

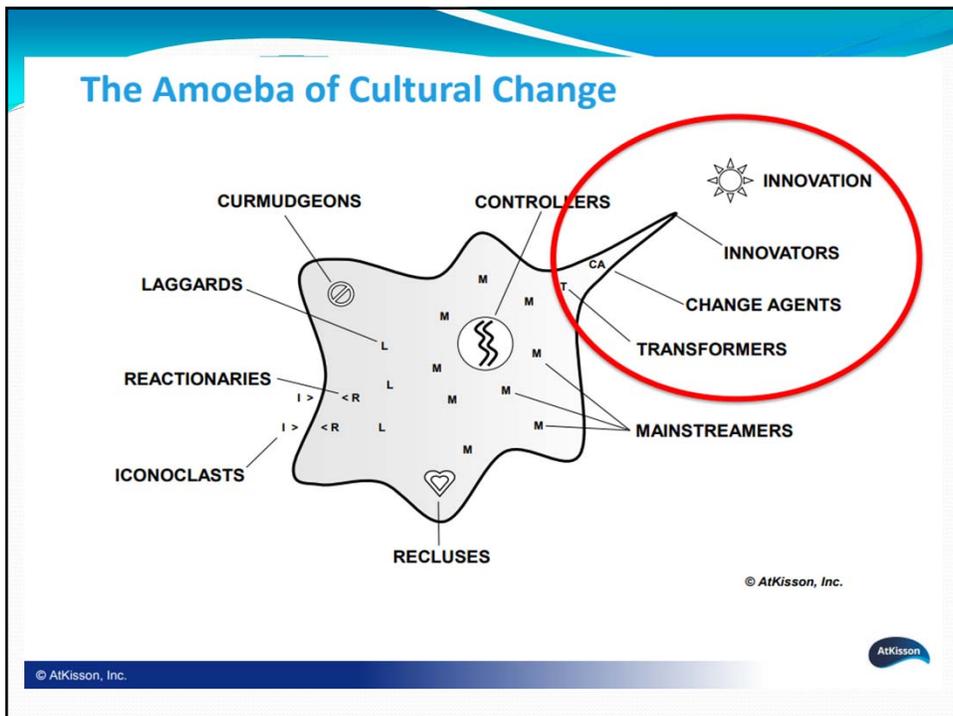


A practical strategy for promoting the application of the SEEA in policy contexts

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Outline of presentation

- Communicating for adoption
- Elements of SEEA communication strategy
- What can *you* do to help?



Lessons from the UNCEEA

- Transitioning from theory to practice requires a different approach
- We need to work as an adaptive network that senses and seizes opportunities
- Innovators are not always the best ones to spread the idea
- Compromise: don't be too fundamentalist!
- Successful diffusion relies on Change Agents and Transformers
- Demonstrate the real world benefits for policy

Content of practical strategy

The practical strategy for promoting the SEEA outlines:

- Goals for this phase of the strategy and how we will monitor progress
- What kinds of decisions SEEA can inform
- What opportunities we will use (processes, forums)
- Who the key audiences are
- What the key messages are (building on strengths)

Goals and milestones

- Goal –to bridge the divide between producers and users and get the SEEA into ‘active service’ of decision-makers
- Success – by 2020 users demand, influence and use accounts
- Progress – by end of 2018 for example: change agents and transformers get key messages and help to promote, users ask questions, put accounts on agendas, invite us to meetings, work with us to develop SEEA based indicators, lots of positive publicity for SEEA accounts
- Measures – that the above things are happening

Target audiences

- The majority of decisions that SEEA can support are made by governments, in policy and planning ministries. So the primary focus of communication is to reach ‘transformers’ and ‘change agents’ in the system, including intermediaries such as researchers, NGOs, business leaders, chambers of commerce, scientific bodies (meteorological, geospatial etc.), international bodies, journalists and commentators/ bloggers.



Types of decisions

SEEA accounts help advisers and decision-makers balance economic and environmental well-being through:

- Fiscal policy settings (e.g. taxes, levies, subsidies, offsets)
- Regulatory levers (e.g. environmental protection, land clearing restrictions, catch limits)
- Assessing options for planning and economic development (urban development, land use, housing, infrastructure, industry, agriculture)
- Assessing policy options across the range of sectors (waste, pollution, trade, energy, water)
- Monitoring progress and evaluating the effectiveness of policies and programmes (e.g. SDGs, Green Growth)



Entry points and opportunities

- International agendas, agreements and monitoring processes -SDGs, Green Growth, Climate Change
- National target setting, strategy and environmental monitoring
- National, regional, local planning and development processes, cost benefit analysis, funding bids etc.
- Regulatory impact assessment, evaluation, risk analysis
- Conferences, committees and forums for above, and in related sectors, scientific, ecological, agricultural
- Reviews, inquiries and panels seeking submissions



Outputs and actions

- Disseminate regular updates on new SEEA outputs e.g. provide regular content for the new UN website
- Coordinate a visible presence at key conferences and events – use key messages around ‘Why SEEA?’
- Give presentations and deliver papers
- Use social media, including Twitter. Where possible – tweet each others presentations and papers
- Actively seek membership or invitations to present to intergovernmental, research & business forums
- Find and convince change agents and transformers
- Use products to promote accounts and indicators – press releases, policy key fact sheets, briefings, infographics



Key messages

- SEEA measures sustainability of economic growth by accounting for the natural environment
- SEEA adds value to data that is already collected
- The SEEA informs choices and trade offs: around fiscal interventions taxation, regulation, planning, economic development and environmental policy
- The SEEA is a conceptual framework that integrates different sorts of data both scientific and economic. It does not compete with other indicators.
- The SEEA methodology is detailed but the results are easy to interpret (through indicators and graphs)

Thank You!
Questions?

