

## **“Making progress in communicating progress” Example of innovative approaches in communicating data and statistics for 2030 Agenda by the Task Team on Communication on Communication of Statistics for SDGs of the UNECE Steering Group on Statistics for Sustainable Development Goals**

Olga Świerkot-Strużewska and Carolina Fresta Santos (Statistics Poland and INE Portugal)

[o.swierkot@stat.gov.pl](mailto:o.swierkot@stat.gov.pl)

### ***Abstract***

The 2030 Agenda for Sustainable Development seems to be easy to communicate. The 17 Sustainable Development Goals are so powerful per se that one could think the messages they carry are relatively easy to spread. And it might be a rightful thinking if it wasn't for statistics and data. From the outset, assessing the 2030 Agenda from the communication point of view, the fact of entrusting the ownership of the Goals to the countries and, consequently, making the National Statistical Offices accountable for providing information necessary to measure the distance to the Goals accomplishment, was a genius move. However, it is well known that data – as much as they are vital for governments, media, academia and citizens – are not easy to understand if they are not well communicated. So, the challenge is not in communicating the SDGs, but in communicating data and statistics for SDGs.

We need data for decision-making, we need it for policy making, we need it for measuring progress, which is vital to materialising the 2030 Agenda. In the data-driven world, NSOs – in the process of expanding their roles, have been navigating towards a more inclusive approach to data and information governance systems – they are not “institutes for numbers” anymore, they are becoming knowledge hubs, service providers and story tellers.

There have been many fantastic data stories about the Agenda 2030. But the problem was lying in their dispersion, scattered character, sometimes oblivion. Therefore, international organisations play an active role to gather countries, to make them talk and exchange ideas for a common benefit. One of those efforts is bringing remarkable results: under the aegis of the UNECE Steering Group on Statistics For Sustainable Development Goals a Task Team on Communicating on Communication of Statistics for SDGs (TTCOM) is operating. Besides many interesting deliverables (provided in the framework of an ad hoc Task Team 2021-2022 and focused on communicating the Roadmap on Statistics For SDGs), the group has been successfully and innovatively trying to implement its primary objective – which is establishing a lively and vivid SDG community with the emphasis put on communication.

Our presentation is about guiding the audience through our journey of making progress in communicating progress, in the spirit of synergies with other UNECE communications groups, bearing in mind the need to exchange ideas which, as we all know, is the primary condition for boosting creativity.