

**Case study for Road Map on Statistics for SDGs 2.0**  
**Ireland: Use of social media, NRP and story maps**

**Description**

*Social media:* Ireland's Central Statistical Office use their YouTube and Facebook accounts to share videos. Facebook is also used to promote statistical publications and share infographics. Ireland's NRP Geohive also keeps data users informed of SDG activities on Twitter, by linking to the Department of Communications Climate Action and the Environment (DCCA) tweets. The main SDG related activities can be viewed on the homepage of the NRP by scrolling down through the tweets.

*National Reporting Platform:* The CSO, Ordnance Survey Ireland (OSi), Department of Communication, Climate Action and Environment (DCCA) and Esri-Ireland are engaged in an inter-agency, public/private sector initiative established to source, develop, report on and visualise the statistical data for the Indicators in each of the 17 UN Sustainable Development Goals. This initiative is named Ireland's Institute for SDGs (IISDG) and is an example of a virtual institute. The IISDG has developed a National Reporting Platform (NRP), launched at the 10th annual European Forum for Geography and Statistics (EFGS) conference in November 2017, is hosted on the OSi's web portal (website), known as GeoHive. The OSi, and Esri-Ireland have direct design and technical responsibilities for the NRP, with other IISDG members having input into data content, presentation and commentary.

*Story maps:* A unique feature of Ireland's NRP content is the provision of Story Maps, where IISDG has combined authoritative maps with narrative text and images. All the story maps on Ireland's NRP are presented to SDG Inter Departmental Group for information and feedback prior to release, most especially if there is a policy aspect to a narrative.

**Advantages**

*Social media:* Used to explain technical issues in simple terms.

*National Reporting Platform:* a mechanism for disseminating SDG indicator data where all interested parties, including civil society, can openly access, visualise and download data and related APIs. A June 2019 redesign of the Irish NRP provided the opportunity for different data providers in the country to submit or post data.

*Story maps:* This is a simple yet powerful way to inform, engage, and inspire people with any story to be told which involves maps, places, locations, or geography. They make it easy to harness the power of maps to tell a story.

**Challenges**

The Esri software used to create story maps is not free to use and, in some areas, does not meet accessibility requirements, for example story maps cannot be read by screen readers.

**More information**

YouTube channel:  
<https://www.youtube.com/user/CSOIrelandMedia>

Voluntary National Review story map which provides a brief overview of their VNR:

<https://irelandsdg.geohive.ie/app/ireland-voluntary-national-review-2018>

Examples of story maps:

<https://irelandsdg.geohive.ie/app/female-representation-in-politics-in-ireland>

<https://irelandsdg.geohive.ie/app/irelands-life-on-land>

<https://irelandsdg.geohive.ie/app/the-changing-patterns-of-unemployment-and-poverty-in-ireland-2011-2018>

<https://irelandsdg.geohive.ie/app/irelands-rivers>