

UNECE CES Steering Group on Statistics for Sustainable Development Goals
Task Team on Communication of Statistics for SDGs (TTCOM)
Statement of Purpose
14 December 2022

This statement of purpose (SoP) proposes the reinstatement of the Task Team on Communication of Statistics for SDGs, initially established in 2018 under the UNECE CES Steering Group on statistics for Sustainable Development Goals (SG), as agreed upon the meeting of the SG, held in Ireland, in October 2022.

The primary objective of the task team, as stated in 2018, is to improve effective communication of the role and provision of statistics for SDGs to various stakeholders and thereby support implementation of the 2030 Agenda.

However, in the aftermath of relevant developments, most notably: the 2nd Edition of the CES Roadmap on Statistics for SDGs (RM 2.0) and the creation of a supporting promotional kit by an *ad hoc* temporary Task Team operating in 2021 and the first quarter of 2022, the team was reinstated with a renewed purpose to further promote and facilitate the implementation and monitoring of the 2030 Agenda with adequate communication activities, materials and tools.

Both editions of the *UNECE CES Road Map on Statistics for SDGs* highlight the importance of effective communication and identify principles that may be considered when developing a national communication approach for this purpose. Even if the communication strategy for statistics on SDGs should remain a part of the NSO's general communications strategy, further work is required to link it to the overall SDG communication strategy within the country and to broader initiatives developed worldwide.

It is also necessary to define and tailor effective messages for key groups — both data users (e.g., the general public, advocacy groups, and national and international policy makers, especially operational policy analysts) and data providers (e.g., academia, researchers, businesses), as exemplified by the work carried out by the *ad hoc* Task Team on the Promotional kit for the RM 2.0, initially presented in May 2022 in the 6th Expert meeting on Statistics for SDGs and further promoted and adopted in the aforementioned SG meeting, in October 2022.

The newly reinstated Task Team on Communication will focus on advancing communication initiatives and effectively delivering and disseminating existing and future materials, building up on the work done by both the previous 2018 task group and the above-mentioned *ad hoc* task team, as well as on the inputs provided by relevant fora (e.g. Expert meetings, UNSC, IAEG SDGs and HLG-PCCB plenary sessions, Regional Forum on Sustainable Development, etc.), all of which converge on the persisting need for ready-to-use materials, increased centralisation of available tools/kits and user friendly means to make progress in communicating progress.

The reinstated Task Team on Communication should, therefore, undertake actions that improve the communication of statistics for SDGs and support NSOs and diverse stakeholders in effectively communicating the role of data and statistics in achieving the Goals. The planned activities may include (but are not limited to):

- disseminating (in an easy-access, centralised outlet) the set of promotional materials developed by the *ad hoc* Task team on the Promotional kit for the RM 2.0, namely: logo, hashtag, social media content, infographics, bookmarks, brochures and video;
- adapting the existing materials to the needs of various stakeholder groups (e.g. different versions of the video for different purposes);

- producing a stocktaking exercise of existing communication initiatives, focused on available tools/materials, having in mind the urgency of non-overlapping and the necessity of linking (and not dispersing) the existing initiatives;
- developing a training concept pertaining to SDG monitoring, targeting junior staff at NSOs;
- facilitating the sharing of communication experiences among UNECE countries in order to identify best practices and extant tools;
- providing guidance on enabling 'story telling' contributions from stakeholders to make national statistics on SDGs more engaging;
- elaboration of practical suggestions for the development and communication of the statistical annex to the Voluntary National Reviews, building on the work carried out by the relevant instances (e.g. UNSD, the 2018 SG Communication Subgroup);

In carrying out this work, the Task Team should collaborate with existing groups related to the communication of statistics, such as the UNECE High-Level Group for the Modernisation of Official Statistics' and its relevant subgroups/ work streams, the annual UNECE meeting on dissemination approaches, and other existing bodies that have been established to address the communication of statistics.

Based on this SoP, a request to express interest will be distributed to CES members (both within and outside of the SG). The (co-) Chairs, as approved in the SG meeting of October 2022, in Ireland, are Ms Olga Świerkot-Strużewska (Poland) and Ms Carolina Fresta Santos (Portugal), who will prepare a work plan resulting from the deliberations of the SG virtual meeting foreseen for December 2022. The task team is anticipated to contribute to sessions at the UNECE CES Expert Meetings on Statistics for SDGs and relevant international events, and prepare guidance materials, among other activities.