



Communication Strategy for the SEEA

**International Conference “Global International Programme
for the SEEA” and the eighth UNCEEAA Meeting**

June 17-21, 2013

New York, NY



Vision

SEEA is **advocated and mainstreamed** ...

- ...for monitoring and reporting on international, regional and national **policy making for sustainable development**
- ...through the **most efficient, effective and inspiring communication tools and tactics** available
- ...with the aim to **strengthen the scope, detail and quality of the statistics, accounts and indicators**
- ...by **integrating the economic, the environmental, social and human dimensions.**



Objective

- Enable Leadership Advocacy
- Build Synergy of UNCEEA
- Prepare the Statistical Community
- Engage the Statistical Community
- Manage expectations of Leaders and Statistical Community



Key messages

- **Integrated nature** of sustainable development
- **SEEA is a multipurpose information framework** that is **relevant** and **useful** to integrated policy-making and the sustainable development agenda
- **SEEA Central Framework** – An **international standard** for environmental-economic accounting
- **SEEA Experimental Ecosystem Accounting** – A **state-of-the-art** synthesis of current knowledge regarding ecosystem
- Implementing SEEA to **strengthen statistical capacity building** for integrated policy-making



Communication tools (1)

- Branding SEEA (e.g. create a logo and slogan, positioning SEEA)
- SEEA annual report and other corporate information materials
- SEEA website and online resources
- SEEA briefing note, newsletter, news release
- Social media
- Audio-visual material



Communication tools (2)

- Conference and seminar
- Key science publications
- Presentation of project results
- Case studies
- Training materials
- Special events and youth events
- Speeches and presentations
- Goodwill ambassadors (UNCEEA chair and members and all of us)



Reaching out key groups/constituencies

- Important to reach out to relevant partners at the international and regional level
 - to ensure that a **common corporate message** is presented.
- The sharing of presentations among partners involved serves not only to ensure that a common message is presented but also helps in **building the SEEA brand**.



Resources

- Challenges – are statisticians good communicators?
- Engagement of a communications specialist is of primary importance.
 - tasked with managing the SEEA brand
 - design a strategy regarding how to best reach the key groups/constituencies
- This requires dedicated resources



You are invited to....

- Express your idea on improving the communication of the SEEA
- Express your views on key message in the communication strategy
- Express your views to set apart dedicated resources and recruit communication specialists to be tasked with the communication of the SEEA



System of Environmental-Economic Accounting



Thank you!

Contact for more information
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