



System of Environmental Economic Accounting



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Environmental
Economic
Accounting

UNCEEA COMMUNICATIONS STRATEGY

United Nations Statistics Division



United Nations

Communications Strategy

- Developed by UNCEEA Area E on Communications, for use by UNCEEA members and agencies
- Objective: to increase implementation of the SEEA and mainstream its use in integrated policy making
- ‘Sense and respond’ approach championed by the Australian Bureau of Statistics

Main objectives and principles

- Sharpen the SEEA identity and creation of foundational message toolkit
- Demonstrate the SEEA's relevance to ongoing policy processes
- Develop and deliver communications that are:
 - > Appropriately targeted
 - > Clearly messaged
 - > Proactive and responsive
 - > Iterative
 - > Networked

Approach

- Up-front investment by UNCEEA in a core set of communications materials
 - > SEEA one-pager
 - > Tri-fold on SEEA and biodiversity
 - > Country adaptation and translation for widespread use
- Taking advantage of the wider environmental economic accounting network and addressing a variety of stakeholders

Accounting for Biodiversity

The SEEA and the Post-2020 Biodiversity Agenda



Core messages

- Describing the basics of the SEEA
- Positioning the SEEA
- Demonstrating the SEEA's relevance to the target audience
- Dispelling misconceptions about environmental-economic accounting

Social Media

- Twitter session at the 2018 UNCEEA meeting
- Twitter Cheat Sheet:
https://seea.un.org/sites/seea.un.org/files/twitter_cheat_sheet_v2.1_1.pdf
- Tweet about the seminar: **#SEEAseminar19**
- Our twitter accounts:
 - > @OECD_Stat
 - > @unecestat
 - > @Unstats
- Coffee break:



Ask your neighbor: *What's your twitter handle?*



THANK YOU

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