

# COMMUNICATION FOR ACHIEVEMENT



**RBAS Regional Workshop on the Sustainable Development Goals**

24-26 October, 2017 - Amman, Jordan

*As per the objectives of the workshop:*

- explore aspects of SDGs communication
- enhance practical knowledge of available communication tools
- share UNDP COs' experiences (good practices, challenges & lessons learned)



# 3A<sub>s</sub>

## Point of departure

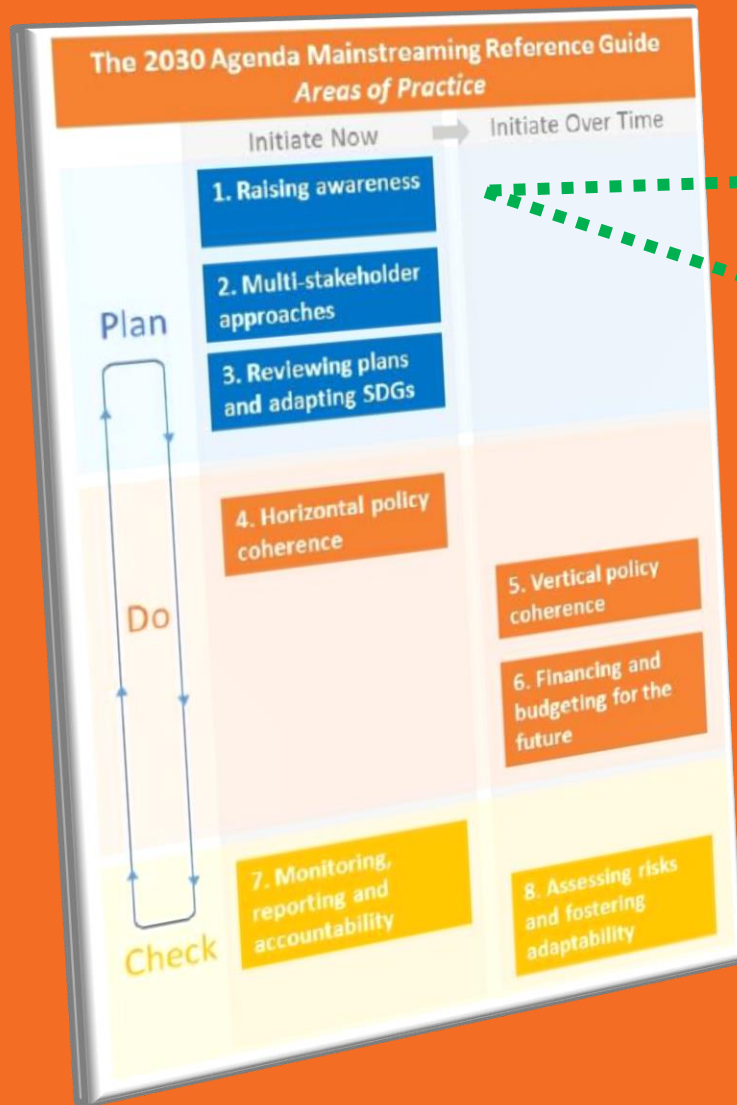
### *Mainstreaming Reference Guide:*

- 8 priority entry points - for mainstreaming SDGs
- 5 areas — particularly important to start early
- “raising public awareness” tops both lists
- communication, awareness & advocacy permeate other areas as well



# 3A<sub>s</sub>

## Raising Public Awareness

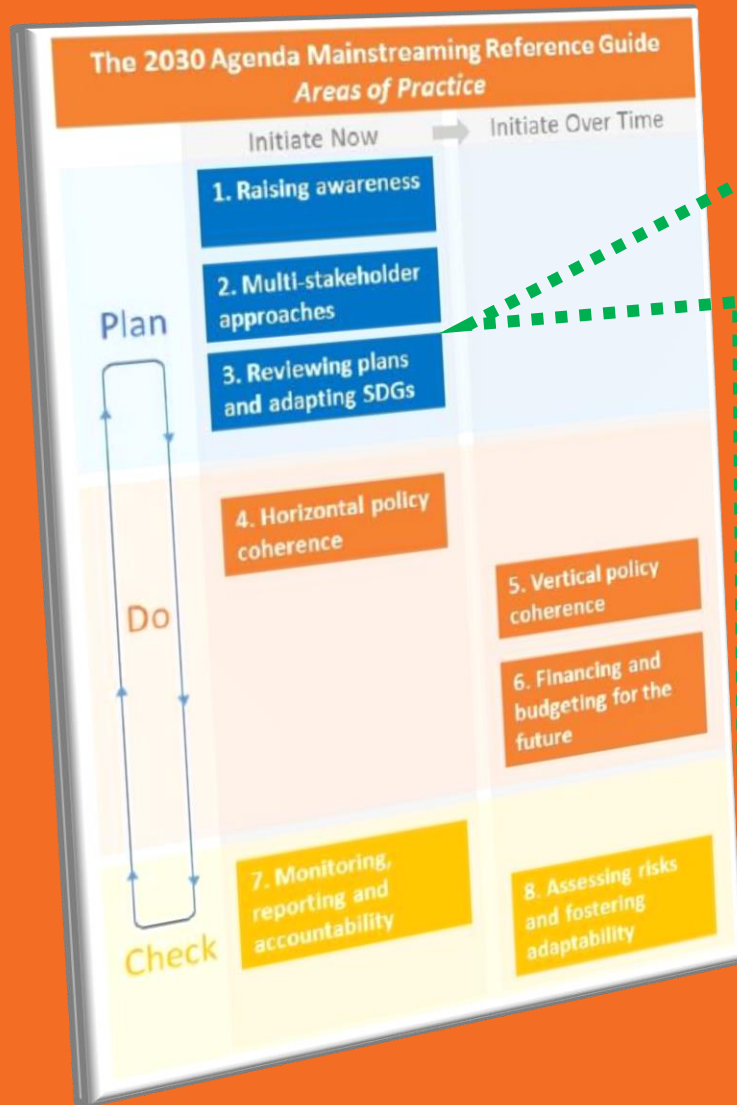


*areas of work:*

- 1. introductory workshop series**  
*sensitize gov't & stakeholders*
- 2. awareness campaign(s)**  
*communicate to the general public – marginalized groups*
- 3. opportunity management**  
*leveraging national meeting and events for the 1 & 2*

# 3A<sub>s</sub>

## Multi-stakeholder approaches



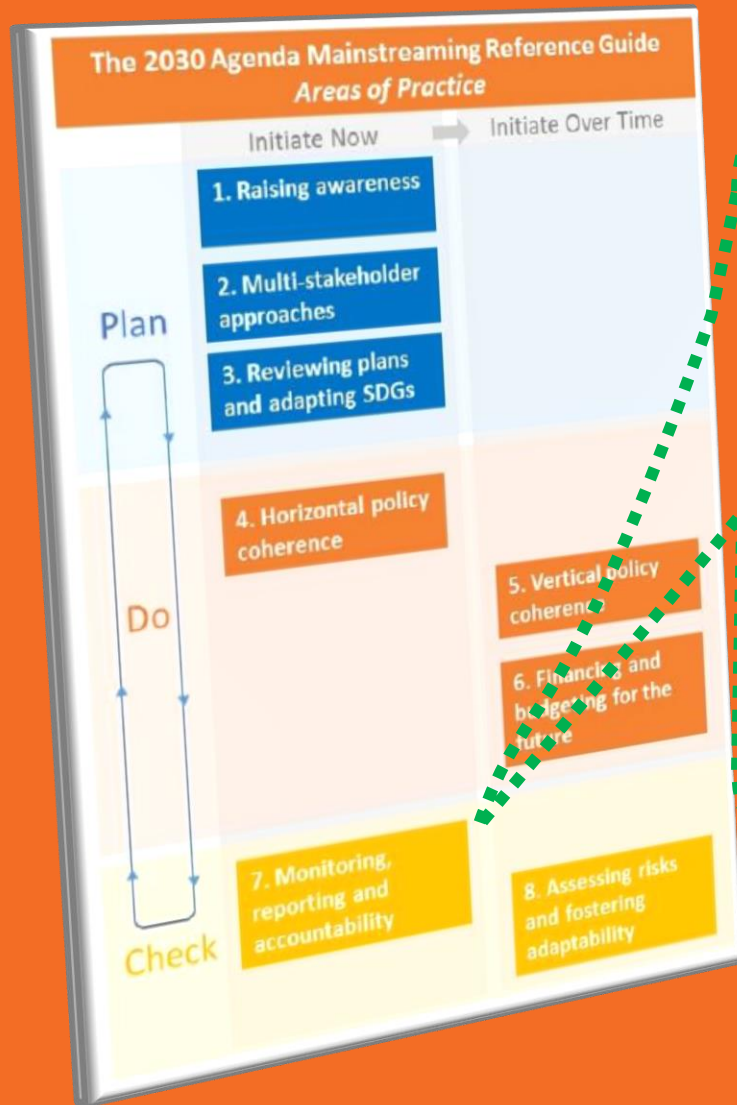
*areas of work:*

- 1. initial engagement**  
*increase awareness of key stakeholders*
- 2. working w stakeholder forums**  
*review existing plans*
- 3. multi-stakeholders dialogue**  
*enhance engagement process*
- 4. fostering public-private partnerships**  
*leverage innovation, scaling up & business investment*



# 3A<sub>s</sub>

## Monitoring, Reporting & Accountability



*areas of work:*

- 1. disaggregated data**  
*leaving no one behind*
- 2. participatory monitoring**  
*involving citizens in measuring progress*
- 3. follow-up on VNRs**  
*openly sharing progress*

# Who is involved

“ *We the peoples* are the celebrated opening words of the Charter of the United Nations.

It is “we the peoples” who are embarking today on the road to 2030.

Our journey will involve Governments as well as parliaments, the United Nations system and other international institutions, local authorities, indigenous peoples, civil society, business and the private sector, the scientific and academic community – and all people. ”

*Transforming our world:  
the 2030 Agenda  
for Sustainable Development  
paragraph 52*



3A<sub>s</sub>

# A suggested framework



## ACCOUNTABILITY

holding to account

enabling

delivering

**people**

right holders  
account holders

**non-state stakeholders**

intermediary  
enablers

**state actors**

duty bearers  
account providers

behavioral outcomes

social mobilization outcomes

advocacy outcomes

## ACTION

media

CSOs

Businesses

Academia

Parliaments

public campaigns

stakeholders targeting

intro workshops

## AWARENESS



3A<sub>s</sub>

# Three Core Communication Functions

**A**wareness  
raising

*for*

Ownership

**A**dvocacy,  
soc mob & cbc

*for*

Action

**A**ccess to & use of  
Information

*for*

Accountability



A<sub>1</sub>

# Ownership: key to success

“ *We the peoples* are the celebrated opening words of the Charter of the United Nations. It is “we the peoples” who are embarking today on the road to 2030. Our journey will involve Governments as well as parliaments, the United Nations system and other international institutions, local authorities, indigenous peoples, civil society, business and the private sector, the scientific and academic community – and all people. Millions have already engaged with, and will own, this Agenda. It is an Agenda **of** the people, **by** the people and **for** the people and this, we believe, will ensure its success. ”

*Transforming our world: the 2030 Agenda for Sustainable Development*

**A<sub>1</sub>**

# Knowledge to Action

**“ What is not discussed ... may not be fully understood  
What is not understood ... can not be chosen  
What is not chosen ... will not be owned  
What is not owned ... does not lead to action &  
will never lead to change ”**

*Marisol Sanjines*  
*Senior Outreach and Advocacy Advisor, HDR Office – UNDP*



A<sub>1</sub>

## Critical Initial & Ongoing Step

building awareness – being informed  
levelling understanding – gov't & non-gov't stakeholders  
tailored information on functions, roles and responsibilities

**a global agenda – why should we care?**

linking SDGs to local concerns

Understanding benefits of linking national & sub-national plans to Agenda 2030

building ownership

ensuring public support to the SDGs



A<sub>1</sub>

# Key characteristics

at once addressing  
social, economic and environmental sustainability

integrated and universal nature

leaving no one behind (LNOB)

promoting human rights and gender equality

in plain language that normal folk can relate to



# A<sub>1</sub>

## Key considerations

**a complex plan (& set of goals) for a complicated world**

*major challenges – all interact*

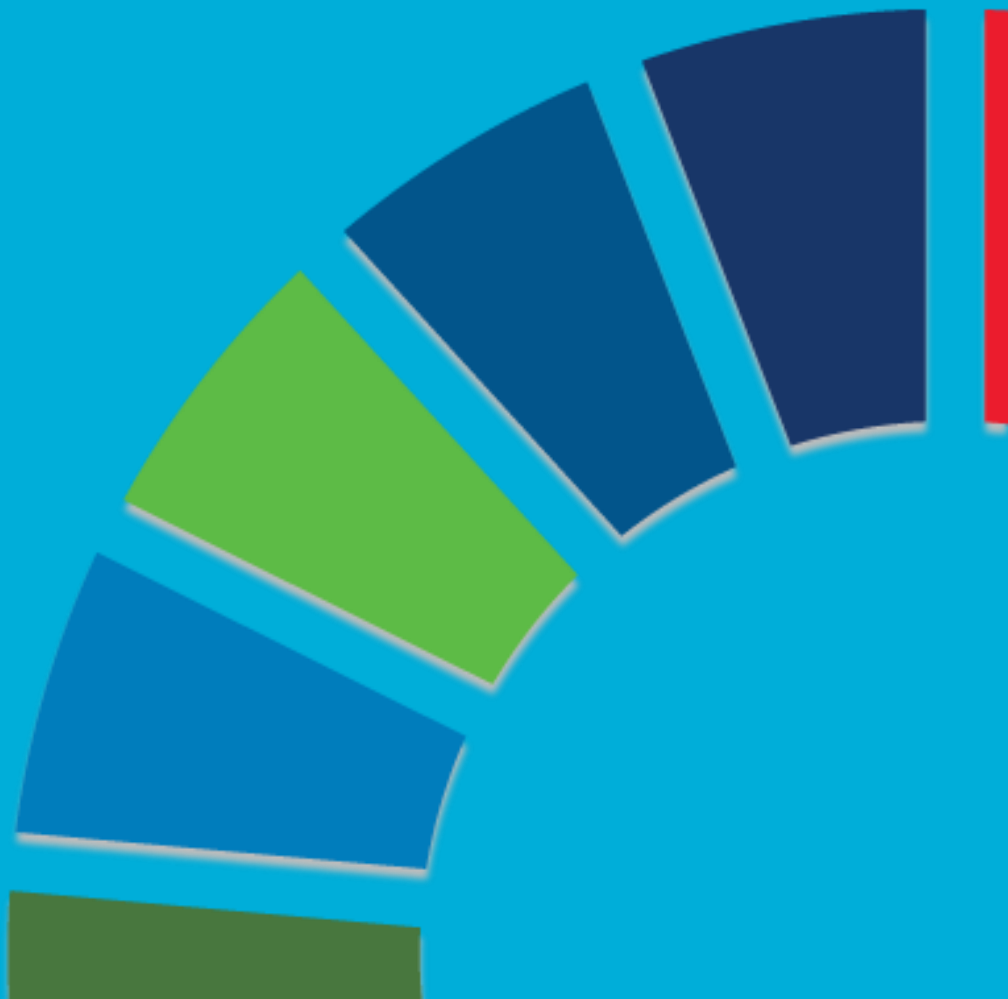
**achieving the SDGs will help**

*end extreme poverty*

*free us of the threat of climate change*

*end injustice and inequality*

**early engagement is key**





# A<sub>1</sub>

## Acting early : lesson from MDGs

### awareness of the MDGS

	2010			2004		
	Yes	No	NS	Yes	No	NS
KWT	48	43	9			
EGY	37	63	1	5	86	10
KSA	35	65	1	4	94	2
PAL	32	68	--			
LEB	25	75	--	19	78	4
IRQ	18	82	1			
YMN	16	84	--			
SUD	13	86	<1			
SYR	10	90	<1			
JRD	8	92	--	22	66	12
MRC	5	95	--	17	77	6
ALG	2	97	<1			
UAE				8	77	15

UN Image Survey  
commissioned to  
Zogby International

time to repeat?

cost? financing?



# A<sub>1</sub>

# UN SDGs website

## Overview

## Goal by Goal info

Facts & Figures

Targets

Related links

## Action Suggestions

Lazy Person's Guide to Saving the World



<http://www.un.org/sustainabledevelopment/>

<http://www.un.org/sustainabledevelopment/news/communications-material/>

# A<sub>1</sub>

# UN SDGs Knowledge Platform

## Key related UN events

HLPF (VNRs)

Oceans Conference

## Resources section

History overview 91972-2030)

Document Library

Publications

CSD archives

Newsletter

## Stakeholders Engagement section

## Partnerships section





# A<sub>1</sub>

# UN Trello Board on the SDGs

Press Kits

Social Media Content

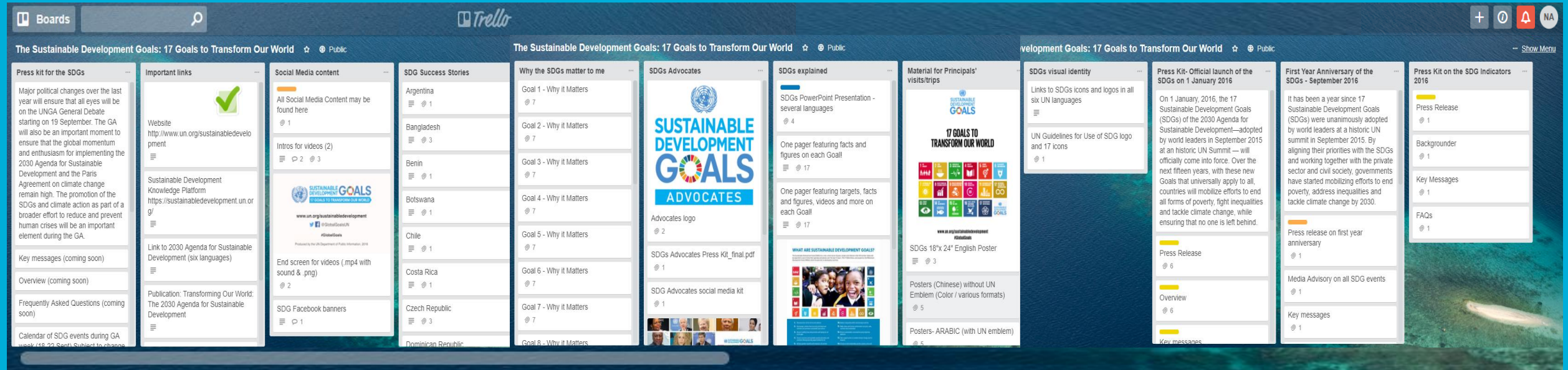
SDG Advocates

Messages

Success Stories

SDGs Explained

Visual identity

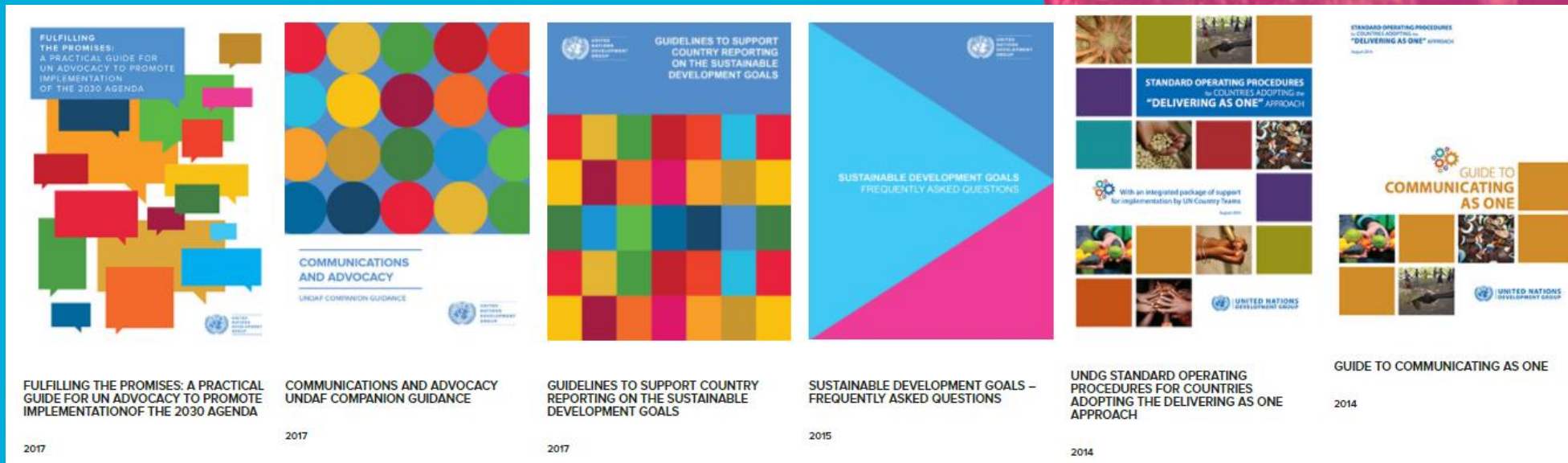
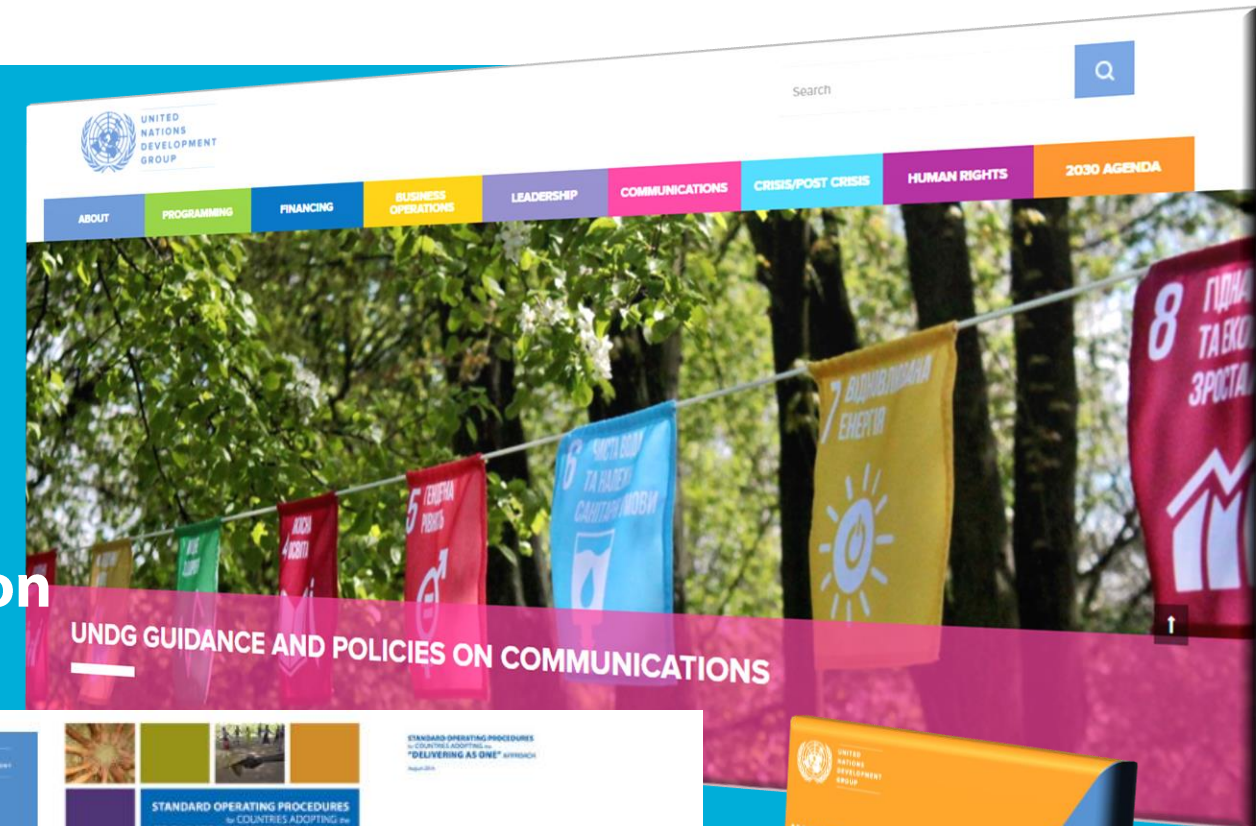


<https://trello.com/b/NKZYxTsa/the-sustainable-development-goals-17-goals-to-transform-our-world>

A<sub>1</sub>

# UNDG SDGs website

## UNDG Guidance & Policies on Agenda 2030 Publications on the 2030 Agenda UNDG Guidance & Policies on Communication





# A<sub>1</sub>

## UN SDGs Action Campaign

**special initiative of the UN SG, administered by UNDP :**

- Supports member states & UNCTs in SDGs implementation through people's direct engagement
- promotes public ownership of the SDGs through innovative communications, campaigning & policy advocacy
- sponsors people-driven processes to strengthen accountability mechanisms

### **7 Initiatives:**

My World  
SDGs in Action  
UN Virtual Reality

The World We Want  
SDGs Festival of Action

Humans of My World  
#ACT4SDGS Action Day

#Connect2effect Global Hackathon

SDGs in Action Mobile App



<http://sdgactioncampaign.org/>



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# UN SDGs Action Campaign

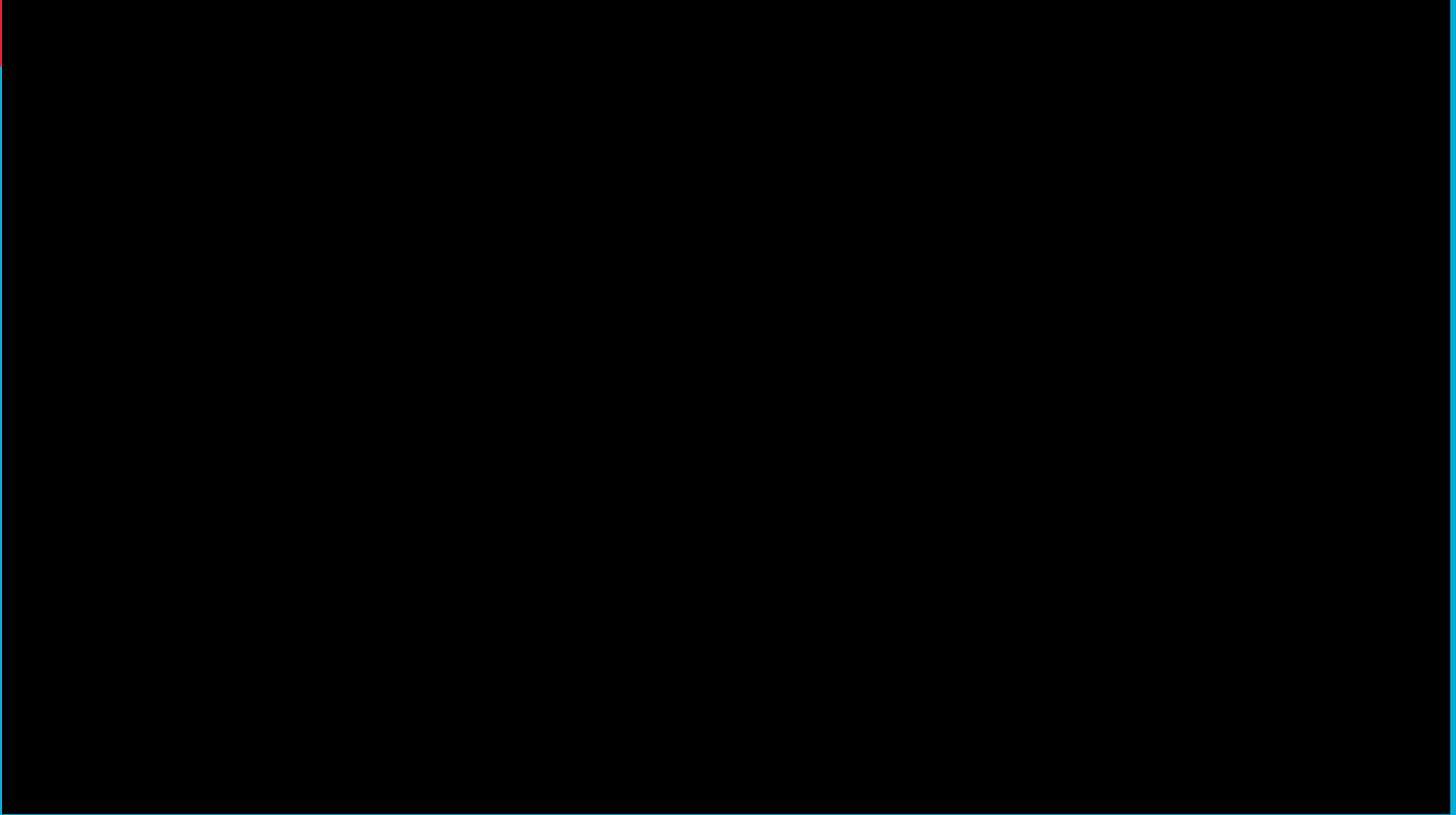
Numbers in Action Music Video



A<sub>1</sub>

# UN SDGs Action Campaign

Leave No One Behind Video



# A<sub>1</sub>

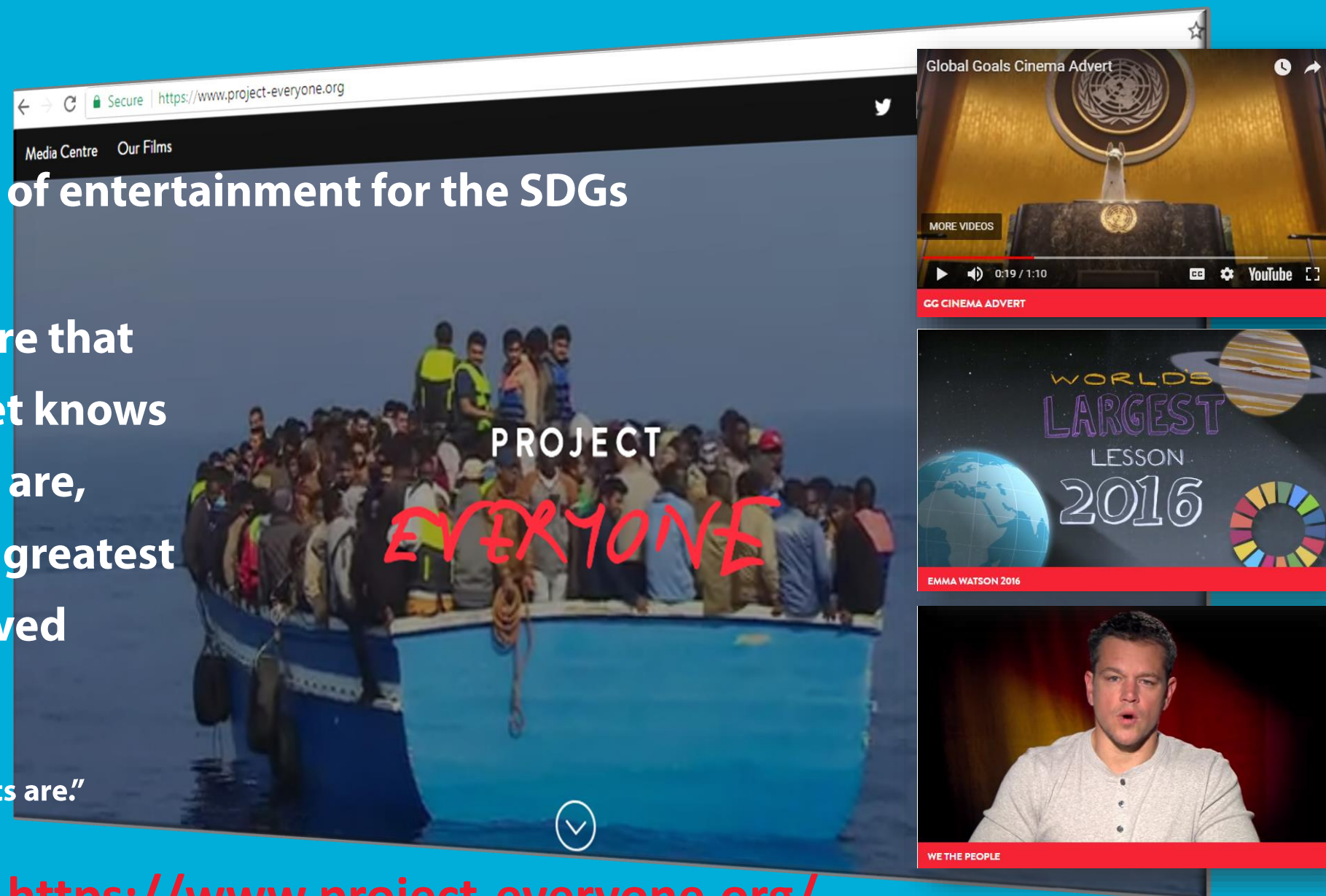
# Project Everyone

Harnessing the power of entertainment for the SDGs

Our mission is to ensure that everyone on the planet knows what the Global Goals are, so that they stand the greatest chance of being achieved

**"you can't fight for your rights if you don't know what your rights are."**

*Richard Curtis, film maker*

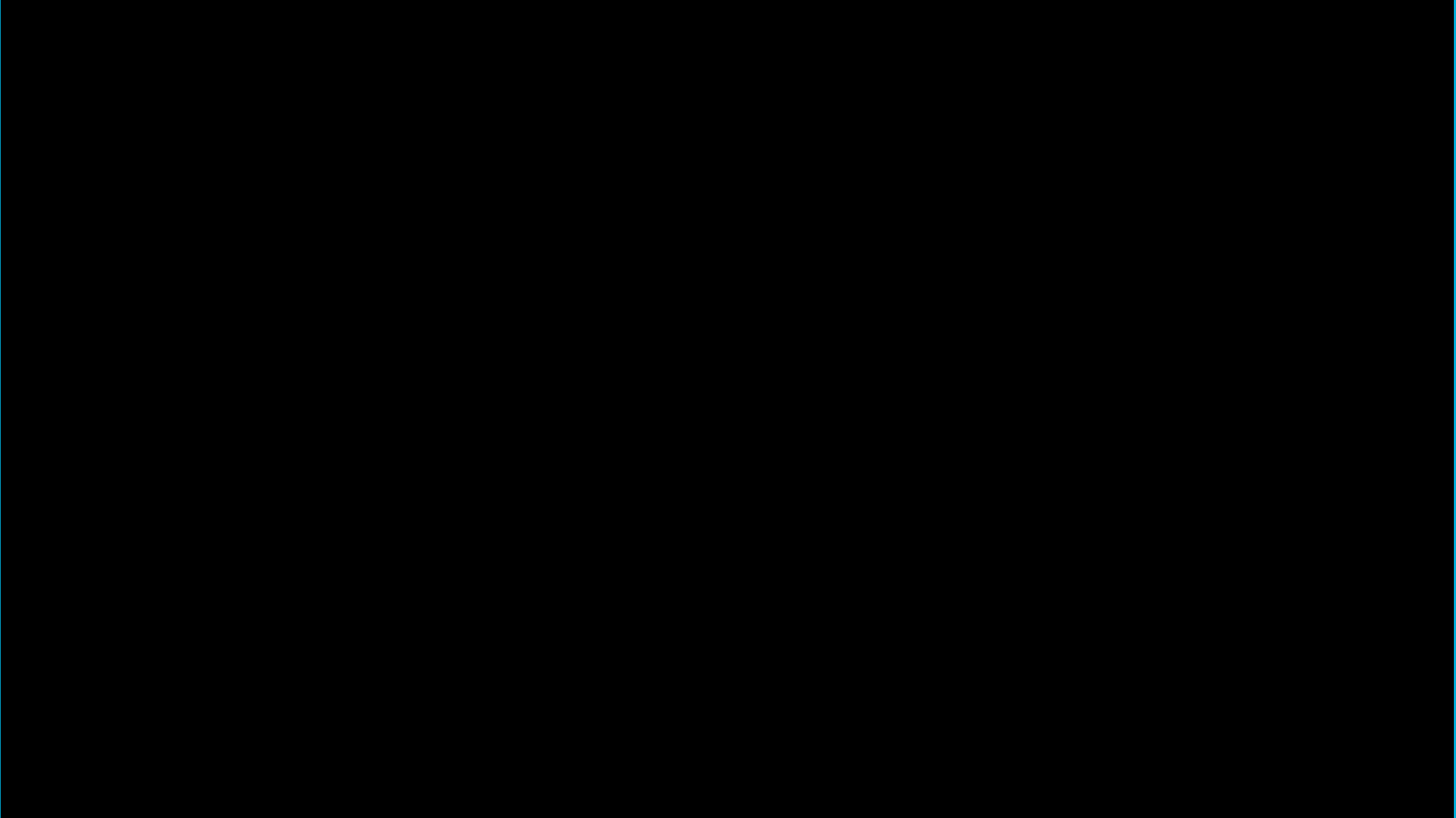


<https://www.project-everyone.org/>

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# Project Everyone

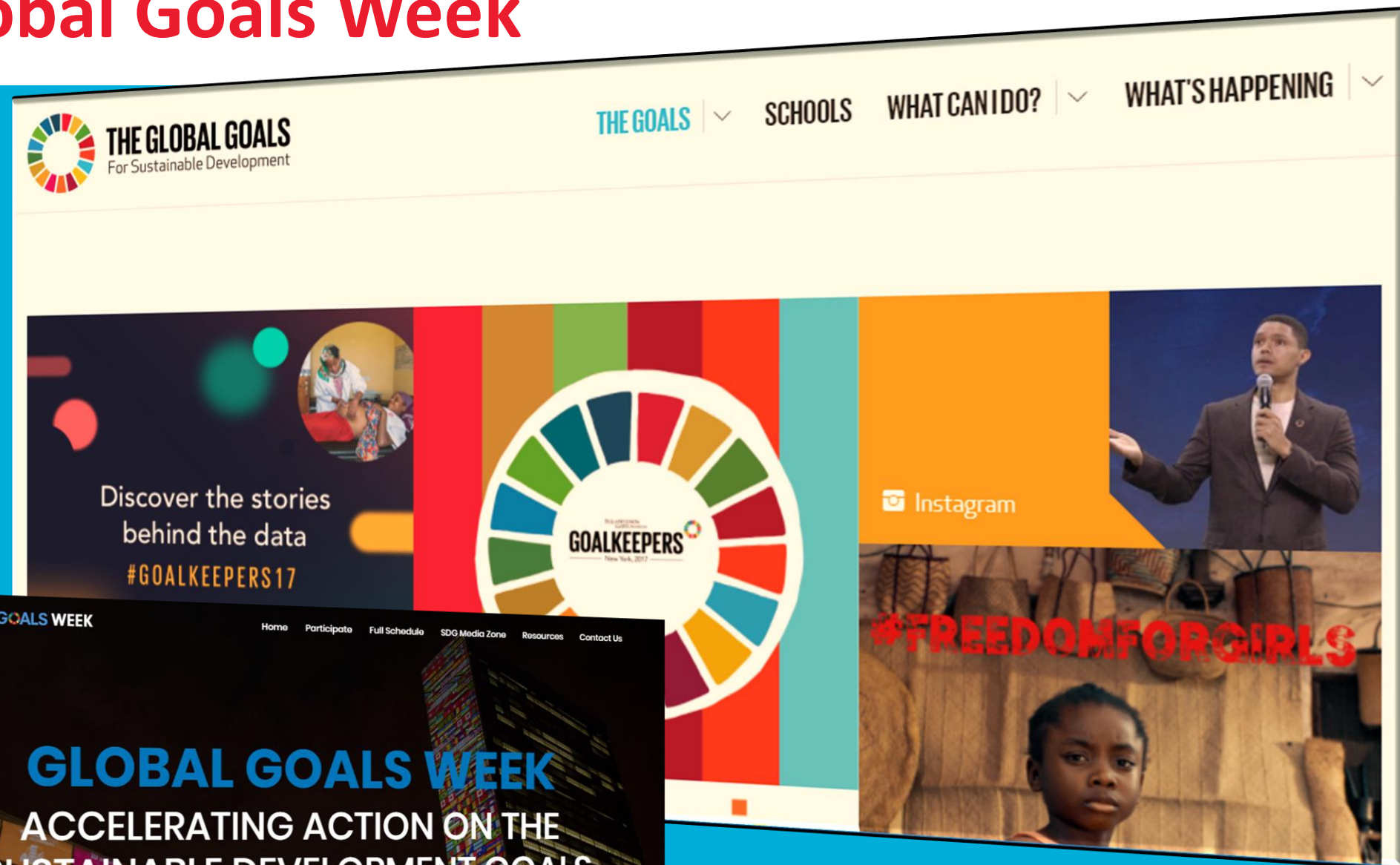
Global Goals Campaign excerpt



A<sub>1</sub>

# The Global Goals Week

Maintaining  
momentum  
every year  
@ the  
GA



<http://www.globalgoals.org/>

<http://globalgoalsweek.org/>



# A<sub>1</sub>

## The Social Good Summit

event hosted by UNDP with  
UN Foundation, Mashable and 92Y

where big ideas meet new media  
to create innovative solutions

the hashtag #2030NOW garnered > 2 billion  
impressions over 24 hours of SGS 2017

1,800 people attended event in New York City  
> 100,000 people watched global broadcast live



<http://mashable.com/sgs/>



# A<sub>1</sub>

## SGS in the Arab region

has become a regular event in a  
number of RBAS countries  
BHN, EGY, LEB & SUD

**SGS 2015**

109 Countries

10 in RBAS

**SGS 2017**

60 Countries

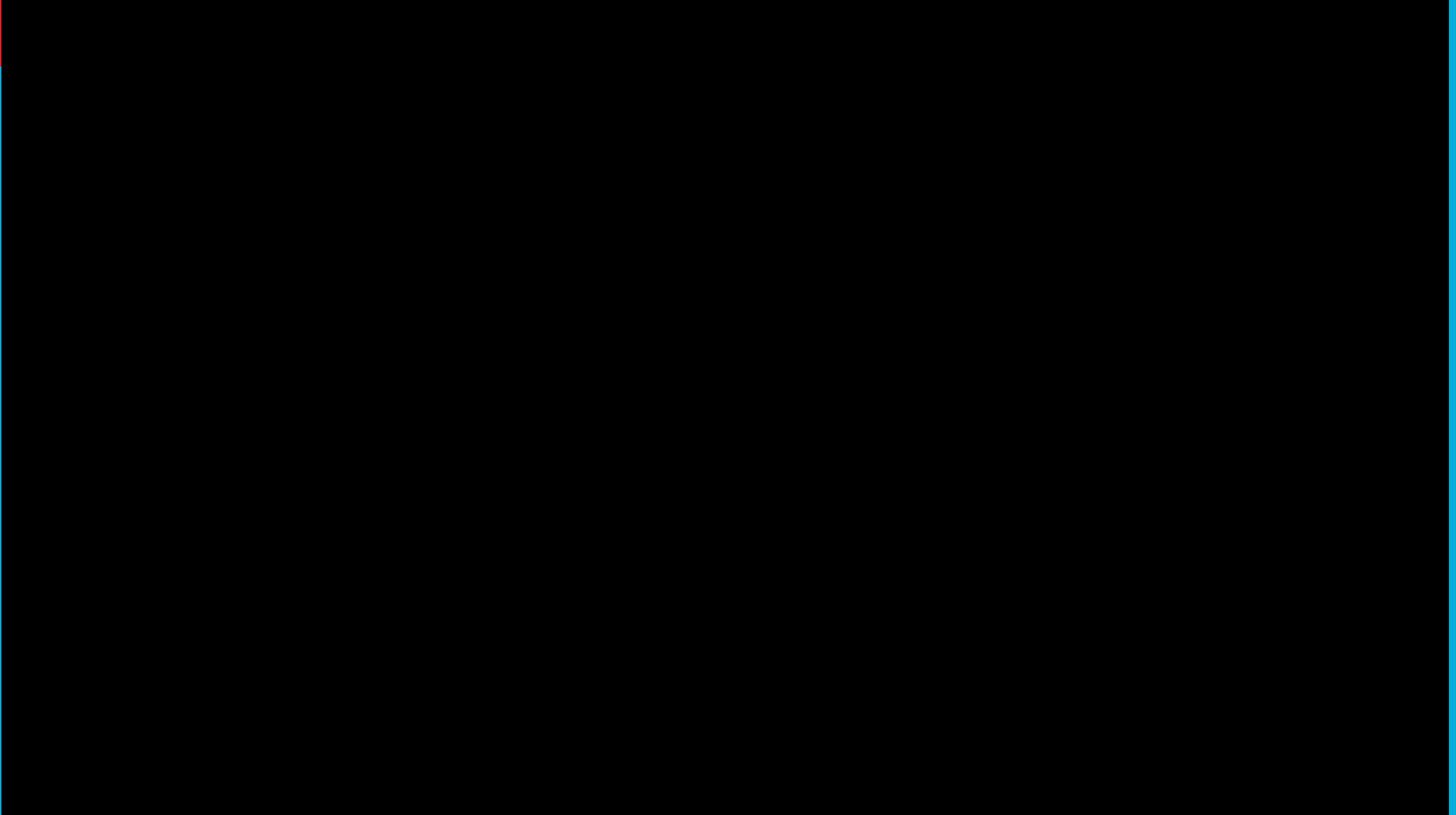
5 in RBAS



A<sub>1</sub>

Not everyone agrees ... Counter “campaigns”

SDGs: a threat to family values



**“The Dialogues call for governments to create spaces and mechanisms for engagement, not only as a way to strengthen people’s basic political rights but also because it helps to create better policies and generate better development outcomes”**

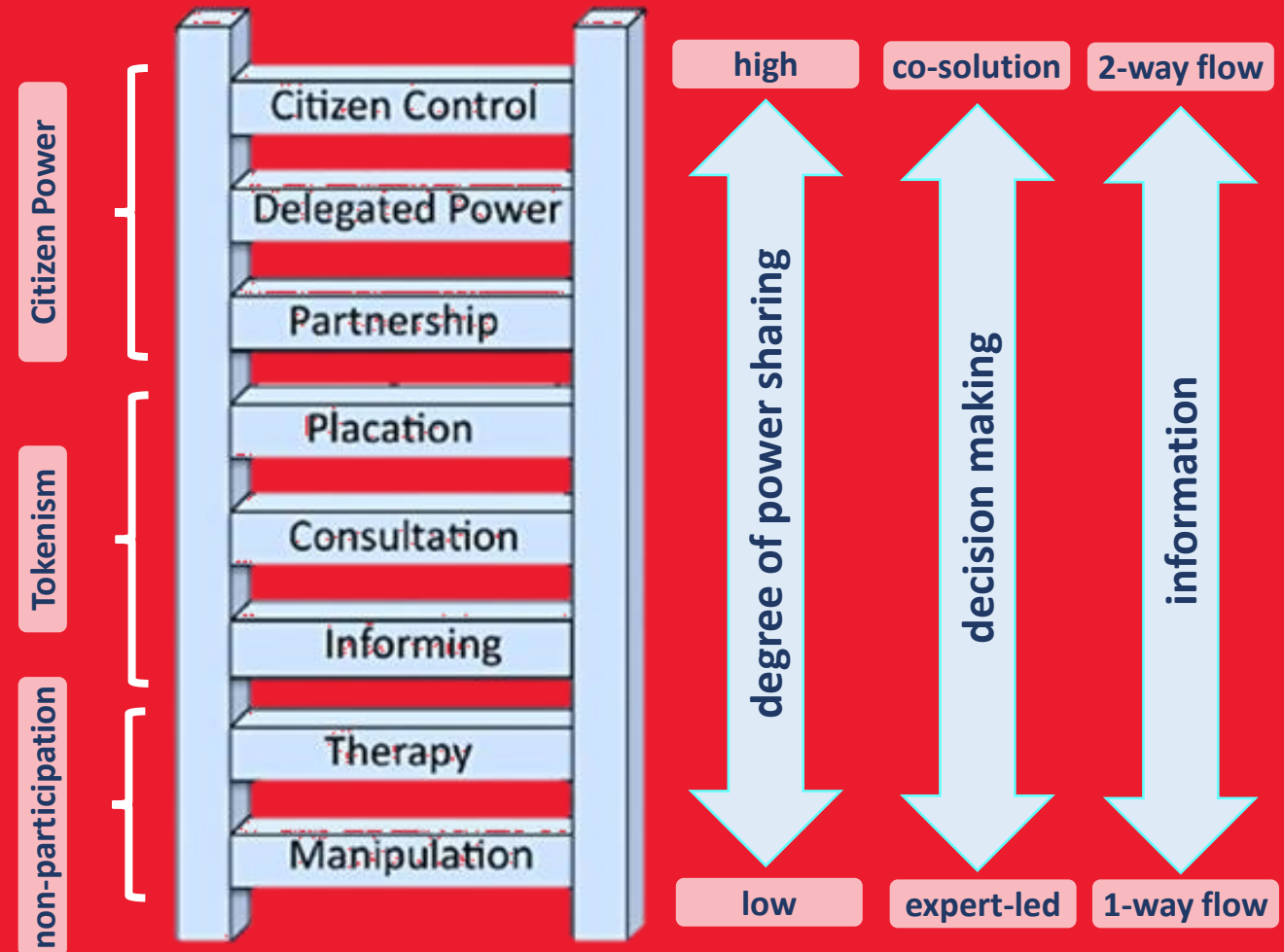
*Post-2015 Dialogues on Implementation (UNDG 2014)*



A<sub>2</sub>

# Engagement in about Citizens' Participation

*je participe  
tu participes  
il participe  
nous participons  
vous participez  
ils profitent*





# A<sub>2</sub>

## People at the heart of the SDGs process

**Stakeholders are people and institutions (people within) who have a stake in (something to gain or lose from) the change you are proposing (e.g., adoption & embrace of priority SDG policies as the approach of choice)**

**Stakeholder Analysis is a technique to identify key people who are or have to be convinced that SDG actions you are proposing will benefit their definition of successful implementation**



A<sub>2</sub>

## 3 Key strategies of C4D

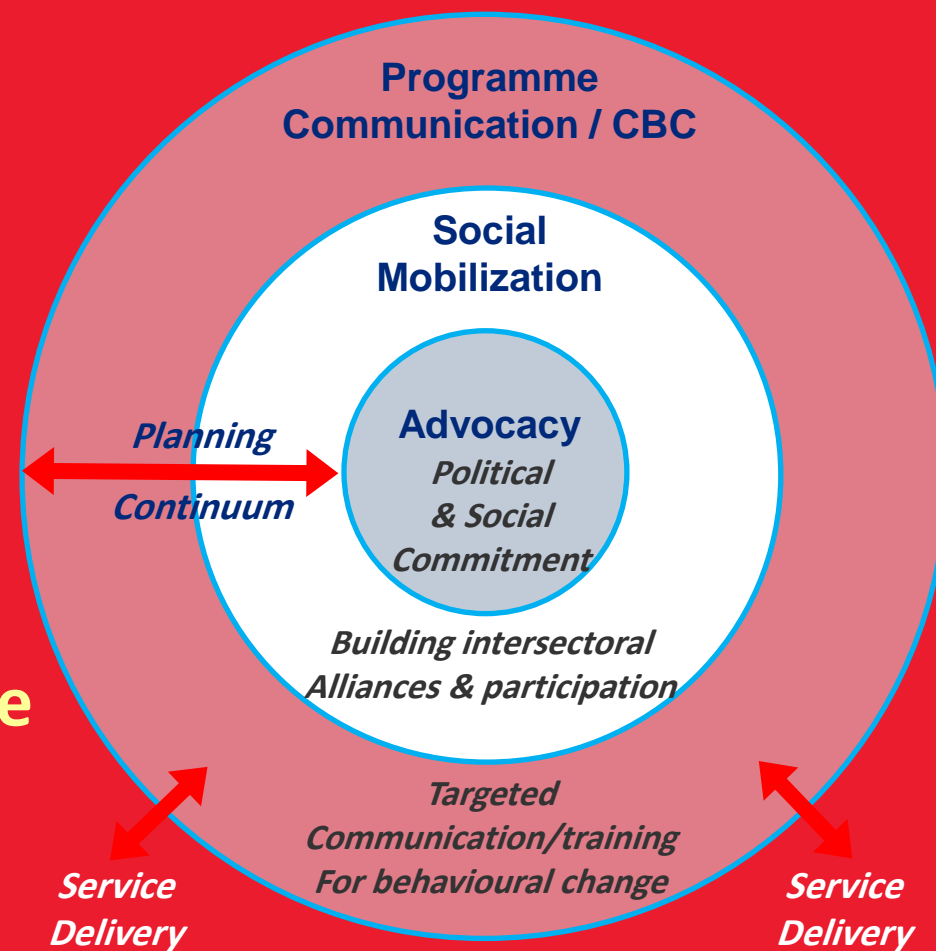
researched & planned process, crucial for social transformation operating through 3 strategies

**Advocacy**

**Social Mobilization**

**Communication for Behavioural/Social Change**

process - people targeted - purpose



Source: UNICEF & WHO – Communication Handbook for Polio Eradication



# A<sub>2</sub>

## Advocacy Communication

- Process:** gathering, organising & formulating information into arguments
- People:** political and social leaders
- Purpose:** leadership acceptance/commitment to development outcome
- securing resources  
promoting society's progress toward that outcome over the long term



# Communication 4 Social Mobilization

- Process:** bringing together all inter-sectoral social partners and allies to determine needs & raise awareness of /demand for development outcome
- People:** institutions, groups, networks & communities relevant to identifying, raising, and managing human and material resources
- Purpose:** strengthen engagement in achieving development outcome



# Communication 4 Behavioural Change

**Process:** researched, consultative process addressing knowledge, attitudes & practices of specific participant groups employing strategies & messages, through a mix of interpersonal channels appropriate to the groups

**People:** specific groups of programme participants

**Purpose:** develop and/or change behaviours that have impact on development outcome



A<sub>2</sub>

# Mobilising Parliaments for the SDGs



guide the engagement  
of Parliaments in the national  
implementation, monitoring  
and evaluation of the SDGs.



<https://myworld2015.files.wordpress.com/2017/04/parliamentary-manual-updated.pdf>



# A<sub>2</sub>

# Mobilising Academia for the SDGs

SDSN mobilizes global scientific & technological expertise that would promote practical problem solving for sustainable development, including the design and implementation of the SDGs

e-learning courses, workshops, webinars and Outreach activities to help national governments and other stakeholders build Capacity for mainstreaming, implementation and review of the 2030 Agenda



<http://www.unitar.org/thematic-areas/capacity-2030-agenda>



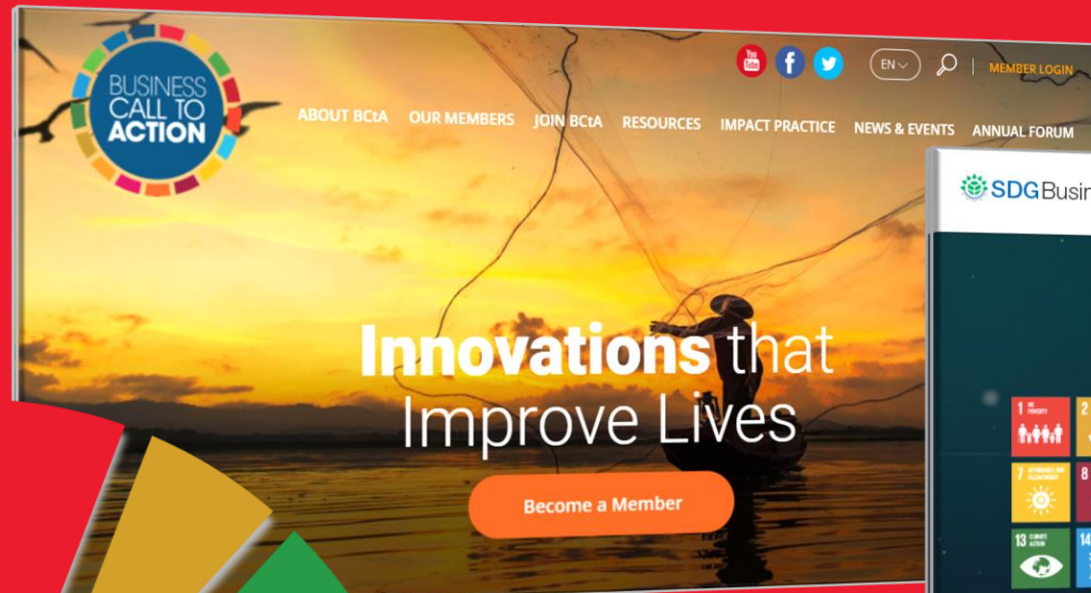
<https://courses.sdgacademy.org/>

<http://unsdsn.org/>

# A<sub>2</sub>

# Mobilising the Private Sector for the SDGs

offers initiatives and resources of UN Global Compact to guide companies and other stakeholders to action-oriented platforms & tools to support SDG implementation



<https://www.businesscalltoaction.org/>



<http://sdghub.com/>

<https://www.unglobalcompact.org/sdgs/17-global-goals>



# A<sub>2</sub>

# Mobilising CSOs for the SDGs

umbrella organization that works to turn sustainable development into an important public issue and engage stakeholders in the discussion



<https://www.sdgwatcheurope.org>

<http://www.nachhaltigkeitsrat.de/en/opensdgclub/>



A<sub>2</sub>

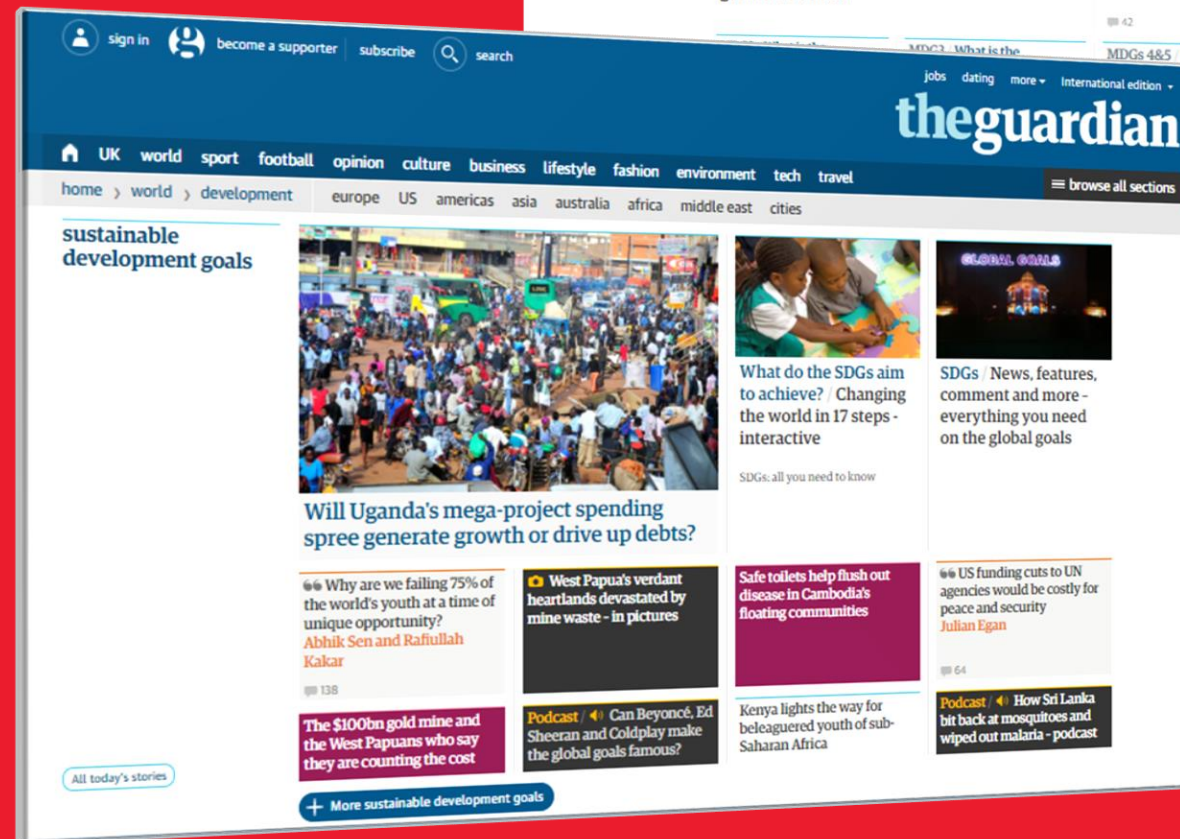
# Mobilising the Media for the SDGs

website funded by support provided, in part, by the Bill and Melinda Gates Foundation.

editorially independent journalism and other content

its purpose is to focus on global development

Sets an example

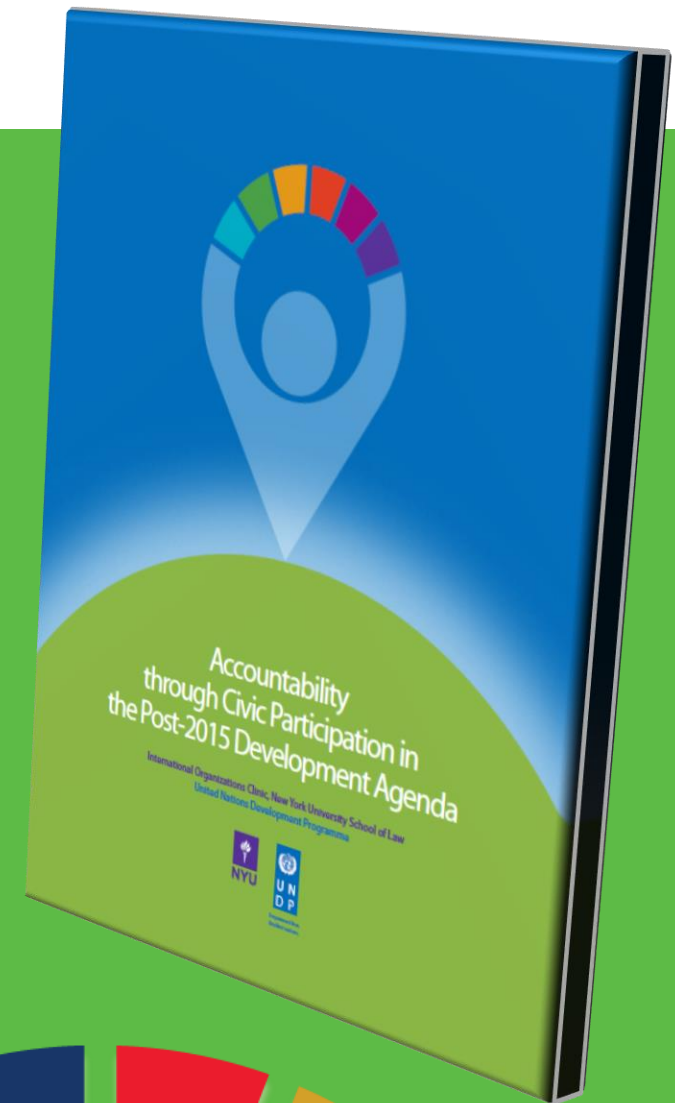


<https://www.theguardian.com/global-development/sustainable-development-goals>

<https://www.theguardian.com/global-development/millennium-development-goals>

**Arab States accountable to their citizens?**

**UNDP defines accountability as  
“the requirement that officials answer to stakeholders  
on the disposal of their powers and duties,  
act on criticisms or requirements made of them and  
accept (some) responsibility for failure,  
incompetence or deceit”**



A<sub>3</sub>

# Accountability

## 4 Principles

Principle 1: Transparency

Principle 2: Inclusiveness

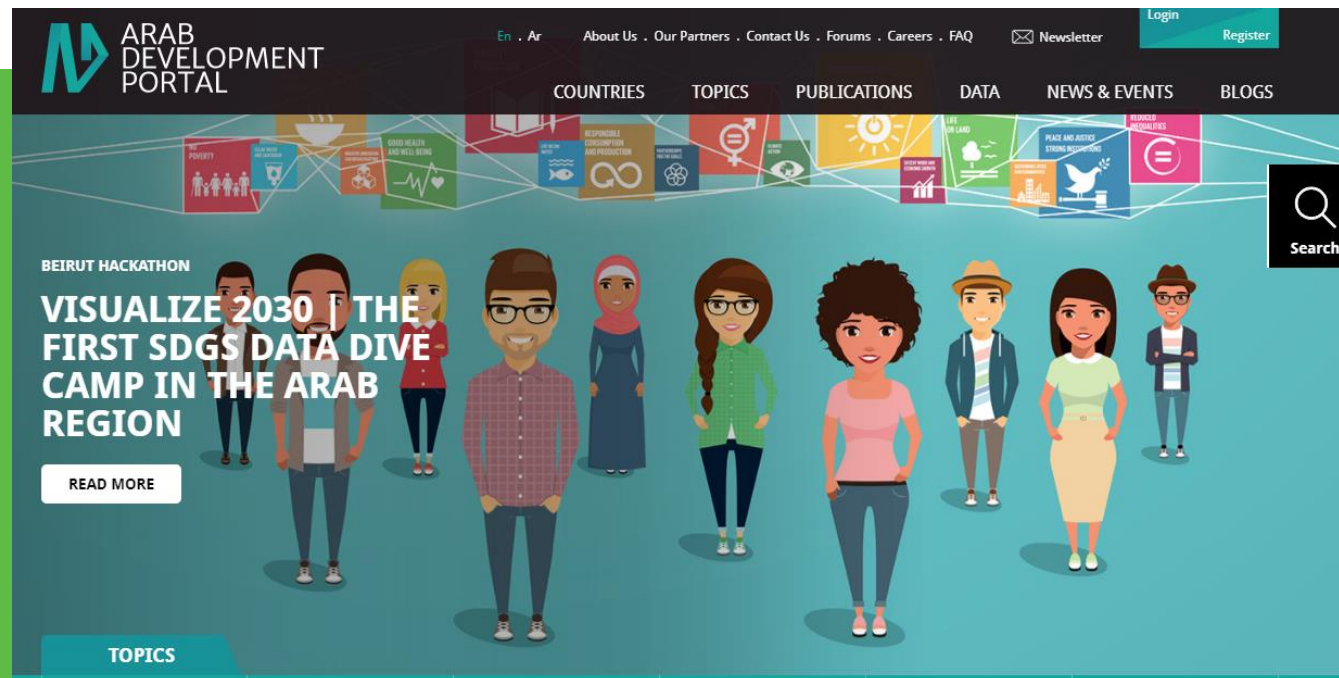
Principle 3: Deliberation

Principle 4: Responsiveness



a comprehensive, one-stop-shop knowledge resource that aims to improve the scope, depth, reliability and availability of high-quality development knowledge to support development progress in the Arab World.

a bilingual – Arabic & English – online knowledge platform that includes a unique database, advanced tools for data browsing, extraction, and visualization, and a rich pool of additional resources



**IN SEPTEMBER 2015 THE GLOBAL GOALS  
WERE INTRODUCED TO THE WORLD**



# Let us get to work

“Never doubt that a small group of thoughtful, committed people can change the world.

Indeed, it is the only thing that ever has

”

*Margaret Mead*

