

Implementation Strategy for the System of Environmental-Economic Accounting (SEEA)

**“Towards Linking Ecosystems and Ecosystem Services and
Human Activity”**

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Background

- February 2012, the Statistical Commission adopted, the 2012 SEEA-CF as international standard
- The Commission recognized that the SEEA implementation should be considered as a **long-term program**, to be implemented **flexibly, modular and incrementally**, giving full consideration to national circumstances and requirements
- **UNCEEA Taskforce SEEA implementation**
 - Recommend practical actions that should be taken by international organizations and national statistical systems to maximize the extent to which SEEA is implemented by countries over the short to medium-term

Process

- **June-September:** drafting implementation strategy by Taskforce
- **October:** presentation in London Group
- **October:** presented to the UNCEEA Bureau for consideration
- **November:** presented to UNCEEA members for endorsement
- **November:** presentation at International Seminar
- **February 2013:** presentation to the 2013 meeting of the UNSC

Outline SEEA implementation strategy

1. Introduction
2. Assessment of the current level of SEEA implementation and planned programs/activities
3. Strategy for global implementation of the SEEA Central Framework
4. Activities for the Implementation of the SEEA Central Framework
5. Mechanism for coordination, monitoring progress and facilitating cooperation
6. Communication

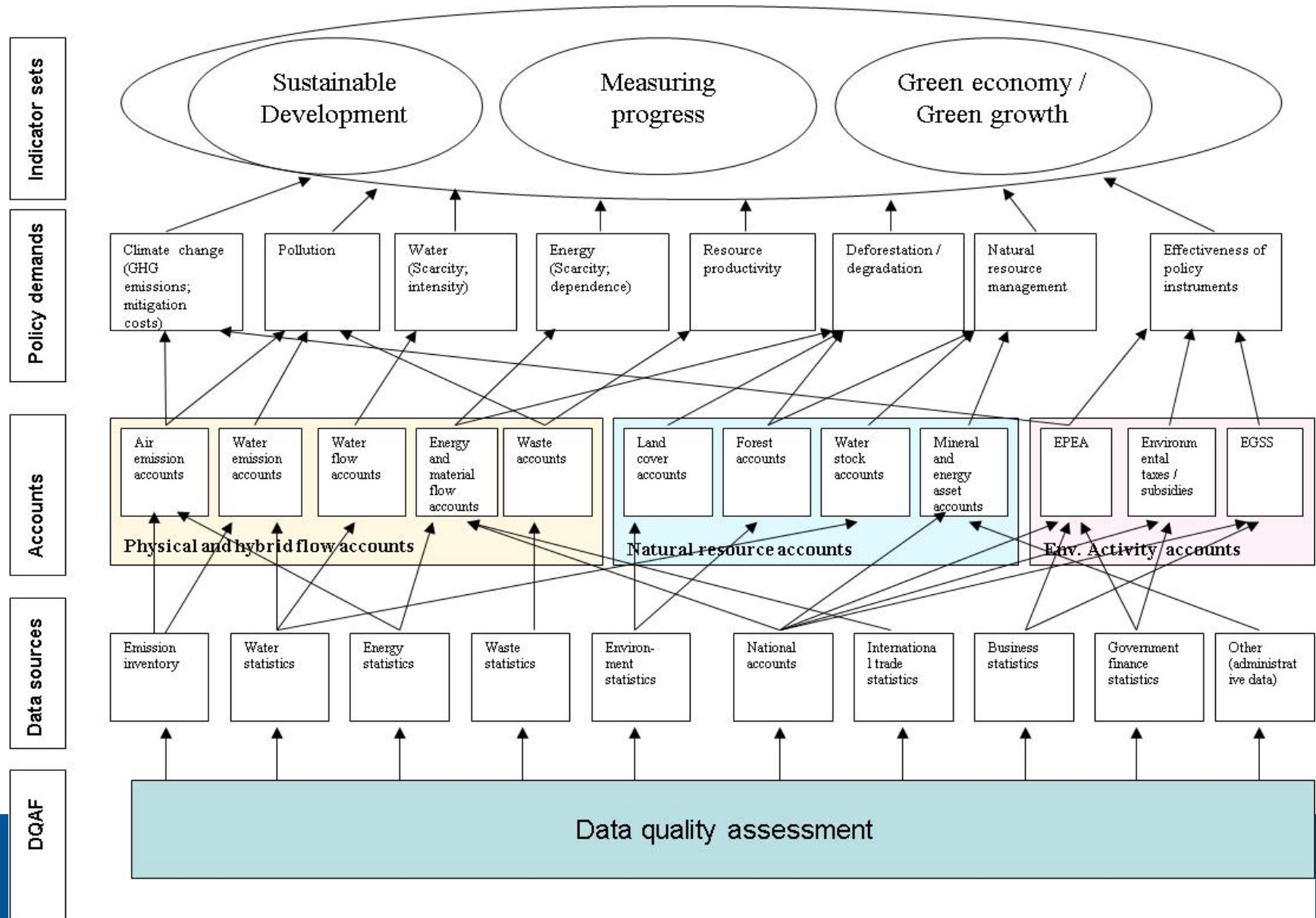
Objective

- To assist countries in the adoption of the SEEA Central Framework as the measurement framework for environmental-economic accounts and supporting statistics, and
- To establish incrementally the technical capacity for regular reporting on a minimum set of environmental-economic accounts with the appropriate scope, detail and quality.

Flexible and modular approach

- Recognition that countries differ in terms of their specific environmental-economic policy issues and their level of statistical development. Accordingly, countries may prioritize the accounts they want to implement over the short to medium-term based on the most pressing policy demands
- The flexible and modular approach for SEEA implementation is operationalized by a number of phases :
 - 1) First phase** : a self-assessment phase together with the establishment of a national institutional mechanism that will drive the implementation strategy
 - 2) Second phase** : the data quality assessment
 - 3) The third phase** : drafting of a strategic development plan for environmental accounting

Diagnostic tool to perform a self-assessment



Activities for the Implementation of the SEEA-CF

- Training and technical cooperation
- Manuals and training material
- Cooperation with the universities and research community
- Advocacy

Communication Strategy

Communication is essential!

Communication is expensive!

- Communication Objectives
- Target Groups Identification, Communication, Media and Timing
- Communication Mechanisms and Activities

Communication Strategy

Objectives:

- Enable leadership Advocacy
- Build synergy of UNCEEA
- Prepare Statistical Community
- Enroll Statistical Community
- Manage expectations of Leaders and Statistical Community

Communication Strategy

- Diversify communications to different target groups with dedicated media and timing
- Identify for each group present level and desired level of understanding and commitment

Communication Strategy

Mechanisms and Activities:

- Workshops
- Conferences/Seminars
- Newsletters/Flyers/Brochures
- Websites
- Presentations
- Interviews
- Monitors

Discussion

1. Governance
2. Funding
3. “Coalition of the willing” vs regional approach
4. Role UNCEEA
5. Communication