

UNSD-DFID PROJECT ON SDG MONITORING

Defining activities to
implement strategy



SUSTAINABLE DEVELOPMENT GOALS



Road map – implementation plan

- Should be tied to strategy
 - AND should be based on input from users
 - Should be adaptable to new input from users
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- We further suggest:
 - Include costing and use it to attract donors (who are also users)
 - Specify which users you want to reach with the activity
 - Specify what will make the activity successful
 - Categorize by (main) user group



Action plan

Activity	Link to objective of strategy	User group	Means of engagement	Timing	Cost	Responsible party	Indicator of success

Action plan

Activity	Link to objective of strategy	User group	Means of engagement	Timing	Cost	Responsible party	Indicator of success
What you plan to do	Which strategic objective are you targeting?	Which group	How you will engage the user group(s)	When?	How much?	Who will organize it?	How will you measure your success?

Action plan

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What you plan to do		Which group	How you will engage the user group(s)	When?	How much?	Who will organize it?	How will you measure your success?
Launch of SDG platform		Policy makers, media	High level seminar	15 September	Venue and coffee break for 200 pers.	NSO	Key invited parties attend and stay for whole event

How to define activities?

- Engage with the users to learn more on what they need
 - these engagements can also be part of the action plan
- Include the activities specified by users (so need to leave some room for this at present)
- Define what are the key materials you want to promote
 - and think about who the key user groups are and what the best way of targeting them is
- Make sure to link it to the strategy



How to ensure funding?

- Engage with the users – propose activities which are linked to their area of interest
- Let them help define activities
- Collaborate with users – look for possibilities of them contributing staff/other resources too
- But don't compromise your independence





**Exercise: (Country-by-country)
Work on your own strategy or
implementation plan.**

Prepare a 5 min presentation which:

- summarizes work
- highlights 3 key next activities/task you will do when returning to your country





Challenge:
**70 % of activities to be targeted
towards non-NSS users**



Thank you for your attention!