



16th ESDN Workshop

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

Eric Mulholland

**Workshop
Report**

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2018**

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AUTHOR: Eric Mulholland, ESDN Office

CONTACT: ESDN Office
Institute for Managing Sustainability
Vienna University of Economics and Business
Welthandelsplatz 1, A-1020 Vienna, Austria
esdn-office@sd-network.eu
+43-1-31336-4807

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Introduction

This ESDN Workshop Report provides information and documentation of the inputs, discussions, and outcomes of the 16th ESDN Workshop, entitled “Communication of Sustainable Development and the SDGs: Strategies and Good Practices”, which took place in Berlin on 19-20 November 2018, in cooperation with the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety.

The main goal of this Workshop was to learn about, and share the experiences, of different stakeholders regarding the role of communication in the implementation of sustainable development, in general, and the 2030 Agenda and the SDGs, in particular. The topic of communication with regard to sustainable development, the 2030 Agenda and the SDGs is important, because sustainable development and the 2030 Agenda need to be embraced not only by policymakers and experts in the field, but also by all the different stakeholder groups within society, in order to achieve the objectives of the SDGs in practice. However, the 17 SDGs and their specific targets are still mostly known by only relatively small groups of people. Therefore, the Workshop looked into the needs for successfully communicating sustainable development and the SDGs by highlighting good practice examples of communication strategies and reflecting upon the future needs of being able to better communicate sustainable development and the SDGs.

The experience sharing and learning from this Workshop was done through a mixture of keynote speakers, who delivered presentations of practical examples from academia, national policymakers, NGOs and journalists about their communication efforts regarding the SDGs, as well as through interactive group sessions, which brought together these diverse societal actors.

In total, the 16th ESDN Workshop hosted 70 participants from 17 countries. The Workshop began with an opening and orientation session, which was followed by 5 sessions that took place over two half-days:

19 November, 13:00 – 18:00

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

Session 2: German Approaches to Communicate SD and the SDGs

Session 3: Interactive Discussion on the Take Home Messages of Day 1

20 November, 09:00 – 13:00

Session 4: Good Practice Examples from Different Stakeholder Groups and Media

Session 5: Interactive Group Work – Linking good practice cases to national SD strategies and future needs of SDG communication

The full documentation of the 16th ESDN Workshop can be accessed via the [ESDN Website](#), where the following documents are available for download: 1) Workshop Agenda; 2) Workshop Discussion Paper; 3) PowerPoint presentations of all the keynote speakers; 4) Participant list; and 5) Workshop Report.

Opening Session

The opening session included a welcome address and framing of the importance communication and communicating the 2030 Agenda and the SDGs is in the overall implementation of the 2030 Agenda and the SDGs from Dietmar Horn (*Director General of the Directorate on General and Strategic Aspects of Environment, Building and Urban Development Policy, Germany*) and Annika Lindblom (*Director General of the Finnish National Commission for Sustainable Development, Ministry for the Environment, Finland*), as well as a keynote presentation from Professor Katharina Kleinen-von Königslöw (*Professor for Journalism and Communication Sciences, especially Digital Communication and Sustainability, University of Hamburg*), who provided insights from academia into communication for sustainable development.

DIETMAR HORN began the Workshop by welcoming all the participants to the German Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety (BMU) to share and discuss on the topic of communication for the 2030 Agenda and the SDGs in more effectively being able to implement the 2030 Agenda for Sustainable Development and the SDGs.

Mr. Horn stated that the Ministry for the Environment sees itself as being strongly attached to the motive of sustainability, which needs to be stressed, because sustainability in Germany is a matter for the Chancellor, which is why the German Federal Chancellery is in the lead when it comes to the implementation of the 2030 Agenda. The Ministry for the Environment acts as a key player and central pillar for sustainability, and this is why the Ministry strongly supported the new German Sustainability Strategy (GSDS), which was adopted in 2017, and has already seen an update that was adopted by the Government Cabinet at the beginning of November 2018.

One of the key aspects of this update to the GSDS was communication, which is of essential importance for politics, in general, as well as for sustainability. In times of political disenchantment, politics needs to explain itself in an even better way: 1) Why are we proposing regulation?; 2) Why are only those measures making sense?; and 3) Which efforts do we ask of citizens and why?. Only through explaining, and through advertising can support be assured.

However, it is important to note that **communication** is not only about fancy marketing campaigns and ads in newspapers, it is about a triad, consisting of:

1. Communication of politics – as well as its goals and measures;
2. Participation in general, meaning inclusion of citizens; and finally
3. Assuring the active contribution of citizens towards policy-making.

Communication cannot be seen without also providing citizens with the means to have a say and to give input. There is not one panacea: there is not one single best solution, but rather a full range of possible pathways to choose from.

In the case of Germany, some of the paths that it has chosen to proceed along are:

- Forum “Sustainability”
- “Dialogue Forum”
- “Dialogue Group”
- SDG Communication Campaign
- Online Dialogue “Action Programme for Insect Protection”

The **Forum “Sustainability”** was newly established in 2016. It serves as a forum for the Federal Government to exchange views with key players on the status and future of the implementation of the

GSDS and the 2030 Agenda. Once a year, over 100 experts come together from civil society, business, science, churches, German Federal States, and municipalities to make sure that their voices are heard. All sustainability coordinators from all ministries are also present. Unsurprisingly, experts strongly underlined that youth participation must be strengthened and that communication on sustainability, in general, must be improved.

In addition to the Forum "Sustainability", the Federal Ministry for the Environment and the Ministry for Development jointly organize the "**Dialogue Forum**" on the 2030 Agenda. In this forum, views are regularly exchanged with interested stakeholders on efforts to achieve sustainable development at the international level.

Another interesting means of communication is the new "**Dialogue Group**". With the help of this group, the Federal Government intends to involve civil society more transparently in the preparation of the meetings of the State Secretaries Committee for Sustainable Development. The Committee of State Secretaries is the central steering body of the GSDS.

The **SDG Communication Campaign of the Federal Press Office** will be dealing more with the suggestion made in the German Peer Review of the GSDS to improve and intensify its communication regarding sustainable development. The Federal Government will, therefore, continue its communication activities and has finally succeeded in assuring a communication budget for sustainability. With these resources, the Federal Press Office is currently designing a Communication Strategy. One element of the strategy, which will also involve classical marketing instruments, such as posters and ads, is a website. The idea is to explain the SDGs in an understandable way. These articles, which will be intended to be featured, are currently being discussed and this is not an easy task. However, in the end, the Federal Government will present one of the 17 SDGs every month and explain why sustainable action affects everyone and what the status of implementation is in Germany.

The last example that Mr. Horn shared was in regard to the **Online Dialogue** on a project called, "**Action Programme for Insect Protection**". This project aims to improve the living conditions of insects and to enhance biological diversity in Germany in order to address insect decline. The Minister for the Environment presented first proposals for this in October. The Online Dialogue serves as a basis to further discussion and public participation.

This public participation was twofold:

- a) Online Dialogue
- b) Model Ministry, a simulation where pupils discussed the proposals under "working conditions", which is what would be done in a real Ministry setting.

Both processes worked really well and provided the Ministry with good input. The Online Dialogue took place from 10th October till 9th November. It basically presented proposals for measures and asked citizens to vote whether they like them or not. Furthermore, if they so wanted, they could give reasons or make their own proposals.

Even though the proposals haven't been formulated in an easy language, and even though the subject as such was quite specific, the process was remarkably successful: The Ministry received over 16,000 visitors to the webpage, nearly 28,000 votes, more than 1,700 comments, and 330 concrete proposals. While these figures may not seem very high, as they are far from reaching the heights of YouTube celebrities, they are still rather impressive.

Following the phase of public participation, the draft of the Action Programme will be drawn up by late 2018 and then coordinated with the other Federal Ministries. The final programme is scheduled for adoption by the Federal Cabinet by summer 2019.

Mr. Horn also mentioned that it is important to underline the fact that when we speak about communication, we should not only speak about communication from the top, meaning the Federal Government level, as communication comes from all fields and from all sectors. By focusing on communication from many different sectors on sustainable development, we can better mirror the whole array of sustainable development solutions and the whole width of sustainability.

ANNIKA LINDBLOM, as a member of the ESDN Steering Group, and on behalf of the ESDN Co-chairs, who were unable to attend this workshop due to Austrian EU Presidency obligations, also welcomed Workshop participants and thanked Mr. Horn, praising Germany for always providing good case examples regarding actions towards sustainable development.

Ms. Lindblom shared that the topic of communication is vitally important and that it is good the ESDN has addressed it with this Workshop, as those in government or working for governments can no longer solely rely on doing good work for sustainable development and leaving it to speak for itself. Policymakers cannot rely on everything being done by the communication departments. What sustainability, sustainable development, the 2030 Agenda, and the SDGs need is to **have narratives and stories** to communicate these complex concepts by **finding and striking a balance between being overly complex and too simplistic and reductionist**.

When communicating, policymakers need to know how to communicate and to whom: Policymakers need partners for communicating sustainable development and the SDGs. Businesses, for example, know how to talk to businesses much more than civil servants do.

Ms. Lindblom closed her speech with a positive call to action: “The momentum for sustainable development, for the 2030 Agenda and for the SDGs is now and has been so for the past three years. The moment is every day! We need to be innovative when it comes to communication and think outside the box!”

KATHARINA KLEINEN-VON KÖNIGSLÖW, who specializes in journalism and communication, with the specific focus and digital communication and sustainability, framed the Workshop in an academic light regarding communication and sustainable development. Ms. Kleinen-von Königslöw began her keynote presentation, which can be found on the [ESDN website](#), by outlining how research often lags very far behind the actual practice of what it is that is being studied, which often puts it at odds regarding policymakers, who need to usually need to make decisions very quickly.

Ms. Kleinen-von Königslöw began her presentation by outlining two very distinct academic perspectives with different underlying communication models, methods and forms of impact assessments when it comes to sustainability communication. The two academic perspectives are science communication and development communication and there is very little overlap and dialogue between the two.

Science communication for sustainable development focuses on climate change communication, environmental communication, risk and crisis communication, strategic communication and social marketing. This leads to communication **OF** sustainability.

Development communication for sustainable development, on the other hand, focuses on perspectives like agricultural and rural communication, participatory communication, and empowerment communication. This leads to communication **ABOUT** sustainability.

After outlining some of the academic differentiation between different forms of sustainable development communication, Ms. Kleinen-von Königslöw discussed about the overall importance of sustainable development communication by outlining the **challenges** it faces, highlighting the fact that

that which makes communication important also makes it very difficult. Some of the inherent difficulties in being able to communicate sustainability and sustainable development are: 1) the inherent complexity of sustainable development and the scientific and political uncertainties that are involved; 2) the ambivalence of sustainability issues and the interdependence of different SDGs, which pose many conflicts of interests and values; and 3) difficult implementation of solutions, with multiple stakeholders on different levels coupled with the fact that policies are useless without public support are all contributing factors; and 4) the sheer enormity of necessary efforts, which often leads to frustration, hopelessness, etc.

The communication of sustainability is based on the “deficit model” (Bauer 2016, Bucchi 2008), which postulates that the public needs to know more information or the ‘right’ facts. Sustainability communication also is highly top-down, with elites passing on information to lay people, which represents a sender-receiver mode, where one person delivers information to the many, and is very transmissive in nature. However, ‘irrational’ public beliefs or their failure to act is the result of a transmission failure, whereby the transmission of information, such as scientific results, policy decisions, and behavioral recommendations, does not get the public to make the wished for changes. Ms. Kleinen-von Königslöw shared that this mode of communication is still very prevalent in climate change discourse and among communication practitioners, in general.

Some of the **main learnings to come from communication of sustainability** are that the overall impact on knowledge and attitudes are limited in affecting the actions of people. There are also important barriers to knowledge transmission that exist, such as knowledge “hooks” that have an everyday relevance for people or bring personally relevant issues to the fore, as more information only generates issue fatigue. Also very relevant in communication of sustainability is the knowledge-action disconnect, which posits that the guilt a person might feel towards a certain issue, i.e. climate change, leads to selective exposure and the embracing of alternative explanations that fit more in line with what a person wants to believe, or already believes. In the same line as feelings of guilt regarding issues, feelings of hopelessness have very similar outcomes; people tend towards selective exposure. Feelings of fear regarding impacts on one’s social standing can also have negative impacts, in that it creates polarization on sustainability issues. Therefore, the main take-away message is that **knowledge alone does not motivate action. Communication needs to take into account everyday concerns of people and decision-makers, encourage social norms and identities that promote desired actions, increase perceptions of response-efficacy, and move from communications of sustainability to promoting communication about sustainability.**

Ms. Kleinen-von Königslöw also highlighted that communication for sustainability should make the transition from communication of sustainability to **communication about sustainability**, as communication about sustainability is a more **bottom-up approach that takes place amongst stakeholders who are equal**. Communication about sustainability is horizontal in nature and deliberative and features communication of the many to the many, which is the opposite in communication of sustainability. Communication about sustainability also creates a shared understanding of facts, values and frameworks, communities of responsibility and action, as well as better outlines possible solutions.

Ms. Kleinen-von Königslöw closed her presentation by briefly discussing the role of social media and how that affects the way in which people talk about sustainability, where the example of SDG 12: Responsible Production and Consumption was used. Social media basically serves a dual-function for people: People use social media for sense making and for identity management. With respect to sense making, people use social media to search for information and then integrate it into their existing worldviews and to also share information. The use of social media for identity management provides a space, in the example of SDG 12, for people to express their identities and experiences related to consumption. This then allows an in-group-outgroup demarcation to form.

Session 1: Good Practice Examples of Communicating SDGs from the Supranational and National Levels

Session 1 of the Workshop focused on how the supranational and national levels communicate the SDGs. The session had four speakers, who presented **good practice examples from their global organizations or national level governments**. All of the presentations that were made during this session can be found on the ESDN website under the [Berlin Workshop 2018](#). Session 1 also featured an interactive group discussion, which took place in small groups around tables.

MARTA ROJAS, from the **UN SDG Action Campaign**, was the first speaker in Session 1 and provided an overview of the supranational level and what the UN SDG Action Campaign is doing to communicate the SDGs, outlining many of their initiatives. Her presentation can be found on the [ESDN Website](#).

One of the initiatives Ms. Rojas introduced was the “Spread Your Goals 2030 campaign”, which combines Augmented Reality, outdoors, cinema, mobile, and social media, which calls on people to contribute by using the mobile app Shazam’s new augmented reality feature that allows everyone to take a picture and insert the Spread Your Goals 2030 wings and draw attention to the SDGs, or SDGs that someone wishes to draw attention to. The main idea is to provide a way for everyone to engage and learn about the SDGs and spread their own wings to advocate for sustainable development. It is hoped that this initiative will help in mainstreaming the SDGs and serve as a butterfly effect.

“My World 360°” is another project, which invites young people worldwide to learn about the SDGs and to develop digital skills needed to create 360° media as a way to share their perspectives and their communities in an immersive and compelling way. The project strives to strengthen the dialogue between institutions and citizens, increase knowledge, empathy and inspire everyone to take part in the action and positive social change.

The last initiative that Ms. Rojas introduced that the UN SDG Action Campaign is undertaking is the “Global Day of Action”. The Day of Action takes place each year on the anniversary of the historic day of the adoption of the 2030 Agenda for Sustainable Development and the SDGs (September 25th). The Day of Action mobilizes the UN, national and local governments, youth groups, civil-society organizations, the media, and the private sector in every corner of the world in a global day to act for the SDGs.

The Day of Action does this, because in order for the SDGs to be achieved, everyone needs to take Action. The Global Day to #Act4SDGs mobilizes thousands of institutions, organizations and citizens across the world to take concrete actions for the SDGs. #Act4SDGs connects and amplifies the impact of local and global actions for the SDGs, encouraging a global movement for the achievement of the SDGs.

Participants in the Day of Action register their actions, which contribute to the building of a global map of Action for the SDGs. The live Studio at the United Nations Headquarters in New York features how the UN, national and local governments, youth groups, civil-society organizations, the media, and the private sector around the world are joining in the Global Day to #Act4SDGs. A photo & video challenge will encourage participants across the world to share their story of how they #Act4SDGs and inspire millions more to join.

Q&A

One participant asked Ms. Rojas if it is necessary to hire a professional communication person to launch and manage such campaigns and indicatives as the UN SDG Action Campaign. Ms. Rojas

answered that having media and communication professionals certainly does help in raising awareness and in outreach.

LAURENCE MONNOYER-SMITH, High Commissioner of Sustainable Development from the Ministry for Ecological and Inclusive Transition in France, and **JÉRÔME DELAFOSSE** from **Energy Observer**, presented on France's Energy Observer project and why France has supported such an endeavor. Mr. Delafosse's presentation can be found on the [ESDN Website](#).

Ms. Monnoyer-Smith opened the presentation by sharing the reasons why France decided to support the Energy Observer initiative. The main reason was that France decided they needed an ambassador to share a positive SDG experience and create a narrative that many could follow.

Mr. Delafosse then took over the presentation and began sharing what it is Energy Observer is doing to promote the SDGs. The main idea was to communicate the SDGs to people and take them with them on their journey across the oceans in their boat powered by solar panels and hydrogen: exploring the planet in a new way to get to a cleaner future. The project helps citizens and stakeholders discover the 17 SDGs and links them to concrete stories of women and men who invent and act to create the world of tomorrow.

Energy Observer is more than a boat, as Mr. Delafosse and his team also create documentaries for international and national broadcast. The first season consisted of 8 documentaries that were each 52 minutes long and shot in 2017 and 2018. In addition to making documentaries along the boats travels across the world's oceans, the crew also keeps logbooks, in which they share their day-to-day work and their encounters with engaged people. Since 2017, Energy Observer has generated a massive media coverage:

- €18 million advertising space equivalent
- 4,500 media coverage in more than 60 countries
- 1 Billion people reached in 2018

Apart from the documentaries, Energy Observer has also developed a web series that features two minute long positive and inspiring videos, which highlight a concrete solution to a problem through a human prism. Each story visually identifies at least 2 SDGs in an effort to raise awareness and help people learn about the SDGs, in general. 70 such short videos have already been made and it is hoped that with at least 10 European nations involved this number will reach beyond 300 episodes per year.

Energy Observer has also established a platform and app as a way for countries to promote their own local solutions in an effort to help these countries educate their citizens. The app helps find events that deal with certain SDGs, so that people can find events and initiatives that align with their interests.

Energy Observer also has sponsored posts and stories on social networks to generate more organic outreach and allows them to be cross posted by Energy Observer's partners and shared by the community. A digital channel will aggregate the SOLUTIONS web series and other Energy Observer contents (documentary series, podcasts, articles, Energy Observer log book, and more). A non-exclusive multiplatform broadcast, hosted by Energy Observer's partners: Groupe Canal+, Molotov and Alchimie, are already airing its contents on amazon, Orange, Vodafone, AppleTV, Samsung, LG, etc., to optimize the overall reach of Energy Observer and all its associated activities and initiatives.

Q&A

One question from a participant asked about the size of the Energy Observer team to be able to do so much outreach, as well as how much the budget for the project is. Mr. Delafosse answered that the

Energy Observer team is made up of 22 people and that the budget is estimated to be €120,000 per year/per country if there are 10 countries contributing.

ÁSLAUG KAREN JÓHANNSDÓTTIR, from the Ministry for Foreign Affairs in Iceland, was the next to present and presented on **Iceland's television campaigns** to raise awareness for the SDGs within Iceland. However, before going into the television campaigns, Ms. Jóhannsdóttir shared what the government of Iceland has been doing regarding the SDGs and the implementation of the 2030 Agenda. First and foremost, the government has set up an interministerial working group that includes all ministries, Statistics Iceland, and the Association of Local Authorities. The government has also seen fit to publish Status Reports on priority targets. The Ministry of Finance has also been able to integrate the SDGs into Iceland's national budget. Iceland will also be preparing their first Voluntary National Review (VNR) for the HLPF in 2019. Ms. Jóhannsdóttir's presentation can be found on the [ESDN Website](#).

Regarding Iceland's television campaign, the Government recognized that Iceland will not reach the SDGs if its citizens did not know about them. Hence, the government wanted media campaigns and decided on videos and came up with the idea to create a news program called "Good News from the Future", which transports viewers to the year 2030 and how the world is at that time, or how everyone would like it to be. It aired in print media and in movie theaters. The target was to reach 80% of viewers by airing 3 different videos 9 times. The videos aired in March 2018. When measuring the success of the television campaign: 85% saw at least one video one time, 45% saw them 2 times, and 32% saw it the 3rd time it aired. However, the government did not only want to know if people saw the videos, but also wanted to know more, so they conducted a survey in order to measure the awareness the television campaign raised, which asked questions regarding knowledge about the SDGs, whether they had seen the SDG television campaigns, etc. All of these indicators showed positive improvements after the television campaign aired.

In addition to the "Good News from the Future" the government also made a mini-series that follows a 15-year-old girl and her experiences living with both a rural and urban family in Uganda.

MARJA INNANEN, from the Prime Minister's Office in Finland, presented on **Finland's use of social media campaigns** to raise awareness and communicate the SDGs. The context of her presentation was about maximizing visibility with minimum resources. Finland attempts to communicate the SDGs using many different platforms and types of media. More traditional communication tools that are employed are a website that acts as a home base and a newsletter that is sent out 1-2 per month to 3,000 recipients. Finland and the Prime Minister's Office is also active on social media outlets like Twitter and Facebook, where they have 2,600 and 4,500 followers respectively. Ms. Innanen's presentation can be found on the [ESDN Website](#).

Additionally, and perhaps most importantly, Finland's sustainable development strategy, "Society's Commitment to Sustainable Development", has its own platform "Commitment2050", where it calls upon all societal actors within Finland to something to help with sustainable development and commit to those actions on the platform. To date, there are 1,007 commitments that are being made towards sustainable development. "Commitment2050" is a tool that allows stakeholders to make concrete actions that then have measurable results. Through the commitments, change will happen.

Ms. Innanen shared that social media campaigns are easy to create and that developing tools that make it easy for people to engage with campaigns, actions, initiatives, etc. There are different tones of voice depending on the group of stakeholders and it is important to enhance this diversity.

On a final note, Ms. Innanen introduced Finland's biggest campaign for everyone to reduce their carbon footprint. The campaign has people take a short test about their lifestyles and whether they are good or bad for the environment. However, the campaign does not stop there and actually

provides tailor made tips for improving one's carbon footprint and invites one to make a plan and a commitment with the "Commitment2050".

Q&A

One participant asked how hard is it to bring the new generation into the sustainable development debate and whether they present a new challenge. Ms. Innanen responded that the younger generation have grown up in this sustainable development atmosphere and they are very demanding when it comes to these issues: they demand something new and something groundbreaking, as they no longer accept ordinary things as being acceptable.

Table Discussions

Participants were asked to address two questions regarding the good practice cases they had heard throughout the session. The questions were (left hand column): **1) What are your main observations from the supranational and national good practice examples of communicating the SDGs?; and 2) What characterizes a successful communication of the SDGs?.** The results of this group work can be read in the tables (right hand column) below.

Table 1

Question	Answer
What are your main observations from the supranational and national good practice examples of communicating the SDGs?	<ul style="list-style-type: none"> Step from raising awareness to making the SDGs a reality
What characterizes a successful communication of the SDGs?	<ul style="list-style-type: none"> Positive connotations Positive emotions Practical advice: "What can I do?" Reach new audiences Messages should be adapted to different groups

Table 2

Question	Answer
What are your main observations from the supranational and national good practice examples of communicating the SDGs?	<ul style="list-style-type: none"> You need financial commitment Ownership, such as the government of Finland Trust in the creativity of other people; let the voice of young people come through, for example Concrete, tangible results
What characterizes a successful communication of the SDGs?	<ul style="list-style-type: none"> Change: get people to do something, measuring clicks is not enough, actions count more Highlight results and solutions, not only the problem

Table 3

Question	Answer
What are your main observations from the supranational and national good practice examples of communicating the SDGs?	<ul style="list-style-type: none"> Gap between outreach and target outcome and change of behavior

	<ul style="list-style-type: none"> • Effort is undertaken to connect the SDGs to everyday issues • How to deal with critical and “hard to reach” audiences, who are considered very little
What characterizes a successful communication of the SDGs?	—

Table 4

Question	Answer
What are your main observations from the supranational and national good practice examples of communicating the SDGs?	<ul style="list-style-type: none"> • ‘Top-down’ approach doesn’t work – it is very dependent on the strategy (detached from a governmental initiative as such, more about shareability of info). • Social media creates a good way to communicate, yet it needs to be properly managed as a strategy • Target groups should be properly identified to choose the right channel (influential people needed onboard). Plan a combination of actors to be involved in the different messages to be communicated
What characterizes a successful communication of the SDGs?	<ul style="list-style-type: none"> • Tiptoeing between simplifying and dumbing down the SDGs is a risk and something important to be considered. • What defines successful? Being aware does not imply an action or change of habits • What are we communicating the SDGs for?

Table 5

Question	Answer
What are your main observations from the supranational and national good practice examples of communicating the SDGs?	<ul style="list-style-type: none"> • Positive, positive, positive! • In-line with Professor Kleinen-von Königslöw’s approach: Communication <u>about</u> SD(G)s • Provide a platform (SDGs) and let others tell <u>their</u> stories • Professional PR information and knowledge helps
What characterizes a successful communication of the SDGs?	<ul style="list-style-type: none"> • It is about a stepwise approach <ul style="list-style-type: none"> ○ Make people aware of the SDGs ○ Ask people: Are you part of it? How are <u>you</u> contributing? • Incorporate people’s visions into the SDGs.

Session 2: German Approaches to Communicate SD and the SDGs

Session 2 of the Workshop featured **German approaches to communicate sustainable development and the SDGs**. Speakers during this session included Jörg Mayer-Ries, from the *Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety*, Sebastian Dürselen, from *Service Agency Communities in One World of Engagement Global*, and Verónica Tomei, from the *German Council for Sustainable Development (RNE)*.

JÖRG MAYER-RIES opened up the second session by sharing a few insights from the Ministry for the Environment on their communication activities regarding the SDGs, where Mr. Mayer-Ries stressed the importance of using citizen participation as a communication tool. Sustainability, he said, has to happen everywhere, including Germany and that it is no longer solely about development aid, which takes place somewhere else and in some other country.

Mr. Mayer-Ries shared that digitization will lead to new tools to reach the public and that digitization means that everyone is able to communicate much easier and that in using digital media or platforms, people are attempting to make sense of their world and also use it for identity management. Therefore, also using these digital tools to affect change and communicate with citizens is very important regarding the ways in which the SDGs should be communicated.

Regarding education and communication for education, Germany is doing a lot, such as through an exchange and dialogue process that sees civil servants go into the field to listen to citizens. Many projects along this line are running or have finished running, such as the Climate Action Program, which is a citizens' nitrate program.

Mr. Mayer-Ries closed his presentation by stating that for Germany and for the Ministry, it is essential to link up the SDGs with how ministries work when attempting to communicate with citizens, as that helps in building alliances and negotiating.

SEBASTIAN DÜRSELEN started his presentation off by briefly introducing Service Agency Communities in One World as a competence center for municipal development cooperation in Germany, whose mandate and self-conception is to support German municipalities in their respective activities. Major topics are that are addressed are: 1) to promote fair procurement as a municipal contribution towards fair trade; 2) to support networking in the field of 'migration and development' and cooperation with local diasporas; 3) to strengthen municipal partnerships and municipal development cooperation; and 4) localizing SDGs for local governance action. Mr. Dürselen's presentation can be found on the [ESDN Website](#).

When it comes to the local level and local level politicians and council members for cities and towns with less than 5,000 inhabitants, the level of awareness for the SDGs was rather low. Nearly 32% of politicians did not know about the 2030 Agenda and around 40% did not know about the German Sustainable Development Strategy.

Mr. Dürselen mentioned that it is important to raise the awareness of people and politicians, but that it is more important to consider what comes after that initial awareness has been, and how the process of raising someone's awareness can then be translated into concrete actions. The Service Agency Communities is seeking to put this very thing into practice by having communities sign resolutions for sustainable development. So far, around 90 municipalities have signed the resolution. It is hoped that as more municipalities sign the resolution, more and more municipalities will hop on the bandwagon and also sign. This serves as a starting point for the strategic implementation of the SDGs.

Mr. Dürselen shared that raising awareness is best done through telling stories, as asking stakeholders and politicians to cope with the general complexity of the 17 SDGs and the 169 sub-targets can be overwhelming and the first instinct of decision-makers is to shut down, because the SDGs seem too big and too intractable. Instead, telling stories as an introduction to the SDGs and shifting perspectives away from big questions/answers, such as global poverty and climate change, to thinking in terms of concrete problems and specific answers to those problems. The municipal level is concerned with subjects like energy, migration, economy, etc., and they are already making the SDGs a reality, they just do not realize it. Therefore, helping municipalities and decision-makers in those municipalities visualize the SDGs can help them to see what they are already doing and how their climate change mitigation and adaptation strategies address many of the SDGs.

In his closing remarks, Mr. Dürselen stated that it might be better to not try and convince municipal decision-makers of the importance of the SDGs, but rather to show them and establish the SDGs as useful, operational tool for policy action and try to use the bandwagon effect to inspire other municipalities to engage with the SDGs.

VERÓNICA TOMEI began her presentation by discussing the German Review of the Sustainability Strategy and some of the main feedback points of the Review, as it mentioned that communication for sustainable development and the SDGs was one of the more important points to come out of the entire process and prompted the Federal Press Office to develop a communication strategy regarding the SDGs. Another main focus of the presentation was on communicating with different stakeholder groups, as well as how the RNE utilizes different tools to communicate to certain stakeholders. Ms. Tomei's presentation can be found on the [ESDN Website](#).

The RNE does have a communication strategy, both public and non-public that aims to encourage decisions that advance sustainable development. The main target groups of the RNE are political decision-makers and their advisors, officials in administration, media, and sustainable development experts in civil society, business, academia, as well as interested and active citizens.

The tools that the RNE employs to reach these different stakeholder groups are through the Internet, which includes newsletters, RNE websites, such as the "[Sustainability Action Days](#)", which is linked to the European Sustainable Development Week, and social media, like Twitter. The RNE also focuses on face-to-face communication, which takes the form of conferences, workshops, and presentations. Lastly, the RNE also uses its projects as a way to communicate on the SDGs.

The RNE tries to bring relevant stakeholders together regarding communication for potential solutions for SD when there is a lack of regulation. The Sustainability Codex is one such platform/project, which is a reporting tool on company sustainability.

Ms. Tomei closed her presentation by sharing some of the lessons that the RNE has learned about communicating. It is helpful to promote events or have people who are able to promote content. Overall, the generation of media interest works better at the local and regional level, as they tend to have a more nuanced view on what affects the daily lives of citizens. Communication does not necessarily have to be about the SDGs per se, but more about their relevance to specific needs and challenges of the various stakeholders that are being addressed.

Session 3: Interactive Discussion on the Take Home Messages of Day 1

Session 3 was dedicated to an interactive discussion on the **take home messages from Day 1**. The discussions took place in small groups of 6-8 participants. At the end of the discussion time, the key messages were fed back to the main group. The messages that were fed back can be seen below. Messages were clustered based on color and themes they address regarding communication.

Identify local “kings and queens”	Address different target groups differently
Start with what is already in place, and fill the gaps using “SDG lenses”	People to talk and get inspired about the SDGs through positive narratives. Engage (motivate) people to be proactive
Multi-layered communication is necessary to achieve good results in outreach and awareness raising	Keep it real! SDGs should be linked to real, concrete problems
We need (more) creativity in the communication	Find creative and innovative ways to engage people to participate → give back! Avoid frustration by acknowledging the participation, ideas, and all contributions to topics under discussion
Clarifying the purpose of communication is important	Choose: the message; the medium; the target group; the sender (influencer)
Outsourcing communication can be a good option, but we must keep in mind that governments are responsible for SDG implementation.	Establish emotional connections (like humor) to create “hooks” and take risks to translate the SDGs to different audiences.
	Get the help of ‘knowledge brokers’ when reaching local authorities and specific stakeholders.

Session 4: Good Practice Examples from Different Stakeholder Groups and Media

Session 4 kicked off Day 2 of the Workshop and provided participants with four more keynote speaker presentations, which focused on the **practical implementation of the SDGs at the local and urban level**. The speakers were asked to prepare presentations based on four guiding questions that were provided by the ESDN Office: 1) What framework conditions, stakeholder involvement, and room to maneuver were important your city in implementing the SDGs?; 2) What capacities needed to be present, or built up, to successfully implement the SDGs within your city?; 3) What resources did your city need for SDG implementation, and does it still need resources?; and 4) How can your city go about securing the necessary resources for effective SDG implementation? After each presentation, the floor was opened up to allow the Workshop participants a chance to ask the presenter a few questions.

However, before Session 4 began, there was a **brief overview and summary** that was provided by **JÖRG MAYER-RIES** on the results of the **first day of the Workshop**, in which he highlighted some of the important factors regarding communication and communication for sustainable development and the SDGs. Some of those important factors was the trust between the sender of information and the receiver of that information. In a time of heightened distrust, policymakers have to contend with being able to communicate sustainable development and the SDGs within this new reality. Tools that focus on co-design can be effective at bridging such trust gaps and in communicating two-ways instead of the more traditional top-down communication. Mr. Mayer-Ries concluded his introduction to Day 2 by stating that people should be unrelenting when it comes to areas in which their governments, or society as a whole, is performing poorly.

ALEXANDER FREIHERR KNIGGE, from **Pulse of Europe**, was the first presenter in Session 4 and presented on Pulse of Europe, which is a movement that seeks to contribute its share to ensure that Europe, now and in the future, remains united and democratic and continues to be a community in which regard for human rights, the rule of law, freedom of speech and assembly as well as tolerance and respect remain integral parts of its essence. The movement has no specific political program, but a clear pro-European attitude. The movement seeks to connect with its self-conception to bring people together to talk about Europe and get them to listen to one another, which creates and offline shared experience. The movement also seeks to spread knowledge about Europe and its institutions and attempts to reduce the gap between the EU and its citizens. Because Pulse of Europe strives to be non-partisan, it has a positive reputation that makes use of more than 500 activists and hundreds more supporters. Demonstrations all over Europe in many European cities allow people to tell their own personal story of Europe. Mr. Knigge stated that one cannot start protesting when something has already gone wrong, but rather protests should also be staged for things that are important or need to change. Mr. Knigge's presentation can be found on the [ESDN Website](#).

One of the projects that Pulse of Europe has launched that is different from protesting for a united Europe, is the European HausParlamente Project, which is a way for a potential person, a host, to invite 5-8 friends or acquaintances to their home to debate on topics that are relevant to Europe. Pulse of Europe provides the host with a DYI toolkit, which asks the participants to address certain European issues. Through the group discussions on the provided topic, Pulse of Europe is able to collect many different answers and viewpoints on topics, whereby it processes them into formal results and formal advice for EU politicians. EU politicians then give substantial feedback on these results.

For Example, in round 1, the questions were:

1. Should the EU substantially change its Foreign and Security Policy in the light of “America First”?
2. Does the EU need a foreign secretary with decision-making authority?
3. Should a European army replace the national armies?

4. If no consensus can be reached among all member states, should member states that agree on certain positions be allowed to formulate EU foreign policy)?
5. Is a closer relationship with other strategical partners (China, Russia) advisable?

The political partner for this round was Staatsminister Michael Roth. The results of this iteration of the HausParlamente Project saw 211 HausParlamente take place and was estimated to involve 1,200 participants, where 84% gave positive feedback and where 54% think a new foreign policy is needed.

Q&A

One participant asked whether the HausParlamente Project has changed politics in Germany or in the European Parliament. Mr. Knigge answered that Pulse of Europe does not have any formal measurements, but they do have media coverage and the feedback from the politicians themselves that they appreciate what Pulse of Europe is doing.

Another question that was asked was in regard to the results of those participating in the Project and whether they are informed of the feedback by the politicians on their particular issue as well as the success of their opinions and if there is any follow-up. Mr. Knigge answered that there needs to be dialogue between politicians and people and that the Project model does have people debate and through that debate politicians are able to offer feedback.

The last question from Workshop participants addressed the SDG theme of leaving no one behind and asked if the Project has a strategy to reach people who are further behind or those who would not be naturally drawn to discussing topics relevant to Europe and the EU. Mr. Knigge answered that this is also a concern for the Project, as they fear that these talks happen in a bubble. In an effort to combat this issue, Pulse of Europe tries to make it easy for everyone by providing access to everything. Pulse of Europe is also thinking of ways to appeal more broadly to people.

CHRISTOPH BALS, from **Germanwatch**, presented the NGO side of communicating the SDGs, and gave some background information as to the areas in which Germanwatch operates. Germanwatch actively promotes North-South equity and the preservation of livelihoods by observing, analyzing and acting. In doing so, Germanwatch focuses on the politics and economics of the North with their worldwide consequences and on topics, such as world trade and food security, climate protection and adaptation, corporate accountability and human rights, the financial sector, sustainability, and the financing of development cooperation. All of these topic areas are in one way or the other targeted by the SDGs. Germanwatch's various projects in different fields aim for, and communicate, a human rights based implementation of the SDGs. Most explicitly, Germanwatch communicates and aims to raise the awareness for the SDGs in their educational projects, such as Transformative Education for Sustainable Development (ESD), where the target groups are mainly, but not only, young people, pupils and students. These types of ESD projects seek to empower learners to transform themselves and the society they live in. In order to measure the success of such projects, Germanwatch asks questions regarding whether people actually reduce their ecological and social footprints and increase the size of their handprint by actively participating in society and in politics. Mr. Bals' presentation can be found on the ESDN Website.

Mr. Bals closed his presentation by discussing some of the future needs of the SDGs. He shared that people must understand how and why the SDGs are related to their lives, because, so far, most people only understand them as a nice UN-thing that is not really relevant for them. The SDGs need to be taken seriously and no one can be left behind, as the social gaps between societies is a very real problem. Lastly, the renewal of this generation's social contract with the next generation need to be considered.

HEIKE JANßen, from **Netzwerk Weitblick**, presented on how to tell a compelling story, and has provided a transcript of her presentation, which can be found on the [ESDN website](#). The main highlights of her presentation can be seen below.

Ms. Janßen began her presentation by sharing that there are six super ingredients for telling a compelling story:

1. Expert-Knowledge
2. Reaching your target group
3. Good topic
4. Professional storytelling
5. Being constructive
6. Be authentic

When it comes to **expert knowledge**, “**Netzwerk Weitblick**” (“network foresight and vision”) provides knowledge to journalists, aiming to support quality as well as quantity of reporting on topics relating to sustainability. The SDGs are the basis of the network’s understanding of sustainability.

The main target audience of Netzwerk Weitblick is journalists. The Network provides trainings on all aspects of the SDGs and teaches how to communicate them in media. The Network communicates the SDGs in such a way that they focus on them as being one aspect, rather than 17 different ones, so that the SDGs become as commonplace as mentioning the nutritional value of foods or whether food is genetically engineered. It is also useful to find a link to the daily life of people.

Expert knowledge is important in telling a compelling story, because most journalists are generalists, and topics like climate change and sustainable investment are complex. For interest groups and lobbyists, it is easy to influence journalists, who cannot have a deep understanding, because they cover a lot of different stories, and who do not have time for in-depth research.

In regards to **reaching ones target group and knowing one's audience**, Ms. Janßen shared that topics like war, sex, crime and catastrophes attract the attention of people. However, nobody wants to listen to stories about climate change or loss of biodiversity, dwindling food resources or similar things, as these types of stories often cause feelings of horror, powerlessness, and even guilt. Guilt feels bad to people, because it means they would have to change their habits, but mentalities, such as: “meat tastes good, and it is so nice to book a trip to the Bahamas, or elsewhere where it is warm and beautiful” are in direct conflict with these feelings of guilt and people tend to ignore the feelings of guilt. Ms. Janßen rhetorically asked participants: “Who of us never enters a plane? Who is a strict vegetarian? Who buys second-hand or organic clothes, rides bicycle every day and so on? By doing this she highlighted the challenge of the „Big Transformation“ as the biggest mankind has ever had to face. Therefore, it is the challenge of everyone’s current lifetime to tell stories that make people understand and take positive action. This is an even bigger challenge when one remembers that media and governments still need to regain full-hearted trust from people.

Ms. Janßen also shared that people tend to believe things that seem to fit their core beliefs. In a more and more complex world of systems interacting, e.g. energy supply systems and transport sector having influence on air quality and public health, many prefer simple, linear solutions like straight denial, while some people prefer “truths” that don’t require them to change their lifestyle, question their habits, or their ways of thinking. People need to be convinced and excited. To do stand a better chance of success it is better to understand their core beliefs and to see how to shift their respective conclusions away from bad habits and towards better action for their own benefit. Therefore, in identifying a target group for communicating a particular idea, e.g. the SDGs, the story should relate to the target’s daily life, such as plastics that go into the oceans return in the food they eat.

Another characteristic of good storytelling is having a good topic. Some of the ingredients that make a good topic are topics that are of public interest. The more current the topic, event, or discussion the more people can connect with it.

A great story has a good dramaturgy. Stories with the following ingredients are also interesting for journalists, if one wants them to tell one's stories. Great stories have a hero with a problem that is interesting or that represents problems that many people have. The heroine or hero has to overcome big hurdles or fight mighty opponents who want to prevent him or her from reaching the goal. He or she has a brilliant idea to reach the goal, to solve the problem. The idea or invention can be very simple, so that a lot of people can copy it, or it is so brilliant, that we love to hear about that and learn. The hero/ine can be a star, a politician, or one's own neighbour.

A great story is told in a simple way that uses an engaging and accessible narrative that is not technical or distant. The core of the story must be recognisable, which means leave out irrelevant details and concentrate on providing relevant facts for the audience.

A good narrative should not be dividing and could be based on all people in the world facing the same big problem(s) and acting together to overcome them.

One of the last keys to telling a great story that Ms. Janßen shared with participants was about telling stories that were constructive in nature, as scientists found that people who read or watch a lot of stories on seemingly unsurmountable issues, tend to become overwhelmed, get pessimistic and passive over time. Consequently, they do not believe they or anyone else could change the world for the better and a lot of grief and depression is caused by the endless description and news of collapsing ecosystems, extreme weather events, crop failures, war on migration, etc.

Constructive, or solution-orientated journalism on the other hand, also called constructive storytelling, sheds light on how to address the challenges with viable solutions. Constructive journalism is critical, as it names and shows problems, but also offers a solution or a possibility for people to spring into action. Constructive journalism seeks to facilitate a public debate not only around important problems, but also around possible solutions to improve the quality and the tone of public discussions.

Q&A

One participant asked how many journalists are in the Netzwerk Weitblick, to which Ms. Janßen answered that they are 60 people, but that even with that amount they do not have time to make publicity regarding the SDGs.

Another question focused on how to take the SDGs and embed them in TV programs instead of 3 hour-long documentaries on SDG 12. Ms. Janßen answered that the stories have to be good without mentioning sustainable development or the SDGs. There is no system up until now regarding fact collection. It depends on the author and if they implement it. You have to invent role models, perhaps even role models who live sustainably.

IRIS RODRIGUEZ, from **Project17**, was the last presenter in the Workshop and she presented on the first issue of the magazine “seventeen goals”, which is the first SDG magazine in German and features a positive, motivating, inspiring, and interesting mix of stories, ranging from old/young/big/small, local/global/art/economy/science that offer a fresh, modern and emotional feel to the SDGs in an attempt to connect them more to people’s daily life.

The magazine’s articles also show the SDG icons to alert readers to the SDGs the article touches upon. The articles also offer calls to action and tips for the reader on how to participate, support, and become involved with the SDGs.

In raising awareness the magazine is sponsored by ZEIT Publishing House, which has a high distribution in the DACH region, as well as a high degree of credibility and relevance. The Project17 website has also seen over 5,000 hits since it launched.

Q&A

One participant asked what Ms. Rodriguez plans to do in the future regarding the magazine. Ms. Rodriguez answered that they would like to increase the number of publications of the magazine, as well as to have it become digital.

Another question was asked in regard to mentioning the magazine to tabloid newspapers, so as to broaden outreach to those not yet reached by sustainable development. Ms. Rodriguez answered that they had not thought about that, but that it would definitely be possible, as it is very important to reach out to those people not yet touched by sustainable development.

A participant also asked how long it take to get the first issue of the magazine out, as well as the financial model of the magazine and how the team is composed? Ms. Rodriguez answered that the magazine is a regular media product that needs editorials and advertisements to make it work and allow them to publish. Project17 wants to attract big player NGOs, as well as the Ministry for Economic Collaboration. With regards to the team, they have a team of journalists who contribute to the magazine. The other partner of Project17 is in charge of marketing. The first issue of the magazine took 1.5-2 years of work and the magazine, itself, was the tiniest part, as the most time was taken up with finding partners.

The closing question asked Ms. Rodriguez if there was any advice she could give to participants as policymakers and experts in the field to reach the media and make the SDGs more attractive and appealing. Ms. Rodriguez answered that more positive stories are needed and that focusing on one person and telling their story helps, as it adds a personalized air that people can more easily identify with.

Session 5: Interactive Group Work – Linking good practice cases to national SD strategies and future needs of SDG communication

Very similar to Session 3 from Day 1, Session 5 also featured interactive group work, in which participants were split up into different groups to discuss how good practice cases could be linked to the communication of the SDGs, as well as the future needs that communicating the SDGs may have in different contexts. A total of 6 groups identified the needs for better and more effective SDG communication and from those needs developed recommendations on how to achieve them in practice. After participants discussed in their groups, they then shared their results with the other groups. The results of all the group discussions for this breakout session can be found below.

Group 1

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
1. Positive Communication and good storytelling	<ul style="list-style-type: none"> Qualifying people in communications Presenting positive projects → engage
2. Target groups awareness	<ul style="list-style-type: none"> Prioritize target groups
3. Deepening the knowledge about the SDGs to better communicate about impacts	-

Group 2

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
1. Communication strategy <ul style="list-style-type: none"> a. Target groups b. Key messages c. Channels d. Responsibilities 	<ul style="list-style-type: none"> Shared responsibilities with stakeholders
2. Resources	<ul style="list-style-type: none"> Money Brains and hands Tools
3. New forms of engagement and reconnecting people	<ul style="list-style-type: none"> Break down the bubbles

Group 3

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
1. “Playing our part”	<ul style="list-style-type: none"> Target (right message to right person at the right time) Connect with everyday life Identify where/how already playing their part
2. “Reframing the narrative” (Brand awareness)	<ul style="list-style-type: none"> Away from “have to...” to opportunity Way to be authentic, connect authentically Icons to navigate (landmarks, beacons)
3. “Risk creativity!”	<ul style="list-style-type: none"> Give tools of empowerment No one right way to communicate changing one’s life and the world Courage to trust and let go

Group 4

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
<p>1. Local engagement empowerment (snowball effect): Bottom up Overall: more resources (time, money, people)</p>	<ul style="list-style-type: none"> • Provide resources (action kits) • Encourage “local heroes’ • Positive communication • Competitions (“beat” your neighbor, “beat” other schools, etc.)
<p>2. Education (includes SDGs in obligatory curriculum)</p>	<ul style="list-style-type: none"> • Target kindergartens and young pupils • Concrete/practical projects develop education materials (get government support, including journalism studies)
<p>3. Mainstreaming (incorporate an SD perspective in all you do)</p>	<ul style="list-style-type: none"> • “Daily SDG barometer” in the news (like stock exchange info, etc.) • Role models • Storytelling: training in how to incorporate SD... good visual material to illustrate SDGs

Group 5

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
<p>1. Communication strategy backed by government- one leading coordinating institution</p>	<ul style="list-style-type: none"> • Learnings and trainings in communication • Long-term plan on how to communicate • Funding/budget
<p>2. Platform for engagement and follow-up</p>	<ul style="list-style-type: none"> • Face-to-face gatherings – different stakeholders • ESDN benchmark on such platforms and the impacts they have
<p>3. Creative actions to raise awareness</p>	<ul style="list-style-type: none"> • Examples from Norway • Tell stories – personal and authentic • PR professionals

Group 6

What is needed for better and more effective SDG communication?	How to achieve these needs in practice?
<p>1. Break down to individual stories</p> <ul style="list-style-type: none"> i. Positive examples ii. Examples of personal engagement iii. Avoid “SDG-washing” 	<ul style="list-style-type: none"> • Have access to good examples, e.g. by a promotion program/ESDN • Leave no one behind – small projects stand equal to big projects • Strengthen existing initiatives/activities and connect them to the SDGs
<p>2. Financial resources for professional communication, but also personnel resources</p>	<ul style="list-style-type: none"> • Awareness and knowledge in administration about/on SDGs, as well as politicians

<p>3. (New) partnerships for specific inputs/cooperations between stakeholders (NGOs, PPPs, Parliament, etc.)</p> <p>i. Quick/efficient way for specific, individual communication</p>	<ul style="list-style-type: none"> • Engage the creative power of young people • Shape communication related to the need(s) of the targeted group(s) • Create dialogues, where people feel comfortable and happy
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Workshop Closure

The closing of the Workshop was conducted by **JÖRG MAYER-RIES** from the Federal Ministry for the Environment, Nature Conservation, and Nuclear Safety. In his closing speech, Mr. Mayer-Ries thanked all speakers for their presentations over the two days and the participants for their hard work in the group discussions and interactive portions.

He then transitioned by restating that throughout the Workshop everyone has undoubtedly learned a great deal about how to better and more effectively communicate the SDGs and tell better stories to specific audiences and connect it better to their everyday lives.

