



WHO'S ON BOARD?

Using data and analytics to understand our SDG audiences

14:00 – 15:30, Thursday 22 March 2018

Session at UN Global Festival of Action for Sustainable Development

AIM

We need to convince all citizens to get on board for the SDGs! But do we even know who's on board? And what do we know about the people who aren't? This session will explore how data and analytics can help us build public support and awareness for sustainable development.

THEMES

We will discuss why data is so crucial for communicating the SDGs, and which audience insights are the most important. We will identify the pros and cons of various sources of data (e.g. opinion polls & surveys; social media analytics; big data). We'll also share practical advice on how to segment and target audiences, and how to measure progress in engaging citizens for the SDGs.

AGENDA

Introduction (5 minutes)

Felix Zimmermann, Co-ordinator, OECD Development Communication Network

Panel (30 minutes)

Ibrahim Said, Program Development Manager, Mweva

Reaching vulnerable young people in East Africa: how training in digital marketing can help

Sumaiya Omar, Co-Founder, Hashtag Our Stories

Setting goals and measuring impact with social media & viral video campaigns

Sebastian Schneider, Evaluator - Team Leader, German Institute for Development Evaluation

Understanding audiences: what can we learn from public attitudes surveys in OECD countries?

Melina Schwarzentrub, Weischer.Media

Increasing visibility in today's media landscape: what tools and data sources do we need?

Small Group "Brainstorming" (40 minutes)

In small group discussions, participants will share their experiences and ideas on three topics:

- A. Are SDG communicators using data to improve their strategies? What are the main reasons they use data?
- B. What audience insights are SDG communicators gathering today? What information are they missing? Where could they find this information?
- C. What are the main data challenges faced by SDG communicators: Accessibility? Cost & time? Analytical capacity? Privacy concerns & regulations?

Wrap-up (15 minutes)

In plenary, we will identify main messages from the session, and share ideas on how different data challenges could be addressed. We will agree on a set of questions to share with experts on big data and the SDGs, including those gathering at the [Data for Development Festival](#) in Bristol.

NEXT STEPS

The OECD Development Communication Network ([DevCom](#)) will continue sharing lessons on big data and development communications at its Annual Meeting in November 2018.