund by GlobeScan Inc. By the close of the survey, a total of 521 qualified respondents from 90 countries had responded to invitations that were sent out through a wide variety of stakeholders' networks and affiliated member organizations. While many responded on-line, mail and fax versions of the survey ensured the broadest possible participation. The survey was offered in Arabic, English, French, Spanish, and Portuguese, and covered topics identified in the first GSP survey, a report of which is available at <http://www.2020Fund.org>.

Of the 521 respondents who responded to the second GSP survey, three-quarters (74% or 386 respondents) do their work for non-governmental organizations (NGOs). The remaining respondents work for multilateral agencies, institutions, and think tanks (10%), in the public sector (8%), in the corporate sector (6%), or unions (1%). For a detailed description of the methodology, please see page 13.

The 386 responding NGO leaders have the following characteristics:

- All hold key leadership positions in their organizations or networks
- Three in ten (30%) are involved in NGOs focused on community development or organizational capacity building. One in four (24%) are involved in the protection of human rights.
- Twenty-two percent (22%) work for NGOs involved in environmental or resource issues and another two in ten (19%) are involved with children/youth/students.
- The majority of NGO leaders' work is done either at the state, provincial or country level (41%) or at the regional and global level (30%). Fewer work at the local (12%) level.
- One-quarter (24%) of responding NGO leaders come from North America, one-fifth from Africa (21%), one-fifth (21%) from either Western (17%) or Eastern Europe (4%), and one in ten from each of Asia (13%) and Latin America (12%). The rest come from the Pacific (3%) or the Middle Eastern / North Africa (4%).

Given the under-representation of leaders from the public and private sectors, this report focuses primarily on the views of the 386 NGO leaders who responded to the second survey. However, on select questions, attention is also drawn to the views of the 135 non-NGO leaders. Reporting these views is done to put in context the views of NGO leaders and compare them to the views of other sector leaders. These sector differences will be further explored in the next GSP survey that will have a more comparable distribution of respondents across sectors.

This report of second-wave findings is designed to encourage a great variety of global stakeholders to join in this transparent and iterative process designed to provide quantitative inputs to the global discourse on the subjects of globalization, global governance and capacity building.

***To become involved in the third survey, please participate at:***

[www.2020Fund.org](http://www.2020Fund.org)

***or email:***

[participate@2020fund.org](mailto:participate@2020fund.org)

***or fax your coordinates to:***

+1 (416) 920-3510

***or write to:***

GlobeScan Incorporated

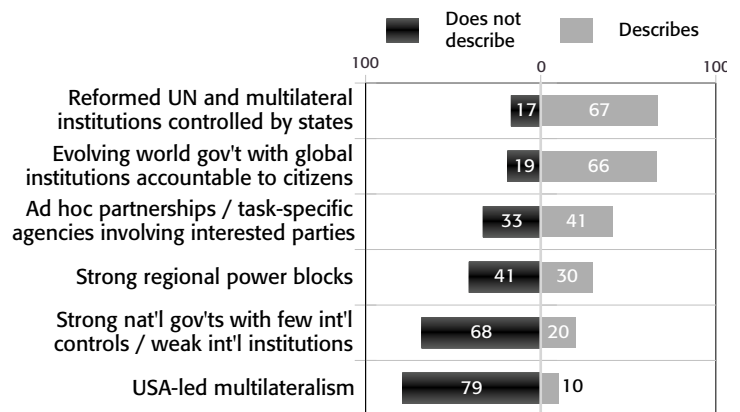
33 Bloor Street East, Suite 1005

Toronto, Canada M4W 3H1

**DEAL VISION OF GLOBAL GOVERNANCE:** *NGO leaders strongly endorse multilateralism – either reformed and strengthened United Nations or a directly representative world government – as their preferred form of global governance in the year 2020.*

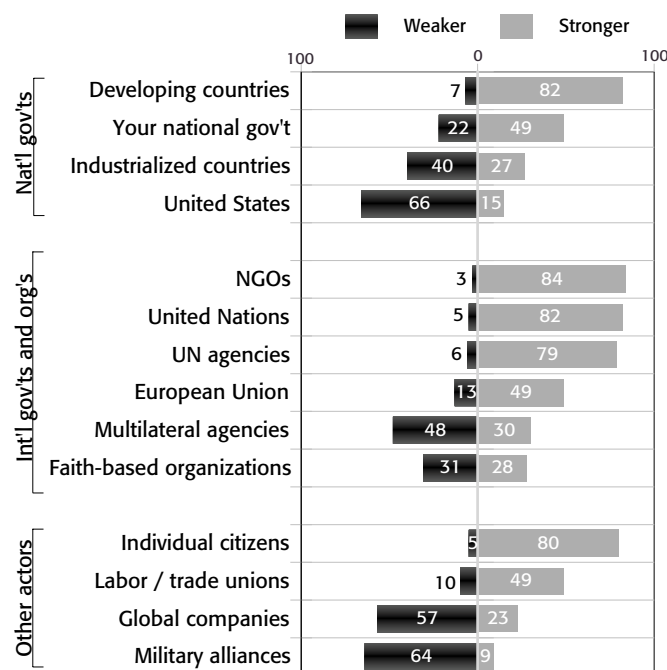
- Two-thirds of NGO leaders surveyed say that a reformed United Nations (UN) describes their ideal vision of global governance in 2020.
- A strong majority of NGO leaders say that America-led multilateralism or strong national governments with few international controls does not describe their ideal vision of governance.
- Eight in ten NGO leaders believe that developing countries should have stronger roles in the management of global affairs by the year 2020 than today.

**Ideal Vision of Global Governance in 2020**  
 NGO Leaders, “Does Not Describe” (“1” and “2”) vs “Describes” (“4” and “5”)



**Ideal Global Governance Roles in 2020**

NGO Leaders, “Weaker” (“1” and “2”) vs “Stronger Role” (“4” and “5”)

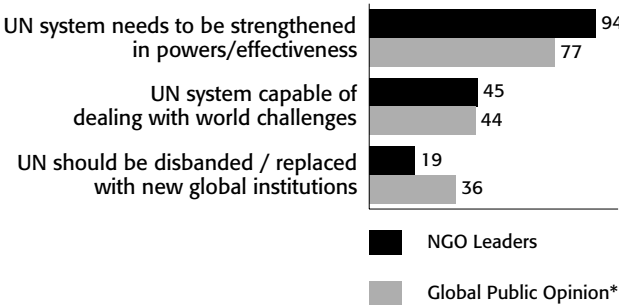


**G**LOBAL GOVERNANCE AND THE UNITED NATIONS: *NGO leaders are more supportive of the UN than the general public, but strongly believe the UN requires significant reforms in both its powers and effectiveness in order to deal with global challenges.*

- Fully two-thirds of NGO leaders surveyed indicate that a reformed and strengthened United Nations (UN) or, alternatively, an evolving world government that is directly accountable to citizens describes their ideal vision of global governance for the year 2020.
- Compared to global public opinion revealed in GlobeScan's Summer 2003 global poll, NGO leaders are only half as willing to contemplate disbanding the UN and replacing it; but are even more strongly in favor of significant UN reform than the public.

**Global Governance and the UN**

NGO Leaders vs Global Public Opinion, "Agree" ("3" and "4")



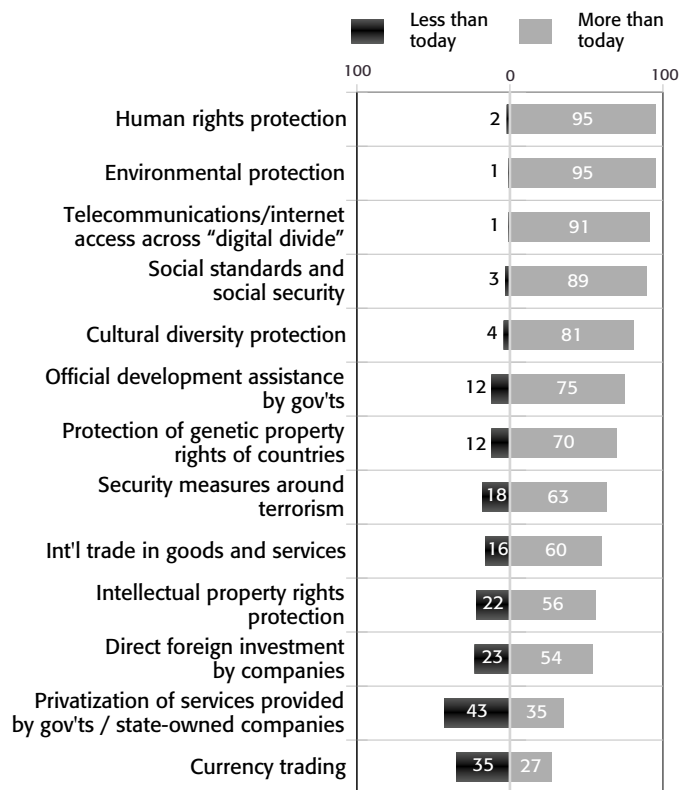
\* Source: GlobeScan's global poll, fielded May-August 2003  
Average of 20 countries (n=21,084)

**G** **LOBALIZATION:** *Most NGO leaders surveyed want fairer globalization rather than less globalization. Their focus is on a fairer distribution of wealth and a greater focus on social issues. Southern NGO leaders also support a greater emphasis on trade and investment.*

- Six in ten NGO leaders surveyed believe that globalization increases the disparity between rich and poor. Three-quarters indicate that it is very important to distribute the benefits of globalization more equitably to the poor.
- Southern NGO leaders are significantly more likely than their Northern counterparts to want more emphasis on international trade in goods and services and more likely than their Northern counterparts to believe it is very important to reduce farm and textile subsidies and import restrictions in industrialized countries.

**Achieving Globalization Ideal in 2020:  
Desired Emphasis**

NGO Leaders, "Relatively Less than Today" vs "Relatively More than Today"



**T**HE TRANSITION TO IDEAL GLOBALIZATION: *NGO leaders do not see a successful Doha Trade Round per se as important for getting to the future they want. However, they do strongly favor some of the objectives discussed in the Doha negotiations as well as other measures that they see would create more balanced globalization.*

- The initiatives that NGO leaders consider the most important are related to increasing developing countries' economic and social benefits from globalization including access to medicines.
- Completing the Doha Trade Round is considered least important by NGO leaders, suggesting they do not see the Doha Round as being able to deliver meaningful improvements in the areas they consider most important.

**Ways to Achieve Ideal Vision of Globalization in 2020**

NGO Leaders, "Very Important" ("5")

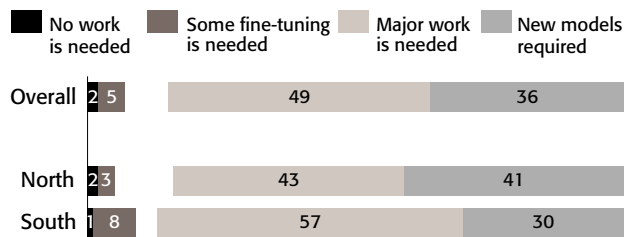


**D** **VELOPMENT MODELS AND GOALS:** *A strong majority of NGO leaders think that fundamentally new thinking will be required to achieve targets set by the Millennium Development Goals (MDGs). They suggest fairness rather than growth be the priority and reject the idea that environmental protection harms the economy.*

- When asked to what extent global society needs to improve its current understanding of development in order to reduce poverty by half by the year 2015 (a Millennium Goal), one NGO leader in two say that major work is needed to improve the effectiveness of current development models. Another one-third say entirely new models are required.
- In terms of development priorities, a majority of NGO leaders surveyed think that global society should focus on reducing the rich/poor gap rather than on raising overall economic growth.
- One of the key tenants of sustainable development – that environmental protection goes hand-in-hand with sustainable economic growth – is almost universally supported by the broad range of NGO leaders surveyed.

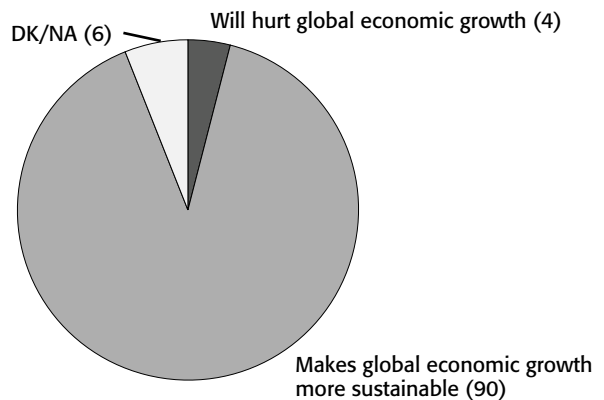
**Current State of Development Models**

Northern vs Southern NGO Leaders



**Emphasizing the Protection of the Environment...**

NGO Leaders

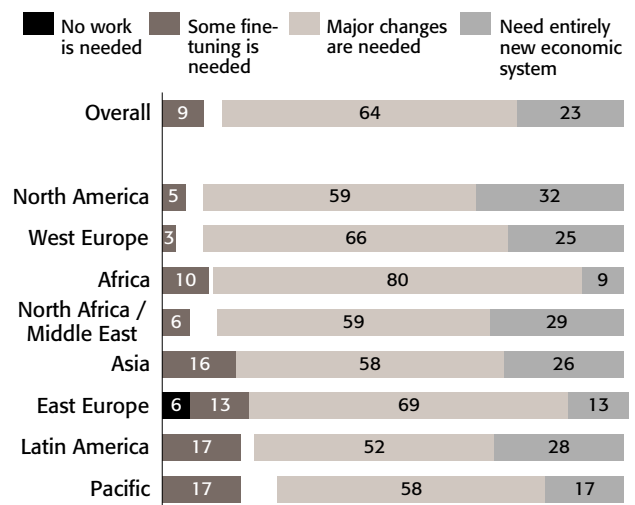


**ROLE OF THE PRIVATE SECTOR:** *NGO leaders are as critical of the free enterprise system as they are of existing development models, but fewer call for an entirely new model, and most value the implementation assistance private companies can provide in addressing global challenges. However, they qualify their support for public/private partnerships.*

- When asked how much work needs to be done on the free enterprise system and free market economy in order to achieve an ideal economic system by the year 2020, over six in ten NGO leaders say that “major” work is needed to improve the system. Another one in four say that an entirely new economic system is required.
- A majority of NGO leaders surveyed, especially those in the South, believe that international institutions need the support of large global companies in order to meet global challenges.
- NGO leaders do not give unqualified support to public/private partnerships. Nearly two-thirds think that a combination of partnerships and strengthening the government sector would be most effective to achieve development goals, rather than partnerships alone.

**Current State of Free Enterprise System**

NGO Leaders, by Region

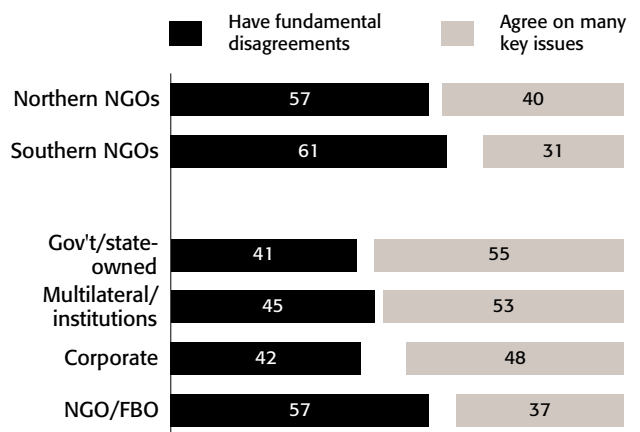


**CAN A COMMON GROUND BE FOUND?** Significant numbers of survey respondents do not believe that there are irreconcilable differences between stakeholders from the North and South, but NGO leaders are more likely than stakeholders from other sectors to believe there are fundamental differences between NGO, business and government stakeholders on key issues. The next Global Stakeholder Panel survey will explore whether this is true by enlisting greater participation from business and government leaders as well as NGOs.

- Asked whether they perceive fundamental agreement or disagreement on key issues between stakeholders from industrialized and developing countries, equal numbers of NGO leaders take each point of view. Leaders from Southern NGOs tend to see more disagreements than their Northern peers.
- When then asked about their perceptions of differences between stakeholders from NGOs, business and government, six in ten NGO leaders see fundamental disagreements. The accompanying chart shows the responses of not only NGO leaders but also participating stakeholders from other sectors. While the numbers of other stakeholders is small in the current sample, it appears they perceive more agreement than do NGO leaders.

**Stakeholders From Government, Industry, and NGOs...**

Northern vs Southern NGO Leaders and All Leaders, by Sector



**T**HE GLOBAL STAKEHOLDER PANEL: *Enlisting a large, well-distributed Global Stakeholder Panel – that is, a panel of leaders and decision-makers not only from non-governmental organizations (NGOs) but also from the private sector and government agencies – is very much a work in progress. Readers are invited to help ensure that their sector and networks shape this evolving agenda-building exercise by responding to the next survey now available at <http://www.2020Fund.org> or by emailing: [participate@2020fund.org](mailto:participate@2020fund.org).*

## Methodology

A broad invitation through a wide range of networks and self selection by individual respondents with later vetting defines the methodology for this series of stakeholder surveys. In addition to helping keep project costs down, this methodology was judged to be reasonable given the unique scope of the surveys and the opportunity they offer respondents to add their voice in defining the world they want by the year 2020, and in developing an action agenda for achieving it.

The initiative aimed at first securing the participation of NGO leaders mainly from the global South, where problems are most acute and the credibility of the initiative would be most tested. In this, the project has succeeded in large measure, suggesting the methodology is an appropriate one for building common NGO agendas on a range of global topics.

However, the initiative is very much a work in progress when it comes to attracting a similar level of participation from leaders working in companies or governments. The project team will be working very hard to attract much greater participation from these sectors for the third survey in this series.

Since a comprehensive global inventory of civil society (including all non-state actors) is not currently available, a truly representative sample is theoretically impossible. However, GlobeScan Inc. developed a three-dimensional matrix to ensure that both the respondents to the Global Stakeholder Panel (GSP) surveys and their responses are indicative of a broad range of global stakeholders. The three factors used to define the three dimensions of this matrix were the types of stakeholders (from NGOs to government and business leaders), stakeholders' level of focus (from local to global), and their geographical region.

The matrix was used as a template to enlist a wide range of network organizations (listed in the Background section of the report) who are encouraging their global networks to participate in the full series of surveys. A full range of participation options, from mail and fax versions of the questionnaire to online versions in five languages (Arabic, English, French, Portuguese, and Spanish), ensure the fullest possible participation.

## METHODOLOGY

This second GSP survey was fielded between May 12th and September 5th, 2003. A total of 655 respondents completed the survey. Respondents were screened so that only organizational leaders and/or influential individuals were included in the analysis. From these 655 respondents, a total of 521 qualified respondents were identified. The data from the remaining 134 unqualified respondents were analyzed and generally, their views are mostly aligned with qualified stakeholders' views; the few substantive differences are noted in the interpretive report.

A cell analysis employing the dimensions of the matrix was then used to test how evenly respondents were distributed across the desired attributes (e.g., geographical, sector distribution), and to note stakeholder categories that were under-represented.

The most obvious areas of under-representation in the present sample, in part because of the initial emphasis on NGOs, are stakeholders from the government and business communities as well as from trade unions. Because of this under-representation, this report focuses primarily on the views of NGO leaders. On select questions, the views of non-NGO leaders are described to put in context the views of NGO leaders. Subsequent surveys will more fully describe sector differences with a greater representation of leaders in the corporate and government sector.

*We warmly invite leaders from governments at all levels, the private sector, NGOs, and trade unions and their networks to participate in the next survey of this initiative at the 2020 Fund website:*  
[www.2020Fund.org](http://www.2020Fund.org)

