

UNSD-DFID PROJECT ON SDG MONITORING

Key elements of putting together a User Engagement Strategy



Why is a user engagement strategy important?

- Increases relevance – better equipped to meet needs and expectations of users
- Ensures interaction with users

Implications:

- Strike the right balance between users' diverse and sometimes competing needs
- Determine multiple modes of distribution/communication in ways that suit the wider user community
- Have a mechanism for regular exchange between users and producers
- Can be used to review current statistical publications and discuss new proposals for future releases

Establishing links with NSDS and other strategic documents

- User needs should be reflected in the NSDS
- Engagement strategy should complement other existing strategies

Putting together the strategy

Key elements of the strategy (for SDG implementation?)

- Vision
- Objective
- Users and their uses
- Means of engagement



Activities

Tools and methods to engage with users:

- Focus Group Discussions: hands-on exercise during the workshop
- Consultative workshop, roundtables, and seminars to receive inputs on current statistical publications and discuss proposals for future releases
- User satisfaction survey with follow-up



Activities

Tools/methods to develop materials to meet users demand

- Tools for how to produce materials to meet users demand

Roadmap for implementation

- Develop implementation plan in consultation with NSO management



Way forward

Do you currently have such a strategy or are you working on one?

- share experiences



THANK YOU!

Questions or enquiries?

Contact us at unsd-dfid@un.org