System of Environmental Economic Accounting
Communications Strategy

• Developed by UNCEE EA Area E on Communications, for use by UNCEE EA 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
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


• 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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