16th ESDN Workshop 2018

Communication of Sustainable Development and the SDGs: Strategies and Good Practices

Agenda

19-20 November 2018, Berlin

Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Stresemannstraße 128-130, Berlin
Germany

The European Sustainable Development Network (ESDN) in cooperation with
The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
Monday, 19 November 2018

12:00-13:00 Buffet Lunch and Registration

13:00-13:50 Welcome and Opening: The Role of Communication in the Implementation of SD and the SDGs

13:00-13:15 Welcome Address by the Germany Hosts & Overview and reflection on the Importance of Communication in the Implementation of SD/SDGs

Dietmar Horn, Director General of General and Strategic Aspects of Environment, Sustainable Development and Sociopolitical Issues, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

13:15-13:30 Welcome Address by the ESDN Steering Group and Overview of the Workshop Objectives

Annika Lindblom, Member of the ESDN Steering Group, Ministry of the Environment, Finland

13:30-13:50 The Role of Communication for Sustainable Development and the SDGs: Objectives and Specific Challenges

Katharina Kleinen-von Königslöw, Professor for Journalism and Communication Sciences, especially Digital Communication and Sustainability, University of Hamburg, Germany

13:50-15:15 Session 1: Good Practice Examples of Communicating SDGs from the Supra-national and National Levels

13:50-14:05 United Nations’ SDG Action Campaign

Marta Rojas, Media & Communications Specialist at United Nations SDG Action Campaign UNDP, Germany

14:05-14:20 Solutions Energy Observer – Communication of SDG activities

Laurence Monnoyer-Smith, High Commissioner of Sustainable Development, Ministry for Ecological and Inclusive Transition, France & Jérôme Delafosse, Energy Observer Expedition leader and Member of the Executive Board, France

14:20-14:35 Television Campaigns to Raise Awareness for the SDGs in Iceland

Áslaug Karen Jóhannsdóttir, Ministry for Foreign Affairs, Iceland
14:35-14:50  The Use of Digital and Social Media in the Communication of the SDGs: Practical Examples from Finland  
   **MARIA INNANEN**, Prime Minister’s Office, Finland

14:50-15:15  Table discussion among participants & plenary discussion

15:15-15:45  Coffee Break

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15:45-17:00  Session 2: German Approaches to Communicate SD and the SDGs

15:45-16:05  Stakeholder and Citizens Participation Projects as Important Mechanisms for Communicating SD and the SDGs  
   **JÖRG MAYER-RIES**, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

16:05-16:25  Communicating the SDGs among Municipalities - How to Advocate for Local Governance Action  
   **SEBASTIAN DÜRSELEN**, Senior Project Manager, Service Agency Communities in One World of Engagement Global on behalf of the German Federal Ministry for Economic Cooperation and Development

16:25-16:45  Communicating the SDGs to Different Societal Stakeholders: Experiences of the German Council for Sustainable Development & Recommendations from the Peer Review of the German SD Strategy  
   **VERÓNICA TOMEI**, German Council for Sustainable Development

16:45-17:00  Plenary Discussion

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17:00-17:30  Session 3: Interactive Discussion on the Take Home Messages of Day 1

Interactive discussion among participants & Reflection of outcomes in the plenary

17:30-18:00  End of Day 1 and Networking Opportunity (with beverages)

18:30  Informal Dinner and After-the-Workshop Gathering  
   Restaurant Lindenbräu at Potsdamer Platz, Sony Center  
   Bellevuestraße 3-5, 10785 Berlin
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<tr>
<td>09:00-09:15</td>
<td>Opening of Day 2</td>
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| 09:00-09:15  | Looking Back, Reaching out... A Short Summary of the Main Results and Discussions of Day 1
*Jörg Mayer-Ries*, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany |
| 09:15-10:45  | **Session 4: Good Practice Examples from Different Stakeholder Groups and Media** |
| 09:15-09:30  | Pulse of Europe: HausParlamente project                               
*Alexander Freiherr Knigge*, Board Member, Pulse of Europe |
| 09:30-09:45  | Communicating Sustainable Development and the SDGs: Experiences of an NGO
*Christoph Bals*, Director, Germanwatch |
| 09:45-10:00  | Journalism and Sustainable Development: What is needed to tell a compelling story
*Heike Janßen*, Board Member, Netzwerk Weitblick |
| 10:00-10:15  | 17 Goals: Communicating the SDGs in the Media                          
*Iris Rodríguez*, Project17 |
<p>| 10:15-10:45  | Q&amp;A                                                                    |
| 10:45-11:15  | Coffee Break                                                           |
| 11:15-12:45  | <strong>Session 5: Interactive Group Work – Linking good practice cases to national SD strategies and future needs of SDG communication</strong> |
| 11:15-12:00  | Table Group Discussions                                                |
| 12:00-12:45  | Feedback from the Group Discussions and reflection with participants   |</p>
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<tr>
<td>12:45-13:00</td>
<td>Closing statements and Conclusions</td>
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<td>13:00</td>
<td>Workshop Closure</td>
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<td>13:30-16:30</td>
<td>ESDN Steering Group Meeting (internal meeting)</td>
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