



Communication Strategy for the SEEA

Eighth UNCEEA Meeting

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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 statistical community
- Engage 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** – The **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 key groups/constituencies

- Important to reach out to relevant partners at international and regional level
 - Ensure that **common corporate message** presented
- Sharing of presentations among partners ensures common message presented and helps in **building the SEEA brand**



Resources

- Challenges – are statisticians good communicators?
- Recruitment of a communications specialist of primary importance.
 - Tasked with managing SEEA brand
 - Design strategy regarding how to best reach key groups/constituencies
- Requires dedicated resources



You are invited to....

- Express your ideas on improving communication of the SEEA
- Express your views on key messages in communication strategy
- Express your views about dedicating resources and recruiting communication specialists for the SEEA



Thank you!

Contact information:

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