Making progress in communicating progress

Task Team on Communication of Statistics for SDGs (TTCOM)

Innovative approaches in communicating data and statistics for the 2030 Agenda

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UNECE Expert Meeting on Dissemination and Communication of Statistics
11-13 October 2023, Lisbon
Summary

- History
- Goals
- Key developments
- The "Communication Fortnights" initiative
- Lessons learned
- Next steps
Milestones

**feb 2022**
- 2nd Roadmap on Statistics for SDGs

**april 2022**
- Promotional Kit (ad hoc task team)

**oct 2022**
- Re-establishment of TTCOM

Making progress in communicating progress

Providing guidance on measuring the achievement of the Sustainable Development Goals.
Main goals

- Improving the communication of SDG data
- Facilitating the monitoring of the 2030 Agenda with adequate communication activities
- Promoting and disseminating innovative communication initiatives and practices
Key developments

- TTCOM exceeds geographical limits of the UNECE
  - Europe
  - Africa
  - North America
  - South America

- Not limited to NSOs
  - International organisations
  - Other data providers
Main developments (cont.)

- For storage only
- Tool for virtual meetings

Repository of good practices
Creating a community
Communication fortnights

- Biweekly virtual meetings
- Specific topics (publications, VNRs, Data Visualisation,...)
- Presentation of innovative practice, followed by discussion
- Notes on key lessons learned
- Presentations, resources, and links
- Recording (exclusive access to members)

UNECE Knowledge Hub on SDGs
- space dedicated to Communication
Communication fortnights

Previous scenario
- Group of experts dispersed globally
- Common needs
- Common challenges
- No interaction outside of quarterly meetings (general topics)

After "Fortnights"
- Group of experts meeting every two weeks (virtual)
- Focus on specific themes
- Discussion of common challenges
- Exchange of experiences during and after meetings
- Valuing innovative practices
- Learning and adoption of good practices
- New members
Communication fortnights – lessons learned

Monitoring publications (CSO-Ireland) – summary
- Interactive and digital product (≠pdf)
- Annual updates that tend to be automated
- Communication with policy focal points increases data availability and fosters accountability
- Investment on geospatial disaggregation (more inclusive data)

Voluntary National Reviews (BFS-Switzerland) – summary
- Initial involvement of NSI optimises final product
- Leveraging the VNR to improve SDG statistical communication (+ digital; + clear; + dynamic; + interactive)
- Distinguish statistical annex from the political component of the VNR (impartial, neutral, independent)
Communication fortnights – lessons learned

“Data viz” (STASSA - South Africa) – summary
- Leveraging transformative moments (e.g. Censuses) to foster innovation
- "Story-telling" of specific products increases visibility of ALL official stats
- Technically sound texts, even if simplified (partnership with subject areas)
- Good communication of data contributes to its effective use
- Simplifying overlapping monitoring frameworks
- Importance of partnerships with the media and academia

Visualisation of Headline Environmental Indicators
(South African Department of Forests, Fisheries and Environment) - summary
- Data clarity facilitates dialogue between decision-makers and the scientific community
- Keeping data politically relevant, not prescriptive in nature
- Prioritise communication of the most relevant data (listen to civil society)
- Present the message and not "the truth" (building trust through reliable data)
Lessons learned

- Creative approaches to dealing with common challenges
- Simplifying complex information
- Tailoring products to target groups
- Literacy in schools and universities
- Data visualisation
- Story-telling practices
- Open-source reporting platforms
- Social networks
- Leverage VNR to rethink communication products

- Complex and overlapping frameworks
- Data dispersion
- Preparation of the VNR
- Internal and external advocacy
- Transpose efforts/achievements in collection and treatment to communication

Challenges

Growth and improvement

Common learning

Opportunities
Thank you!

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