10 Learning Areas for SDG Communications

Discussion Note for the
OECD DevCom Peer Learning Hub

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Introduction

The Sustainable Development Goals (SDGs) change the game for communicators in development institutions.

➢ They provide communicators with a **formal mandate and specific targets** to raise awareness, build knowledge and inspire people for sustainable development.
➢ They **transform the development story** that communicators need to tell about how development happens, and about what their organisations are doing to help.
➢ They oblige communicators to understand and engage with **new audiences**, and to collaborate with **new partners** in order to reach those audiences.

This Note explores the implications of the SDGs for development communicators. It then proposes a framework of ten "learning areas" for development institutions to bear in mind when developing their SDG communications strategies and campaigns. It highlights early examples of public engagement on the SDGs and identifies resources that can help communications teams get started and become more strategic about their SDG work.

Prepared by the OECD Development Communication Network (DevCom), this Note represents a first step towards a new *DevCom Peer Learning Hub for SDG Communicators*. The aim is to help communicators adapt to the "SDG era" by:

> Help bring the DevCom Peer Learning Hub to life: **tell us how you are mobilising citizens for the SDGs**!
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1. Providing them with a **framework and principles** to help approach the SDGs and decide on strategic priorities for public engagement.
2. Showing them what their peers in other countries are doing in real time, identifying **good practices, innovation, lessons and challenges** as they emerge.
3. Promoting face-to-face and "virtual" **peer learning and collaboration**.
4. Ensuring that they have access to the **resources, tools and advice** being developed in the UN system, the OECD, the European Commission and elsewhere.

The idea is not to provide ready-made best practice in SDG communications. Different practices are required in different contexts, and, in these early stages of SDG communications, lessons and good practices will emerge with time.

A. Implications of the SDGs for development communicators

A formal mandate for SDG communicators

The SDGs can only be achieved if governments manage to mobilise and engage their citizens and other stakeholders into action. Global leaders have not just agreed that the 2030 Agenda is "of the people, by the people, and for the people". They have also adopted specific targets on awareness-raising, education and access to information.

> *Millions have already engaged with, and will own, this Agenda. It is an Agenda of the people, by the people, and for the people – and this, we believe, will ensure its success.*
>
> **2030 Agenda for Sustainable Development**

- **SDG Target 4.7** sees all learners acquiring the knowledge and skills needed to promote sustainable development and global citizenship;
- **Targets 12.8 & 13.3** call for public awareness and education to promote sustainable consumption and production, and climate change;
- **Targets 16.6 & 16.10** require countries to establish accountable and transparent institutions, and to ensure public access to information.

These commitments constitute a direct mandate for SDG communicators. They imply that countries need to **recognise the importance of public support** and engagement in their SDG strategies, policies and budgets.

Going further, countries need to **set goals for public awareness**, to **incorporate the SDGs into communications strategies and education programmes**, and to **track progress** in strengthening public awareness and engagement. In short, they need to make SDG communications a strategic priority.

The obligation to engage with citizens can also be seen as part of a broader effort among public institutions to **rebuild trust among citizens**. Recent OECD work recommends that public institutions need to improve openness across the board and promote more inclusive policy making and consultations.

Crafting new narratives for sustainable development

As countries recognise the strategic imperative of engaging citizens, they will need to address a crucial question: what do development institutions actually need to tell citizens and other stakeholders about the SDGs? How do the SDGs change the narrative? Looking at the core features of the SDGs helps highlight the communications challenge:

First, the **SDGs are a large, holistic and long-term set of goals**, difficult to distil into simple and compelling messages. With citizens in many OECD countries expressing fears about globalisation, migration, conflict and terrorism, can communicators manage a conversation on longer-term global efforts for sustainable development?

Second, the **SDGs put development cooperation into perspective**, requiring a more humble and nuanced narrative about the role of foreign aid. Development cooperation is just one policy area among many, and aid is just one source of finance. Such a narrative is difficult to adopt when donor institutions are under growing **pressure to demonstrate results and brand** their own contributions to broader global efforts.

Third, the SDGs are a **universal agenda, requiring progress at home and abroad**. This is an opportunity to show how the futures of all people are interdependent: development cooperation is "win-win"; a symptom of "enlightened self-interest". However, such narratives represent a risk when they gloss over real tensions between national interests in donor countries and "altruistic" development efforts.

Understanding SDG audiences and listening to them

The SDGs were designed through an unprecedented series of consultations at national, regional and global levels. This would suggest that the SDGs enjoy a high degree of **legitimacy and buy-in among citizens** and other stakeholder groups. Moreover, surveys like Eurobarometer reveal continued high levels of public support for development work.

However, surveys also show that citizen trust in public institutions is declining. In a global political climate where migration and security issues dominate the public debate, we **cannot take public support for longer-term development agendas for granted**. Moreover, reliable survey data on the SDGs remains scarce.

In order to design effective SDG campaigns and craft engaging messages, SDG communicators **need to understand what different constituencies know and think** about the SDGs. As suggested at the 2016 DevCom Workshop on [Digital Media and the Global Goals](#), development institutions also need to **become better listeners**, providing audiences with opportunities to help shape new SDG policies and programmes.

Forging new partnerships

The SDGs are a **whole-of-government endeavour** and, in most countries, SDG efforts are not being overseen by development ministries. New institutional coordination mechanisms are being established, often at centres of government. Development communicators will not just need to find new narratives to describe the SDG contributions of their institutions. They will also need to forge relationships, coordinate messages and align campaigns with colleagues in other government departments. These colleagues may not be familiar with or receptive to the language of development.

The SDGs are also a **whole-of-society endeavour**, requiring both individual and collective action from governments, civil society organisations, businesses, foundations and many other non-state actors. Indeed, partnerships are emerging as a key modality for the delivery of the SDGs. However, there are also vocal sceptics, who may be concerned that governments are abdicating responsibilities or suspicious of the motives of non-state actors.

Communicators will need to address important questions:

- How can we communicate with diverse non-state actors in order to mobilise them for the SDGs? What messages will engage and inspire different constituencies?
- What narratives should we use to describe the contributions of different non-state actors and multi-stakeholder partnerships? How do we address the sceptics?
- How can non-state actors help us engage with broader constituencies? What are the potential benefits and risks of joint campaigns?

Making the most of digital technologies and innovation

Digital media has transformed the global conversation on development, and many development institutions have incorporated the SDGs as a colourful feature of their work on social media. However, a recent DevCom survey suggests that DevCom members could do much more to make the most of digital technologies.

At a DevCom Workshop on Digital Media, participants discussed trends and identified success factors of social media campaigns. Here are just some of them:

- Alongside corporate accounts, encourage organisational **leaders, personalities and field staff to create and contribute content**, and provide them with relevant guidance and training;
- Rather than centralising messages, provide **platforms for "real people"** to share stories and participate in campaigns;
- Make better use of analytics in order to understand audiences and target campaigns;
- Use **innovative tools to make performance data and reports more attractive** and interactive.

Mobilise resources for public engagement

Engaging with the public requires resources and the ambition of the SDGs would suggest that mobilising citizens and communicating with them has become more crucial than ever. Yet, communications budgets in DevCom member institutions are under immense pressure. This is not only because aid budgets generally are under pressure, but also because communications activities are among the first to be scaled back when aid is redeployed.

In a whole-of-government SDG effort, who will have the resources and mandate to tell the development story? In recent years, a number of development communications teams have been reduced in size or subsumed by the communications teams of foreign ministries. In foreign ministries, however, communications positions are not always occupied by communications specialists, but by diplomats who may have strong communications skills, but are rotated back into other positions before they can bring about strategic change.

B. Ten Peer Learning Areas for SDG Communicators

In light of the above reflections on the SDGs and drawing on DevCom's 3 years of experience in promoting peer learning and good practices, we can identify ten learning areas that will become important for SDG communicators during the months and years to come. These learning areas, listed in the table below, can be structured into three groups:

- Strengthening the **vision and strategy** for public engagement;
- Understanding today's **audiences** and forging new **partnerships**; and
- Employing **effective and innovate tools and resources.**

TEN PEER LEARNING AREAS
VISION & STRATEGY
1   Recognise the importance of public support
2   Set goals for public awareness and track progress
3   Adapt your narratives and campaigns to the SDGs
4   Bring the SDGs into development education
PEOPLE & PARTNERSHIPS
5   Understand and listen to your audiences
6   Communicate "whole-of-government"
7   Engage with non-state actors to broaden your reach
TOOLS, RESOURCES & INNOVATION
8   Make effective use of new technologies
9   Innovate in presenting results and performance data
10   Mobilise resources for public engagement

This section takes each of these learning areas in turn and:

- Identifies questions that could guide further peer learning;
- Provides a short overview of how DevCom members are approaching the area, including examples that members have shared in interviews with the Secretariat;
- Highlights international resources and initiatives that can guide further progress.

I.   Recognise the Importance of Public Support

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
How do national SDG strategies recognise and value the importance of public support and engagement? Do strategies articulate specific actions to help mobilise public support, engage citizens and build awareness for the SDGs? Are there specific provisions for: - public consultations on SDG policies? - transparency on SDG efforts? - results reporting? Does public engagement feature in the work plans and discussions of SDG coordination mechanisms?	Finland, France, Norway and Switzerland are among the countries to have submitted reviews to the UN High Level Political Forum (HLPF) Finland's report to the HLPF confirms multi-stakeholder participation as one of its highest priorities. It commits to "a strengthened communications plan, to be designed together with civil society organisations and other stakeholders." Finland's "Society's Commitment to Sustainable Development" was updated in 2016 and is a unique to tool promote broad ownership of the agenda. Canada and the EC have recently conducted public consultations on new development policies that incorporate the SDGs. Others are planning similar exercises in the near future. Switzerland is developing a framework that permits different constituents to contribute ideas and examples of actions for specific SDG targets. This year's Annual Conference of the Swiss Agency for Development and Cooperation focused on the 2030 Agenda.	In 2016, more than 20 countries submitted voluntary reviews on their SDG strategies to the **UN High Level Political Forum**. Many more will follow in 2017. The Global Partnership for Effective Development Cooperation reports good progress in aid transparency. The **OECD Development Assistance Committee** is revising the methodology for its Peer Reviews, including its approach to communications.

II.   Set Goals for Public Awareness and Track Progress

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Do SDG strategies articulate specific goals for public awareness? Do public engagement strategies include goals for SDG awareness? How will countries monitor the SDG targets related to awareness-raising, information and skills for sustainable development and global citizenship?	Most countries conduct polls in regular intervals (ranging from every year to every 3 or 4 years), and, in recent polls, have replaced questions on the MDGs with SDG questions. However, doubts are being voiced about polling methodology and baselines for improvement. Some members consider it too early to measure awareness. Sweden's (SIDA) communications strategy sets goals related to awareness and support of the 2030 Agenda and SDGs. The goals apply to both SIDA itself and the NGOs that receive financial support from SIDA. The goals are not quantitative. In a Swedish poll in October 2015, more than 50% of respondents said they had heard about the global goals, but about 78% could not provide an example of a goal.	The **UN SDG Action Campaign** has set a target of making 2 billion people aware of the SDGs and "activating" 700,000 for the goals. The **Technical Co-operation Group for SDG 4 (Education 2030)** has endorsed a set of five indicators to monitor SDG 4.7, related both to the provision of relevant education (through curricula, textbooks and teaching practices) and to the knowledge acquired. The **Global Education Monitoring Report and UNESCO** have begun developing codes to analyse how textbooks and curricular frameworks approach human rights; gender equality; peace, non-violence and human security; sustainable development; and global citizenship/ interconnectedness The **OECD Programme for International Student Assessment (PISA)** plans to assess "global competence" of 15-year-olds in 2018 and already has data for environmental awareness. To monitor SDG 16, the OECD proposes to measure the share of the population having confidence in at least 3 institutions, using the Gallup World Poll as a source.

III.   Adapt Your Narratives and Campaigns to the SDGs

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Are countries running specific campaigns on the SDGs? What are the strategic objectives? How strongly does the *SDG agenda* feature in campaigns as opposed to messages on specific goals? What is the SDG storyline? - How are narratives addressing the universality of the SDGs - i.e. the fact that sustainable development requires progress at home and abroad? - How are narratives articulating the role of aid, bilateral and multilateral development cooperation? - How are countries balancing "win-win" messages with messages that focus squarely on the needs of developing countries?	While some countries are applying an SDG lens to much of their communications work, others have been more reluctant to engage with the public, waiting for governmental priorities to be set and roles and responsibilities to be divided. Several countries are using MDG success stories to build support for the SDGs, highlighting that there is "unfinished business". There are advantages in linking "the world's most important to-do lists". However, there is also a risk that stakeholders will simply see the SDGs as "MDG+". Some countries are trying to shift the focus to the domestic agenda. Most countries embrace the "universality" of the SDGs. They communicate about development cooperation as an investment with mutual benefits. However, not all development institutions are comfortable with "we're all in this together" messages. They are concerned with a growing tendency to move towards "national interest" messages about aid and development cooperation. Several countries have developed narratives around the "leave no one behind" message, highlighting the SDG focus on inequality. Created by Denmark and the UN, the **World's Best News** campaign aims to create positive momentum for the SDGs by convincing even sceptics that the world is making progress. Sister initiatives have emerged in Ireland, the Netherlands, Norway and Finland, and the campaign was promoted across Europe as part of the **European Year for Development**. Some countries report that they prefer to avoid the complexity of 17 goals in favour of the five "Ps" of the SDGs, which also helps move the narrative beyond the environment pillar (since many people associate the concept of sustainable development with the environment only). There are also debates about terminology: SDGs vs. Global Goals. A number of countries are using the SDG icons systematically. When SIDA communicates about one goal, it always couples this with a statement that the goals are interdependent and indivisible.	Reports on **2014 and 2015 DevCom Annual Meetings**. **UN SDG Action Campaign**

IV. Bring the SDGs into Development Education

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Are specific initiatives being launched around SDG target 4.7.? What new skills are being promoted, and how will countries measure outcomes? How do sustainable development and global citizenship feature in formal curricula and teaching materials? Are the SDGs a subject? How are governments and civil society collaborating to raise awareness and non-formal education on the SDGs?	**Ireland** recently engaged in a [GENE review of its Global Education](#), including recommendations on how to bring the SDGs. **Finland** is integrating the 2030 Agenda into its core curricula for global citizenship. The government is working with NGOs to provide in-service training programmes for teachers on global education. Several tools are being developed for teachers and students: a series of posters, a new website and a small exhibition. Responding to the holistic 2030 Agenda, **Switzerland** merged the centres responsible for environmental education and development education. Local governments lead on educational matters, but the Swiss Agency and line ministries play guiding roles. In **Iceland**, a textbook for schools (translated from Swedish) now includes a chapter on the SDGs. In collaboration with the Icelandic UN society, an expert is now visiting every school in the country in order to promote the book. **Japan** and UNESCO have launched a new [prize](#) to honour outstanding projects in Education for Sustainable Development. **Italy** is disseminating a newspaper with SDG messages at Italian schools, and is partnering with ONE's youth ambassadors, including at high schools and universities. **Israel** hosted a high-level conference with UNESCO on innovation in education for sustainable development. The **SIDA**-supported Global School is integrating the SDGs into teacher workshops, and SIDA is working with CSOs to develop teaching materials and guidelines.	The **OECD Programme for International Student Assessment (PISA)** plans to assess "global competence" of 15-year-olds in 2018 and already has data for environmental awareness. The **Global Education Network Europe** is updating policy frameworks and conducts peer reviews on global education.

V.   Understand and Listen to Your Audiences

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Are countries investing in public opinion polls and research to understand public attitudes to sustainable development, the SDGs, development cooperation and aid? Are countries conducting research to help shape their strategic messages on the SDGs? How to development institutions segment their audiences? What opportunities and voice do citizens have to participate in the design and implementation of SDG policies and programmes?	Few countries conduct research and focus groups on a systematic basis. When they are conducted, they are linked with elections. Focus group research in some countries suggests that parliamentarians welcomed reports with numbers, but that the general public responded much better to human interest stories. Several countries note a shift in public attitudes towards global issues, with citizens concerned about issues like climate change, globalisation and migration and supportive of aid being directed to address these issues.	The Gates Foundation is supporting aid attitudes research in the UK, US, Germany and France; research is being conducted by the University College London and Pew. GlobeScan, Ipsos and PwC have conducted surveys on attitudes to the SDGs.

VI.   Communicate Whole-of-Government

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Is there a whole-of-government approach to SDG communications? Is there a joint strategy? Joint campaigns? Is there a coordinated narrative? What position/role do development institutions have in the development of SDG communications? What responsibility and visibility will they have in results reports? How are SDG efforts being branded in countries? What effect does this have on attribution for results?	Development institutions – and their communications directors – are still finding their role in the new SDG landscape. Some are leading the way, and face the challenge of convincing other parts of government to engage with the SDGs; others are finding it difficult to gain attention for their own work in the new coordination processes. In some countries, the challenge is compounded by recent mergers of development agencies into foreign ministries. Several members identify subnational governments and local authorities as important new constituencies. In Finland, the Prime Minister's Office has created two communications groups, one bringing together key ministries and a second bringing in other stakeholders. Efforts are underway to improve collaboration with municipalities, e.g. through a series of events. Switzerland's inter-ministerial group on the SDGs has a communications strategy with a primary focus on events. In Sweden, an informal group has formed, bringing together communications officers from SIDA, UNDP, UN Associations of Sweden, the Ministry for Foreign Affairs and others. They discuss events, communications activities, printed matters and opinion polls in order to save resources and increase their collective impact.	OECD hosts a network of Senior Officials from Centres of Government. Its October 2016 meeting focused on the SDGs. OECD hosts the Policy Coherence for Sustainable Development Partnership

VII.   Engage with Non-State Actors to Broaden Your Reach

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Have the SDGs led communicators in development institutions to rethink their relationships with different non-state actors (e.g. civil society, foundations or the private sector)? For example: - are institutions treating non-state actors as **audiences** that need to be mobilised for the SDGs? - are institutions adapting their **narratives** about the roles of different non-state actors in promoting sustainable development? - are institutions using formal **partnerships** with non-state actors to broaden their reach or conduct joint SDG campaigns?	Most members regard NGOs as crucial partners in awareness raising and development education. Some members are considering how to integrate communications into their project implementation partnerships with NGOs. While almost all donors partner with the private sector, communications partnerships are still in the nascent stage. Countries could consider partnering with the higher education community: universities in Italy and Sweden are introducing specific SDG education modules. Examples of partnership: SIDA's communications strategy embraces a multi-stakeholder approach to awareness-raising. This year, SIDA awarded SDG communications grants to 21 organisation following a competition with 132 entrants. Involving such a diversity of actors has catalysed a diversity of innovative ideas. NORAD, Tinn municipality and The Norwegian Trekking Association organised the Enlightenment Trail, attracting 5000 participants. The Swiss SDC fielded a "2030 Agenda Team" at this year's Bern marathon. In Finland's presentation to the HLPF, NGOs were given formal airtime. A large number of institutions are developing media partnerships with major newspapers (like El Pais or The Guardian) to establish dedicated news sites on development. Austria's Mitmachen campaign, showing stakeholders how to engage on global development efforts. Sweden (SIDA) has produced non-branded SDG materials and posters, encouraging others to use them freely.	Global initiatives: - **UN Global Compact** - The **UN SDG Fund** - **Global Reporting Initiative** **PwC survey & study**: Make it your business: Engaging with the Sustainable Development Goals

VIII.   Make Effective Use of New Technologies

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
How are the SDGs featuring in social media activities? **Sourcing content and stories** - Are leaders and staff posting about the SDGs? - Are field offices supplying engaging SDG content? - Are beneficiaries of development cooperation being given a voice to tell their story? **Facilitating debate** - Are institutions facilitating online public debate about the SDGs and development cooperation? - Consulting and engaging with citizens to improve SDG policies **Refining social media strategies / analytics** - Are institutions identifying and targeting new advocates and influencers for the SDGs? - Are they tracking online discussions about the SDGs in order to inform their messages? - Is online SDG data interactive, engaging and visual?	See results of the **DevCom survey on Social Media** and the Global Goals (May 2016). Most members are moving away from paper-based magazines towards smaller digital communications. **Switzerland** has a Facebook page , a landing page and a Flyer dedicated to the 2030 Agenda. Sweden plans to feature the SDGs in its People First campaign, which helps people tell their own stories in films, articles, exhibitions etc.. **Sweden's** biggest YouTube star has been appointed a young ambassador for the global goals. **USAID** is giving beneficiaries a voice through its powerful stories portal: https://stories.usaid.gov/	Report on DevCom Digital Media Workshop. Aurelia Valtat (European Commission) blog on social media trends for government communicators.

IX.   Innovate in presenting results and performance data

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
How will the SDGs feature in results reports? How will development institutions articulate their specific contribution to the SDGs? How will the SDGs feature in aid data portals? What innovations are countries using to make SDG performance data accessible, user-friendly, visual and interactive?	Many DevCom members regard results reporting as a major challenge. Outcomes are more difficult to measure than inputs, and members struggle with *attribution* of results (what has our institution *contributed*?). A further challenge is accurately aggregating project-level results for more general communications. A further challenge: meeting short-term political demands for results on specific issues. Canada is reviewing its approach to reports, improving readability. Finland uses its results report as an opportunity for stakeholder dialogue. The World's Best News, started by Denmark and adopted by several other countries, shares positive results. Sweden's Open Aid platform: http://openaid.se/aid/ . Sweden is also working on the SDGs with the Data Act Lab, dedicated to data visualisation. The Netherlands has adopted a new interactive digital format for its annual report, including infographics and human interest stories.	The OECD DAC Secretariat has organised a series fo Workshops on results reporting & the SDGs. OECD pilot assessment on where OECD countries: Measuring the Distance to the SDGs SDG Index & Dashboards developed by the Bertelsmann Foundation and UN Sustainable Development Solutions Network Global Partnership for Effective Development Cooperation reviews progress in aid transparency. The International Aid Transparency Initiative has developed a portal to bring its data to life. UNESCO's eAtlas for Education.

X.   Mobilise Resources for Public Engagement

What do we want to learn?	What are DevCom members doing?	Where can we learn more?
Do SDG strategies acknowledge the need for resources for public engagement? What human and financial resources do institutions make available for SDG communication? Are institutions providing training and guidance to staff in order to: - improve staff knowledge of the SDGs? - collect better stories on the SDGs? - decentralise communication about the SDGs? What international resources are institutions drawing on? How are countries making use of UN tools?	A number of DevCom members have faced cuts to their communications budgets. Some DevCom members, particularly when housed in foreign ministries, do not have specific budgets for development communication. The frequent turnover of staff is a further common challenge. Sweden (SIDA) has dedicated specific resources and a specific expert (part-time) to SDG communications. Beyond SIDA, there is also a communications expert in the governments coordinating delegation for the SDGs. SDGs communications are also mainstreamed across the communications team and with SIDA staff more generally, with the latter supported by a communications training programme.. Many agencies are sourcing more content from project staff in field offices. - Luxaid has gone further, decentralising its communications team, creating a network of communicators in field offices. - In 2015, Israel's MASHAV made the SDGs the focus of its annual staff seminar. This year's annual seminar is focused on communications: how to better document work, take better photographs, engage in social media - Sweden is working with field staff to inform a fun new SDG quiz on Facebook and Instagram. Many countries make use of UN branding and icons in their SDG communications. - Switzerland created a short film with dual branding - Iceland uses SDG branding throughout its newsletter	The UN is developing and updating its communications materials on the SDGs. The SDG Action Campaign has an extensive toolkit.

Further Resources

DevCom	
- Good practices publication: 12 Lessons on Public Engagement - Survey on Social Media and the Global Goals (May 2016) - Workshop Report: Digital Media and the Global Goals (May 2016) - 2015 Annual Meeting blog: We need to talk about the SDGs - 2015 Policy Note on Engaging with Youth for the SDGs (pdf)	
Bilateral Development Institutions	
Austria	- A brochure promoting the evolving role of NGOs in development cooperation - Mitmachen campaign seeks to broaden stakeholder engagement in sustainable development
Denmark	The World's Best News campaign, co-created with the UN and with sister initiatives in Ireland, Netherlands, Norway and Finland.
Finland	Voluntary Review submitted to the 2016 High-Level Political Forum on the SDGs
France	Voluntary Review submitted to the 2016 High-Level Political Forum on the SDGs
Iceland	ICEIDA publishes a weekly newsletter: *Heimsljós* (*World of Light*)
Ireland	Irish Aid spelling out how people can get involved in the SDGs
Japan	UNESCO-Japan Prize on Education for Sustainable Development (ESD)
Netherlands	New interactive annual report and portal on 2015 development results.
Norway	- Voluntary Review submitted to the 2016 High-Level Political Forum on the SDGs - SDG Campaign: Enlightenment Trail
Switzerland	- Voluntary Review submitted to the 2016 High-Level Political Forum on the SDGs - Facebook page and Twitter account dedicated to the 2030 Agenda - Federal Administration's Platform and Flyer on the 2030 Agenda
US	A new approach to storytelling: https://stories.usaid.gov/
OECD	
Measuring the Distance to the SDGs – pilot assessment on where OECD countries stand	
Monitoring the SDG for Education, Programme for International Student Asessment	
Network of Senior Officials from Centres of Government	
Partnership on Policy Coherence for Sustainable Development	
OECD work on Trust in Government	
2016 Development Cooperation Report: The SDGs as Business Opportunities	
Multilateral Partners	
UN	A large set of communications materials on the SDGs
UN High Level Political Forum	Submissions by countries and other stakeholders available at: https://sustainabledevelopment.un.org/hlpf
UN SDG Action Campaign	- Blog and website: https://sdgactioncampaign.org/ - SDG Action Campaign Toolkit - SDG App to download: https://sdgsinaction - Film: We have a Plan - Animated film: Numbers in Action (from *Icons to Outcomes*) - Film: Leave No One Behind, by Richard Curtis

UNESCO	eAtlas for Education
UN SDG Fund	Report on universality, business and the SDGs

UN Global Education Monitoring Report: Blog post on monitoring SDG 4.7

Global Partnership for Effective Development Cooperation: 2016 progress review

EU	2015 European Year for Development
IATI	2015 Annual Report

World Economic Forum post about storytelling in the digital age

Polling & Research on Public Attitudes
IPSOS: 17-Country Study on Foreign Aid and the Sustainable Development Goals
Globescan on Awareness of MDGs vs SDGs
PewResearchCenter on Global Attitudes and Trends: http://www.pewglobal.org/
Private Sector
BNP Paribas: Interview on Sustainable Development Goals: how to raise awareness in the private sector?
Data Act Lab: has designed a portal on Colombia and the SDGs and is now working with Sweden
DNV GL: The Future of Spaceship Earth forecasts the SDGs and explores private sector solutions to help
Global Impact Investing Network: Promoting Impact Investing in the SDGs
PwC Survey: Make it your business: Engaging with the Sustainable Development Goals
UN SDSN & Bertelsmann: SDG Index and Dashboards: http://sdgindex.org/about/