COMMUNICATING
THE SYSTEM OF ENVIRONMENTAL ECONOMIC ACCOUNTING

UNCEEA MEETING

JUNE 26, 2014

WELCOME AND OPENING REMARKS

INTRODUCTION

BACKGROUND
OBJECTIVES
AGENDA

BACKGROUND

- The Statistical Commission adopted the implementation strategy for the SEEA CF at its 44th Session in March 2013

   "As part of the implementation of the SEEA, there is an immediate need for the formation and execution of there communication strategy that will aid in the successful mainstreaming an implementation of this framework"

- In June 2013 UNCEEA was tasked with enacting the implementation strategy:

   - UNCEEA determined a vision for a communication Strategy needed to reach out to all stakeholders and targets

   - As part of this it was recommended to engage a communications specialist.

BACKGROUND

- The consultant was appointed in January 2014 and this presentation summarizes the work and recommendations from:

    - Research
    - Workshop conducted on March 2nd 2014
    - Report recommending messaging and activities
    - Design work

OBJECTIVES FOR TODAY

- Create a common platform of understanding

- Share insights and high level recommendations for communications

- Share planned activities
    - Core Materials
    - National Advocacy Toolkits
    - Partnership Initiatives

- Gain input and support

AGENDA

4:00-4.15 Opening Remarks / Introduction

4:15–4:40 **Review of Consultant Insights and Recommendations**

- Core Challenges and Opportunities

- Prioritizing Awareness and Adoption

- Driving Efficiency and Effectiveness

- Parameters for success

4:40-5:15 Recommendations (Including Discussion)

- Core Materials

- National Advocacy Toolkits

- Partnership Initiatives

5.15-5.30 Conclusion

REVIEW

REMIT
INSIGHTS
RECOMMENDATIONS

COMMUNICATIONS STRATEGY: PURPOSE & OBJECTIVES, SUMMER 2013

The purpose of the Communication Plan is to contribute to the successful implementation of the SEEA in as many countries as possible with the right communication delivered to the right audiences at the right time.

The communication should stress the **importance of the SEEA as a multi-purpose information system** from which various indicators responding to specific demands on the environment and its relationship with the economy can be derived.

The objectives of the Communication Plan are:

- **Enable Leadership Advocacy:** provide information to enable leaders to be advocates of the Implementation of SEEA.

- **Build synergy of UNCEEA:** Provide communication that increases the effectiveness of UNCEEA in coordinating and facilitating the implementation of SEEA.

- **Prepare the Statistical Community:** create awareness and understanding of the impacts and implications of the Implementation of the SEEA.

- **Enroll the Statistical Community:** Generate interest in and create buy-in of the Implementation of SEEA. Inform the Statistical Community about progress so that they feel involved; ask for feedback and acknowledge their contributions.

- **Manage expectations** of Leaders and Statistical Community.

CONSULTANT REMIT

The assignment was specifically designed to develop:

- A situation analysis with the key findings and agreements
- An outline of the opportunity for the campaign
- An outline of the core objectives as informed by the side event
- An outline of the core value of investing in a campaign
- A recommendation of the type of resources that need to be identified and engaged
- A recommendation for managing the process

CONSULTANT RESEARCH

Research was conducted January -March 2014:

- 13 in-depth Interviews
- Document Research
- Communications Analog Research
- Interactive Workshop with 20 attendees
- Post Workshop Media Analysis

KEY FINDINGS: AWARENESS

There is limited awareness overall about the SEEA outside of statistical and sustainable development circles.

Both the name and system it describes are unfamiliar to a broad range of audiences that have previously been identified as core communications targets.

KEY FINDINGS: COMPREHENSION

Furthermore, when there is awareness, there is still a lack of understanding about the SEEA and its value. Because SEEA has not been articulated in a simple and memorable way, communications are inconsistent and unclear. Often, even the knowledgeable describe the SEEA in vastly different terms. **The SEEA needs to create a clearly defined nomenclature.**

Because there is limited general awareness of environmental-economic accounting as a tool, the SEEA is not often recognized as either the definitive system or as an UN-supported system.

These factors create a major barrier to adoption of the SEEA. **There is a need to create simple and consistent messages about the SEEA that create comprehension.**

KEY FINDINGS: DIFFERENTIATION

It was recognized that the World Bank's WAVES program confused understanding of the SEEA; as to what the difference is between WAVES and the SEEA and, beyond that, who is responsible for helping to facilitate implementation and adoption on the ground.

This is emphasized by the name System of Environmental - Economic Accounting (SEEA), which some believed described an approach to integrating Environmental and Economic Accounting, rather than the only UN-sanctioned framework for analyzing environmental and economic data.

There is a need to create awareness that the SEEA is the sole framework for environmental-economic accounting by creating a unique identity and description that effectively brands the SEEA.

KEY FINDINGS: MULTIPLICITY OF VOICES - STATISTICIANS

There are multiple organizations working simultaneously that are seen to have similar objectives. However, it is believed that they are not communicating clearly.

This creates communications clutter about natural capital accounting, environmental-economic accounting, and green growth.

Therefore, many of our target audiences are confused about which organization is responsible for what, and what the differences are between different initiatives. Additionally, because this is a relatively new field, there is no standardized language in the space. **Each organization uses their own nomenclature, which causes additional confusion. The SEEA will need to ensure that it is understood within this context by creating simple and definitive communications.**

KEY FINDINGS: MULTIPLICITY OF VOICES - POLICY MAKERS

Especially important will be communicating to policy makers how they can use outputs from the SEEA to help them answer important policy questions. This should explain the value that SEEA generated data can bring to decision making. This must be done in a way that ensures the political objectivity of the SEEA.

The campaign will need to take into account other organizations working in the space, and develop a strategy to collaborate and/or co-exist with these organizations.

In order to do so, it is important to clearly articulate the program for implementation to countries and to other organizations. Communications should align and support this.

KEY FINDINGS: PRAGMATISM

For those who have some understanding of the SEEA, they tend to understand and value the theoretical basis behind it. However, many perceive it to be difficult, costly, and time-consuming to implement.

There is a complexity of barriers to implementation for statistics offices and policy makers. For <u>policy makers</u>, they may fear that they will be pressured into making policy decisions as a result of implementing the SEEA, or feel uncertain as to how the SEEA is relevant to their current policy concerns. For <u>statisticians</u>, there is an uncertainty of fit and relevance with current statistical systems, as well as a concern over whether the SEEA is financially practical. There is a lack of understanding about SEEA's integration into the System of National Accounts, which undermines belief in its practicality.

A communications campaign will need to address the barriers to adoption as well as the positive benefits that it can bring.

KEY FINDINGS: FOCUSING AUDIENCES

There are a broad range of different stakeholder and influencer groups to whom the SEEA should communicate, each of which have different priorities and needs. Stakeholders often operate in silos, with different and sometimes competing agendas. (10 audiences are identified in the Communications Strategy document)

It was recognized that creating effective campaigns against the range of desired audiences would demand a level of resources that would be cost prohibitive.

It is recommended that the primary role of communications should be to assist in the adoption of the SEEA by National Statistical Offices. Therefore, the primary audience should be the officials of those offices.

KEY FINDINGS: FOCUSING AUDIENCES

In addition, it was recognized that creating awareness and support among policy makers was desirable.

During the workshop there was general agreement that leveraging banks could provide a strong communications platform to drive awareness of the SEEA and impetus for adoption among policy makers.

It was also recognized that implementing this component of the communications would require cooperation of other stakeholders beyond the UNSD.

It was recommended that further communications initiatives that worked in partnership with other aligned organizations and initiatives would be an efficient way to increase awareness.

KEY FINDINGS: COMMUNICATIONS

Review of successful communications campaigns identified best practice for the SEEA to follow.

STRONG, IMPACTFUL IDENTITY

CLEAR, SIMPLE MESSAGING & CALLS TO ACTION
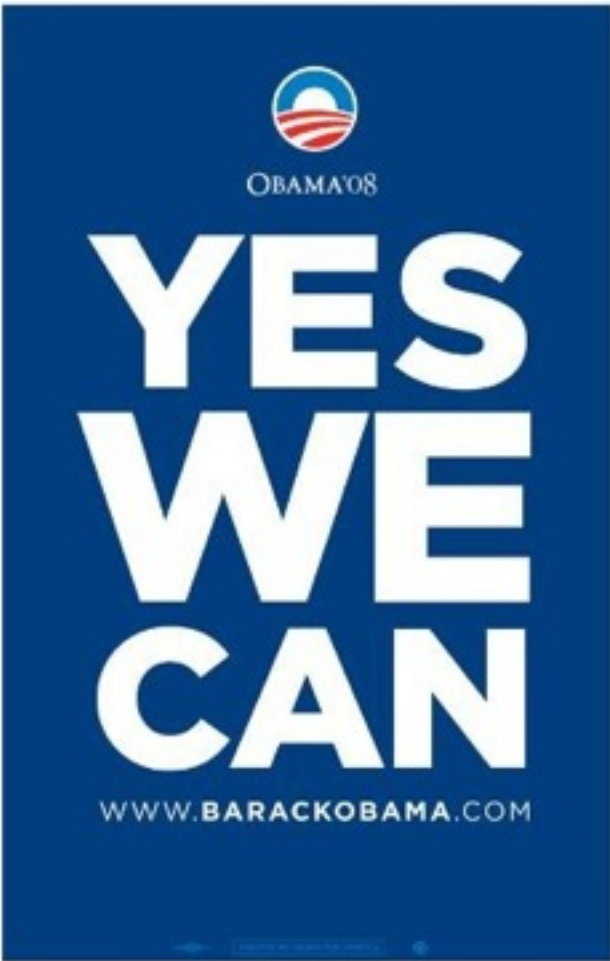
CAPTIVATING, COMPELLING IMAGERY
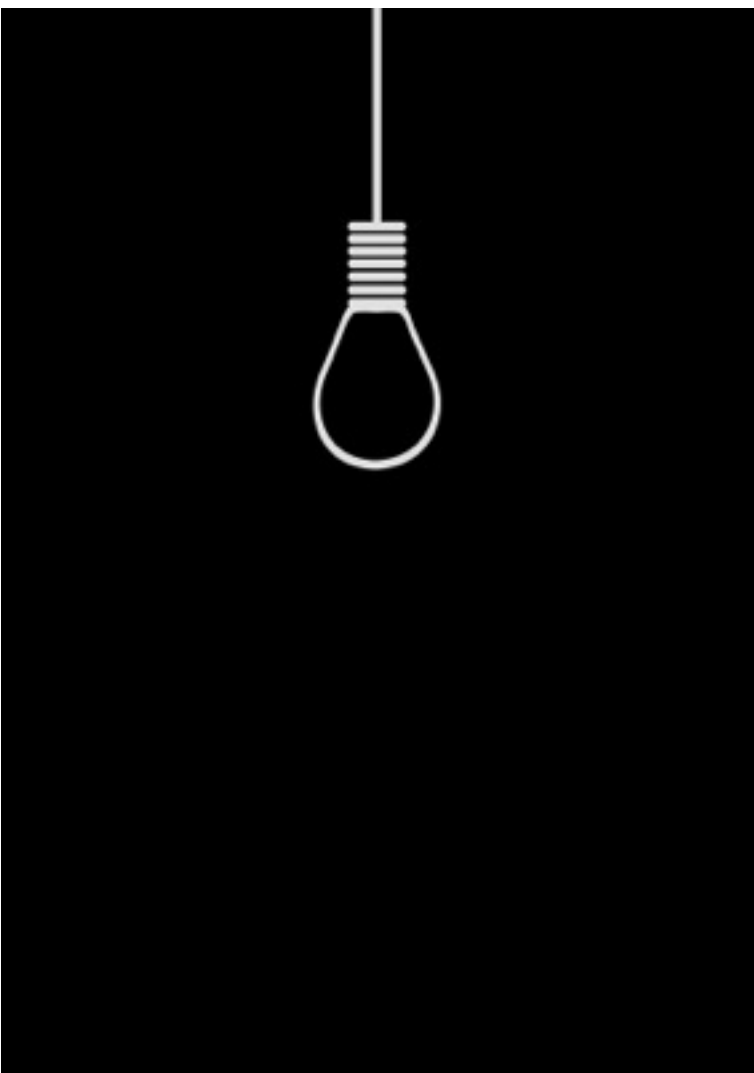
BUILDING AWARENESS
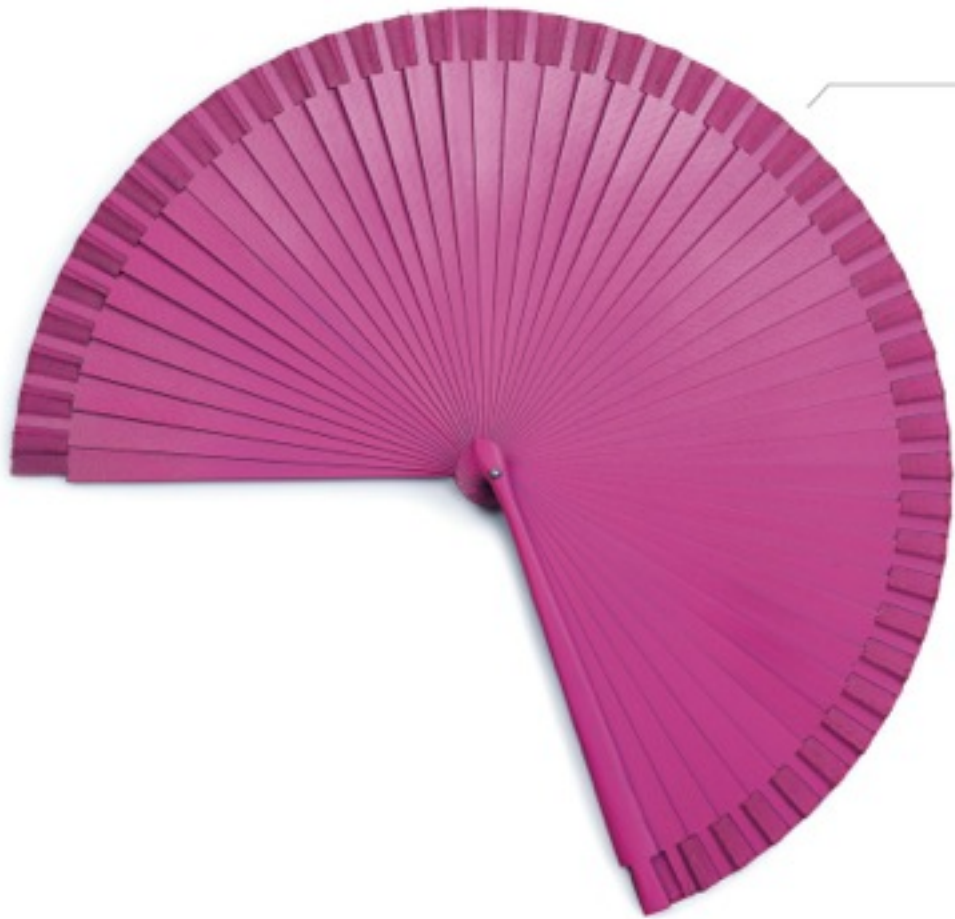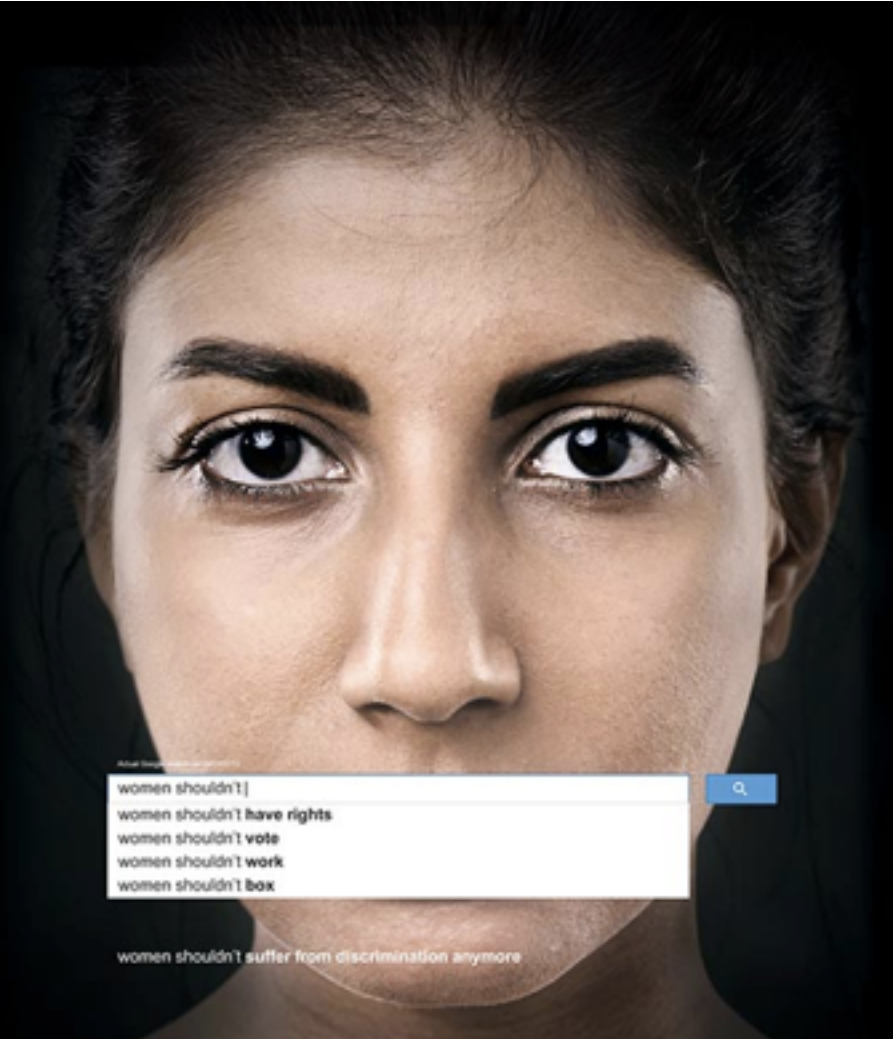
70%
of the coral reefs, populated by thousands
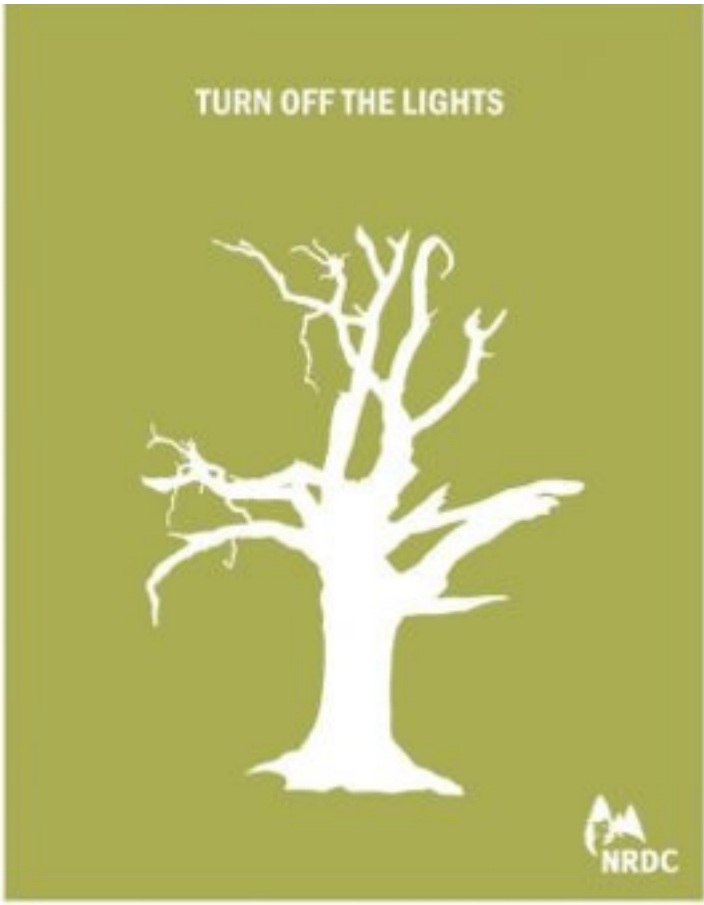of species, could be wiped out by 2100.
This is global warming.
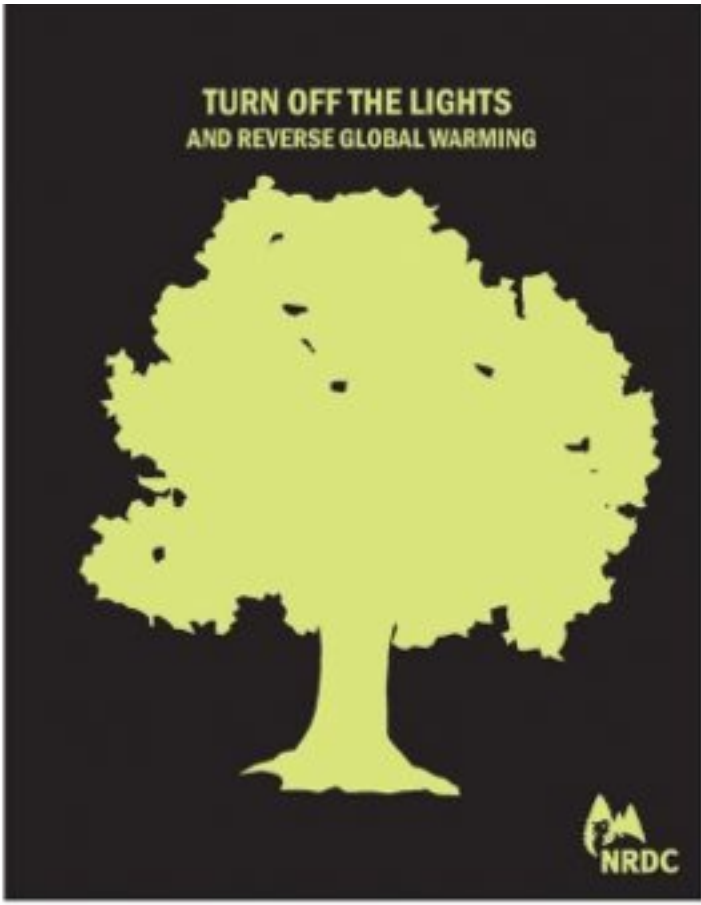
GREENPEACE
www.greenpeace.ro

"Black Cloud"

YOUR IGNITION IS MY EXTINCTION
LET'S GO.

TURN OFF THE LIGHTS

TURN OFF THE LIGHTS
AND REVERSE GLOBAL WARMING

PROTECTED
2.1 MILLION
HECTARES
OF AMAZON
RAINFOREST

DRIVING ADOPTION

INFOGRAPHICS

REPORT SUCCESS
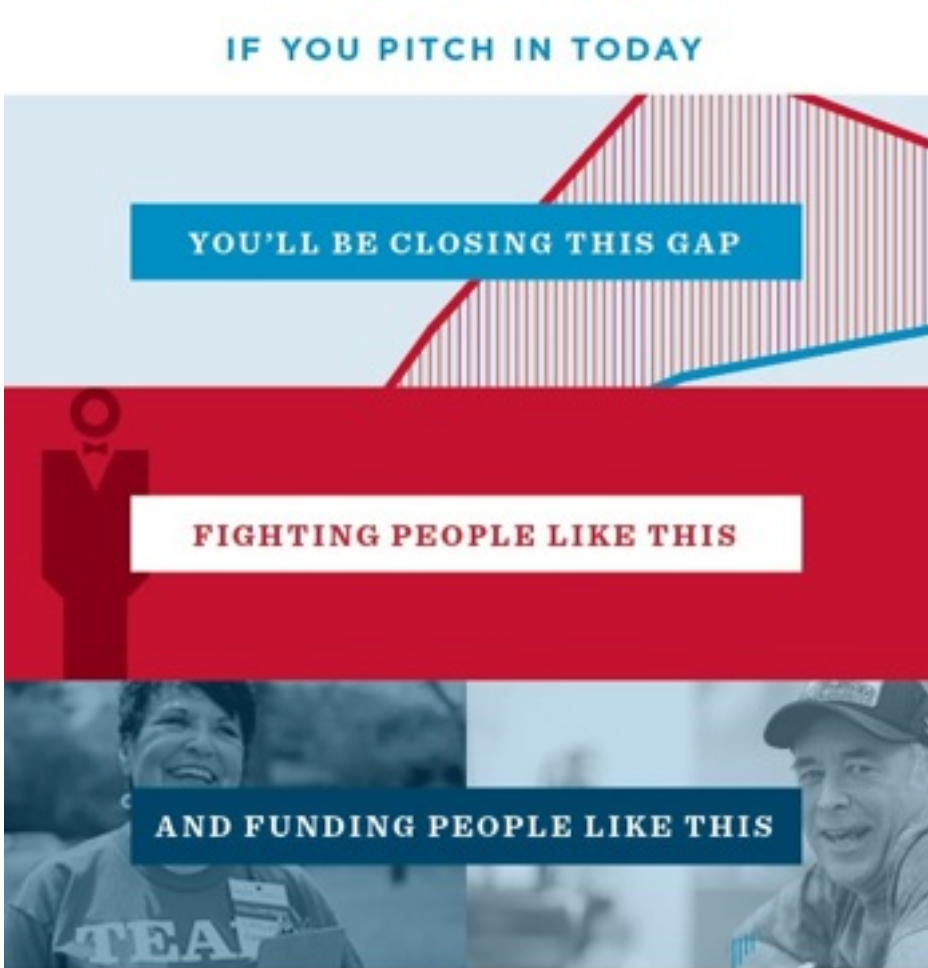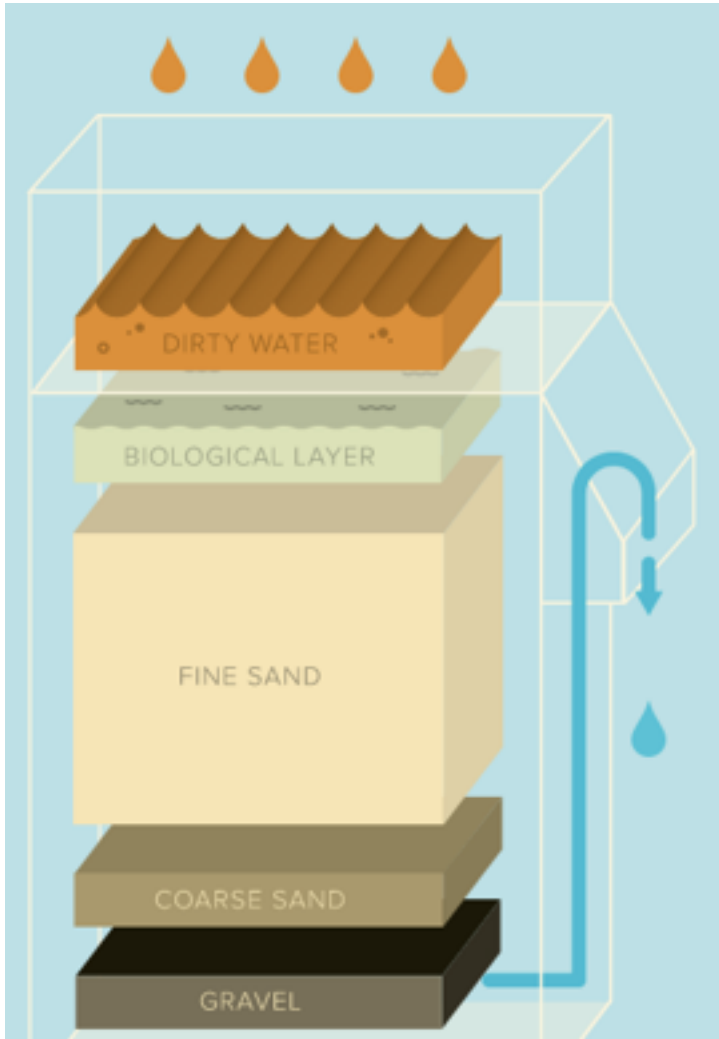
Your support this past holiday season is going to bring BioSand Filters into more than 15,000 homes. Thank you for helping us change the lives of families in Cambodia.

1,622
Campaigns started for Cambodia

$65
The cost to bring a family in Cambodia clean water

15,384
The number of BioSand Filters we want to fund

Join the **1,449,520** supporters of the Stop Global Warming Virtual March, and become part of the movement to demand our leaders freeze and reduce carbon dioxide emissions now.

GLOBAL PROGRESS

5.4M protected with mosquito nets funded by MNM

51% decline in the rate of child malaria deaths since 2000

VIEW OUR IMPACT ▶

Kenya
HIV/AIDS Facts
(RED) money into supported HIV programs has contributed to achieve the following results by mid 2013: Provided more than 30,390 people with ARV prophylaxis treatment

Tanzania
HIV/AIDS Facts
(RED) money into supported HIV programs has contributed to achieve the following results by mid 2013: Provided more than 158,976 people with ARV prophylaxis treatment

Ghana
HIV/AIDS Facts
(RED) money into supported HIV programs has contributed to achieve the following results by mid 2013: Provided more than 88082 people with ARV prophylaxis treatment

RECOMMENDATIONS

RECOMMENDATIONS: OVERVIEW

At the workshop conducted on March 2nd 2014 , it was determined that the campaign must serve two core functions: **broad awareness-building and targeted adoption.**

The communications campaign needs to create a distinctive understanding of the SEEA.

This will need to clearly articulate the SEEA's role and area of responsibility, and differentiate it from other initiatives by putting the SEEA in context.

This will require the creation of consistent, compelling messaging that communicates the "real world" benefit of the SEEA.

RECOMMENDATIONS: EFFICIENCY AND EFFECTIVENESS

It is recommended that resources should be focused on activities that can drive awareness and adoption in an efficient and effective manner.

Therefore, three key specific initiatives have been prioritized:

1) The upgrade of Core Communications materials to support the activities of the UNSD team centrally.

2) The development and deployment of National Advocacy Toolkits that can be adapted on a country level to support local communications initiatives.

3) The development of communications activities that partner with other organizations and leverage their campaign initiatives.

CORE MATERIALS

RECOMMENDATIONS: CORE MATERIALS

The primary mechanism for driving adoption will be direct communications by UNSD to the national Statistical Offices.

There is a need to improve the existing communications materials produced to communicate to this audience in order to support statisticians in driving adoption at the country level.

These core materials should include an **educational website including case studies, powerpoint presentations for seminars and live meetings, a brochure and a newsletter.**

These may be supplemented with specific materials to support meetings - e.g. **posters, factsheets, and promotional items**. These should be developed on an ad hoc basis as appropriate.

RECOMMENDATIONS: SUCCESS CRITERIA

SEEA communications must harness the emotive power of the environment without resembling an environmental change brand; or advocating for policy change.

Communications should be pragmatic and adaptable centrally and across markets seeking to adopt SEEA.

Communications must bring power and dynamism to the SEEA campaign.

The design must feel modern and design-forward, NOT conservative, passive or stale.

CORE MATERIALS

- Simplified and Consistent Messaging

- Distinctive and Recognizable Materials

- Improved Digital Experiences

- Training Materials

- Powerful Case Studies

MESSAGING GUIDELINES

A core message will be written and consistently applied across all communications to provide the simplest description of the value and significance of the SEEA.

This will be based on a brand positioning definition:

What is it? a tool that maximizes the power of data.
How does it create value? by sharpening the data on which decisions are made.
Why does it need to exist? because the environment is too important to make uninformed decisions.
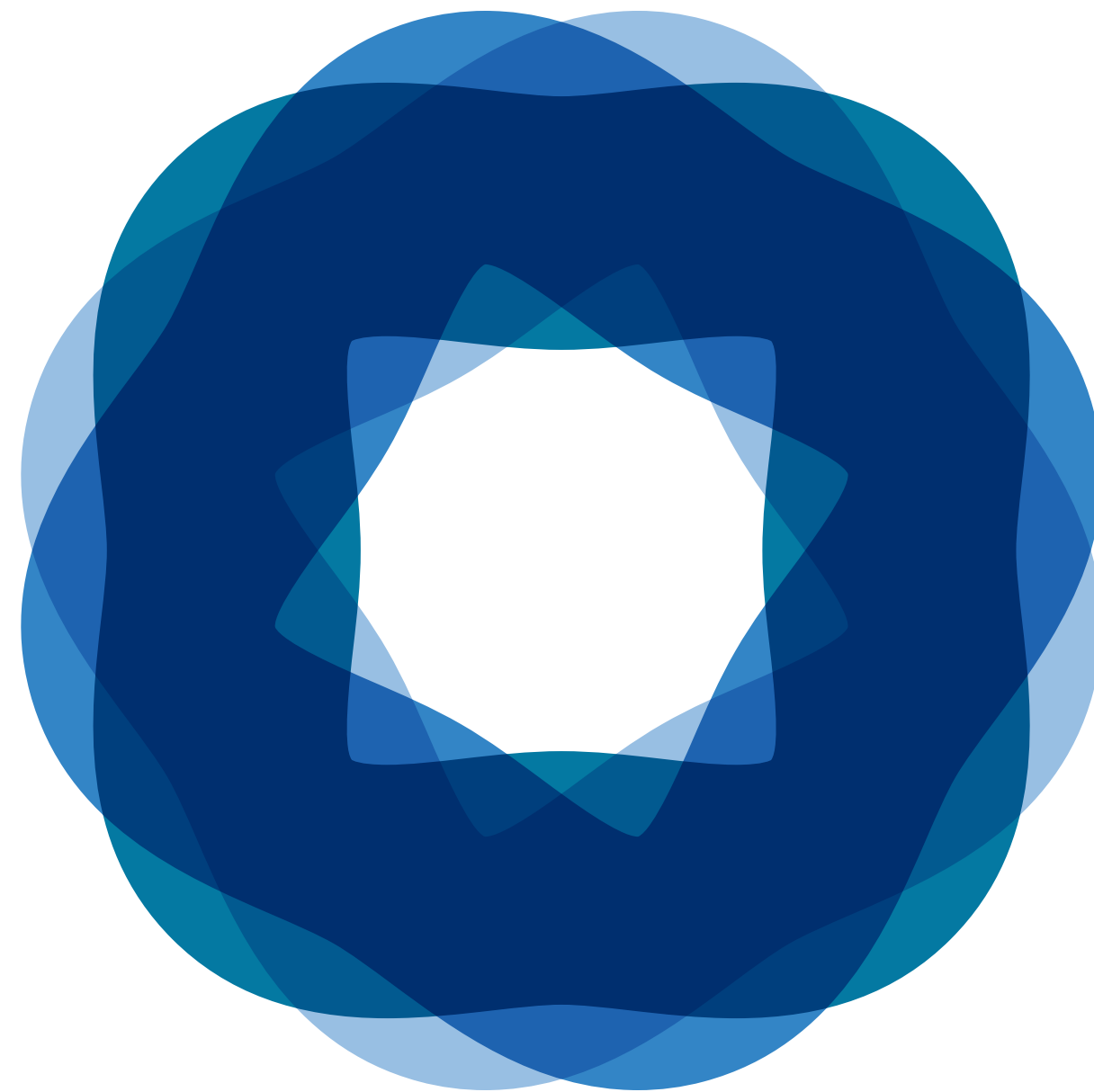
BRAND PROMISE

The SEEA provides exact data for more powerful decisions.

CORE BRAND IDEA
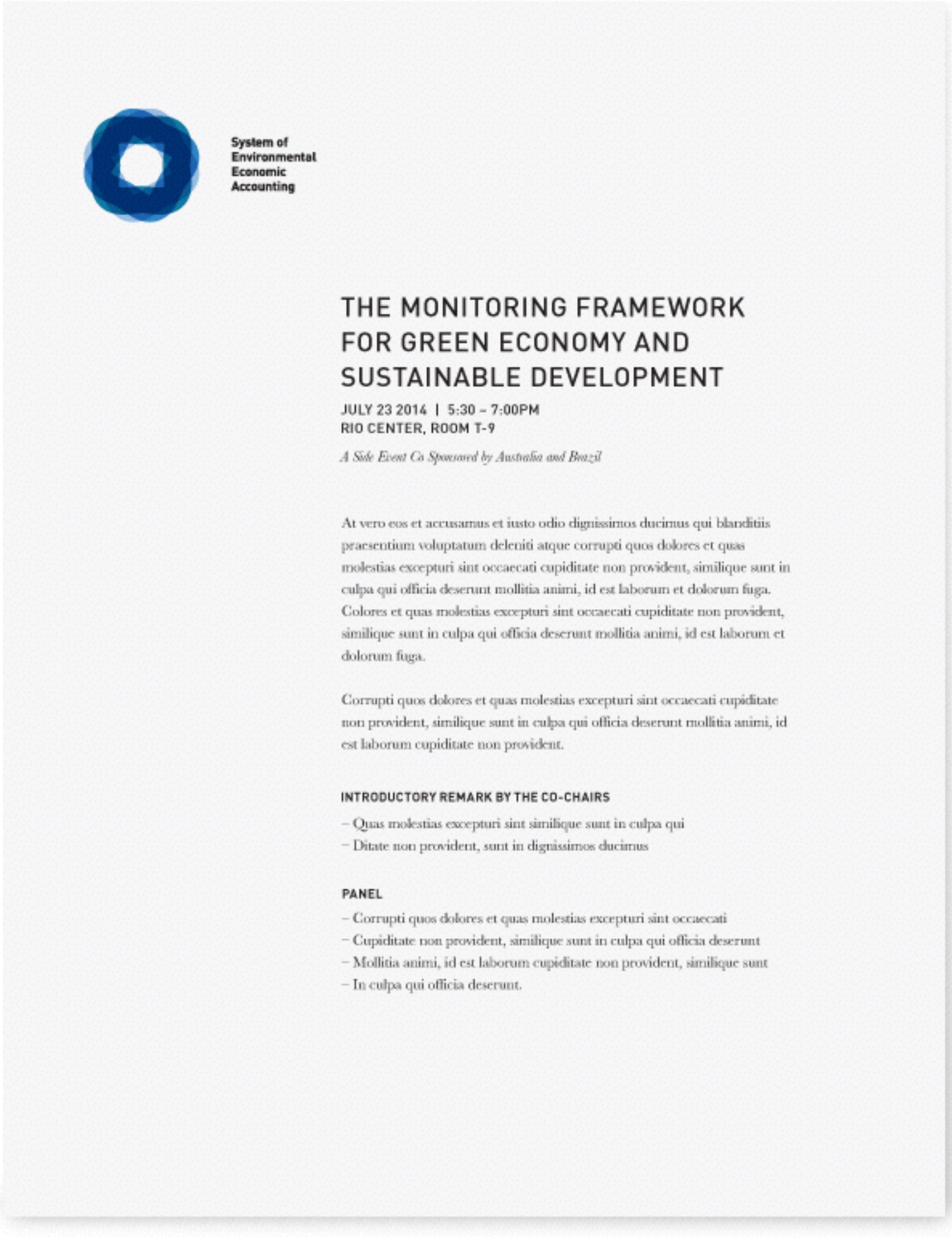
Sharpen the big picture.

"To sharpen" is to clean; integrate; standardize; complete the picture.
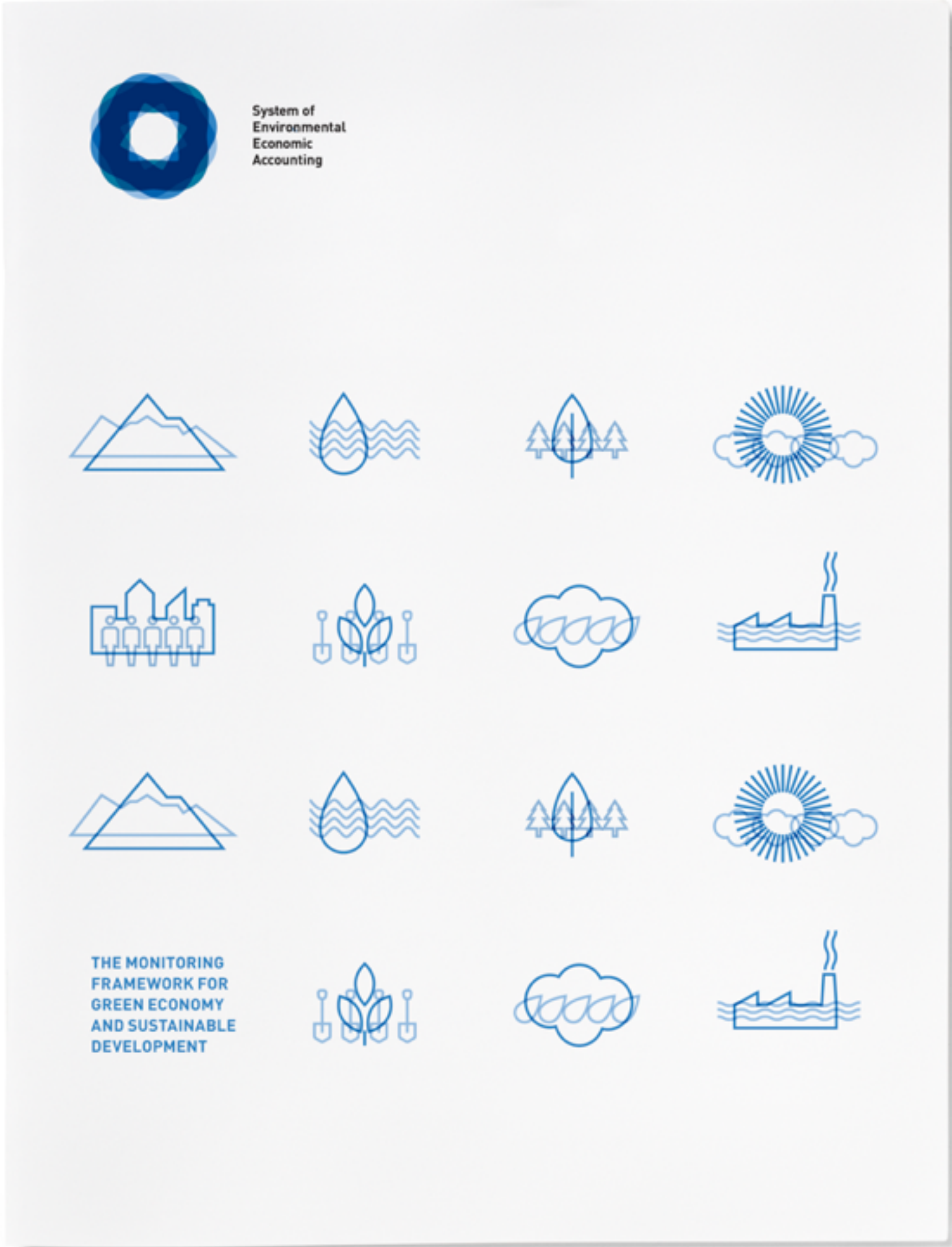
CREATING DISTINCTIVE MATERIALS

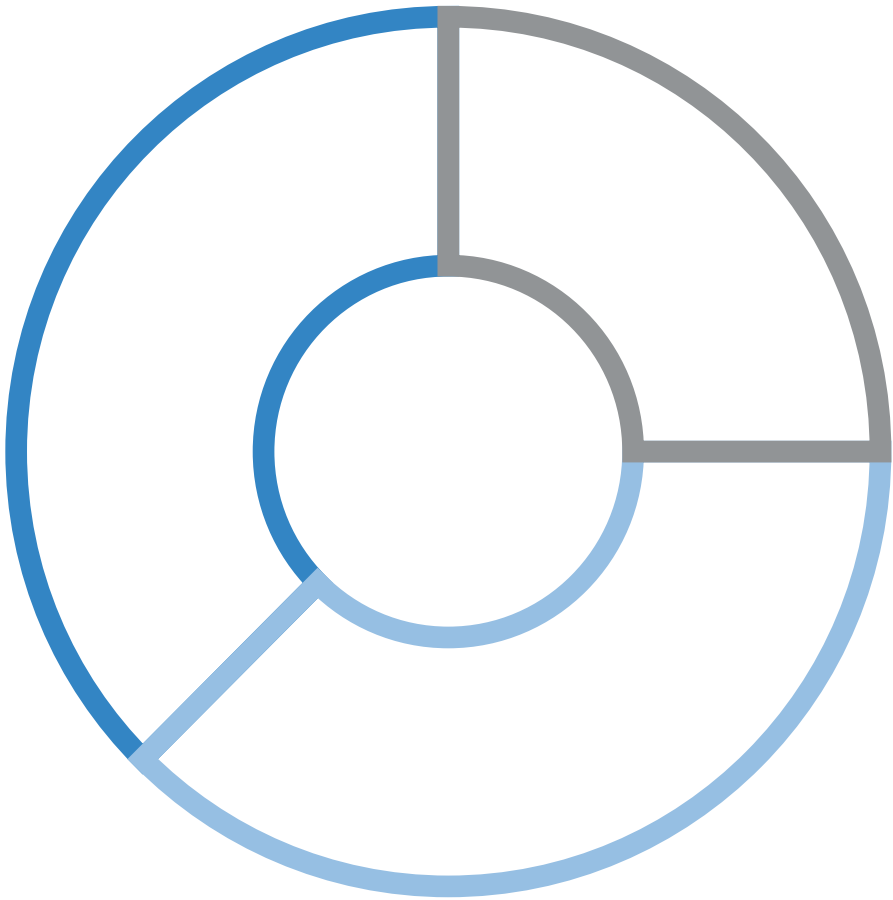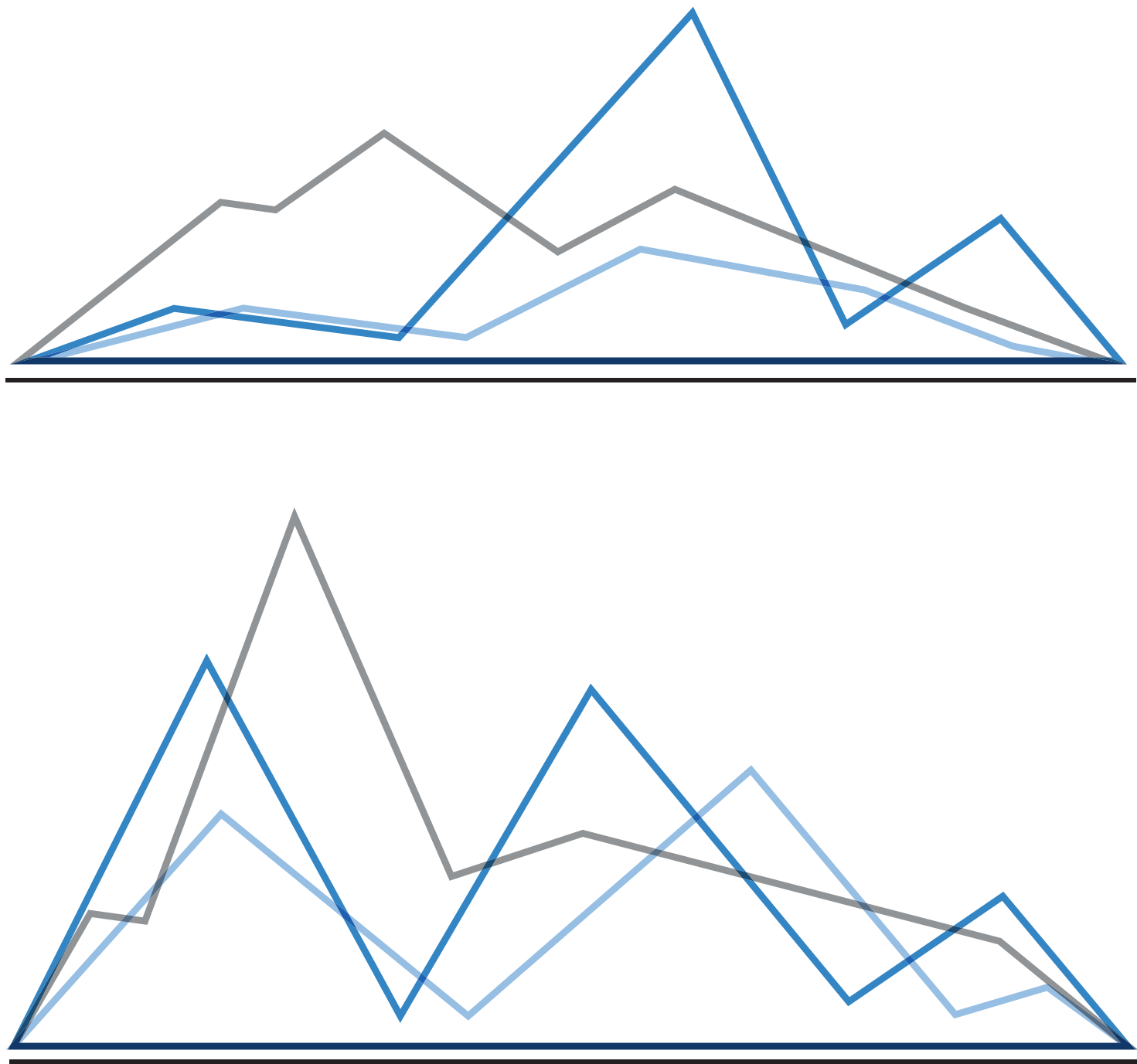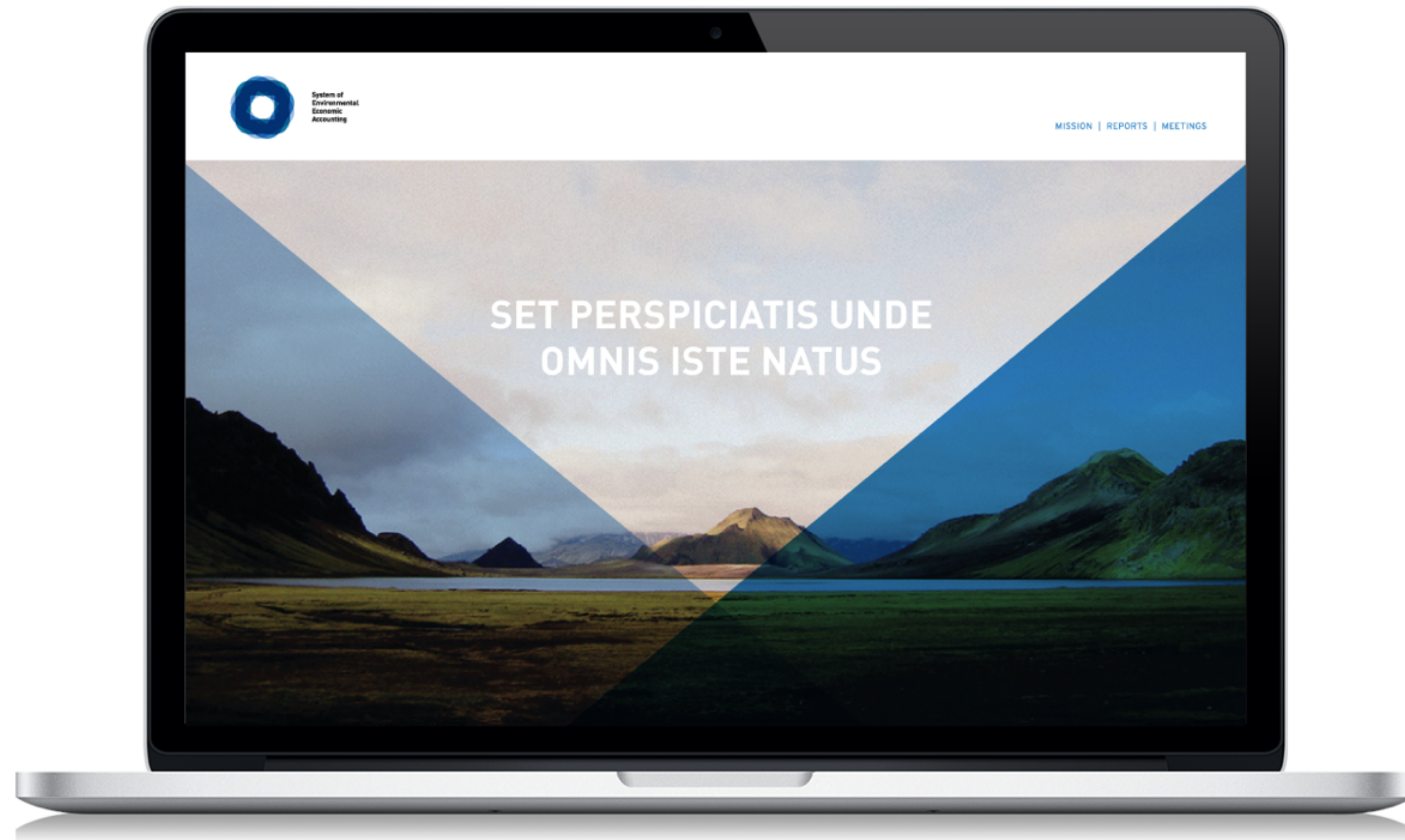**System of Environmental Economic Accounting**

CONCEPT NOTE

BROCHURE

BROCHURE INTERIOR

05

QUIS AUTEM VEL EUM IUR REPRE HENDERIT QUI IN EA VOLUPTATE.

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LOREM IPSUM DOLEM MISE

- **48%** At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptate.
- **32%** At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptate.
- **20%** At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptate.

2000

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2014

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Experimental Ecosystem Accounting Report Prepared July 2014

United Nation Conference on Environmental Accounting

SEEA

INFOGRAPHICS

WEBSITE AND TRAINING MATERIALS

NATIONAL ADVOCACY TOOLKITS

NATIONAL ADVOCACY TOOLKITS

It is envisioned that a toolkit be created and distributed to countries to support local communication and advocacy efforts.

Potential tools include:

- Presentation Materials to explain SEEA and encourage support

- Templates for communications materials

- Training Materials

- Access to centralized resources including Case Studies

- National Campaign Materials

DISCUSSION

NATIONAL ADVOCACY TOOLKITS

–What materials or tools do you think would be useful?

–Would you be interested in local campaign initiatives?
  –Independently? With Partners?

NATIONAL ADVOCACY TOOLKITS: COMMITTEE

We propose to establish a small advisory committee to help identify the necessary materials for the National Advocacy Toolkits.

We would like to invite volunteers and support.

PARTNERSHIP INITIATIVES

PARTNERSHIP INITIATIVES

The consultant reviewed the opportunities for broader campaigns to drive awareness of the SEEA and concluded that, while able to create strong impact and engagement, they did not represent and effective use of budget. Ideas included International PR Initiatives, Advertising, and Consumer Advocacy.

Therefore, it was decided that partnering with like-minded organizations and leveraging their communications efforts would be a more effective route to explore.

PARTNERSHIP INITIATIVES

Organizations that have adopted the SEEA as the critical framework for their programs represent a clear opportunity for greater communication of the value and significance of SEEA.
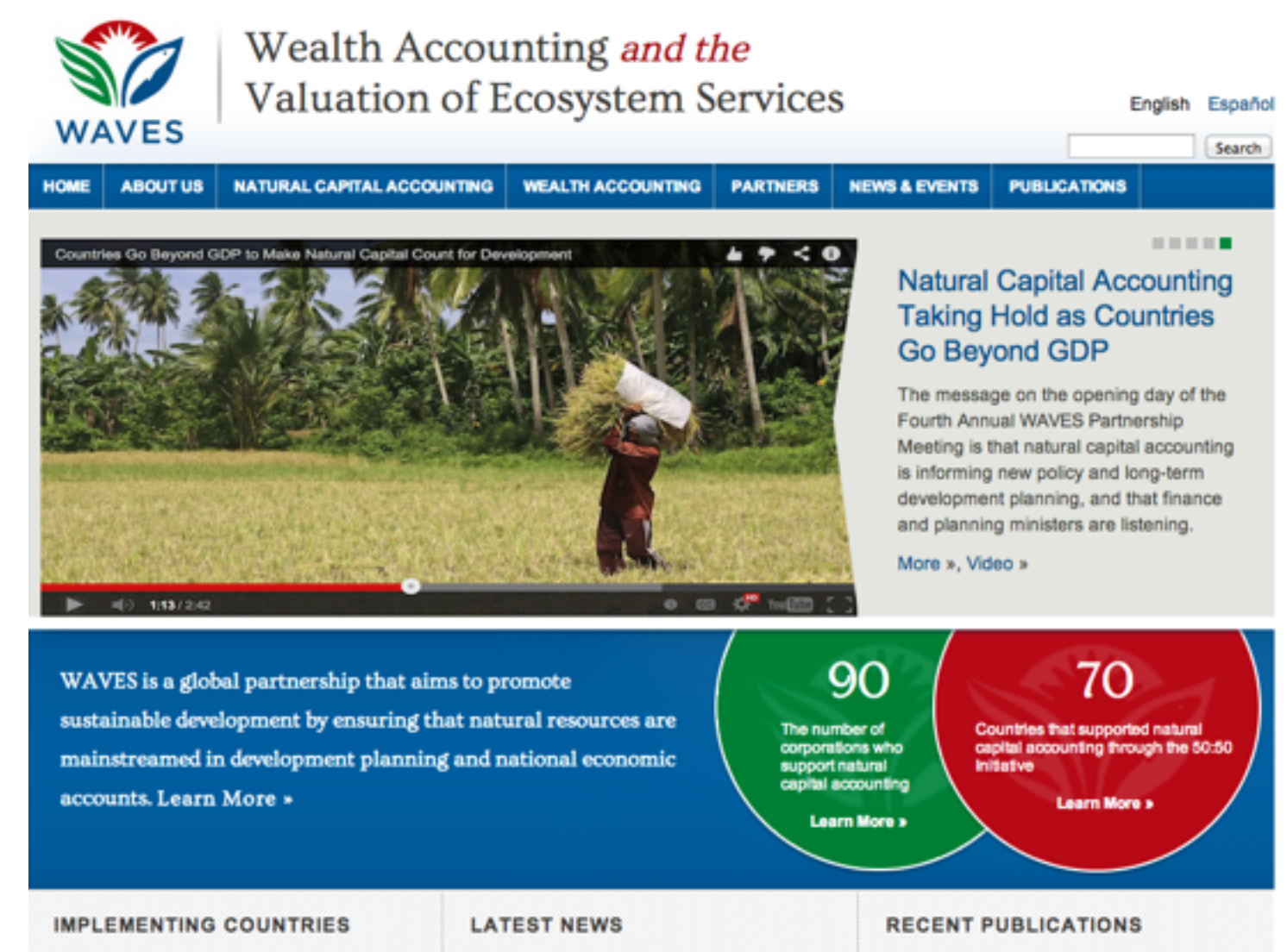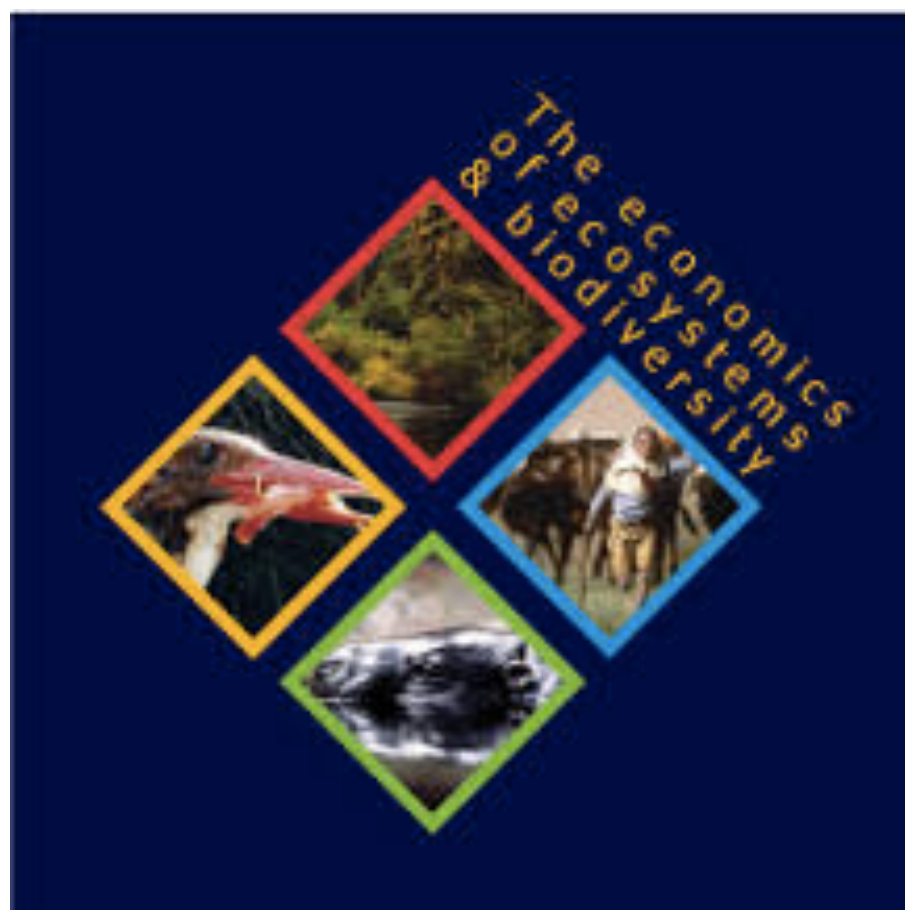
PARTNERSHIP INITIATIVES

Michael Bloomberg, Former
Mayor of New York City

"The best science tells us that extreme weather events may become more frequent. To better protect our whole country we need a national risk assessment that will accurately assess the costs of these events."

Read Full Bio →

Hank Paulson, Former US
Secretary of the Treasury

"Every day across America, families and businesses take out insurance policies to protect themselves against adverse risks. As a nation, why aren't we taking this approach toward the catastrophic risks of climate change?"

Read Full Bio →

Tom Steyer, Retired Founder of
Farallon Capital

"If the business of the United States is business, we need to frame climate change in economic language; we need to set the business context."

Read Full Bio →

About our local partner, CLEAR Cambodia.

We started funding the work of CLEAR Cambodia in 2009, supporting their vision of helping rural Cambodians improve their health through better access to clean, safe water. Since 1999, the CLEAR staff have been working in collaboration with community leaders and local authorities to implement low cost, sustainable clean water solutions in rural villages.

Visit CLEAR Cambodia's Site

EVENTS & MEDIA

People & Planet's Fossil Free campaign

Join the Fossil Free campaign

The fossil fuel industry is unequivocally driving us towards a global climate crisis: we will not keep dangerous climate change at bay without halting our extraction of fossil-fuels.

Sign the petition for your university to go Fossil Free

Too many UK universities support the fossil fuel industry directly through their **research**, their **£6bn endowments and investments** and their **partnerships** with some of the biggest fossil fuel companies in the world like BP and Shell.

People & Planet has joined forces with the 350.org campaign to ensure UK universities live up to their promises to tackle climate change and go Fossil Free

Find out more below and **sign up to our mailing list** for all the latest updates.

Join the campaign at your university

Fossil Free UK Campaigns

#LightTheDark: candlelit vigils for asylum seekers

Share messages with the #LightTheDark hashtag on Twitter and Instagram, and they'll be delivered to asylum seekers in detention on Manus Island.

DISCUSSION

PARTNERSHIPS INITIATIVE: COMMITTEE

We propose to establish a small advisory committee to help identify the potential for Partnerships Initiatives.

We would like to invite volunteers and support.

CONCLUSION

CONCLUSION

There is an opportunity for communications to support the adoption of the SEEA in the statistical community in an **efficient and effective manner**.

Communications should be used to create a clear identity for the SEEA that **facilitates awareness and comprehension of the system and its value**. Giving the system a unique graphic and verbal identity will solve many of the communications problems currently faced, and provide a springboard for communications outreach.

The initial focus should be on communications to key officers in National Statistics Offices to help **drive adoption** by allowing permission to adopt the system; but this should also be supported by a **campaign that seeks to leverage key influencers** to create demand for the system based on an understanding of its value.

NEXT STEPS

NEXT STEPS

Core Materials

Complete design and launch of key materials

Local Advocacy Toolkits

Finalize selection of components with volunteers

Design and distribute materials

Partner Initiatives

Explore feasibility of partner initiatives

THANK YOU!