

# HOW TO COMMUNICATE ABOUT SDGS ON A NATIONAL LEVEL



**Annette Pfeiffer**  
Head of Section  
Supra- and international Coordination  
German Federal Statistical Office

# 2030 Agenda - what are we talking about?

**CHINADAILY** 26/09/2015  
中国日报

“A momentous sustainable development agenda”

**OUTLOOK** india .com 24/09/2015

“This agenda is making things happen.”

**H** 16/06/2016  
THE HUFFINGTON POST

“A new global blueprint for change”

**The Sydney Morning Herald** 16/09/2015

“the most sweeping agenda ever”

**theObserver** (Uganda) 14/10/2015  
“addressing the universal need for development”

**DAILY STAR** (UK) 28/04/2016  
“The 2030 Agenda points to the National Statistics Offices”

# Bigger – global – more complex

universal agenda  
for all 193 UN countries



developing  
countries

8 goals



German strategy since 2002  
4 guidelines, 21 key indicators

complex  
political  
programme

17 goals,  
169 targets,  
231 global indicators

# How do we communicate about SDGs?

- Provide guidance to users
- Explain the political framework of the 2030 Agenda
- Concise presentation of huge amounts of data
- Build upon tried and tested instruments!



Director-General Dieter Sarreither in an interview after a press conference

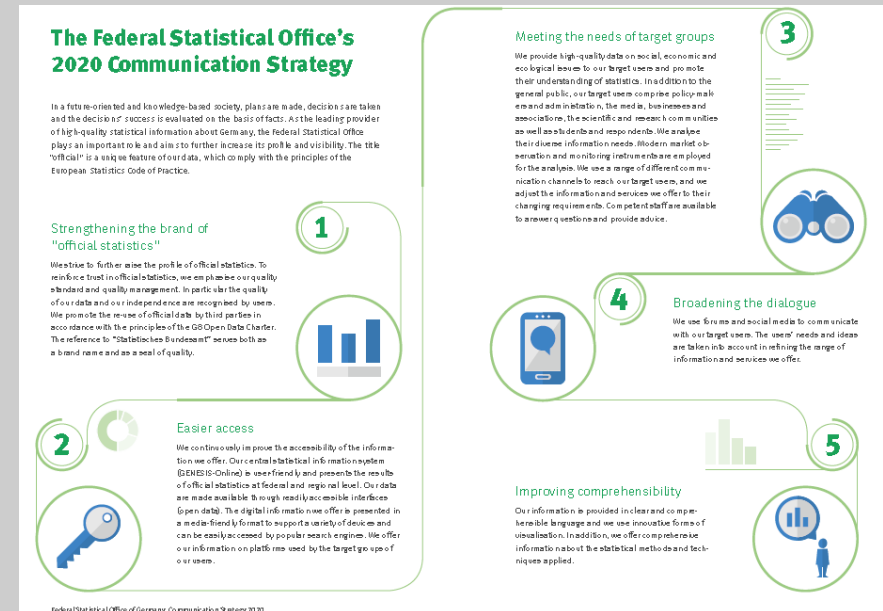
# Destatis Communication Strategy

Short and clear, only 5 articles

Based on:

⇒ European Code of Practice

⇒ UN Fundamental Principles



# Strengthening the brand of “official statistics”

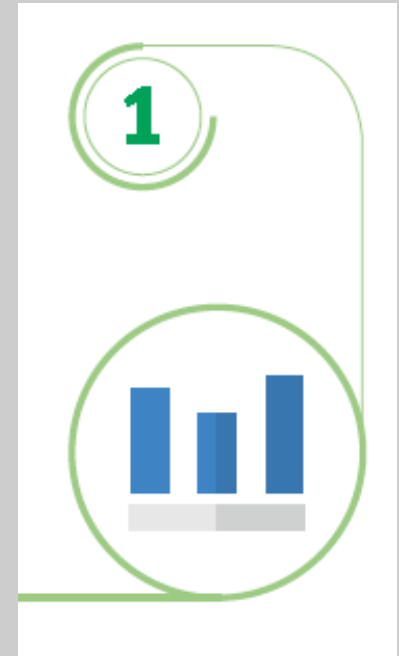
**To enhance trust in official statistics**

⇒ **Quality data, quality standard, quality management.**

⇒ **Independence**

**Promoting re-use of official data by third parties**

⇒ **according to G8 Open Data Charter**



# Easy access

**Improving the access to information**

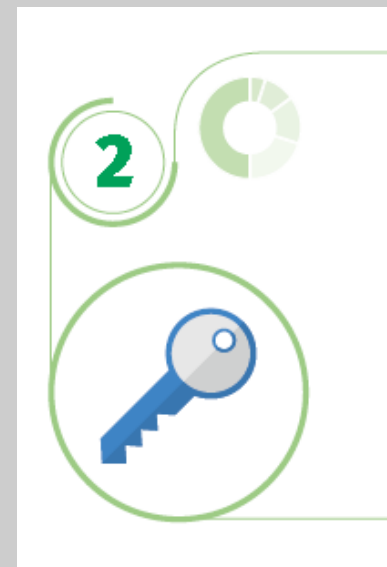
⇒ **media-friendly formats**

⇒ **support of popular search engines**

⇒ **Platforms used by our target groups**

**Central data base: GENESIS-Online**

⇒ **user-friendly interfaces, open data.**



# Meeting the needs of target groups

**Tailor-made information**

**Promotion of understanding of statistics.**

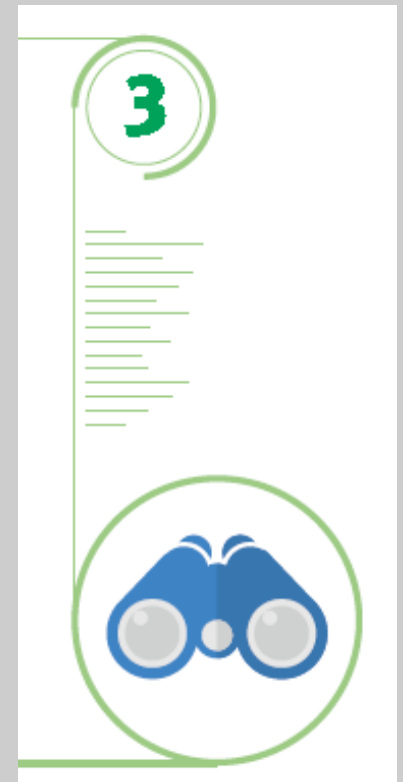
**Analyzing diverse information needs**

⇒ **Market research**

⇒ **Customer surveys**

**Different communication channels**

**Adopting of services to changing requirements**



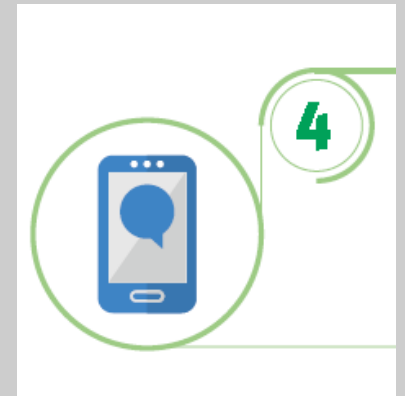


# Broadening the dialogue

**Using of forums and social media to communicate**

**Discussing users' ideas and suggestions**

**Refining of offered information and services**

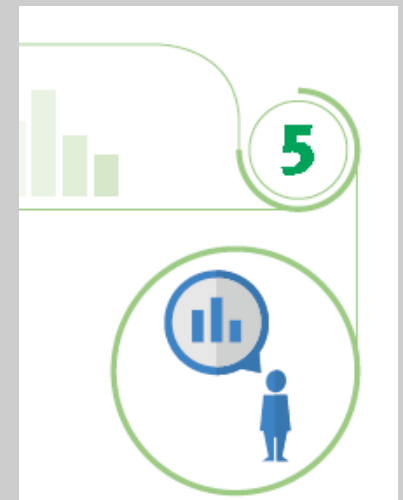


# Improving comprehensibility

**Clear language**

**Innovative visualization**

**Explain methods and techniques applied.**



- Indicators
  - Short-term indicators
  - Sustainable development indicators
  - Globalisation indicators
  - Bureaucracy costs
- National economy & environment
- Economic Sectors
- Society & state
- Countries & regions

## Indicators

### UN Sustainable Development Goals (SDGs)

The UN General Assembly adopted the resolution on a Post-2015 Development Agenda as a result of the UN Sustainability Summit in September 2015. The total of 17 Sustainable Development Goals (SDGs) aim to substantially improve the living conditions of all people now and in future generations and to protect the planet Earth.

Recently the United Nations have published an initial overview of global results, now data are also available for Germany.

#### What is the agenda 2030?

The 2030 Agenda for Sustainable Development is a global action plan of the United Nations for the people, the planet, and for prosperity. In setting up the Agenda, the United Nations Member States have developed a road map to transforming the world for the better, that is, to a sustainable transformation of the society, the economy and the environment until 2030.

#### The review process to monitor implementation

To check whether a goal has actually been achieved or not and how much way is ahead, a group of experts commissioned by the United Nations Statistical Commission (UNSC) has developed a first global indicator set for the SDGs. Germany is represented in this group of experts by the Federal Statistical Office.

The set of indicators is an important basis of the so-called "review process". This process will last until 2030 and is voluntary. The High-level Political Forum on Sustainable Development (HLPF) is responsible for steering the global review process.

#### Current state of implementation in Germany

Although the indicators are mainly aimed at measuring the international rather than the national goal achievement, many global indicators can also be calculated nationally. Germany is one of the pioneers in providing national data for the international indicators. The compilation of roughly 100 indicators available for Germany is based both on official statistics and on other sources.

There are several reasons for the fact that statistical data are available for a large number but not all globally agreed indicators: some internationally relevant indicators cannot be calculated in a meaningful way for Germany, or they can only be addressed politically instead of being measured in statistical terms. Regarding other indicators, not all basic statistical data are available yet. In some cases, however, data are available for

#### PUBLICATION



Transforming our world: the 2030 agenda for sustainable development

#### REPORTS

- German report of the Federal Government
- Global report of the UN-Secretary-General
- Statistical Annex (global report)

#### SUSTAINABLE DEVELOPMENT GOALS



Information on all 17 Sustainable Development Goals can be found on the website of the United Nations

#### FURTHER INFORMATION

- UN-Statistical Division: SDG indicators
- UN-High-level Political Forum on Sustainable Development

- Indicators
  - Short-term indicators
  - Sustainable development indicators
  - Globalisation indicators
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Indicators

## How the SDGs relate to official statistics

A set of 17 goals and 169 targets designed to improve the living conditions worldwide: but how to monitor whether a goal has been achieved and follow up the progress made? How to judge whether the overall SDG system is developing in the right direction? And how to identify the actions and adjustments still required?

Answers to these questions are to be given by a so-called review process, a complex reporting system that is currently being constructed both at national and international level.

And this is where statistics come into play: the United Nations Statistical Commission (UNSC) was tasked to develop, together with the national statistical offices, indicators for the goals and targets to be used in the review process to measure the progress made towards achieving the goals. This initiated a procedure in which the Federal Statistical Office has played a very active role.

### Set of indicators to monitor goal achievement as part of the review process

The Inter-Agency and Expert Group on SDG Indicators (IAEG-SDGs) set up by the [UN Statistical Commission](#) has developed a first set of [indicators for the goals and targets](#). This worldwide body is composed of 28 UN Member States, among them Germany which is represented by the Federal Statistical Office. The process of developing indicators for implementing the SDGs and the Post-15 Development Agenda has been extremely transparent. Not only the representatives of the statistical offices of the Member States have been requested to provide suggestions and assessments; UN organisations, non-governmental organisations, civil society as a whole and other players have been invited to contribute, too. The [set of indicators](#) is available from the website of the Statistical Commission.

Officially, this first indicator set (there is agreement that it will require continuous expansion and adjustment) was adopted at the UN Statistical Commission's forty-seventh session in March 2016. In June 2016, the indicator set passed the UN Economic and Social Council (ECOSOC). As a next step, it will be submitted to the General Assembly in September 2016.

The set of indicators as such will provide the quantitative basis for the [review process](#), a complex reporting system designed, as explained above, to underpin and review the implementation and achievement of goals of the Post-2015 Agenda for Sustainable Development both at national and international level from 2016 onwards. At the UN level, the High-Level Political Forum on Sustainable Development (HLPF) set up recently will be responsible for steering this process.

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### FURTHER INFORMATION

- [UN-Statistical Division: SDG indicators](#)
- [UN-High-level Political Forum on Sustainable Development](#)

## Data for Germany



The Agenda 2030 comprises 17 goals. A global set of indicators has been developed to monitor the goal achievement. A first compilation of data for Germany is now available.

→ [Indicator set for Germany](#)

### Five core messages

#### → People

We are determined to end poverty and hunger, in all their forms and dimensions, and to ensure that all human beings can fulfil their potential in dignity and equality and in a healthy environment.

#### → Planet

We are determined to protect the planet from degradation, including through sustainable consumption and production, sustainably managing its natural resources and taking urgent action on climate change, so that it can support the needs of the present and future generations.

#### → Prosperity

We are determined to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social and technological progress occurs in harmony with nature.

#### → Peace

We are determined to foster peaceful, just and inclusive societies which are free from fear and violence. There can be no sustainable development without peace and no peace without sustainable development.

#### → Partnership

We are determined to mobilize the means required to implement this Agenda through a revitalized Global Partnership for Sustainable Development, based on a spirit of strengthened global solidarity, focused in particular on the needs of the poorest and most vulnerable and with the participation of all countries, all stakeholders and all people.

# Website – Center of Communication on SDGs

SDG\_TotalXLS.xlsx [Schreibgeschützt] - Microsoft Excel

Datei Start Einfügen Seitenlayout Formeln Daten Ansicht Überprüfen Entwicklertools Acrobat

Einfügen Schriftart Ausrichtung Zahl Bedingte Formatierung Als Tabelle formatieren Zellenformatvorlagen Formatvorlagen Einfügen Löschen Format Zellen Sortieren und Filtern Suchen und Auswählen Bearbeiten

A1 f<sub>x</sub> Goal 1 End poverty in all its forms everywhere

Goal 1 End poverty in all its forms everywhere											
Target	Global Indicator (Short Name)	Data Source/ Remarks	Name of Data Set	Unit	Time Series						
					2010	2011	2012	2013	2014	2015	
Target 1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day	1.1.1 Population below international poverty line	-	-	-	-	-	-	-	-	-	-
Target 1.2 By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions	1.2.1 Population below national poverty line	Destatis	At-risk-of-poverty rate according to Eurostat definition	%	15,8	16,1	16,1	16,7	-	-	-
			female	%	16,8	17,2	17,2	17,4	-	-	
			male	%	14,9	14,9	15,0	15,9	-	-	
			below 18 years	%	15,6	15,2	14,7	15,1	-	-	
			18-64 years	%	16,4	16,6	16,9	17,2	-	-	
1.2.2 Population living in poverty	Destatis	At-risk-of-poverty rate according to Eurostat definition	%	15,8	16,1	16,1	16,7	-	-	-	
		female	%	16,8	17,2	17,2	17,4	-	-		
		male	%	14,9	14,9	15,0	15,9	-	-		
below 18 years	%	15,6	15,2	14,7	15,1	-	-				
Target 1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable	1.3.1 Population covered by social protection floors/systems	-	-	-	-	-	-	-	-	-	
Target 1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance	1.4.1 Population living in households with access to basic services	-	-	-	-	-	-	-	-	-	
	1.4.2 People with secure tenure rights to land, with legally recognized documentation and who perceive their rights to land as secure, by sex and type of tenure	-	-	-	-	-	-	-	-	-	
Target 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters	1.5.1 Number of deaths, missing persons and persons affected by disaster	-	-	-	-	-	-	-	-	-	
	1.5.2 Direct disaster economic loss	-	-	-	-	-	-	-	-	-	
	1.5.3 Countries with national and local disaster risk reduction strategies	-	-	-	-	-	-	-	-	-	
Target 1.a Ensure significant mobilization of resources from a variety of sources, including through enhanced development cooperation, in order to provide adequate and predictable means for developing countries, in particular least developed countries, to implement programmes and policies to end poverty in all its dimensions	1.a.1 Resources allocated by the government directly to poverty reduction programmes	Destatis	Spending on economic development aid (COFOG group 01.2) to total COFOG spending	%	0,6	0,7	0,7	0,6	0,7	-	
	1.a.2 Spending on essential services (education, health and social protection)	Destatis	Spending on education development aid (COFOG section 09) to total COFOG spending	%	9,2	9,5	9,6	9,6	9,7	-	
			Spending on health development aid (COFOG section 07) to total COFOG spending	%	14,7	15,2	15,4	15,8	16,3	-	
			Spending on social sector	%	42,1	42,0	42,3	42,3	42,4	-	

# National Sustainable Development Strategy

## SUSTAINABLE DEVELOPMENT IN GERMANY

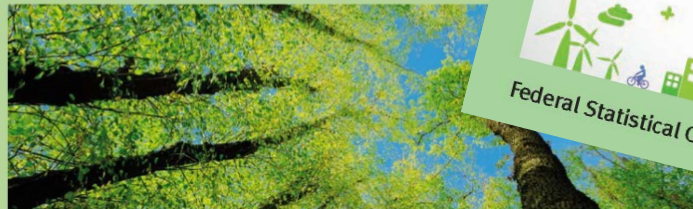
Indicator Report 2010



Federal Statistical Office of Germany

## SUSTAINABLE DEVELOPMENT IN GERMANY

Indicator Report 2012



Federal Statistical Office of Germany

Nachhaltigkeits-  
strategie  
für Deutschland

## SUSTAINABLE DEVELOPMENT IN GERMANY

Indicator Report 2014











Federal Statistical Office of Germany

Nachhaltigkeits-  
strategie  
für Deutschland

# Overview - Performance - Trends

Annex

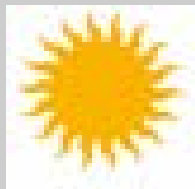
No.	Indicator areas Sustainability axiom	Indicators	Goals	Status	5 year trend <sup>1</sup>
<b>I. Intergenerational equity</b>					
1a	<b>Resource conservation</b> <i>Using resources economically and efficiently</i>	Energy productivity	To be doubled between 1990 and 2020		t
1b		Primary energy consumption	To be reduced by 20 % by 2020 and 50 % by 2050 compared to 2008		nt
1c		Raw material productivity	To be doubled between 1994 and 2020		t
2	<b>Climate protection</b> <i>Reducing greenhouse gases</i>	Greenhouse gas emissions	Reduction by 21 % by 2008-2012 (average for those years), 40 % by 2020 and 80 to 95 % by 2050, compared to 1990 respectively		nt
3a	<b>Renewable energy sources</b> <i>Strengthening a sustainable energy supply</i>	Share of renewable energy sources in final energy consumption	To be increased to 18 % by 2020 and 60 % by 2050		t
3b amended		Share of renewable energy sources in electricity consumption	To be increased to 40 % to 45 % by 2025, to at least 55 % to 60 % by 2035 and to at least 80 % by 2050		t
4	<b>Land use</b> <i>Sustainable land use</i>	Built-up area and transport infrastructure expansion	Increase to be reduced to 30 hectares a day by 2020		t
5	<b>Species diversity</b> <i>Conserving species – protecting habitats</i>	Species diversity and landscape quality	Increase to the index value of 100 by 2015		t <sup>2</sup>

1 t = trend, nt = no trend, nc = not calculated. – 2 10 year trend.

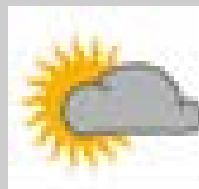


# Visualisation „Good and bad weather“

- Illustration of indicator status and trends
- First impression of developments



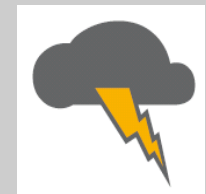
**Very good**  
Target (nearly)  
achieved



**OK**  
Small gap to  
target value



**Satisfactory**  
Big gap to  
target value



**Bad**  
Worse  
development

# In detail - Example Smoking rates

For adolescents (purple)



goal of 12 % is reached

For adults/15+ (red)



goal of 22% - gap of 4pp

## II. Quality of life

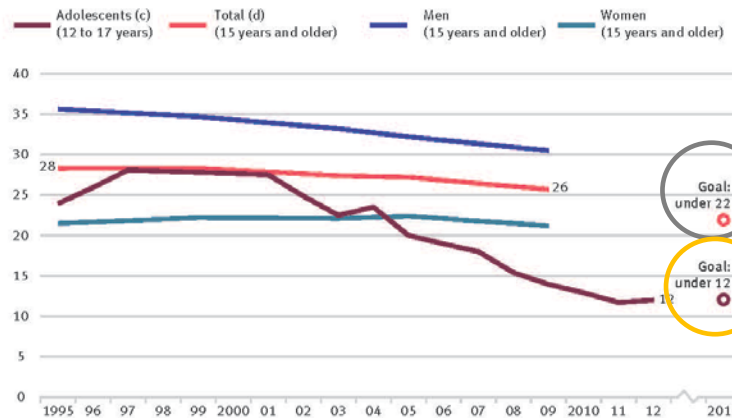
### Health and nutrition

Living healthy longer



#### Smoking rate

Share in % of those polled



Source: Federal Statistical Office, Federal Centre for Health Education

#### 14c, d Smoking rates amongst young people and adults

Smoking tobacco products can lead to considerable damage to health and premature death. Not only the smokers themselves are affected. Non-smokers exposed to tobacco smoke are not only annoyed by the smoke, they may also become ill. It can be observed that adolescents are guided by social role models in their smoking behaviour, in order to appear more grown up. The two partial indicators on smoking behaviour show the percentage of polled adolescents between 12 and 17 years of age (14c) and those 15 years old and older (14d), who occasionally or regularly smoke. The Federal Government is pursuing the goal of reducing the percentage of juvenile and adolescent smokers to under 12% by 2015, and that of smokers of 15 years of age and older to under 22%.

In the group of adolescents between 12 and 17 years of age, the proportion of smokers increased from 24% (1995) to 28% (1997 and 2001), but since then dropped tobacco to 12% by 2012 (data from the Federal Centre for Health Education). Here, how-

# THANK YOU FOR YOUR ATTENTION

Annette Pfeiffer

Phone: +49 611 75 44 86

[annette.pfeiffer@destatis.de](mailto:annette.pfeiffer@destatis.de)

[www.destatis.de](http://www.destatis.de)

