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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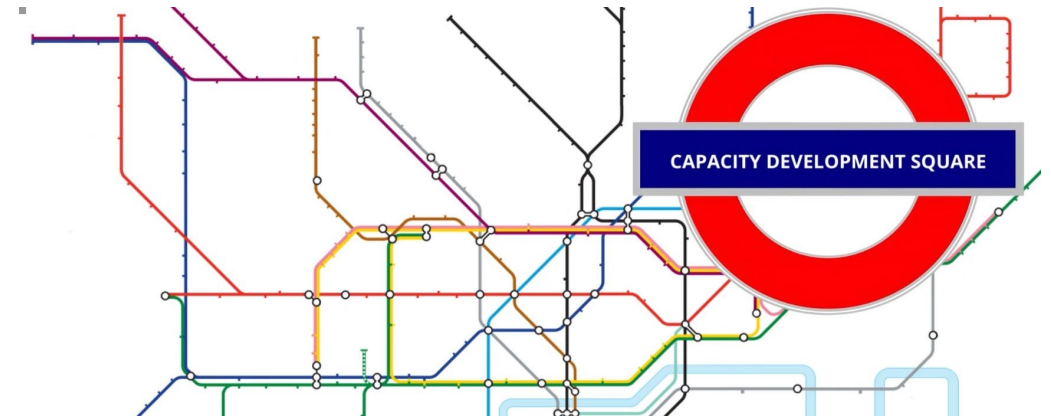*Co-Chairs of the TTCOM - CES Steering Group on Statistics for SDGs*

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

CAPACITY DEVELOPMENT SQUARE

Milestones

feb 2022

april 2022

oct 2022

2nd Roadmap on Statistics for SDGs

Promotional Kit (ad hoc task team)

Re-establishment of TTCOM

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

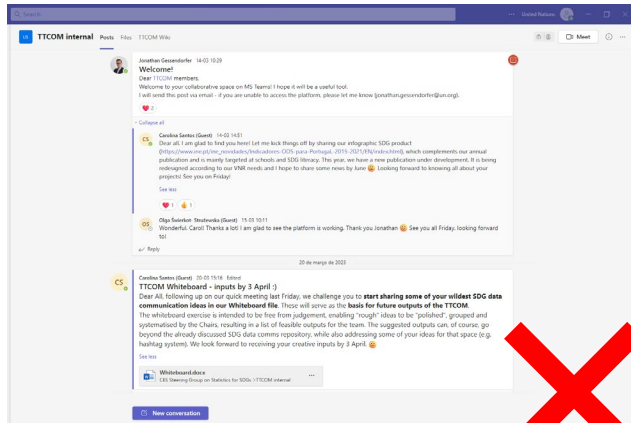**Making progress in communicating progress**

Task Team on Communication
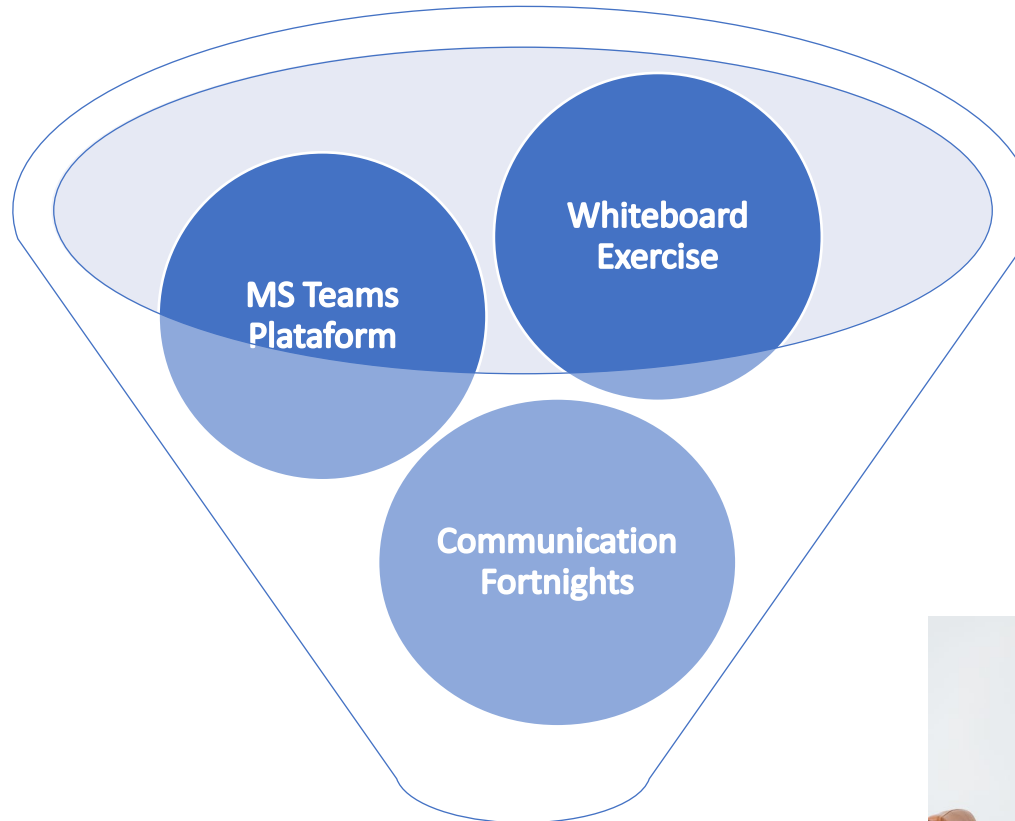
Key developments

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

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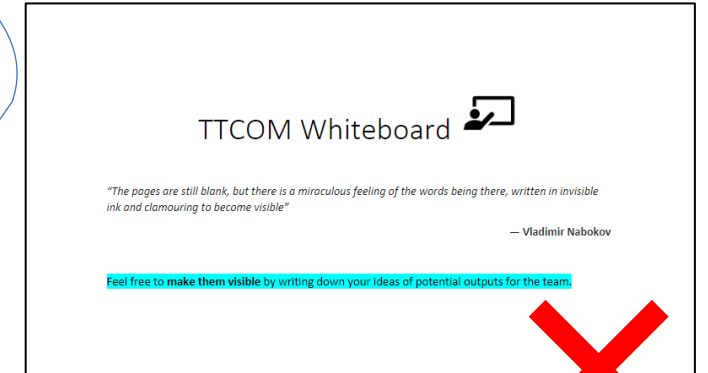 - Other data providers
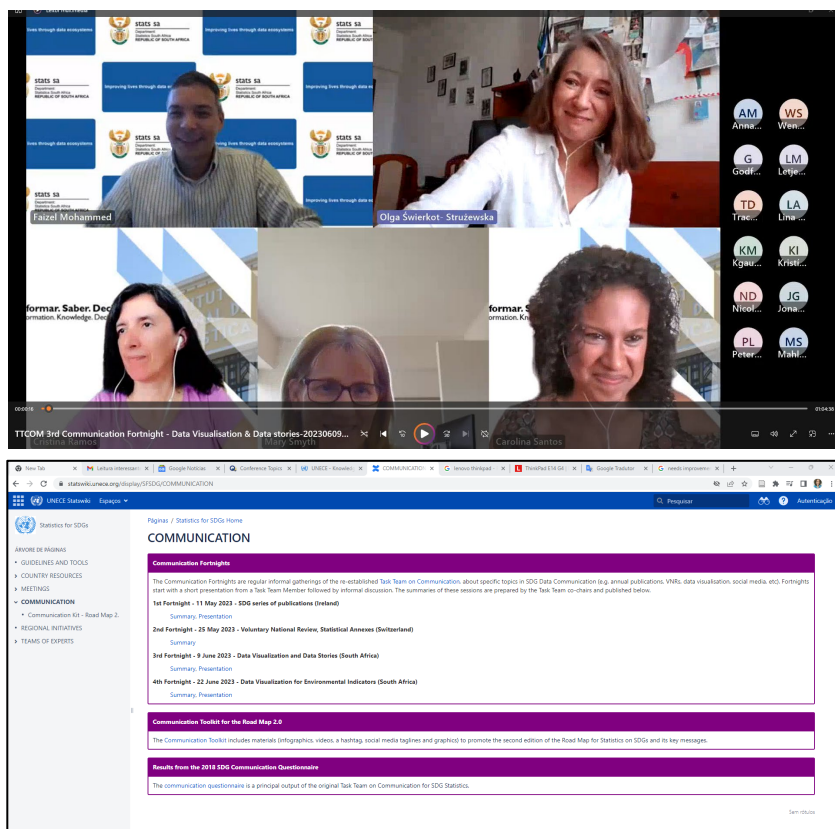
Main developments (cont.)

MS Teams Plataform

Whiteboard Exercise

Communication Fortnights

Repository of good practices

Creating a community

- **For storage only**
- **Tool for virtual meetings**

TTCOM Whiteboard

"The pages are still blank, but there is a miraculous feeling of the words being there, written in invisible ink and clamouring to become visible"

— Vladimir Nabokov

Feel free to **make them visible** by writing down your ideas of potential outputs for the team.

Communication fortnights

UNECE Knowledge Hub on SDGs
– space dedicated to Communication

- 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)

Communication fortnights

Previous scenario

- Group of experts dispersed globally
- Common needs
- Common challenges
- No interaction outside of quarterly meetings (general topics)
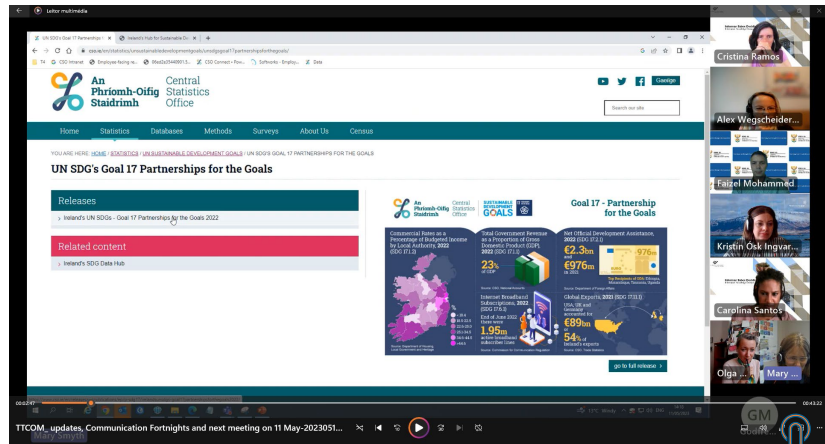
After "Fortnights"

- 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)
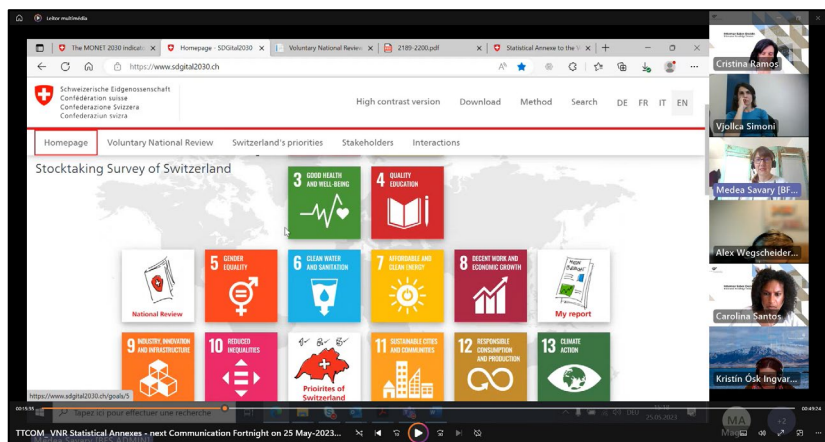- Annual updates that tend to be automated
- Communication with policy focal points increases data availability and fosters accountability
- Investment on geospatial disaggregation (more inclusive data)

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)
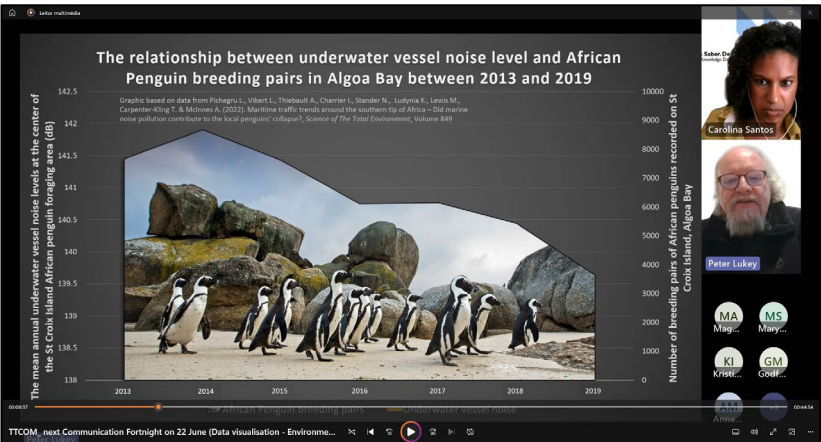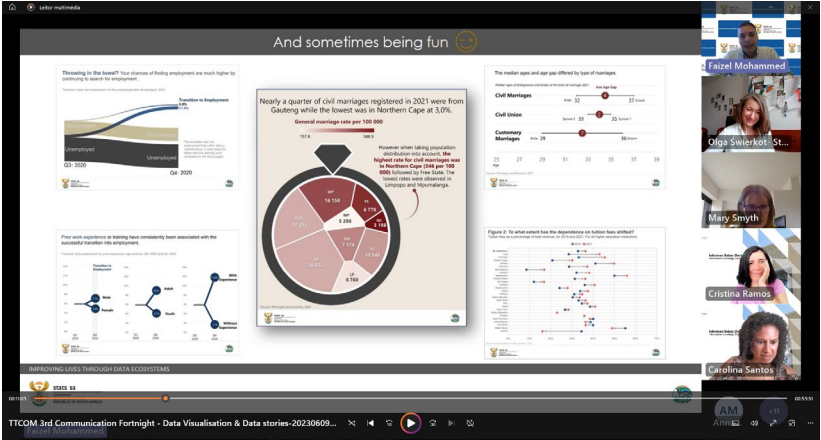
Lessons learned

- **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

- **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

Thank you!

Task Team on Communication of Statistics for SDGs

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