HOW TO COMMUNICATE ABOUT SDGS ON A NATIONAL LEVEL

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2030 Agenda - what are we talking about?

“A momentous sustainable development agenda”

26/09/2015

“This agenda is making things happen.”

24/09/2015

“A new global blueprint for change”

16/06/2016

“the most sweeping agenda ever”

16/09/2015

“addressing the universal need for development”

(Uganda) 14/10/2015

“The 2030 Agenda points to the National Statistics Offices”

(UK) 28/04/2016
Bigger – global – more complex

Universal agenda for all 193 UN countries

Complex political programme

17 goals,
169 targets,
231 global indicators

Developing countries

8 goals

German strategy since 2002
4 guidelines, 21 key indicators
How do we communicate about SDGs?

- Provide guidance to users
- Explain the political framework of the 2030 Agenda
- Concise presentation of huge amounts of data
- Build upon tried and tested instruments!

Director-General Dieter Sarreither in an interview after a press conference
Destatis Communication Strategy

Short and clear, only 5 articles

Based on:
⇒ European Code of Practice
⇒ UN Fundamental Principles
Strengthening the brand of “official statistics”

To enhance trust in official statistics
⇒ Quality data, quality standard, quality management.
⇒ Independence

Promoting re-use of official data by third parties
⇒ according to G8 Open Data Charter
Easy access

Improving the access to information
⇒ media-friendly formats
⇒ support of popular search engines
⇒ Platforms used by our target groups

Central data base: GENESIS-Online
⇒ user-friendly interfaces, open data.
Meeting the needs of target groups

Tailor-made information
Promotion of understanding of statistics.
Analyzing diverse information needs
⇒ Market research
⇒ Customer surveys
Different communication channels
Adopting of services to changing requirements
Broadening the dialogue

Using of forums and social media to communicate
Discussing users’ ideas and suggestions
Refining of offered information and services
Improving comprehensibility

- Clear language
- Innovative visualization
- Explain methods and techniques applied.
UN Sustainable Development Goals (SDGs)

The UN General Assembly adopted the resolution on a Post-2015 Development Agenda as a result of the UN Sustainability Summit in September 2015. The total of 17 Sustainable Development Goals (SDGs) aim to substantially improve the living conditions of all people now and in future generations and to protect the planet Earth.

Recently the United Nations have published an initial overview of global results, now data are also available for Germany.

What is the agenda 2030?

The 2030 Agenda for Sustainable Development is a global action plan of the United Nations for the people, the planet, and for prosperity. In setting up the Agenda, the United Nations Member States have developed a road map to transforming the world for the better, that is, to a sustainable transformation of the society, the economy and the environment until 2030.

The review process to monitor implementation

To check whether a goal has actually been achieved or not and how much way is ahead, a group of experts commissioned by the United Nations Statistical Commission (UNSC) has developed a first global indicator set for the SDGs. Germany is represented in this group of experts by the Federal Statistical Office.

The set of indicators is an important basis of the so-called "review process". This process will last until 2030 and is voluntary. The High-level Political Forum on Sustainable Development (HLPF) is responsible for steering the global review process.

Current state of implementation in Germany

Although the indicators are mainly aimed at measuring the international rather than the national goal achievement, many global indicators can also be calculated nationally. Germany is one of the pioneers in providing national data for the international indicators. The compilation of roughly 100 indicators available for Germany is based on official statistics and on other sources.

There are several reasons for the fact that statistical data are available for a large number but not all globally agreed indicators: some internationally relevant indicators cannot be calculated in a meaningful way for Germany, or they can only be addressed politically instead of being measured in statistical terms. Regarding other indicators, not all basic statistical data are available yet. In some cases, however, data are available for Germany.
How the SDGs relate to official statistics

A set of 17 goals and 169 targets designed to improve the living conditions worldwide, but how to monitor whether a goal has been achieved and follow up the progress made? How to judge whether the overall SDG system is developing in the right direction? And how to identify the actions and adjustments still required?

Answers to these questions are to be given by a so-called review process, a complex reporting system that is currently being constructed both at national and international level.

And this is where statistics come into play; the United Nations Statistical Commission (UNSC) was tasked to develop, together with the national statistical offices, indicators for the goals and targets to be used in the review process to measure the progress made towards achieving the goals. This initiated a procedure in which the Federal Statistical Office has played a very active role.

Set of indicators to monitor goal achievement as part of the review process

The Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) set up by the UN Statistical Commission has developed a first set of indicators for the goals and targets. This worldwide body is composed of 28 UN Member States, among them Germany which is represented by the Federal Statistical Office. The process of developing indicators for implementing the SDGs and the Post-15 Development Agenda has been extremely transparent. Not only the representatives of the statistical offices of the Member States have been requested to provide suggestions and assessments; UN organisations, non-governmental organisations, civil society as a whole and other players have been invited to contribute, too. The set of indicators is available from the website of the Statistical Commission.

Officially, this first indicator set (there is agreement that it will require continuous expansion and adjustment) was adopted at the UN Statistical Commission’s forty-seventh session in March 2016. In June 2016, the indicator set passed the UN Economic and Social Council (ECOSOC). As a next step, it will be submitted to the General Assembly in September 2016.

The set of indicators as such will provide the quantitative basis for the review process, a complex reporting system designed, as explained above, to underpin and review the implementation and achievement of goals of the Post-2015 Agenda for Sustainable Development both at national and international level from 2016 onwards. At the UN level, the High-Level Political Forum on Sustainable Development (HLPF) set up recently will be responsible for steering this process.
The Agenda 2030 comprises 17 goals. A global set of indicators has been developed to monitor the goal achievement. A first compilation of data for Germany is now available.

→ Indicator set for Germany

Five core messages

→ People
We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

→ Planet
We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

→ Prosperity
We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

→ Peace
We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

→ Partnership
We are determined to mobilize the means required to implement this Agenda through a revitalized Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.
<table>
<thead>
<tr>
<th>Target</th>
<th>Global Indicator (Short Name)</th>
<th>Data Source / Remarks</th>
<th>Name of Data Set</th>
<th>Unit</th>
<th>Time Series</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than $1.25 a day</td>
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<td>1.2</td>
<td>By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions</td>
<td>Details: Absolute poverty rate according to Eurostat definition</td>
<td>-</td>
<td>%</td>
<td>15.3</td>
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<td>1.3</td>
<td>By 2030, implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable</td>
<td>Details: Population covered by social protection floors/systems</td>
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<td>1.4</td>
<td>By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance</td>
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<td>1.5</td>
<td>By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters</td>
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<td>1.6</td>
<td>Ensure significant mobilization of resources from all sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions</td>
<td>Details: Spending on economic development aid (OCFOG group 01.2) to total COFOG spending</td>
<td>-</td>
<td>%</td>
<td>0.6</td>
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<td>9.2</td>
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<td>16.7</td>
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<td>42.1</td>
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## Overview - Performance - Trends

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicator areas</th>
<th>Indicators</th>
<th>Goals</th>
<th>Status</th>
<th>5 year trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a</td>
<td>Resource conservation</td>
<td>Energy productivity</td>
<td>To be doubled between 1990 and 2020</td>
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<td>t</td>
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<tr>
<td>1b</td>
<td>Using resources economically and efficiently</td>
<td>Primary energy consumption</td>
<td>To be reduced by 20% by 2020 and 50% by 2050 compared to 2008</td>
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<tr>
<td>1c</td>
<td></td>
<td>Raw material productivity</td>
<td>To be doubled between 1994 and 2020</td>
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<td>2</td>
<td>Climate protection</td>
<td>Greenhouse gas emissions</td>
<td>Reduction by 21% by 2008-2012 (average for those years), 40% by 2020 and 80 to 95% by 2050, compared to 1990 respectively</td>
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<td>nt</td>
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<tr>
<td>3a</td>
<td>Renewable energy sources</td>
<td>Share of renewable energy sources in final energy consumption</td>
<td>To be increased to 18% by 2020 and 60% by 2050</td>
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<tr>
<td>3b amended</td>
<td></td>
<td>Share of renewable energy sources in electricity consumption</td>
<td>To be increased to 40% to 45% by 2025, to at least 55% to 60% by 2035 and to at least 80% by 2050</td>
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<td>4</td>
<td>Land use</td>
<td>Built-up area and transport infrastructure expansion</td>
<td>Increase to be reduced to 30 hectares a day by 2020</td>
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<td>5</td>
<td>Species diversity</td>
<td>Species diversity and landscape quality</td>
<td>Increase to the index value of 100 by 2015</td>
<td></td>
<td>t²</td>
</tr>
</tbody>
</table>

1 t = trend, nt = no trend, nc = not calculatet. — 2 10 year trend.
Visualisation „Good and bad weather“

- Illustration of indicator status and trends
- First impression of developments

- Very good: Target (nearly) achieved
- OK: Small gap to target value
- Satisfactory: Big gap to target value
- Bad: Worse development
For adolescents (purple)
goal of 12% is reached

For adults/15+ (red)
goal of 22% - gap of 4pp
THANK YOU FOR YOUR ATTENTION

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