



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

24-26 October, 2017 - Amman, Jordan

**3A**s

Purpose

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)



# **Point of departure**



MAINSTREAMING THE 2030 AGENDA OR SUSTAINABLE EVELOPMENT

REFERENCE GUIDE TO

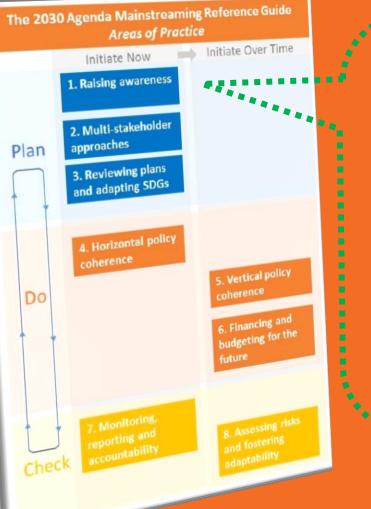
Mainstreaming Reference Guide:
8 priority entry points - for mainstreaming SDGs

• 5 areas – particularly important to start early

"raising public awareness" tops both lists
communication, awareness & advocacy permeate other areas as well



# **Raising Public Awareness**



# areas of work:

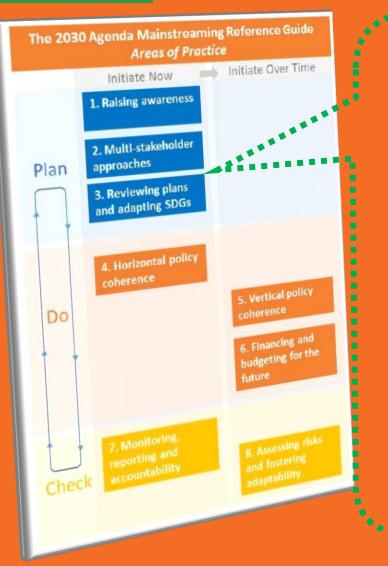
**1. introductory workshop series** *sensitize gov't & stakeholders* 

**2.** awareness campaign(s) *communicate to the general public – marginalized groups* 

**3. opportunity management** *leveraging national meeting and events for the 1 &2* 



# Multi-stakeholder approaches



# areas of work:

1.

## initial engagement increase awareness of key stakeholders

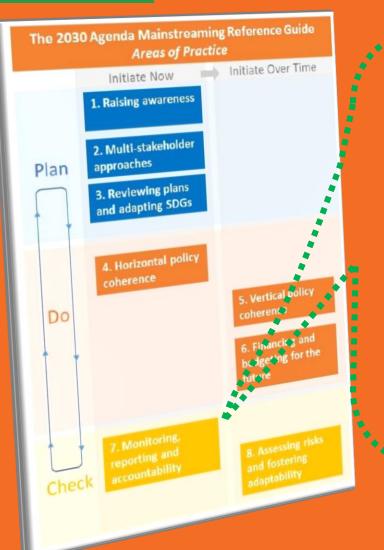
2. working w stakeholder forums review existing plans

# 3. multi-stakeholders dialogue

enhance engagement process

**4. fostering public-private partnerships** *leverage innovation, scaling up & business investment*  **3A**s

## Monitoring, Reporting & Accountability



# areas of work:

2.

**1. disaggregated data** *leaving no one behind* 

> participatory monitoring involving citizens in measuring progress

**3.** follow-up on VNRs openly sharing progress

## **C** 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**s

## **Three Core Communication Functions**



Advocacy, soc mob & cbc for Action

ccess to & use of Information

Accountability

Ownership



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 Agendafor Sustainable Development

## **Knowledge to Action**

What is not discussed .... What is not understood ... What is not chosen ... What is not owned ...

may not be fully understood
can not be chosen
will not be owned
does not lead to action & will never lead to change



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



## **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



## **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





## **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

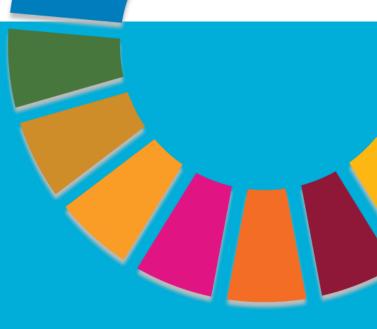
early engagement is key



# 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?



# **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** 





## **UN Trello Board on the SDGs**

Press Kits Social Media Content SDG Advocates

## Messages Success Stories SDGs Explained

## **Visual identity**

Boards	Q		□ Tre	llo							+ 0 🕰 м
The Sustainable Development Goals: 17 Goals to Transform Our World 🌣 🏶 Public			The Sustainable Development Goals: 17 Goals to Transform Our World 🌣 🛛 Public			velopment Goals: 17 Goals to Transform Our World 🌣 🏶 Public			··· Show Menu		
Press kit for the SDGs	Important links	Social Media content	SDG Success Stories	Why the SDGs matter to me	··· SDGs Advocates ···	SDGs explained	Material for Principals' visits/trips	" SDGs visual identity	Press Kit- Official launch of the SDGs on 1 January 2016	First Year Anniversary of the SDGs - September 2016	Press Kit on the SDG Indicators
Major political changes over the last year will ensure that all eyes will be on the UNGA General Debate	<ul><li>✓</li></ul>	All Social Media Content may be found here	Argentina ≡ @ 1	Goal 1 - Why it Matters		SDGs PowerPoint Presentation - several languages	SUSTAMABLE GOVEDMENT GOALS	Links to SDGs icons and logos in all six UN languages	On 1 January, 2016, the 17 Sustainable Development Goals	It has been a year since 17 Sustainable Development Goals	Press Release
starting on 19 September. The GA will also be an important moment to	Website http://www.un.org/sustainabledevelo	@ 1	Bangladesh ≡ Ø 3	Goal 2 - Why it Matters	SUSTAINABLE	@ 4	17 GOALS TO	UN Guidelines for Use of SDG logo	(SDGs) of the 2030 Agenda for Sustainable Development—adopted by world leaders in September 2015	(SDGs) were unanimously adopted by world leaders at a historic UN summit in September 2015. By	Ø 1
ensure that the global momentum and enthusiasm for implementing the 2030 Agenda for Sustainable	pment ≣	Intros for videos (2) ≡ ♀ 2 @ 3	Benin	Goal 3 - Why it Matters	DEVELOPMENT	One pager featuring facts and figures on each Goal!	TRANSFORM OUR WORLD	and 17 icons	at an historic UN Summit — will officially come into force. Over the	aligning their priorities with the SDGs and working together with the private	Backgrounder Ø 1
Development and the Paris Agreement on climate change	Sustainable Development		≣ ⊚ 1	07		≣ @ 17	1		next fifteen years, with these new Goals that universally apply to all,	sector and civil society, governments have started mobilizing efforts to end	Key Messages
remain high. The promotion of the SDGs and climate action as part of a	Knowledge Platform https://sustainabledevelopment.un.or	SUSTAINABLE GOALS DEVELOPMENT GOALS TREAMS TO REAM OUT MOUT	Botswana ≡ @ 1	Goal 4 - Why it Matters	ADVOCATES	One pager featuring targets, facts and figures, videos and more on each Goall			countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while	poverty, address inequalities and tackle climate change by 2030.	@ 1
broader effort to reduce and prevent human crises will be an important element during the GA.	5°	www.un.org/sustainabledevelopment	Chile	Goal 5 - Why it Matters	Advocates logo	≡ Ø 17	virk at anjust sindiversigned		ensuring that no one is left behind.	Press release on first year	FAQs @ 1
Key messages (coming soon)	Link to 2030 Agenda for Sustainable Development (six languages) ≣ End screen for videos (.mp4 v sound &.png)	Postand by the UK Department of Public Information 2016	≣ @ 1	@ 7	SDGs Advocates Press Kit_final.pdf     Goal 6 - Wity it Matters     @ 1	WHAT ARE SUSTAINABLE DEVELOPMENT GOALS? SDGs 18"x 24" Englis	SDGs 18"x 24" English Poster		Press Release © 6 Media Advisory on all SDG events		Millions Winner
Overview (coming soon)		sound & .png) Costa Rica	Costa Rica ≡ @ 1	Goal 6 - Why it Matters			Posters (Chinese) without UN			- Contraction Contraction	
Frequently Asked Questions (coming	Publication: Transforming Our World: The 2030 Agenda for Sustainable	© 2 SDG Facebook banners	Czech Republic	Goal 7 - Why it Matters	SDG Advocates social media kit		Emblem (Color / various formats)		Overview	01	
soon)	Development ≣	SDG Facebook banners ≣ © 1		@ 7		<ul> <li>Image: A second s</li></ul>	Posters- ARABIC (with UN emblem)		@ 6	Key messages	and the second s
Calendar of SDG events during GA		100 M	Dominican Republic	Goal 8 - Why it Matters		A manufacture means and manufacture in the second sec	Posters- ARABIC (With UN emblem)		Key messages		States - States

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



## **UNDG SDGs website**

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



UNDG GUIDANCE AND POLICIES ON COMMUNICATIONS





# 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
- gement CAMPAIGN
- promotes public ownership of the SDGs throug
   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

SUSTAINABLE DEVELOPMENT GOALS

edw

Örg

#Connect2effect Global Hackathon

SDGs in Action Mobile App



## **UN SDGs Action Campaign**

# **Numbers in Action Music Video**



## **UN SDGs Action Campaign**

Leave No One Behind Video

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

## **Project Everyone**

Harnessing the power of entertainment for the SDGs

C Secure https://www.project-everyone.org

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

Global Goals Cinema Adver

0 1

WE THE PEOPLE

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

PROJECT

 $(\checkmark)$ 



## **Project Everyone**

# Global Goals Campaign excerpt



## **The Global Goals Week**

THE GLOBAL GOALS

Maintaining momentum every year @ the GA



WHAT'S HAPPENING

WHAT CAN I DO? 🗸

SCHOOLS

THE GOALS 🗸



## **The Social Good Summit**

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

where big ideas meet new media to create innovative solutions

the hashtag <u>#2030NOW</u> 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/



# 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





We are joining in on the global conversation at the @sgstunisia . #2030NOW #sgstunisia 11:39 PM - Aug 29, 2017





## Not everyone agrees ... Counter "campaigns"

# SDGs: a threat to family values



## **Stakeholders Engagement in SDGs Action**

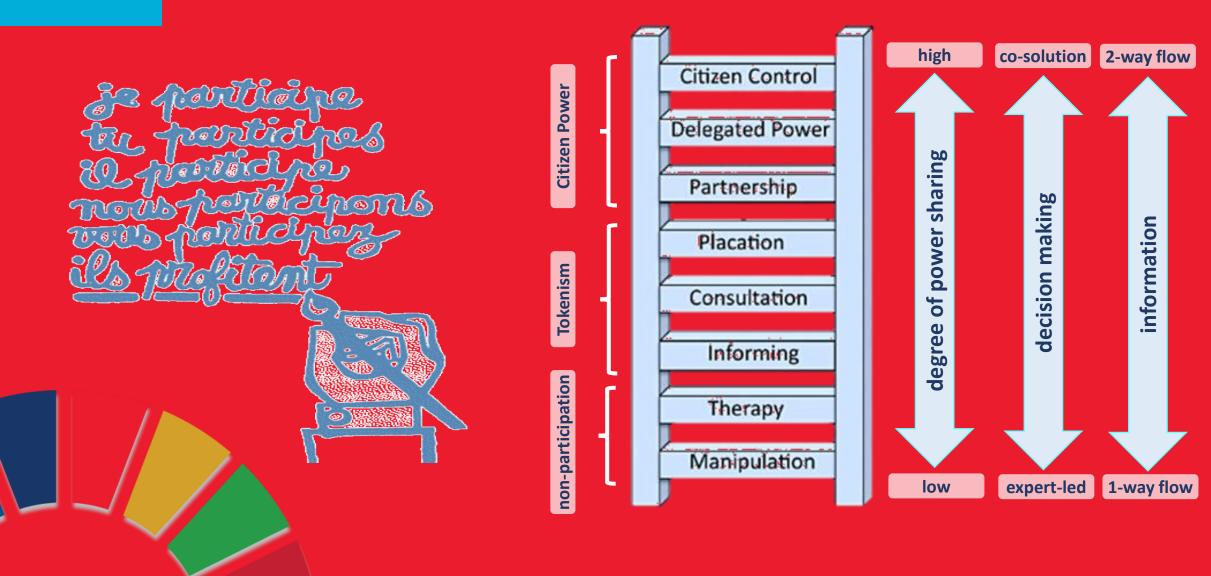
<sup>56</sup> The Dialogues call for governments to create spaces and mechanisms for engagement, not only as a way to strengthen people's basic political rights but also because it helps to create better policies and generate better development outcomes

Post-2015 Dialogues on Implementation (UNDG 2014)





## **Engagement in about Citizens' Participation**





## 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



# **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





## **Advocacy Communication**

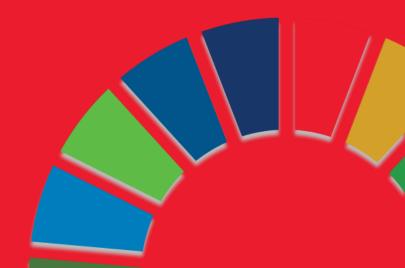
Process: gathering, organising & formulating information into arguments

**People:** political and social leaders

Purpose:leadership acceptance/commitment<br/>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 engagementin achieving development outcome





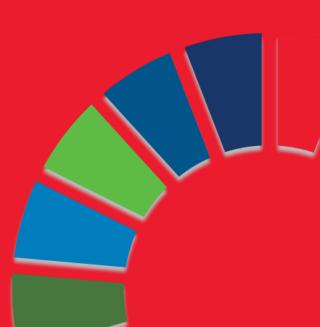
## **Communication 4 Behavioural Change**

**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

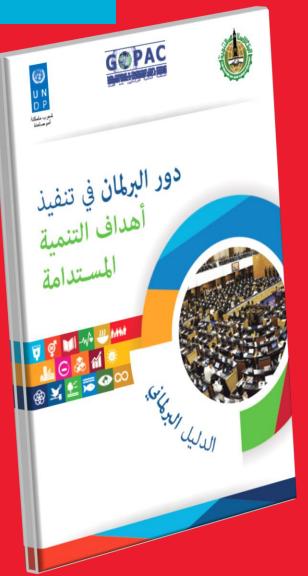


- **People:** specific groups of programme participants
- Purpose:develop and/or change behavioursthat have impact on development outcome





## **Mobilising Parliaments for the SDGs**



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



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GUIDE FOR PARLIAMENTARY ENGAGEMENT IN IMPLEMENTATION, MONITORING AND EVALUATION OF THE SUSTAINABLE DEVELOPMENT GOALS (SDGS)



I STAND WITH THE CONSULTAINABLE GCALS

ACTIC N

The world must take action

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

## **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

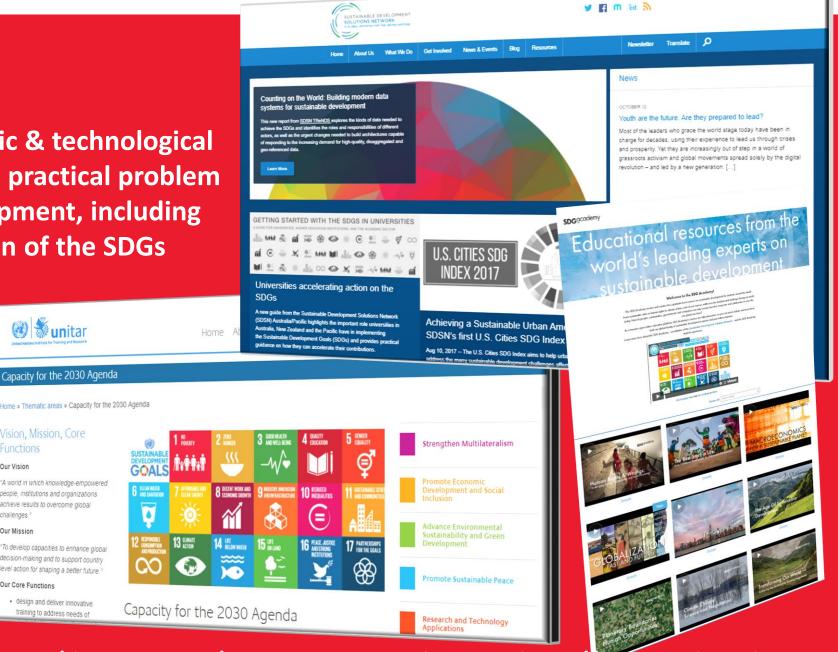
**Our Vision** 

hallenges

Our Mission

Our Core Functions

e-learning courses, workshops, webinars and **Outreach ctivities 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://eourses.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 actionoriented platforms & tools to support SDG implementation



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**&** 

ENGAGE LOCAL

TAKE ACTION

PARTICIPATION

Goals to Transform Our World

The SDGs provide an historic opportunity to unite all global stakeholder to end extreme poverty, fight inequality and injustice, and protect our



## **Mobilising CSOs for the SDGs**

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

A > Open SDGclub.Berlin

The Council

Sustainability Strategy

Annual Conference

Open SDGclub.Berlin

Downloads

**RENN** network

News

Events

Projects

Documents

Press Information

discussion







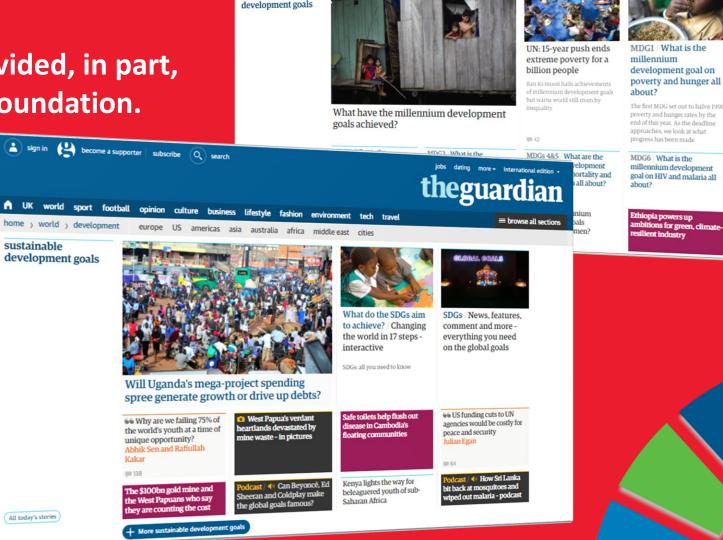
## **Mobilising the Media for the SDGs**

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



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nome ) world ) development

millennium

world sport football opinion culture business lifestyle fashion environment tech travel

americas asia australia africa middle east

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

dating more - International edition -

browse all sections

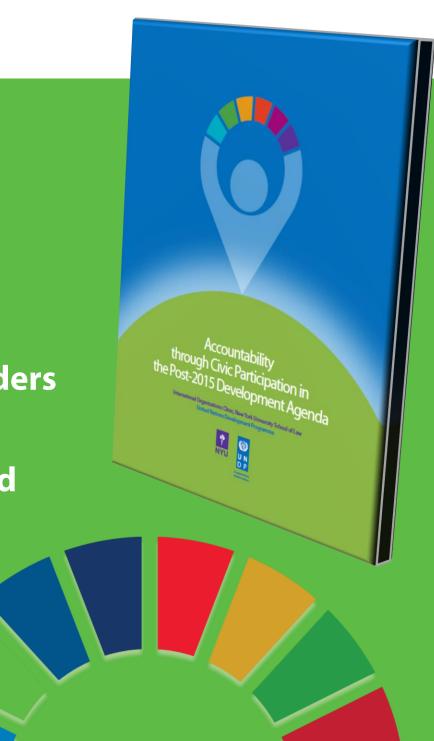
theguardian



## Accountability

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"





## Accountability

**4** Principles

**Principle 1: Transparency** 

**Principle 2: Inclusiveness** 

**Principle 3: Deliberation** 

**Principle 4: Responsiveness** 





# Accountability

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

