

# **COMMUNICATING THE SYSTEM OF ENVIRONMENTAL ECONOMIC ACCOUNTING**

**UN CEEA MEETING**

JUNE 26, 2015

# WELCOME AND OPENING REMARKS

# INTRODUCTION

# PURPOSE OF THIS MEETING

- Review UN CEEA Mandate 2013 & 2014
- Update the committee on progress
- Gain approval on three key areas
  1. Approval for UNSD to start using the proposed communications tools
  2. Approval to establish a steering committee to plan and execute an international promotion campaign
  3. Approval to communicate SEEA through strategic partnerships and alliances

# MANDATE

- 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, UN CEEA was tasked with enactment of implementation strategy
- UN CEEA 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.

# 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.

# OBJECTIVES FOR COMMUNICATIONS STRATEGY

## Key Objectives for SEEA Identity

- Raise awareness of and clarify understanding of SEEA
- Demonstrate the importance of SEEA
- Help advocates promote SEEA to broader audiences

# BACKGROUND

This presentation summarizes the work and recommendations for:

Proposed Design Identity

Proposed Copy Writing

Proposed Next Steps



**REVIEW**

ACCOMPLISHMENTS

OUTCOMES

IMPERATIVES

# ACCOMPLISHMENTS

## **SEEA Communications Materials**

- SEEA logo and visual system
- Branding guidelines
- Messaging
- Graphic design templates
  - Slide Presentation (PPT)
  - Brochure (2-pager)
  - Case Study Guidelines
  - Microsoft Word and PowerPoint templates

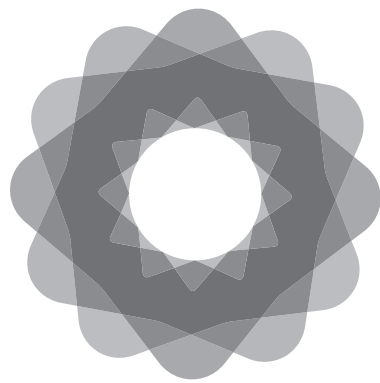
**SEEA VISUAL IDENTITY**



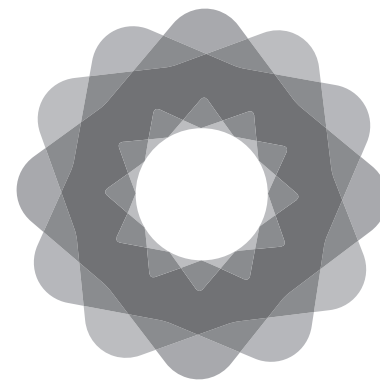
# System of Environmental Economic Accounting



SEEA



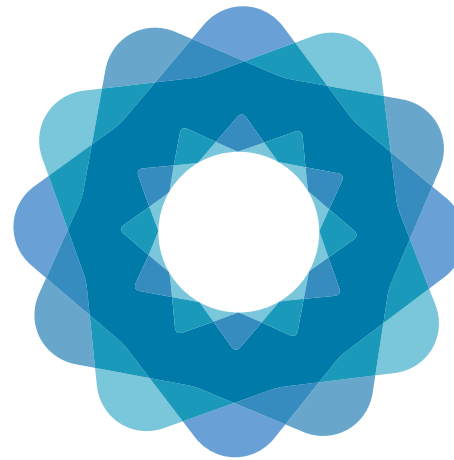
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SEEA



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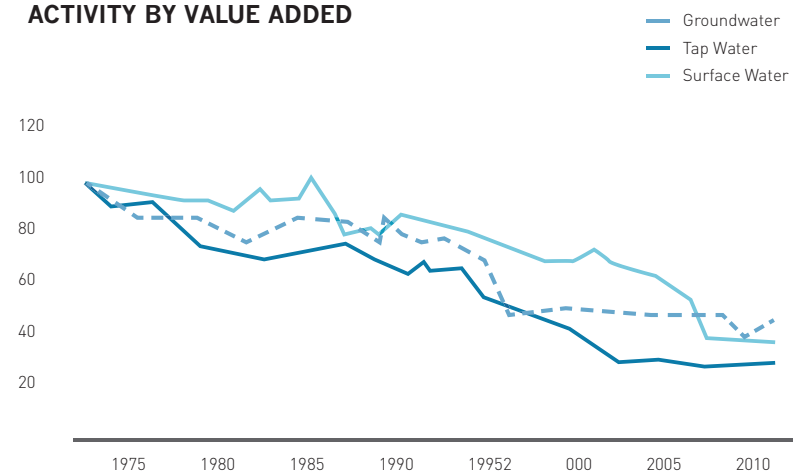


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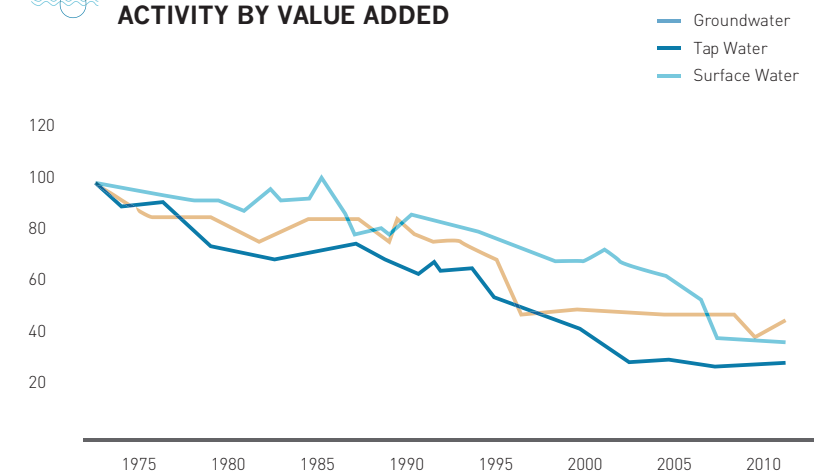




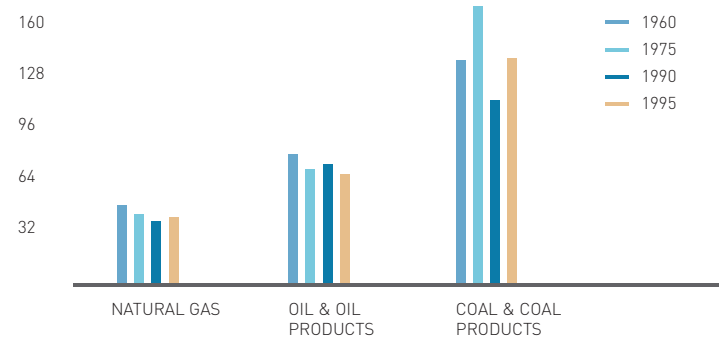
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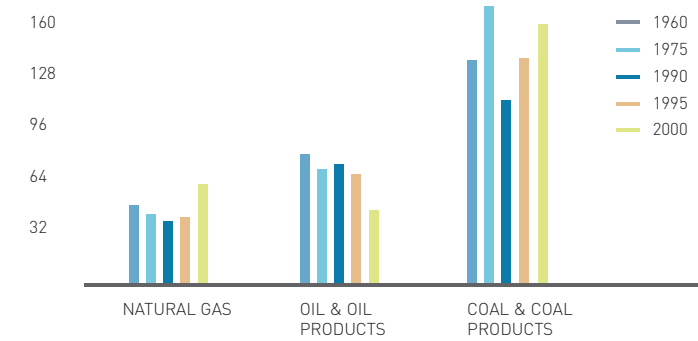
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**EMISSION FACTORS OF CO<sub>2</sub> FOR  
THREE TYPES OF ENERGY CARRIERS**



**EMISSION FACTORS OF CO<sub>2</sub> FOR  
THREE TYPES OF ENERGY CARRIERS**



**GRAPHIC DESIGN TEMPLATES**

# POWERPOINT TEMPLATE



# System of Environmental Economic Accounting

Bringing the Future into Focus



System of  
Environmental  
Economic  
Accounting

# My First SEEA Presentation

The best one by far

6-26-15



United Nations

# Context for SEEA

In the 20th century,  
development relied on  
economic perspective

- GDP served as the only universal measure of progress
- Environment and society were under-represented

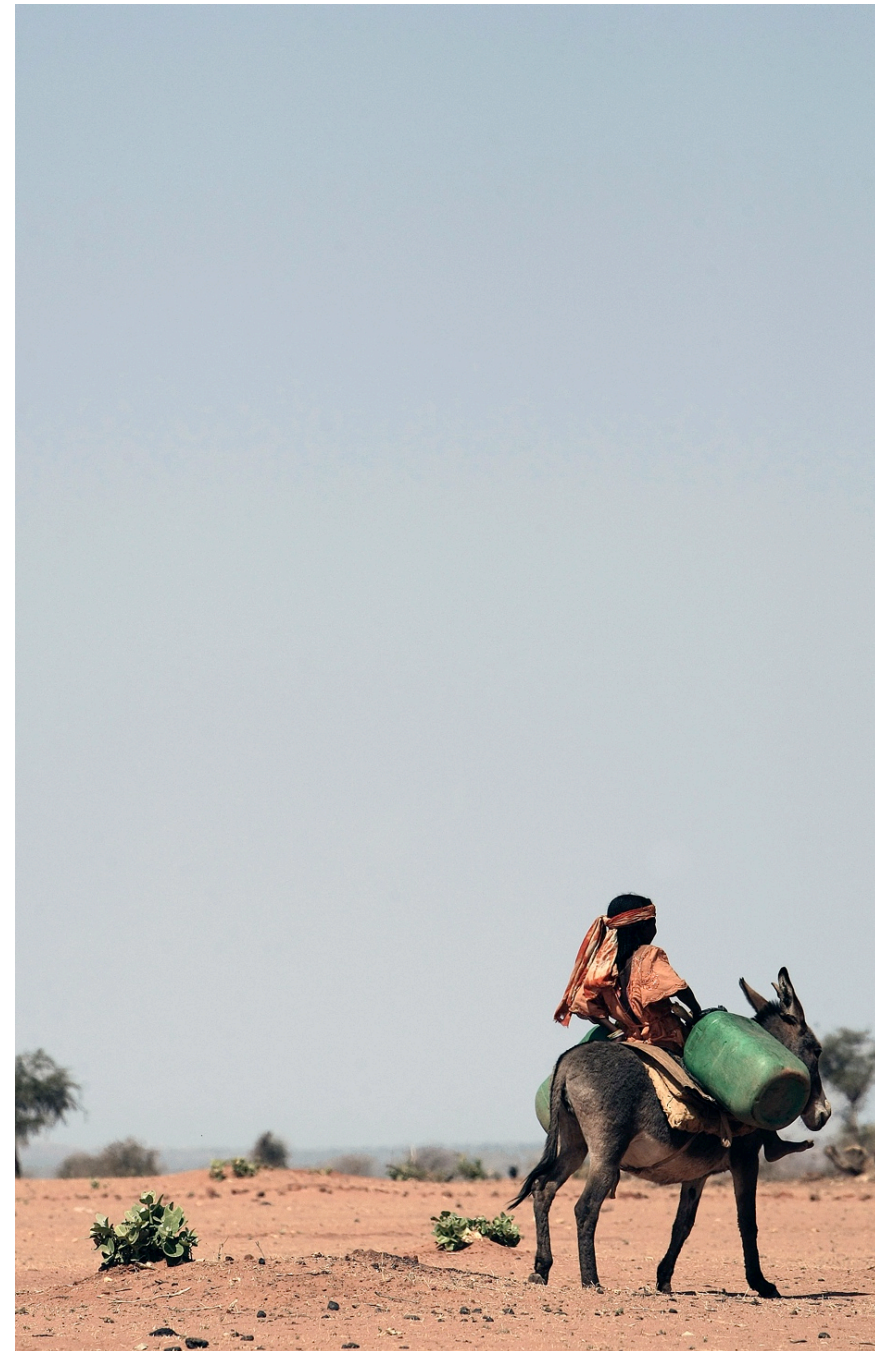




# Demand for SEEA

The challenges of the 21<sup>st</sup> century require a more holistic understanding

- Future world development must be promoted sustainably
- Decision-making must consider the complex relationships between the environment, society and the economy
- This requires a new model for statistical analysis



**The SEEA brings greater context  
and precision to the way we  
measure the world, so we can  
inform better decisions for all.**





# Acknowledgments

This project is a collaboration of The United Nations Statistics Division, United Nations Environment Programme and the Secretariat of the Convention on Biological Diversity and is supported by the Government of Norway



# BROCHURE TEMPLATE



System of  
Environmental  
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Accounting

# BRING THE FUTURE INTO FOCUS

Because broader understanding  
informs smarter decisions



# THE SEEA IS A FRAMEWORK THAT INTEGRATES ECONOMIC, ENVIRONMENTAL AND SOCIAL DATA TO PROVIDE A MORE HOLISTIC VIEW OF THE WORLD.



*With the SEEA,  
a common set  
of data can be  
shared, compared  
and compiled  
with universally  
accepted  
concepts, terms  
and definitions*

How do we evaluate the environment in economic terms? How can we compare the state of the oceans with the state of industry?

Up to this point, indicators for the economy and the environment have never been measured in comparable ways, limiting our understanding and decision making ability. As we confront the challenges of 21st century, we need a more inclusive point of view that standardizes diverse data. Oceans and industry have to be made apples and apples. Only then can we build a more successful and sustainable future.

Members of the United Nations recognize that future world development must be evaluated from a more comprehensive perspective. Our decisions must consider the environment, society and the economy as pieces of a larger picture. Analysts need a better way to compare data and understand the complex relationships that impact global progress, both within and across national borders.

The United Nations created the System of Environmental-Economic Accounting (SEEA) to provide a modern framework for data collection, comparison and reporting. Rather than focusing on one domain, the SEEA aggregates and organizes economic, environmental and social information into a unified framework. Rather than providing a headline indicator, the SEEA is designed to address a wide range of complex questions. By integrating world

data into a coherent model, the SEEA brings our future into greater focus.

The SEEA is a catalyst for modernizing global statistics. For the first time, agencies and departments can share, compare and compile a common set of data with universally accepted concepts, terms and definitions. This gives governments, professionals and civil society a more complete picture for planning and policy decisions. The SEEA informs more nuanced and holistic decisions, promoting sustainable development at a micro and macro level.

Critically, the SEEA adapts to decision-makers' specific needs. The framework is designed to be applicable across all countries, regardless of their level of economic development and structure, or the composition of their environment. The SEEA empowers an enhanced view no matter a country's policies, data sources or statistical capabilities.

Our sustainable development challenges are too vast and far-reaching to be analyzed with segregated data. From seas to silicon, micro-chips to marine life, literacy to logging, our actions and their impacts are increasingly interconnected. To understand the intersection of the environment, economy and society, we need a sharper view and a more powerful toolkit. The SEEA makes isolated data comparable, and complex problems coherent. By viewing our world with greater context and precision, we can advance a better future.



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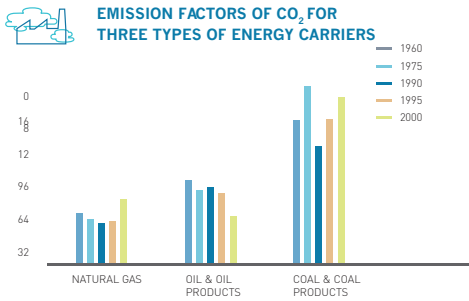


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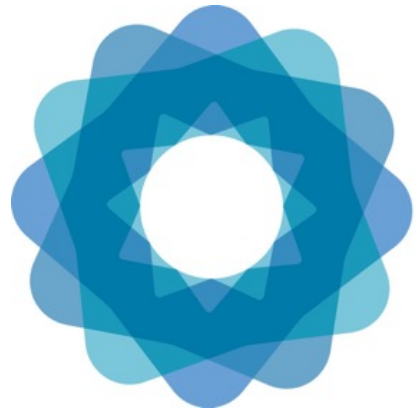
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For further information on this note,  
contact [seea@un.org](mailto:seea@un.org).



**MESSAGING**

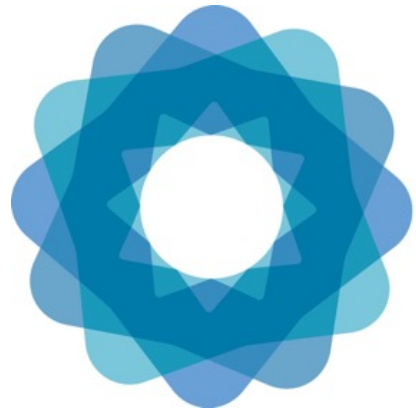


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# Bring the Future into Focus

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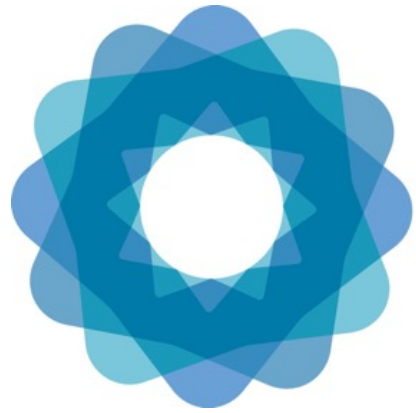
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# Bring the Future into Focus

TAG

Because broader understanding informs smarter decisions

HEADLINE



System of  
Environmental  
Economic  
Accounting

# Bring the Future into Focus

TAG

Because broader understanding informs smarter decisions

HEADLINE

The SEEA is a framework that integrates economic, environmental and social data to provide a more holistic view of the world.

DESCRIPTOR



## System of Environmental Economic Accounting

The member countries of the United Nations recognize that future world development must be evaluated from a comprehensive perspective. The System of Environmental-Economic Accounting (SEEA) was created to provide a complete framework for data collection, comparison and reporting. The system integrates economic, environmental and social data into a coherent model, bringing our future into greater focus.

**BRAND STORY  
SHORT**

**OUTCOMES**

# SEEA COMMUNICATIONS KIT

- SEEA logo
- Messaging
- Branding guidelines
- Graphic design templates
- Slide Presentation (PPT)
- Brochure (2-pager)
- Case Study Guidelines
- Microsoft Word and PowerPoint templates

# SEEA COMMUNICATIONS KIT

- Downloadable materials that can be used to support all communications initiatives

- Registration and archive of uses

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## System of Environmental-Economic Accounting (SEEA)

### About the SEEA

The System of Environmental-Economic Accounting (SEEA) contains the internationally agreed standard concepts, definitions, classifications, accounting rules and tables for producing internationally comparable statistics on the environment and its relationship with the economy. The SEEA framework follows a similar accounting structure as the **System of National Accounts (SNA)** and uses concepts, definitions and classifications consistent with the SNA in order to facilitate the integration of environmental and economic statistics.

The SEEA is a system for organizing statistical data for the derivation of coherent indicators and descriptive statistics to monitor the interactions between the economy and the environment and the state of the environment to better inform decision-making. The SEEA does not propose any single headline indicator. Rather it is a multi-purpose system that generates a wide range of statistics and indicators with many different potential analytical applications. It is a flexible system in that its implementation can be adapted to countries' priorities and policy needs while at the same time providing a common framework and common concepts, terms and definitions. The SEEA **brochure** provides additional information on what environmental accounting has to offer.

A multi-year process of **revision to the System of Environmental-Economic Accounting** was initiated by the **United Nations Statistical Commission**. The revised SEEA consists of three parts: the **Central Framework**, which was adopted by the UN Statistical Commission as the first international standard for environmental-economic accounting; **Experimental Ecosystem Accounting and Applications** and **Extensions of the SEEA**. Subsystems of the SEEA framework elaborate on specific resources or sectors, including: **Energy**, **Water**, **Fisheries**, **Land and Ecosystems**, and **Agriculture**. These 'sub-systems' are fully consistent with the over-arching SEEA, but provide further details on specific topics and try to build bridges between the accounting community and the community of experts in each specific subject area.

### Key Areas

**SEEA Revision**  
Information on the revision of SEEA

**Energy**  
Information on Energy statistics and accounts

**Water**  
Information on Water statistics and accounts

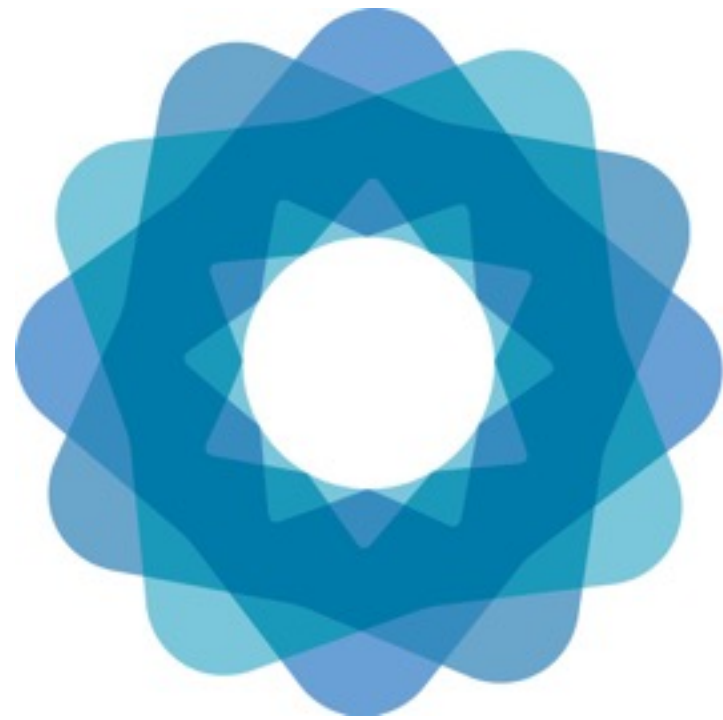
**Land and Ecosystems**  
Information on land and ecosystems

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**IMPERATIVES**

**Visual Identity and Messaging  
should be used across all future  
materials communicating SEEA**





# SEEA

Seeking approval for UNSD to start  
using these tools to promote SEEA

# PROMOTION OF SEEA

# THE NEXT PHASE OF THE PLAN

## UNSD USE:

- Expanding Partnership & alliance access to materials
- Reshaped proposal from 2014 meeting
- Organizations, Institutions gain online access to communication kit
- Potential partners - from NSOs / Aligned advocacy groups / Academic / Broader Consultants / Businesses

# THE NEXT PHASE OF THE PLAN

## LARGER CAMPAIGN FOR GREATER ADOPTION

- Global campaign to promote beyond GSOs



# THE NEXT PHASE OF THE PLAN

## WHY DOES SEEA NEED A GLOBAL CAMPAIGN?

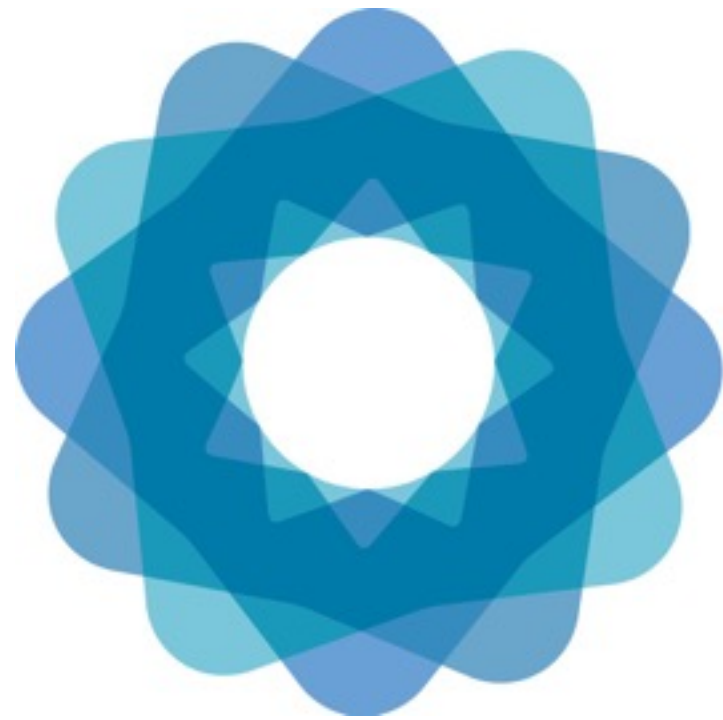
- Respond to local demand
- Publicity surrounding SDGs and similar initiatives creates opportunity to promote SEEA



# THE NEXT PHASE OF THE PLAN

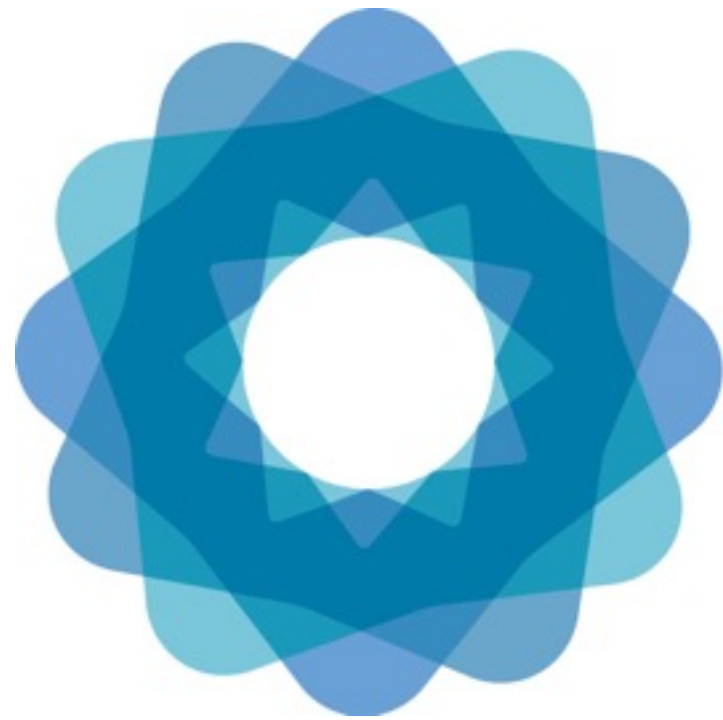
## VISION FOR DEVELOPING GLOBAL CAMPAIGN

- Steering committee
- Campaign concept creation, scoping and planning
- Fundraising
- Approval and Launch



# SEEA

Seeking approval for UNSD to establish  
a steering committee and prepare a  
recommendation to promote SEEA



# SEEA

Seeking approval for UNSD to allow  
partners and alliances access to  
these tools to promote SEEA



**THANK YOU**