



## ENGAGING EVERYONE FOR THE SDGs

### Side event at 2017 High Level Political Forum (HLPF)

Tuesday, 18 July 2017

3 – 4:30 p.m.

Venue : UN Correspondents Association Room 0310  
(3<sup>rd</sup> Floor of UN Secretariat Building)

#### Agenda

<b>Opening Remarks</b>	<b>Celina Caesar-Chavannes</b> , Parliamentary Secretary to Canada's Minister of International Development
<b>Moderator</b>	<b>Bathylle Missika</b> , Head of Partnerships and Networks, OECD Development Centre
<b>Panellists</b>	<b>HE Princess Adejoke Orellope-Adefulire</b> , Senior Special Assistant to the President on the SDGs, Nigeria <b>Davis Adieno</b> , Senior Advisor on Sustainable Development, Civicus Alliance <b>Adolfo Ayuso</b> , Director General of the 2030 Agenda for Sustainable Development, Office of the Presidency, Mexico <b>Erik Ringborg</b> , Agenda 2030 Coordinator, Swedish International Development Agency <b>Mitchell Toomey</b> , Director, UN SDG Action Campaign

#### Background: SDGs and the need for public engagement

The Sustainable Development Goals (SDGs) are often called “the people’s goals”. Citizens shaped the SDGs, and citizens need to help achieve them.

This means that governments and development institutions have a mandate to engage with citizens about the goals, raising public awareness and mobilising people into action.

Two years after the SDGs were adopted, it is pivotal to ask:

- How are citizens engaging with the goals? What do they know and think about the SDGs?
- What are governments and other development actors doing to engage with citizens, to understand their concerns and build confidence in the 2030 Agenda?
- Who are the innovators in development communication, and what lessons can they share? How can we leave no one behind in SDG communications?

#### Did you know?

Five SDG targets relate *directly* to **development education, awareness raising and communications**.

- **Target 4.7** sees all learners acquiring the knowledge and skills needed to promote sustainable development and global citizenship;
- **Targets 12.8 & 13.3** call for public awareness and education to promote sustainable consumption and production, and climate change;
- **Targets 16.6 & 16.10** require countries to establish accountable and transparent institutions, and to ensure public access to information.



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## **Aims**

Participants will take stock of the latest data on public awareness and attitudes to the SDGs. They will share lessons from early efforts to mobilise citizens for the goals. They will identify challenges and consider how to address them in different contexts.

Participants will leave the session with latest information on:

- why development institutions need to strengthen their SDG communications and public engagement;
- how peers in other countries and organisations are engaging with citizens; and
- what international resources & tools are available to help SDG communicators.

The event will help strengthen the global community of SDG communicators. Participants will discuss how to measure progress in building public support for the SDGs and identify ways to continue collaborating and learning from one another. Ideas shared at the event will be captured in a two-page summary note.

They will also inform the work of the OECD Development Communication Network (DevCom), which is currently collaborating with UN partners to create a *Peer Learning Hub for SDG Communicators*.

## **Format**

The event will begin with a moderated panel discussion (45 minutes) among senior staff (Director/DG-level), experts and communications specialists from governments, multilateral institutions and civil society.

The panellists' interactions will help frame a broader discussion with all participants (30 minutes).

A wrap-up session (15 minutes) will identify lessons learned and propose ways in which SDG communicators can continue learning from one another ahead of HLPF 2018.

## **For more information**

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