



# Let's talk about the Sustainable Development Goals

UNDP and OECD DevCom Workshop

Paris, 23 October 2015



## AGENDA

### *Let's Talk About the SDGs*

UNDP-OECD DevCom Workshop

23 October 2015

OECD Conference Centre, Room CC2

## BACKGROUND

With major global summits and the adoption of the Sustainable Development Goals (SDGs), **2015 marks a paradigm shift** for the international development community. While the Millennium Development Goals comprised a fairly small number of priorities for the poorest countries, the SDGs are more holistic in nature, covering a broader set of interlinked policy issues. The SDGs will also apply universally, requiring countries at all stages of development – not just the poorest – to take action and demonstrate results.

The **SDGs represent a great opportunity for development communicators** to modernise the development narrative and revive momentum for global development. In order to do so, they will need to collaborate, share experiences and lessons, explore new tools and approaches, and forge new strategic partnerships for effective communications.

Yet, **many development communicators admit to feeling overwhelmed** by the complex new agenda. Some feel that there are simply too many goals and targets, and wonder how to group or prioritise them in their communications strategies. Some are unsure about how to integrate the environmental and development dimensions of the SDGs. Some also wonder how to transition from an “aid donor/recipient model” of development cooperation to one that recognises a much broader range of development partnerships.

## OBJECTIVES

This Workshop will take place just weeks after the [UN Sustainable Development Summit](#) and adoption of the SDGs. It will be held back-to-back with the 2015 Annual Meeting of the [OECD Development Communications Network](#) (DevCom), which brings together the communication teams of bilateral and multilateral development organisations.

The Workshop will thus be an early and unique opportunity for policy makers, communications experts and partners to address the following questions:

- How can we use the SDGs to help revive momentum, build hope and shape a positive vision for global development? How can communicators manage the transition from the MDG framework?
- How can we develop simple and inspiring narratives to convey such a complex, holistic agenda? How can we integrate the SDG and COP21 agendas in our communications work?
- What opportunities are there for multi-stakeholder partnerships around development communications?
- The SDGs require progress in all countries, not just the poorest. Should this affect the way we engage with the public in OECD countries?
- Young people worldwide are a crucial constituency for the achievement of the SDGs. How can we best engage with them and help address issues that are important to them?

# AGENDA

## 09:00 I. Welcome by hosts

- **Nicola Harrington**, Deputy Director, OECD Development Centre
- **Mila Rosenthal**, Director of Communications, United Nations Development Programme

### Workshop co-chairs:

- **Eva Bratholm**, Head of Communications, Norwegian Agency for Development Cooperation
- **Joachim Beijmo**, Director of Communications, Swedish International Development Agency

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## 09:10 II. Inspiration: tell me a story of hope

The SDGs are an inspiring story to tell. How can we ensure that people from around the world identify with this story, engage with it and contribute to its telling?

- **Piers Bradford**, Radio Everyone (<http://www.globalgoals.org/radio-everyone/>)

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## 09:30 III. Partnerships and perspectives: a story with many storytellers

Achieving the SDGs will need a broad range of stakeholders to work together. So will communicating about them. Where are the opportunities for partnership? Also, what are the implications of new “two-way” modes of public engagement? After all, large-scale public consultations, social media and crowdsourcing had major roles to play in the framing of the SDGs.

- **Leo Williams**, International Coordinator, Beyond2015 Campaign
- **Alex Christopoulos**, Strategic Initiatives Manager, Stars Foundation
- **Edith Jibunoh**, Civil Society Adviser, External and Corporate Relations Unit, World Bank

10:45 *Coffee break*

## 11:00 IV. Keynote address: are the SDGs a sequel or reboot, and will they flop or flourish?

The SDGs are widely regarded as a paradigm shift for international development, but they were inspired by the success of the MDGs. How different are they really, and what are the prospects of their success?

- **Jan Vandemoortele**, Independent Researcher; distinguished co-architect of the Millennium Development Goals

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## 11:15 V. Keeping a story simple: managing transition and growing complexity

Moving from the MDGs to the SDGs is a daunting prospect for many communicators. How can we develop simple narratives around a complex, holistic and universal agenda? How can we best integrate the COP21 and SDG agendas? How will SDGs apply in OECD countries and what will this mean for public engagement? Will we need more whole-of-government communications?

- **Mila Rosenthal**, Director of Communications, United Nations Development Programme
- **Christian Kroll**, Project Manager, Shaping Sustainable Economies, Bertelsmann Foundation
- **Friederike Roeder**, Director, France, ONE
- **Caroline Castaing**, External Communications and Events, Agence française de développement

12:30 *Lunch, CC2*

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## 13:30 VI. Keynote address: Trends & emerging policy issues shaping the SDGs

Which major trends and emerging issues will capture public attention in the years to come and affect the implementation of the SDGs? How can the SDGs help address emerging issues and develop global solutions for global challenges?

- **Pierre Duquesne**, Chair, OECD Development Centre ; French Ambassador to the OECD

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## 13:45 VII. A universal audience: connecting with youth to overcome North-South divides

Young people are a crucial constituency to achieve the SDGs. Engaging with them can help overcome traditional North-South divides. Addressing their concerns can help ensure that none is left behind. What lessons can we draw from our efforts to engage with youth, including through social media? How can we best engage youth in the policy process, and in which policy spheres ins there greatest potential?

- **Alexandre Kolev**, Head of Social Cohesion Unit, OECD Development Centre
- **Sarah Huxley**, International Youth Policy Adviser, ActionAid
- **Annie Martinez Alonso**, Team Leader, Events and Public Relations, European Commission - DG International Cooperation and Development

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## 14:45 VIII. Conclusions

Hosts and chairs will highlight main takeaways and policy messages from the Workshop, propose follow-up activities for DevCom & others to explore, and identify upcoming opportunities to continue the conversation.

15:00 *Workshop closes*

