

Communication Strategy for the Implementation of the System of Environmental Economic Accounting Central Framework (SEEA-CF)

1. Introduction

The objective of the Communication strategy for the Implementation of the System of Environmental-Economic Accounting Central Framework (SEEA-CF) is to effect information sharing with all stakeholders (target groups). The formal Communication Plan will allow UNCEEA to optimize the effectiveness of the Implementation Strategy.

The Communication Strategy contains the following:

- Communications Purpose and Objectives
- Communication Principles
- Target groups identification, Communication, Media and Timing
- Communication mechanisms and Activities

The Communication Strategy is leading in the development of a detailed Communication Plan. In the Communication Plan an estimate of the costs of communication should be made and an adequate budget should be allocated.

2. Communication Purpose and Objectives

The purpose of the Communication Plan is to contribute to the successful (global, regional and national) implementation of the SEEA-CF in as many countries as possible with the right communication delivered to the right audiences at the right time. The communication should stress the importance of the SEEA-CF as a multi-purpose information system from which various indicators responding to specific demands on the environment and its relationship with the economy can be derived.

The objectives of the Communication Plan are:

- Enable Leadership Advocacy: provide information to enable leaders to be advocates of the Implementation of SEEA-CF.
- Build Synergy of UNCEEA: Provide communication that increases the effectiveness of UNCEEA in coordinating and facilitating the implementation of SEEA-CF.

- Prepare the Statistical Community: create awareness and understanding of the impacts and implications of the Implementation of SEEA-CF.
- Enroll the Statistical Community: Generate interest in and create buy-in of the Implementation of SEEA. Inform the Statistical Community about progress so that they feel involved, ask for feedback and acknowledge their contributions.
- Manage expectations of Leaders and Statistical Community

3. Communication Principles

Communications should be developed and delivered according to the following guidelines/principles:

- Tailor communications to discrete audiences according to needs analysis.
- Design information using fact-based information to deliver openly, regularly and in a straight forward manner.
- Ensure that all communications contain consistent core messages.
- Continually reinforce the reasons for implementation SEEA-CF.
- Consistently ask for feedback and lessons learnt.
- Evaluate communication to ensure messages are understood and to assess use of different media..
- Share knowledge with the international community on implementation issues in knowledge systems of UNSD and others.

4. Target groups identification, Communication, Media and Timing

As the SEEA Central Framework has been accepted as the international standard it is of paramount importance to implement a suitable communication strategy which facilitates the successful implementation of the System of Environmental Economic Accounting Central Framework in the global and national statistical systems. This communication strategy must assure a communication with all stakeholders/target groups involved. For every target group an objective has to be set according to the commitment desired for that group. Depending on the present knowledge and commitment of each target group a dedicated strategy should be developed leading the target groups to the desired level of commitment varying from *1st contact* via *awareness* to *understanding, engagement, involvement* and finally to *full commitment*. The following target groups are identified: Government, Leaders of NSI's and national environmental agencies, International agencies, Scientists, UNCEEA, NSI-staff, Journalists, Business world NGO's and Civil Society. For each target group the desired level of commitment should be identified. The communication plan should be based upon an analysis of the present and the desired level of commitment of the different target groups.

Target group	Characteristics	Communication	Media	Timing
<i>Government</i>	<i>Responsible for policy, funding</i>	<i>Input to vision, high-level needs for SEEA-CF, understanding of potential of SEEA-CF</i>	<i>Presentation at high level meetings/print</i>	<i>2012-2013</i>
<i>Leaders NSI's/ national environmental agencies</i>	<i>Responsible for implementation SEEA-CF at national level</i>	<i>Input to vision, understanding of potential of SEEA-CF, full commitment to implementation strategy</i>	<i>Presentation at high level meetings/print/Newsletters</i>	<i>2012-2013</i>
<i>International agencies</i>	<i>Responsible for facilitating implementation of SEEA-CF at regional level and funding</i>	<i>Input to vision, understanding of potential of SEEA-CF, full commitment to implementation</i>	<i>Presentation at high level meetings/print</i>	<i>2012-2013</i>
<i>Scientists</i>	<i>Responsible for the further development of SEEA-CF</i>	<i>Feedback from implementation and input for further development</i>	<i>Conferences/ Newsletters/Seminars/ workshops/ print/website</i>	<i>2013 onwards</i>
<i>UNCEEA¹</i>	<i>Responsible for coordination of implementation and further development of SEEA-CF</i>	<i>Feedback from implementation and input for further development</i>	<i>Monitors</i>	<i>2013 onwards</i>
<i>NSI-staff</i>	<i>Responsible for the actual implementation and further development of SEEA-CF</i>	<i>Input for knowledge and expertise for actual implementation and further development</i>	<i>Conferences/workshops / Print/Newsletters</i>	<i>2013 onwards</i>
<i>Journalists</i>	<i>Instrumental in reaching a large audience</i>	<i>Input to vision and understanding of potential of SEEA-CF</i>	<i>Brochures/print/website/press kit/ interviews</i>	<i>2013 onwards</i>
<i>Business world</i>	<i>Instrumental in achieving Green Growth/Sustainability</i>	<i>Input to vision and understanding of potential of SEEA-CF</i>	<i>Brochures/website</i>	<i>2013 onwards</i>

¹It assumed that UNCEEA will be the coordinating body of the implementation and further development of SEEA

<i>NGO's</i>	<i>Partners in implementation</i>	<i>Input to vision, understanding of potential of SEEA-CF, full commitment to implementation</i>	<i>High level Conferences/ brochures/website/ Newsletters</i>	<i>2012-2013</i>
<i>Civil society</i>	<i>Instrumental in achieving Green Growth/Sustainability</i>	<i>Input to vision of SEEA-CF</i>	<i>Website</i>	<i>2013 onwards</i>

In the short term the communication efforts should be targeted at Government leaders, NSI-leaders, International agencies and NGO's to get full commitment, funding and to get the implementation process started.

5. Communications mechanisms and Activities

The following communication mechanisms and activities will be used:

- Workshops

Workshops may be very effective to train NSI-staff in the ins and outs of SEEA-CF and to produce a practical way forward in the formulating of a modular approach in implementing SEEA-CF for specific countries. Workshops may also be organized to settle specific scientific issues in the further development of SEEA-CF.

- Conferences/Seminars

Conferences and (mini)seminars are to be organized to reach senior leaders of NSI's, governmental bodies and NGO's to provide opportunities for these target groups to learn more about the vision behind SEEA-CF and the (policy) potentials of SEEA-CF and to achieve further commitment. These conferences and seminars may be very effective when organized as side events to formal meetings of the target groups. In this way the more important constituencies may be reached and committed.

For the further development of SEEA-CF scientific conferences should be organized to present and discuss results of further research and to share feedback from experiences with the implementation by the scientific community of researchers and statistical experts. Promotion of SEEA-CF in existing forums like conferences of EAERE and IARIW should also take place.

- Newsletters/Flyers/Brochures

Attractive newsletters, flyers and brochures in print and in digital form should be widely distributed regularly within the target groups to keep them informed on all on going activities (and especially successes) and to keep awareness and commitment at a high level.

- Websites

Reaching a large audience (all target groups) and to facilitate communication and discussion within specific interested communities (for example the groups of environmental economists, methodologists and national accountants) requires that documents as well as other communication materials are posted on time and distributed as appropriate and that discussion groups are facilitated. This may be well served by a dedicated website (the UNSD site on the revision of the SEEA-CF) with a general and open character and sub sites with a specific and (more) closed character. For all sites moderators should be appointed to assure consistency in official communications.

Communities may make use of social media to accommodate discussions and sharing of views.

The potential of Environmental and economic accounting may be illustrated in short video's on YouTube (for example video's on Carbon footprints, decoupling and best practices). These video's may also be used in presentations.

- Presentations

To assure consistency in presenting the vision behind SEEA-CF and the (policy) potentials of SEEA-CF for all the different target groups it advisable to use one presentation which has to be updated on a regular basis. This presentation should make use of modern presentation techniques.

- Interviews

To assure consistency in communication to different media a communication set on SEEA-CF should be available for all interested parties to be interviewed by the media. The communication set should contain a press kit and fact sheets and should be updated at a regular basis.

- Monitors

The monitors of the progress of all the implementation projects of SEEA-CF provide useful information for the further development of SEEA-CF and successes and lesson learnt for other countries in implementation projects.