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
SEE A VISUAL IDENTITY
System of Environmental Economic Accounting
System of Environmental Economic Accounting
THE MONITORING FRAMEWORK FOR GREEN ECONOMY AND SUSTAINABLE DEVELOPMENT
GRAPHIC DESIGN TEMPLATES
Bringing the Future into Focus
My First SEEA Presentation

The best one by far

6-26-15
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 21st 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

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BROCHURE TEMPLATE
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.

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 a piece 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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For further information on this note, contact seea@un.org.

System of Environmental Economic Accounting
Bring the Future into Focus
Bring the Future into Focus

Because broader understanding informs smarter decisions
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.
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.
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
IMPERATIVES
Visual Identity and Messaging should be used across all future materials communicating 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
Seeking approval for UNSD to establish a steering committee and prepare a recommendation to promote SEEA
Seeking approval for UNSD to allow partners and alliances access to these tools to promote SEEA
THANK YOU