Workshop on SDG & COVID-19 Data Visualization Toolkit
UNSD-FCDO Project on SDGs Monitoring

Virtual
Dates: Tuesday, 17 August 2021 (8:00-10:30 pm NYC EDT) and
Wednesday, 18 August (9:00-11:30 am NYC EDT)

Concept Note

As data and statistics play the main role in providing evidence of progress towards achieving the SDGs, effective communication of data and statistics is essential in order to convey key messages and analysis of progress in SDG implementation. The overall objective of the UNSD-FCDO Project on SDG Monitoring is to make Sustainable Development Goals (SDGs) data open and available to the widest possible audience. Countries participating in the project have worked to improve the availability of national indicators and make them mor e accessible through national data and metadata platforms for dissemination of the SDGs. There has also been a particular focus on users and user engagement, an important element of which has been the development of statistical outputs to better meet the needs of wider groups of users. Since the start of the pandemic, the project has also supported countries in their COVID-19 data responses, particularly in increasing the accessibility to users of relevant data.

As a complement to the national data and metadata platforms, this workshop aims to support countries in developing and delivering engaging data visualisations across a range of outputs and media. In particular, the workshop will introduce a new toolkit which has been developed as part of the UNSD-FCDO project, containing a set of SDG and COVID-19 related icons, along with a set of templates for a range of outputs, including reports, infographics, social media and flyers.

The workshop will also provide guidance on how to best make use of the icons and templates included in the toolkit, include sharing best practices for designing graphics, introducing some of the other tools and resources that are available, and providing examples of how to utilize the toolkit for SDG and COVID-19 related reporting and other thematic outputs. Country participants will also highlight best practices and tools/approaches from their perspective and experience.

The workshop will focus on:

- Visual storytelling/Data visualization
- Presentation of newly developed SDG & COVID-19 data visualization toolkit
- Visualizing SDG and COVID-19 data:
  - Best practices and examples for developing SDG and COVID-19 infographics, reporting and promotion/dissemination materials using icons
  - Country best practices
- Best practices in developing social media content/visualizations
- Additional resources/tools available to the public

Please kindly register for one of the sessions of the workshop: https://bit.ly/dataviz_registration

Agenda
Tuesday, 17 August 2021 | 8:00-10:30 pm NYC EDT

Time	Agenda item	Resource person
8:00-8:10	Welcome and overview of the workshop	Elena de Jesus, Statistician, UNSD/DESA
Data visualization		
8:10-8:40	Visual storytelling/Data visualization *Overview of how to deliver concise, visual messages. The session will outline how to ensure connected and concise management of storytelling with data.*	Ray Vella, Head of Data Visualization, The Conference Board
8:40-8:50	Q&A session	
SDG & COVID-19 data visualization toolkit		
8:50-9:10	Presentation of the SDG & COVID-19 data visualization toolkit *Getting familiar with the toolkit, including the SDG icons and overview of the templates for SDG infographics, reporting and promotion/ dissemination materials using the toolkit.*	Dewi Glanville, Graphic designer, UNSD-FCDO consultant
9:10-9:20	Q&A session	
Visualizing SDG & COVID-19 data in different reporting and dissemination materials		
9:20-9:35	Visualizing SDG and COVID-19 data *Key considerations for developing clear and concise SDG infographics, SDG and COVID-19 reporting and promotion/ dissemination materials as well as best practice examples.*	Heather Page, Statistician, UNSD/DESA and Dewi Glanville, Graphic designer, UNSD-FCDO consultant
9:35-9:50	Best practices: country examples • Jean Luc Kabera, National Institute of Statistics of Rwanda • Nazira Kerimalieva, National Statistical Committee of the Kyrgyz Republic	
9:50-10:00	Q&A session	
Social Media		
10:00-10:15	Developing social media content/ visualizations *Key considerations for developing social media content (i.e. Twitter, Facebook) and messaging*	Ariel Alexovich, Sustainable Development Officer, SPCS/DESA
10:15-10:25	Q&A session	
10:25-10:30	Additional resources and tools *Where to go to find the best resources for creating data visualization products (resource sheet provided).*	Dewi Glanville, Graphic designer, UNSD-FCDO consultant
10:30-10:35	Closing	UNSD

Agenda
Wednesday, 18 August 2021 | 9:00-11:30 am NYC EDT

Time	Agenda item	Resource person
9:00-9:10	Welcome and overview of the workshop	Elena de Jesus, Statistician, UNSD/DESA
Data visualization		
9:10-9:40	Visual storytelling/Data visualization *Overview of how to deliver concise, visual messages. The session will outline how to ensure connected and concise management of storytelling with data.*	Ray Vella, Head of Data Visualization, The Conference Board
9:40-9:50	Q&A session	
SDG & COVID-19 data visualization toolkit		
9:50-10:10	Presentation of the SDG & COVID-19 data visualization toolkit *Getting familiar with the toolkit, including the SDG icons and overview of the templates for SDG infographics, reporting and promotion/ dissemination materials using the toolkit.*	Dewi Glanville, Graphic designer, UNSD-FCDO consultant
10:10-10:20	Q&A session	
Visualizing SDG & COVID-19 data in different reporting and dissemination materials		
10:20-10:35	Visualizing SDG and COVID-19 data *Key considerations for developing clear and concise SDG infographics, SDG and COVID-19 reporting and promotion/ dissemination materials as well as best practice examples.*	Heather Page, Statistician, UNSD/DESA and Dewi Glanville, Graphic designer, UNSD-FCDO consultant
10:35-10:45	Best practices: country example • Lentso Katova, Zimbabwe National Statistics Agency (ZIMSTAT)	
10:45-10:55	Q&A session	
Social Media		
10:55-11:10	Developing social media content/ visualizations *Key considerations for developing social media content (i.e. Twitter, Facebook) and messaging*	Ariel Alexovich, Sustainable Development Officer, SPCS/DESA
11:10-11:20	Q&A session	
11:20-11:25	Additional resources and tools *Where to go to find the best resources for creating data visualization products (resource sheet provided).*	Dewi Glanville, Graphic designer, UNSD-FCDO consultant
11:25-11:30	Closing	UNSD

Resource persons

Ray Vella

Ray Vella is an illustrator who works in the Data Visualization community. A true hybrid, connecting data with the art of storytelling. His ability to create visually rich graphics from intangibles and numbers has found him a niche with corporations seeking to deliver clear and concise messaging. Having worked with top journalists, his career has spanned USA Today, BusinessWeek, Bloomberg LP, Mastercard now working for The Conference Board translating data & information. His focus is on creating a visual voice for global audiences.

Dewi Glanville

Dewi Glanville is a creative professional with 15 years of experience within the design industry, from agencies to in-house. With influences from both the East and West, her fresh and unique understanding of design and has the ability to translate information onto a three-dimensional space. As a well-rounded graphic designer, she has created visual experiences for museums in Asia.

Ariel Alexovich

Ariel Alexovich is a Sustainable Development Officer in the Strategic Planning and Communications Section of the Office of the Under-Secretary-General at the UN Department of Economic and Social Affairs. She leads the organization of the UN DESA Global Policy Dialogue Series, in which the Department uses its convening power to bring together global thought leaders and its own socioeconomic experts to consider today's major issues. Prior to this post, she was the communications focal point for UN DESA's Division for Sustainable Development Goals, where she managed the @SustDev Twitter and Facebook accounts, and previously managed the @GlobalGoalsUN social media accounts for the Department of Global Communications.