Cover note for Item 7:

Area E: A practical strategy for the application of environmental accounting to emerging policy issues (Area lead: Australian Bureau of Statistics)

Background and main objectives

This business item is designed to produce the core elements of a practical strategy for promoting the SEEA. It will bring together, and build on, the insights from the workshop on 19 June 2017. It forms the basis for the detailed work programme Area E.

The strategy will be based on the change theories explored in the workshop:
- Roger's diffusion of innovation theory as articulated through the AtKisson Group's AMOEBA model, and
- Steve Haeckel's 'sense and respond' approach to strategy.

These approaches recognize the dynamic context that change agents operate in. They provide tools to help UNCEEA members recognize and respond to opportunities and challenges.

The strategy will include the following components:
1. A realistic articulation of available **resources** and commitments by members.
2. A statement of the **goals** of the strategy.
3. A summary of the **contexts** in which the SEEA may be promoted.
4. A description of the **target audiences**, both direct and intermediary.
5. The **key messages** for each type of audience and context.
6. The communication **tools and tactics** that will be used, and a list of **outputs**.
7. How the progress of the strategy will be **monitored**.

Approach

This session will be structured to allow members to engage in small group discussion and feedback that will generate ideas to populate the component sections of the strategy. Each section below.

Available Resources

The strategy must be able to be implemented within available resources, including funds, time and expertise. In this session, members will consider what kind of contribution their countries and organizations can make to this effort. This is most likely to be 'in-kind' support: for example by members providing content for publications and presentations and by actively promoting the SEEA within their own countries. Funds, where available,

will be utilized to produce communication materials that can be used by all members, and for the dissemination of key messages through agreed channels.

Goals

Following from Monday's workshop, this session will include an exercise to help members distil and express the goals of the communication strategy and to answer the question 'what will success look like?'

Target Audiences

The session will help to clarify the groups of individuals that are in the best position to support the goals of the strategy because of their authority, influence or attitude.

Contexts for promotion

This section of the strategy will build on the insights from the workshop on Monday. It will consider the key opportunities and threats to the uptake of the SEEA, and the strengths and weaknesses of the UNCEEA as the group charged with promoting the SEEA.

Key messages

The Australian delegate and the secretariat will lead a small group to distil some draft messages from the Monday workshop and present these back for the UNCEEA to respond to during this business item.

Tools, tactics and outputs

Members will discuss which types of forums, processes, channels and products are most likely to have the desired impact on the target audiences. It will include a list of outputs and commitments by members to support and implement the strategy. This section of the strategy will be further developed following the meeting with the assistance of some communication experts.

Measuring progress

The session will include an exercise to help members distil and express the goals of the communication strategy and to answer the question 'what will progress look like?'

Outputs

Members are asked to give some deep thought to these topics and consult with their colleagues prior to the UNCEEA meeting in order to achieve the objectives of the day. Following the meeting, the Australian delegate will work with the secretariat and interested members to produce a draft strategy for the consideration of all members.

See you there ☺

SEEA