

# TERMS OF REFERENCE OF A TASK TEAM ON COMMUNICATION OF STATISTICS FOR SDGs (TTCOM)

Prepared by the CES Steering Group on Statistics for SDGs

7 June 2018

## I. BACKGROUND

1. In September 2015, the United Nations' 2030 Agenda for Sustainable Development was adopted by the UN General Assembly. A core element of this Agenda is the agreement by all UN member countries to achieve the 17 Sustainable Development Goals (SDGs) and 169 associated targets. In March 2016, the UN Statistical Commission endorsed the 232 indicators proposed by its Inter-agency and Expert Group on SDG Indicators (IAEG-SDGs).
2. Global indicators will provide the framework needed to monitor progress towards the SDGs. As recognized in the 2030 Agenda, the achievement of the global goals and provision of data to measure their progress will be country-led. National statistical offices will be responsible, in conjunction with policy leadership and stakeholder engagement, to provide statistics that conform to the UN Fundamental Principles of Official Statistics. At the same time, it is recognized that providing these statistics will require collaboration across countries, international organizations, and other partnerships.
3. In February 2016, the CES Bureau set up a Steering Group on statistics for SDGs (ECE/CES/BUR/2016/FEB/5), with the following objectives: (a) to prepare a road map for developing official statistics for SDGs under CES. The road map will provide a strategy on how to implement a monitoring system for SDGs under CES, and guide the CES members in implementing the Declaration adopted by the Conference in 2015; and (b) to follow up on the implementation of the road map. Its mandate indicates that the Steering Group "may identify concrete tasks or activities to support its work that could be undertaken by groups of experts (Task Forces). In such cases, after having verified the interest by a sufficient number of CES member countries and the availability of resources, the Steering Group will submit proposals to the CES Bureau for review and approval".
4. The current terms of reference (ToR) were adopted at the ninety-fifth meeting of the UNECE Executive Committee (EXCOM) on 11 December 2017. In December 2017, on the Steering Group meeting, member countries decided to establish four task groups: (a) Task Force on NRPs; (b) Task Team on Data Flows; (c) Task Team on Capacity Development; and (d) Task Team on Communication.
5. A statement of purpose for the Task Team on Communication of Statistics for SDGs was drafted in January 2018 by the co-chairs of the Steering Group. Additionally, members of the Task Team and (co-) chairs were selected in February 2018. ToR and a work programme for 2018 were prepared by (co-) chairs.

## II. MANDATE

6. The work of the Task Team will be conducted within the framework of Steering Group on Statistics for SDGs (ECE/CES/BUR/2016/FEB/5) under CES and its Bureau. The Task Team will be created for the period ending with UNECE CES 2019. Its primary purpose is to lead the coordination and promotion of communication activities related to SDGs within the UNECE CES region. To accomplish its objectives the TTCOM will work closely together with existing bodies or persons active in this field, including but not limited to the UNECE High-Level Group for the

Modernisation of Official Statistics; the UNECE Expert Group on Communication Strategy; and another existing bodies relevant to communication of statistics.

### III. OBJECTIVE

7. The primary objective of this Task Team is to improve effective communication of the role of national statistical offices and their statistical systems in the provision of statistics for SDGs to various stakeholders, and thereby support CES countries in implementation of the 2030 Agenda.

### IV. PLANNED ACTIVITIES AND OUTPUTS

8. Building on existing collaborative efforts within the UNECE CES region and using, as much as possible, already existing information, the Task Team will carry out the following activities:

- a. collect and disseminate national examples of experiences, best practices and existing tools for communicating statistics for SDGs among UNECE countries;
- b. identify practical suggestions for national communications strategies for SDG statistics, including key messages, recommendations and best practice examples collected under activity ‘a’, including, for example, compilation of a glossary of terms; guidance in “telling stories” to engage stakeholders; development of user profiles; preparation of statistical annexes for Voluntary National Reviews; and
- c. review and update current Steering Group on Statistics for SDGs’ communication tools taking into account activities a and b, above (e.g., common SDG narrative, generic SDG presentation) and make these tools accessible to countries for use according to their national priorities.

### V. TIMETABLE

9. The activities of the Task Team are planned for the period from spring 2018 to spring 2019. The following table shows a tentative timetable for the first year.

By end April	Deliberate and agree on a work plan, with activities, timings and division of work.
By end May	Start implementing member-specific tasks
August	Review the current Steering Group on Statistics for SDGs communication tools
By end September	Present initial drafts of the following to the Steering Group on Statistics for SDGs. This may include, but is not limited to <ul style="list-style-type: none"> <li>• guidance on how to ‘tell stories’ and use contributions from stakeholders to make national statistics on SDGs more engaging</li> <li>• collection of best practice examples related to the preparation and communication of the statistical annex of the Voluntary National Reviews</li> <li>• glossary of key terms for SDGs</li> <li>• catalogue of data user profiles</li> </ul>

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April 2019	Present the following to the Steering Group on Statistics for SDGs: <ul style="list-style-type: none"> <li>• finalize drafts of products listed above</li> <li>• practical suggestions on communications strategies for SDG statistics, including key messages, recommendations and best practice examples collected under activity ‘a’</li> <li>• updated Steering Group communication tools taking into account the work of the Task Team</li> </ul>
April 2019	Report progress to the Steering Group on Statistics for SDGs; decide on whether or not a second phase of the work plan is required.

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**VI. METHODS OF WORK**

10. The Task Team will primarily work via email, wiki workspace and telephone conferences. Face-to-face meetings may be organised at events attended by a significant number of Task Team members, such as the plenary session of the Conference of European Statisticians and other meetings.

**VII. MEMBERSHIP**

11. The following countries and organizations are members of the Task Team: Russian Federation (co-chair), United Kingdom (co-chair), Austria, Azerbaijan, Belarus, Canada, France, Germany, Kazakhstan, Kyrgyzstan, Moldova, New Zealand, Poland, Turkey and UNDP. Other countries and organizations may also join the Steering Group as the work progresses.

12. UNECE will act as Secretariat to the Task Team.