

Arab Conference: Transformative Agenda for Official Statistics

5-7 April 2016 – Ankara, Turkey

Thematic II: Communication and Advocacy



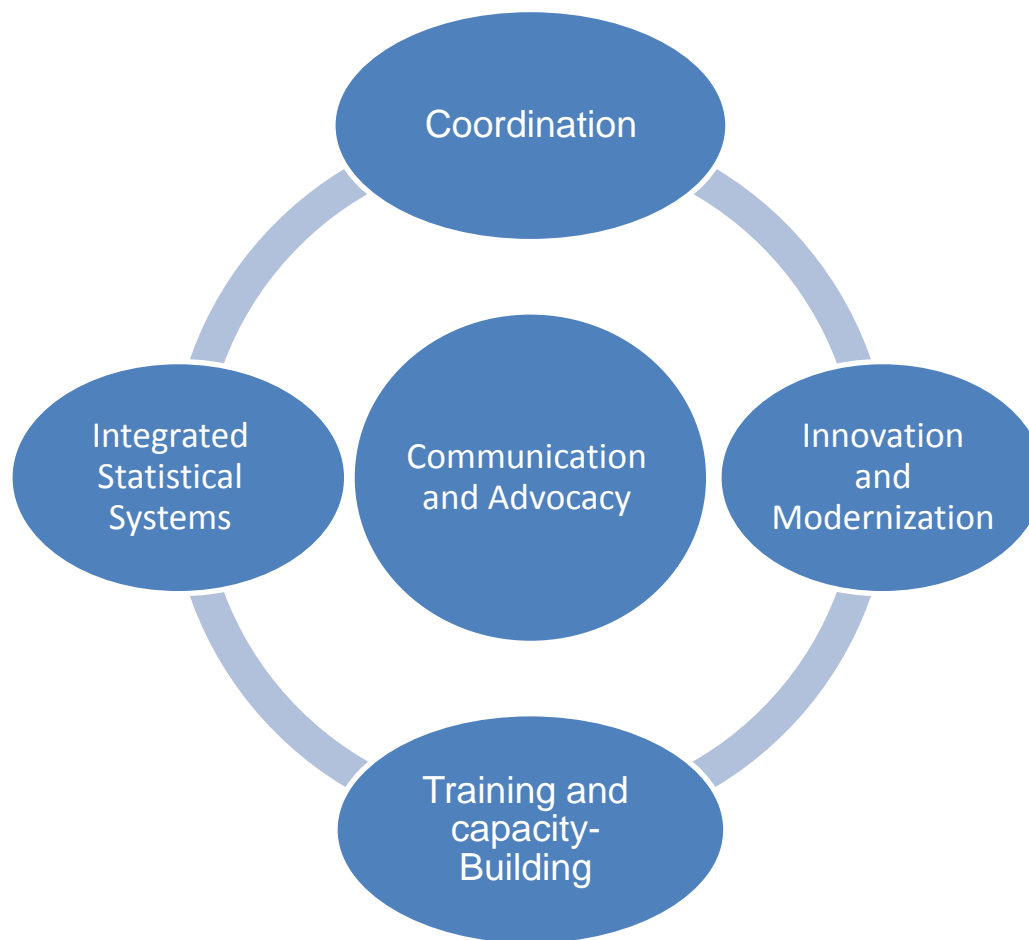
**Ola Awad, PCBS President
Palestine**



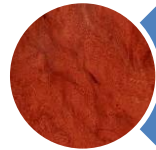
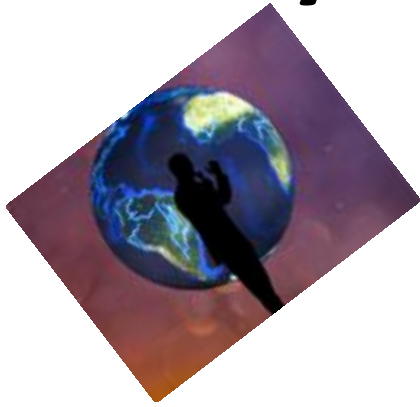
Outline:

- **Cross Cutting theme**
- **Why Communication & advocacy for SDGs?**
- **Issues**
- **Priorities**
- **Opportunities**
- **Challenges**
- **Good Practices**

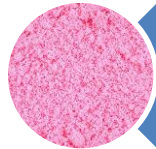
Cross Cutting theme!!!



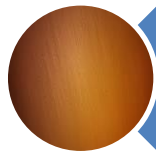
Why Communication & advocacy for SDGs?



Promoting the Agenda



Raising Awareness



Engagement of new stakeholders



Transparency & Accessibility



Theory of Change

Issues!

- **SDGs in the national context and its actionable plans**
- **Who will be in the driving seat to lead the change?**
- **Awareness on SDGs and Utilization of statistics**
- **Developing Communication & Advocacy Toolkit**



Priorities

- Organizational and institutional change
- Develop skills and capacity of staff across NSS
- Develop NSS work plans and financing strategy
- Better coordination on resources from government and donors
- Define the national needs

WHAT IS YOUR
PRIORITY





Opportunities

- MDGs Experience particularly in Monitoring the indicators.
- Increasing partnership contribution in Statistics.
- More interest by media and public in statistics.
- The understanding of the relation between development and Statistics.



Challenges

- Limited resources
- Donors and supporting statistics.
- Demand for statistics
- Capacity constraints
- Low profile of statistics
- Insufficient coordination (inter-national level).



CHALLENGE

Best Practices

- Visualization in statistics dissemination policy
- The producer-user dialogue
- Producing the Statistical Agenda
- Statistical Meta data
- Official involvement- formulation of national team on SDGs by Palestinian Cabinet's decision to form
- PCBS in house preparation for mapping the SDGs indicators.
- Consultations on drafting the national action plan for SDGs.
- The regional consultations on drawing road map on SDGs

