



United Nations | DESA
Statistics Division



SUSTAINABLE DEVELOPMENT GOALS

Communicating data in VNRs and engaging data users

Workshop on Preparing Evidence-based Voluntary National Reviews for 2021 HLPF

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The importance of data and evidence-based VNRs

- Data is critical to accurately assessing progress toward the SDGs
- The VNR process brings statisticians, policy makers, civil society and other stakeholders together
- Data is the starting point of the discussion – data availability, accessibility (usability), and literacy are key
- Data increases transparency and trust





User Engagement



Who is a data user?

What do different data users need?

Researchers

- Microdata with detailed metadata
- Survey questionnaires
- Indicator databases

Policy makers

- Policy briefs
- Accessible data portals
- Reports

Media

- Press releases
- Individual interviews
- Ready infographics and charts

Civil Society

- Training materials in local languages
- Brochures
- Accessible data portals





What is user engagement in the VNR data context?

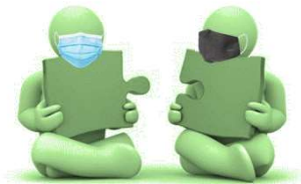
- Two-way communication and a **‘feedback loop’** rather than one-way dissemination of statistics
- Building **trust** in statistics and fostering an open dialogue
- Helping users understand and interpret data – improving **statistical literacy**
- Collaborating to increase **data availability**, improve **data quality** and foster new uses of data and a richer landscape of analysis



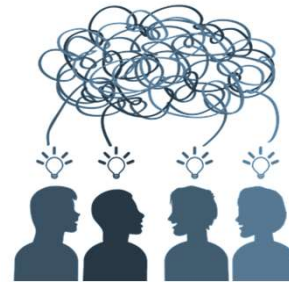
Tools for engagement during the pandemic



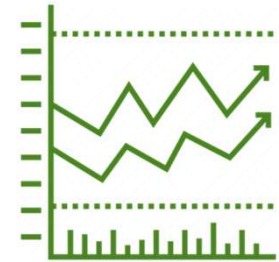
Virtual conferences



Bilateral meetings



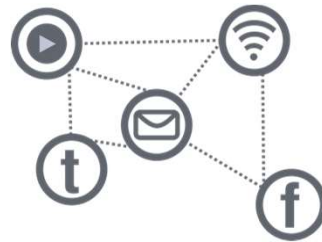
Virtual Focus group consultations



National SDG data platforms



User Satisfaction surveys



Social Media



Toll-free lines



Radio shows

National SDG data platforms

MOZAMBIQUE DATA PORTAL EN | PT Sign Up | Login
 Homepage Data Catalog Gallery SDG NSDP

1 NO POVERTY Goal 1. End poverty in all its forms everywhere

Export Bookmark + Follow

Indicator 1.1.1 Proportion of population below the international poverty line, by sex, age, employment status and geographical location (urban/rural)
 Indicator Availability: Global

Age Group	All age ranges or no breakdown by age	0-4 yrs	5-9 yrs	10-14 yrs	15-19 yrs	20-24 yrs	25-29 yrs	30-34 yrs	35-39 yrs	40-44 yrs	45-49 yrs	50-54 yrs	55-59 yrs	60+
2015	53.5	60.4	60.8	57.7	49.5	43.5	45.2	48.8	51.2	51.4	47.3	43.9	44.9	47.8

Source: Sustainable Development Goals of Mozambique, 2019

Occupation

Senior managers	10.2
University technicians	19.1
Non university technicians	17.3
Administrative	14.0
Non-agricultural workers	41.1

Sex

Male	53.8
Female	53.2

ALPHA This is a development website. We welcome your [feedback](#).

SUSTAINABLE DEVELOPMENT GOALS IN THE KYRGYZ REPUBLIC

Reporting Status News Publications About FAQ English

Kyrgyzstan data for Sustainable Development Goal indicators

Search for Kyrgyzstan statistics for Sustainable Development Goal global indicators.

SUSTAINABLE DEVELOPMENT GOALS IN THE KYRGYZ REPUBLIC



Communicating statistics in the VNR

**Based on Making Data Meaningful Guides from UNECE Statistics*
<https://www.unece.org/stats/documents/writing/>



Some tips on using numbers to tell stories in VNRs

- Present the **most important facts first**, followed by subsidiary points in decreasing importance (inverted pyramid)
- Include a leading paragraph that summarizes key points at the beginning of a section
- Keep it short and simple (**KISS**): applies to not just text but also visuals and graphs

GOOD EXAMPLE of a lead paragraph:

Net profits of non-financial companies in the Netherlands amounted to 19 billion euros in the second quarter of 2008. This is the lowest level for three years. Profits were 11 percent lower than in the second quarter of 2007. The drop in net profits is the result of two main factors: higher interest costs - the companies paid more net interest - and lower profits of foreign subsidiaries.

Source: Statistics Netherlands

Source: http://www.unece.org/fileadmin/DAM/stats/documents/writing/MDM_Part2_English.pdf

- Complex methodologies and details can be presented in the annex/references



Presenting statistics: charts and tables

Tables/charts should be able to stand alone, whether published within a report, article, publication or web page

Tables

- Summary tables
- Larger reference tables (statistical annexes)

Charts / Tables: key elements

- Title: what, where, when?
- Unit of measurement
- Footnote and sources





Charts

Helpful in demonstrating **comparison, changes over time, distribution, correlations, parts of a total**

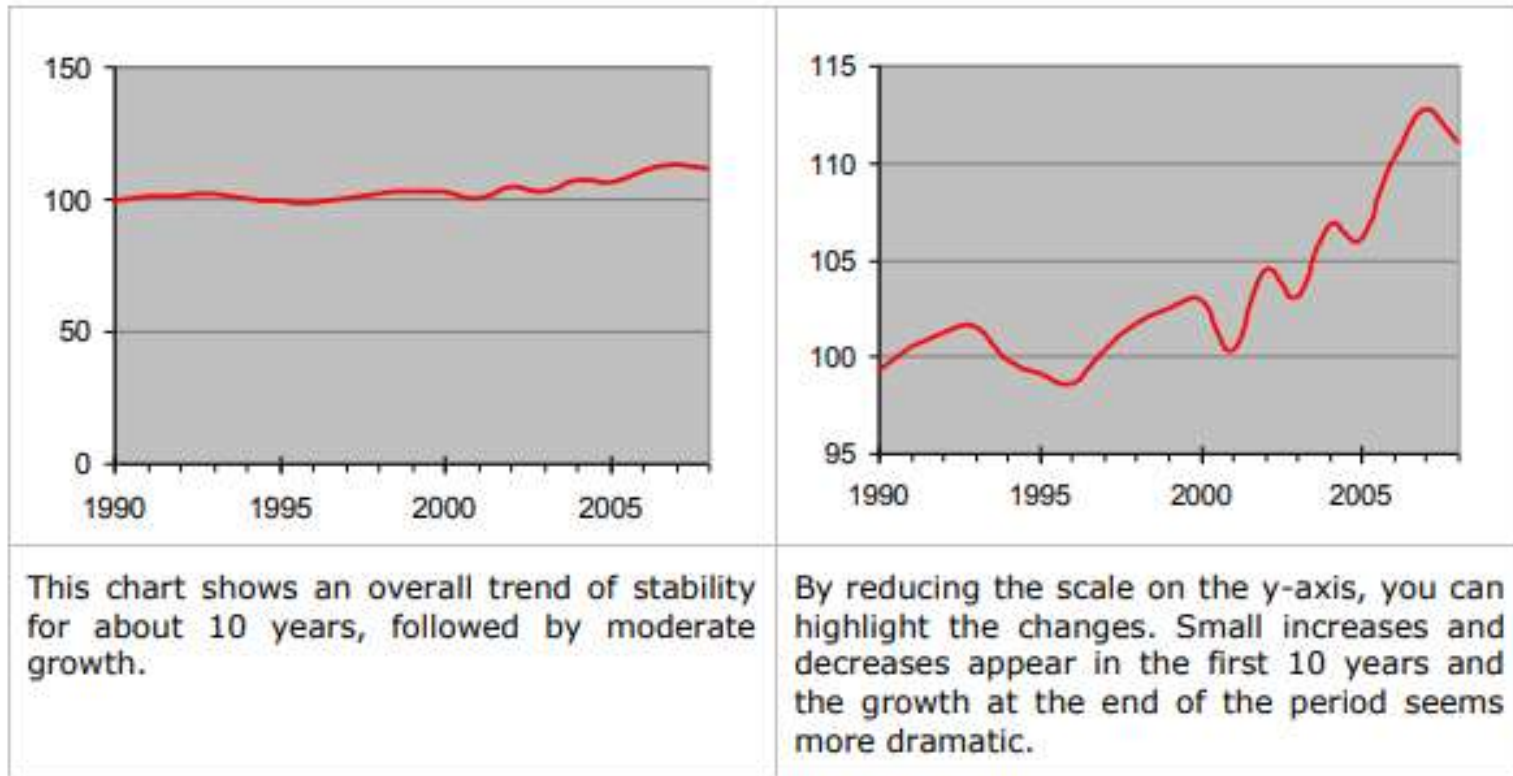
A good chart:

- grabs the reader's attention;
- presents the information simply, clearly and accurately;
- does not mislead;
- displays the data in a concentrated way (e.g. one line chart instead of many pie charts);
- facilitates data comparison and highlights trends and differences;
- illustrates messages, themes or storylines in the accompanying text.





Be careful not to mislead





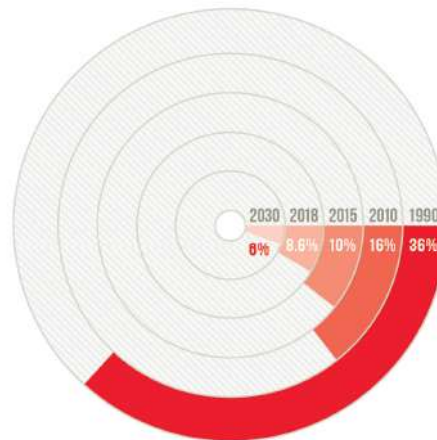
Infographics

Key considerations

- Keep it simple and streamlined
- Focused: one topic a time
- Illustrate key messages with data
- Work with graphic designers
- Choose appropriate icons
- Balance visual and written information
- Review and revise

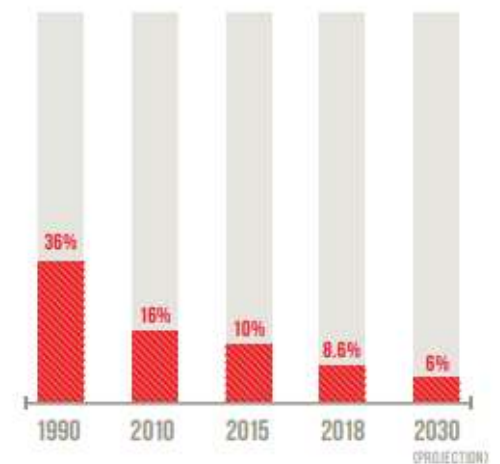
UNCLEAR

THE WORLD
IS NOT ON TRACK TO
END POVERTY BY **2030**



BETTER

THE WORLD
IS NOT ON TRACK TO
END POVERTY BY **2030**

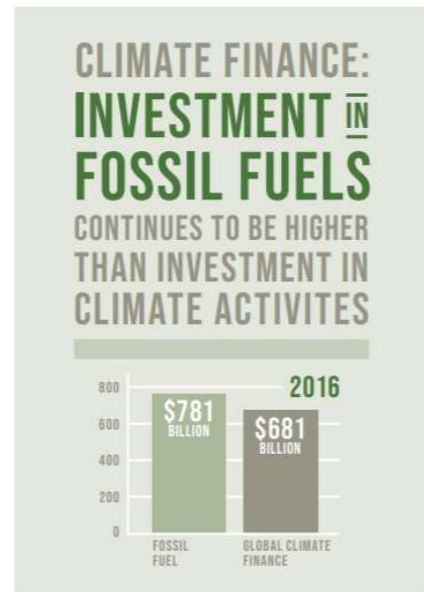




Infographics – Examples from SDG Report



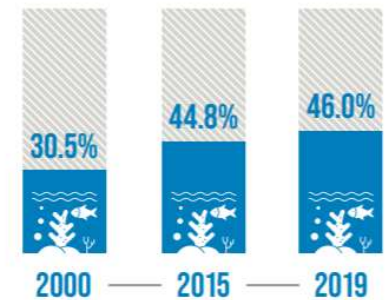
TWO IN FIVE
HEALTH CARE FACILITIES
WORLDWIDE HAVE
NO
SOAP AND WATER OR
ALCOHOL-BASED
HAND RUB
(2016)



WOMEN
MUST BE REPRESENTED FAIRLY
IN PANDEMIC-RELATED LEADERSHIP ROLES



**GLOBAL MARINE KEY
BIODIVERSITY AREAS
COVERED BY PROTECTED
AREAS INCREASED**





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Thank you