UNSD-DFID PROJECT ON SDG MONITORING

User engagement
Who is a ‘user’?
Who is a ‘user’?

Which users do we want to prioritize and why?

PRIVATE SECTOR
RESEARCHERS/ACADEMIA
POLICY/DECISION MAKER
CIVIL SOCIETY (CSO)
GOVT. OFFICIALS
STUDENTS
MEDIA
DEV'T. PARTNERS/INT. ORG
INDIVIDUALS
Table exercise (10-15 minutes):
Each table take a user group.

- Define user group needs.

- Identify modes of communication and engagement (i.e., policy brief for politicians)

Report back
How do we find out what the users need?

We engage with them

Possible ways of engaging:
• Round tables
• Seminars
• Focus groups
• Key informant interviews
• Questionnaires

We should also have ways of verifying if our work to meet their needs is going in the right direction
➢ Encourage feedback
What are the needs of the different users?

- Researchers
  - Micro data
- Media
  - Metadata
  - Key figures
- Students
  - Explanatory text in accessible language
- Policy makers
  - Guidance on how to understand statistics
  - Ready made analyses
- Civil society
  - In-depth publications
How do we engage with the different users?

- **Researchers**
  - Micro data portal with detailed metadata
  - Workshops/presentations

- **Media**
  - Press conferences
  - Media trainings and consultations
  - Individual interviews

- **Policy makers**
  - Policy briefs
  - Accessible data portals
  - Briefs at Ministries and Parliament
  - Meetings/presentations

- **Students**
  - Training materials for teachers
  - Open house
  - Competitions
  - Internships/thesis guidance
Key resources to support user engagement

- Website
- Data and metadata platforms
- Paper publications
- Seminars and workshops?
- Social media?
- Media? (collaboration – series in newspaper or radio?)
- School books?
- ??
- NISR staff!
Do we need training on engaging users?

• Do we have the right set of skills to engage with the different users?

• Trainings or workshops on how to:
  - Conduct focus groups or key informant interviews
  - Talk with media
  - Use an accessible or understandable language
  - Simplify graphs and tables
  - Analyse statistics and metadata produced
Development of a user engagement strategy – key components

- Determine the main **goal** of the user engagement strategy and how to achieve the goals
- **Identify users** and key stakeholders
- Identify and understand their **needs**
- **Types of engagement and** channels of communication
- **Trainings or workshops** that might need to be developed to engage with the various users
- **Measurement and feedback**
Thank you for your attention!