



DEPARTMENT OF ECONOMIC AND SOCIAL AFFAIRS  
STATISTICS DIVISION  
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**Tenth Meeting of the UN Committee of Experts on  
Environmental-Economic Accounting  
New York, 24-26 June 2015**

## **System of Environmental-Economic Accounting: Communications Strategy**

This material was prepared by UNSD

*(for discussion)*

## Background

At UNCEEA 2013 (Agenda item 10) the Committee discussed the notes on the communication strategy for the SEEA. The UNCEEA:

- Expressed general support for the proposed communication strategy<sup>1</sup>.
- Requested that UNSD develop a list of priorities within the communication tools, refine target groups and develop the core message.
- Stressed the importance of proper communication with relevant stakeholders and the public at large in the overall implementation of SEEA.
- Noted the need for dedicated resources and communications and marketing experts to provide inputs into various communication tools and requested that countries and international organizations provide the necessary resources for the implementation of the communication strategy.

UNCEEA members also expressed their views on the target groups for the communication strategy. Members noted<sup>2</sup>:

- That users of the accounts constitute the majority of the groups targeted by the communication strategy and that key messages should be cross-cutting across groups.
- The communications strategy should prioritize policy analysts and other immediate users of the accounts.
- Certain groups such as journalists, NGO's and high level policy makers will need highly aggregated data.
- The strategy could be expanded to include non-traditional target groups for statisticians that impact policy decision.
- A number of communications tools, instruments, channels and activities<sup>3</sup> to be included

## Progress to date

At the UNCEEA 2014 a communications consultant made a presentation on:

- Communications research
- A workshop conducted on March 2nd 2014
- Reported recommending messaging and activities, and
- Presented draft design work

The consultant proposed that the communication campaign should serve two core functions: broad awareness-building and addressing targeted audiences. Moreover, the communications campaign should clearly differentiate the SEEA from other initiatives and create a unique identity of SEEA.

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<sup>1</sup> <http://unstats.un.org/unsd/envaccounting/ceea/meetings/UNCEEA-8-13.pdf>

<sup>2</sup> See Appendix I for a detailed list

<sup>3</sup> <http://unstats.un.org/unsd/envaccounting/ceea/meetings/UNCEEA-8-13.pdf>

The Committee supported producing concise material with easily understandable explanation what the SEEA is in a brochure format. Some members advised to create a toolbox where users could put their data and obtain results in line with SEEA to demonstrate the information obtainable from environmental-economic accounts. Members of the Committee also suggested the extensive use of infographics.

As part of the Advancing the System of Environmental-Economic Accounting (SEEA) Experimental Ecosystem Accounting project funded by the Norwegian Government, two consultants were engaged to continue work on the communications material. The following work has been completed:

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

### **For decision**

- 1) The committee endorses the branding, icons and material produced
- 2) The committee endorses the use of the materials by UNSD and NSOs more broadly
- 3) The committee endorses further work be undertaken to expand the communications campaign and seek communications alliances.

## Appendix I

Target group	Characteristics	Communication	Media
Government	Responsible for policy, funding	Input to vision, high-level needs for SEEA, understanding of potential of SEEA	Presentation at high level meetings/print
Leaders NSI's/ national environmen-tal agencies	Responsible for implementation SEEA at national level	Input to vision, understanding of potential of SEEA, full commitment to implementation strategy	Presentation at high level meetings/print/New sletters
International agencies	Responsible for facilitating implementation SEEA at national and regional level and funding	Input to vision, understanding of potential of SEEA, full commitment to implementation	Presentation at high level meetings/print
Scientists	Responsible for the further development of SEEA	Feedback from implementation and input for further develop ment	Conferences/ Newsletters/Semina rs/ workshops/ print/website
UNCEEA	Responsible for coordination of implementation and further development of SEEA	Feedback from implementation and input for further development	Monitors
NSI-staff	Responsible for the actual implementation and further development of SEEA at national level	Input for knowledge and expertise for actual implementation and further development	Conferences/worksh ops/ Print/ Newsletters
Journalists	Instrumental in reaching a large audience	Input to vision and understanding of potential of SEEA	Brochures/print/we bsite/press kit/ interviews
Business community	Instrumental in achieving Green Growth/Sustainability	Input to vision and understanding of potential of SEEA	Brochures/website
NGO's	Partners in implementation	Input to vision, understanding of potential of SEEA, full commitment to implementation	High level Conferences/ brochures/website/ Newsletters
Civil society	Instrumental in achieving Green Growth/Sustainability	Input to vision of SEEA	Website