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
DEVT. 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)
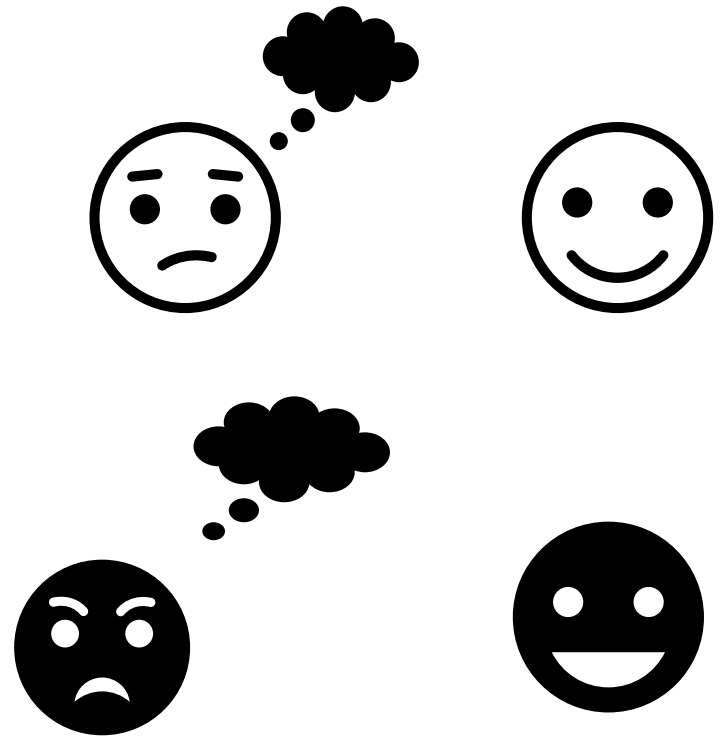
Report back

How do we find out what the users need?

We **engage** with them

Possible ways of engaging:

- Round tables
- Seminars
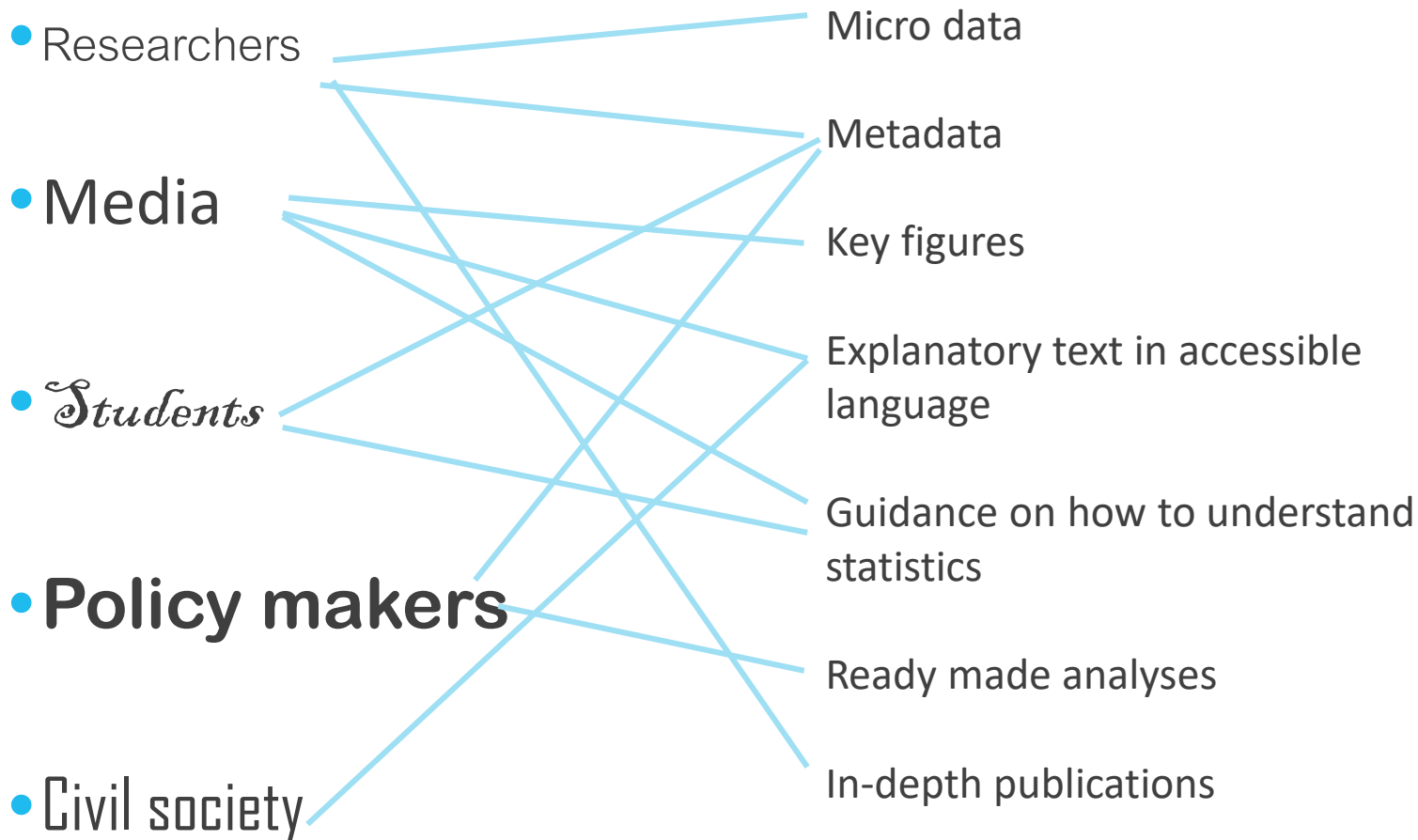- Focus groups
- Key informant interviews
- Questionnaires

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
- Media
- *Students*
- **Policy makers**
- Civil society

Micro data

Metadata

Key figures

Explanatory text in accessible language

Guidance on how to understand statistics

Ready made analyses

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

SUSTAINABLE DEVELOPMENT GOALS

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!