SDG ROAD MAP 2.0.
Ad hoc Communication Task Team

The ad-hoc Road Map 2.0. Communication Task Team

To do or not to do ? – our beginnings

- What should the task team do? – Come of with ideas and suggestions of HOW, WHEN, TO WHOM, ON WHICH OCCASIONS and with WHICH KIND OF TOOLS/ MATERIALS, ONLINE or TRADITIONNALLY (paper, tangible promotional items) promote the Road Map.

- *What should the task team NOT do (for now) ? – draft texts for concrete communication items, when agreed (e.g. texts for leaflet, synopsis for video). Drafting could be considered as a subsequent stage of work in a more inclusive composition. The task team should focus on delineating the content (what should be there, and not how it should be precisely drafted)*

TO DO!

- We decided to prepare a „communication kit", including materials to be used both online and as hard copies
  - The logo
  - Series of taglines to be used in SoMe
  - SoMe hashtag (s)
  - An infographics → leaflet/ bookmark
  - An infographics → leaflet / target audiences
  - An infographics → roll-up/ pop-up banner
  - A video based on a script

What is the kit to be like?

Main assumptions

Inclusive

Ready-to-use for UNECE Members national communication needs

Easily adaptable for national communication needs

Visually consistent

„Easy to digest" – simple messages, catchy texts

Made to easily communicate about the RM 2.0. and promote it on various national and international occasions

RM 2.0 - Key Messages as a starting point

KEY MESSAGES

In 2015 the world embarked on a journey to the future, to achieve the Sustainable Development Goals.

It is not an easy journey, neither for those most in need of progress nor for those addressing the problems. The challenges, conditions, resources and - accordingly - solutions vary enormously. The Road Map on Statistics for SDGs aims to provide guidance to members of national statistical systems and other stakeholders on how to navigate when measuring the achievement of the goals and targets. By doing so it strives to strengthen reliable data-based national information systems and thus to support efforts to achieve the Goals.

We have distilled the following key messages from the chapters of the Road Map to share with you.

The Road Map team

1. **The global commitment to transforming our world requires a global commitment to reporting and sharing data.** *The 2030 Agenda for Sustainable Development* was agreed on by all United Nations Member States in September 2015 and has provided a development pathway through its 17 Sustainable Development Goals (SDGs). With a key focus on "leaving no one behind" it entails unprecedented efforts, partnerships and investments not just in terms of achieving the targets, but also in terms of providing the data and statistics vital to monitor, measure and report on SDG progress. All these data and statistics can be found on national reporting platforms, in voluntary national reviews, national reports and other tools and channels used by national statistical offices (NSOs) and other official data producers.

2. **Use the IAEG-SDGs global list of indicators as a starting point for global reviews and nationally relevant in-depth analysis.** There are 231 global indicators to measure progress on the SDGs. However, as countries differ from each other these indicators might not be equally sufficient or relevant for all of them. National policies and information needs differ to such an extent that to satisfy them all the list of indicators would have to be endless. Therefore, we need national data – focused on measuring progress at the national level. The data from the global indicator list are designed to track the progress at global level and ensure that countries and regions can be compared over time. The data from the national indicator lists help to focus on nationally relevant issues.

indicators. Implementing the Quality Framework and a harmonized data production model in all organizations providing SDG data will take time and commitment from all stakeholders, not only NSOs. At the same time, improving the quality of SDG indicators will improve the quality of official statistics in general.

6. **Corresponding legislative frameworks should grant NSOs access to new data sources.** Big data, geospatial data and administrative sources could allow NSOs to provide more granular and timelier data. However, these sources are often privately owned, not sustainable, use different technical standards and are of variable quality. Administrative sources have the biggest potential for producing official statistics but their existence, quality, information content, format and access are not always suitable for statistical purposes, especially in developing countries. Statistical offices have a lot of expertise in working with large volumes of data, ensuring their quality, impartiality and confidentiality. They can make valuable contributions to strategic discussions on national data infrastructures and data cycles, developing and updating statistical legislation based on the *Fundamental Principles of Official Statistics*[1] or national legislation on data access and use, and setting up administrative registers and geospatial data holdings.

7. **NSOs have a role to play as main information hubs.** Official statistics are the cornerstone of national information systems, and NSOs are the central coordination bodies of official statistics. It is therefore vital to invest in the constant development of NSOs in terms of technology, methods, processes, information, standards and frameworks, institutional setting and, of course, people. At the same time, as official statistics are produced not only by statistical offices but also by other members of NSSs, developing statistical capacity is not limited to NSOs. It is important to understand that strengthening the statistical system will improve a country's development by allowing better decision-making with evidence-based policies.

8. **Capacity development should be a continuous process.** Capacity development does not apply to developing countries alone. In all countries, statistical organizations need resources and investment to modernize and keep pace with innovation, technological development, emergence of new sources and information demands.

9. **Lessons learned from the COVID-19 outbreak: the need for modernization and innovative solutions.** Although the pandemic placed a sudden additional burden on countries' response mechanisms, it was treated as a challenge by most NSSs, becoming an accelerator of innovation in many statistical offices throughout the world. It boosted projects that had already been started in the areas of digitization, data collection methods, teleworking, etc. To maintain this momentum, it is crucial to invest in modernization, strengthen infrastructure and agile statistical data production and continue statistical capacity development activities – this should always be a pathway for the future

CAPACITY DEVELOPMENT SQUARE

Ideas

1. a **short summary** for decision/ policy makers –ultra-short version of the road map = key messages put forward in a more digestible and visually attractive form

2. think of the **Roadmap as of a physical thing** – in terms of its visual representation

3. present the **Roadmap as a metro map**, explore the topography concept !

4. not to forget an important target group – **Youth**. Since we are thinking of **going digital**, the young audience cannot be forgotten

Questions answered by the comms kit

UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

Conference of European Statisticians
Road Map on Statistics
for Sustainable Development Goals

Second Edition

UNITED NATIONS

WHAT

A TOOL to *make progress in measuring progress*

WHY

TO RESPOND to the biggest monitoring challenge ever; new insights and experiences, COVID (disruption vs. innovation)

TO PROMOTE BETTER SDG DATA towards BETTER, more inclusive, properous and sustainable LIVES

WHO

EVERYONE! Ranging from... NSOs; Statistical community/data providers; decision/policy makers; youth;

to... private sector; academia; *media*; broader civil society

HOW

GUIDING & EXAMPLIFYING through multidisciplinary chapters, well-tested solutions and case studies

LOGO

1. Unified visual identity

2. Yellow brick road idea
   (path towards sustainable development)

3. Embedding SDG visual identity
   (complying with UN rules!)

Items from the comms kit

UNECE Road Map on Statistics for Sustainable Development Goals 2.0

#RoadMap2SDGs

Hashtag

- Catchy
- Self-explanatory
- Linguistically inclusive

Social Media Taglines

Version 1: data-driven

Social Media Taglines

Version 2: social engagement

Infographics ➔ bookmark/ leaflet

Printed version – less text

Online version – key messages

Infographics – target audiences

Ready-to-use "call for action":
- Leaflets
- Pop up banners
- Roll ups
- ....

UNECE Road Map on Statistics for Sustainable Development Goals 2.0

WHO CAN HELP BRIDGE THE DATA GAP?

We are calling to action all who can have a decisive role in bridging the Sustainable Development Goals data gap.

Statistical experts

Statistical experts are facing the biggest monitoring challenge ever, sometimes without proper guidance or resources

Decision makers

Decision makers need precise data to make the right decisions, and the power to provide relevant administrative data and increase the resources of national statistical systems

Economic agents

Economic agents want data right now, but they hold the keys to privately held data that could make a big difference

Activists

Activists require data on the world to better navigate it and act upon it, but lack the understanding on how to find or create it

#RoadMap2SDGs

VIDEO - *Script assumptions*

1. **EXPLAIN**
   (what, why, who, how)

2. **ENGAGE**

3. **MOBILISE**

WHO CAN HELP BRIDGE THE DATA GAP?

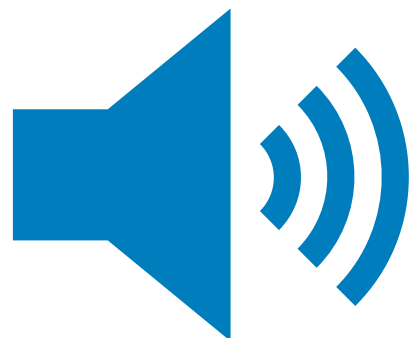We are calling to action all who can have a decisive role in bridging the Sustainable Development Goals data gap.

Video - who are the actors?

- The video concept – Katie ☺
- How we made it (via MS Teams)
- Snip-its/ longer version
- Inclusivity (genders, languages)
- Trailer shown in IAOS conference
- Next steps
  - (*Featuring bloopers* ☺)

VIDEO PREMIERE ☺

Our plans

Road Map Day

Call to Action

SoMe Campaign

Ready communications (text+visuals) to be shared in SoMe („This is what you could tweet")

A mini calendar with ready-to-use materials

What we would like YOU to do

- See

- Discuss

- Give us feedback

- Approve! ☺
  - we would like to be given a green light to go ahead with placing the kit online and to allow NSOs to use it (e.g. in their national publications)
    - 2 versions to be made available
      - An English one
      - A blank version available on request (to be filled in with content in national languages)

UNECE Road Map on Statistics for Sustainable Development Goals 2.0

THANK YOU !!!