Communicating the SDGs among municipalities – Advocating for local governance action

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The Service Agency Communities in One World ...

...is a competence center for municipal development cooperation in Germany. Our mandate and self-conception is to support German Municipalities in their respective activities.

Major topics are:

- to promote **fair procurement** as a municipal contribution towards fair trade
- to support networking in the field of ‘**migration and development**’ and cooperation with local diasporas
- to strengthen **municipal partnerships** and municipal development cooperation
- **localizing SDGs** for local governance action

http://www.service-eine-welt.de/en
Localization process in pilot municipalities

**International:**
- 2030 Agenda for Sustainable Development

**National:**
- Federal Sustainable Development Strategy

**State-Level:**
- Development Policy Guideline
- Sustainable Development Strategy

**Municipal-Level:**
- Sample resolution CEMR / DST
- Local sustainable Development Strategy

**Inform / Raising awareness for the SDGs**

**Baseline Analysis**

**Monitoring/ SDG Indicators**

**Aligning and Developing Strategies and Plans**
Level of awareness among local politicians (council members)

- Study results (DIFU) of online survey among councils (>5000 habitants)
- The level of awareness for the SDGs is low
- Highest levels in biggest cities

- More awareness for specific SDG-relevant subjects
- Many municipalities deal with the Agenda 2030

Source: Difu-Survey „Nachhaltige Entwicklung in deutschen Kommunen“ 2017 – Zielgruppe Kommunalpolitik
Raising Awareness – Signing resolutions

• Singing of sample „resolution“: The 2030 Agenda for Sustainable Development: Building Sustainability at the Local Level“.
• Around 90 municipalities signed the resolution
  ➢ As more & more municipalities come to believe in their role to make SDGs reality, others also "hop on"
  ➢ Starting point for strategic implementation of the SDGs

Signing of sample resolution in the city of Greifswald (2018)
Raising awareness by telling stories

• Coping with general complexity of 17 goals/169 targets
• If entire SDG-package is communicated, decision makers tend to shut down (first instinct)
• The SDGs seem too big, too intractable

➢ Telling stories as an introduction to the SDGs
➢ Shifting perspectives away from “big questions/answers” to e.g. global poverty, climate change
➢ thinking in terms of concrete problems and specific answers

Fact Sheets (2017)
Raising awareness – translate the SDGs

https://www.landkreis-lindau.de/Schnellnavigation/Startseite/Agenda-2030-jetzt-auch-auf-allg%C3%A4uerisch-.php?object=tx,2562.5&ModID=7&FID=2846.606.1&NavID=2562.10
Examples of visualizing results of baseline analysis
Communicating results - visualising SDGs

Subject: Climate change adaptation and mitigation
City, 200.000 habitants
Communication through reporting and monitoring

- Low-information rationality
- use various shortcuts and heuristics to understand information quicker

Source: SDSN 2018, SDG Index and Dashboards report
Closing remarks

• No convincing! > establish SDGs as a useful, operational tool for policy action.
• Support local debates on prioritization and formulation of SDG implementation strategies.
• Translate SDGs into the local language
• Use “Hop-On“ effect
• Reduce to the max!
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