Inclusive approaches to awareness-raising and engaging stakeholders

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Towards sustainable development for all

The 2030 Agenda and Stakeholder Engagement

- The preparatory process of the SDGs themselves included not only negotiations between Member States but of intensive engagement with stakeholders around the world

- The 2030 Agenda is therefore: "of the people, by the people, and for the people" and calls for "participation of all countries, all stakeholders and all people".

- Stakeholder engagement is important in both the implementation and follow up of the 2030 Agenda

Outcomes of meaningful participation

- **Increased understanding** between Local Government and different stakeholders of one another's priorities, needs and capacities
- **Increased awareness and ownership of the SDGs**, which can also lead to greater partnership and contributions for their implementation and increase sustainability of programmes and projects
- Creating **spaces or structures for dialogue**, citizen engagement and empowerment of local voices and partnerships.
- Foster greater **state responsiveness** to citizens' needs
- Ensure the voices of the most vulnerable are heard and reflected in policies

Who are the stakeholders?

The stakeholder groups to be engaged will vary depending on local context.

At the International Level, groups often engaged include:

- Non-Governmental Organizations
- Women
- Children and Youth
- Indigenous Peoples
- Workers and Trade Union
- Business and Industry
- Scientific and Technological Community
- Farmers
- Cooperatives
- Socially excluded minorities and socially excluded groups, including persons with disabilities, older persons
- Migrants
- Faith groups
- Development partners/foundations
- People experiencing poverty
- Social movements
- Professionals from relevant sectors, such as education and health

In carrying out VNRs and VLRs, national and sub-national governments have included participants from these and other groups

* In our breakout groups this morning, you will be asked to consider and identify the stakeholders in your local context whose participation will be important in the VLR process *

Designing a Stakeholder Engagement Strategy

To be meaningful, engagement processes for the 2030 Agenda should be set up early on, with clear objectives and methodologies

Some key elements for a stakeholder engagement strategy, which should be adjusted to local contexts as appropriate are:

- Defining who should be engaged/map stakeholders
- Defining how stakeholders will be engaged and entry points for engagement
- Setting up specific communication and outreach strategies for different groups
- Define expected outcomes and outputs.
- Define the activities to be undertaken as part of the stakeholder engagement process for the VLR
- Plan and mobilize the necessary resources.
- Set up a clear timeline

What does participation mean? – Levels of engagement

- Inform

- Consult

- Involve

- Collaborate

INFORM

Communication, where governments inform stakeholders of their plans for implementation and review of the 2030 Agenda.

In its local report on efforts to achieve environmental sustainability targets, **Sydney, Australia** noted its campaign to improve environmental outcomes by informing stakeholders on approaches to reducing waste, including through use of posters, a digital sustainably newsletter and social media.

Prior to carrying out extensive consultations as part of the preparation process for its 2020-2024 Strategic Plan, **Kadıköy Municipality** (Turkiye) carried out public awareness-raising and information activities on the 17 SDGs to ensure that the participatory process was carried out "correctly and effectively." Visuals drawing attention to the SDG framework were placed in meeting areas, and educational materials, including data, were provided on the Municipality's online platform.

CONSULT

Government presents plans and options for implementation and review of the 2030 Agenda and receives feedback from stakeholders.

In preparing their VLRs:

The **Ngora District (Uganda):**
- Carried out consultative meetings in the five lower-level Governments, each with 350 participants (CSOs, CBOs, Private Sector, Opinion leaders, LCIIIs, Sub-county Chiefs, Parliamentarians, CDOs, Men, Youth, Women, Elders leaders, Special Interest Groups e.g. PWDs, PLHIV/AIDs, elders, religious leaders, SMCs, HUMCs, PTAs etc.).
- Created Focus Group Discussions (FGDs) centered on key targeted groups of women and youth mainly to collect their views and perceptions on development of their communities and their participation in the development processes.
- Utilized live radio talk shows to gather feedback from community members

Tokyo (Japan)**:**
- Organized workshops, online surveys, discussions, classes at elementary and middle schools and at universities. Used worksheets to collect student input, and art contests, for students to submit drawings and essays explaining their vision.

INVOLVE

Stakeholders are meaningfully engaged with governments in generating plans and options for implementation and review of the 2030 Agenda and carrying out actions based on decisions emerging from this input.

In the process of preparing a VLR for **Orlando (Florida, USA),** the mayor appointed 25 community leaders, representatives of Orlando businesses, institutions and NGOs to form a community working group. The group considered objectives and strategies for priority development issues. It identified best practices and provided new recommendations.

Following the VLR process, the working group continued to be involved in the implementation of the SDGs in Orlando.
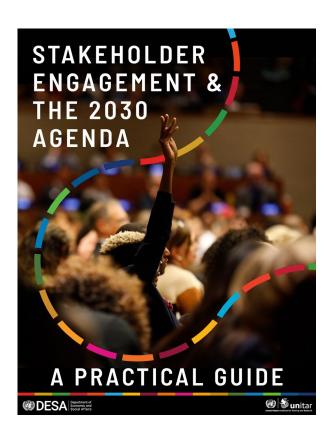
COLLABORATE

Governments and stakeholders decide together on the implementation and review of the 2030 Agenda. This is long-term process.

In its 2020 VLR, the city of **Oaxaca, Mexico** describes its mechanism of involving civil society, academia and productive sectors in SDG implementation and review, including through:

- Formation of three Working Committees considering the three dimensions – social, environmental and economic -of sustainable development

- Issuance of an open call to identify stakeholders that wished to participate in the work of the committees, followed by selection by Government of actors to participate in each

- Creating a shared leadership structure for each committee, in which a government agency serves as Executive Secretary and a non-state stakeholder serves as an annually rotating Coordinator, with important responsibilities, such as directing the meetings and work of the committees.

Additional Resources

If you wish to learn more about stakeholder engagement

- Enroll in DESA and UNITAR's free Open Online Course on *Strengthening Stakeholder Engagement for the Implementation and Review of the 2030 Agenda* (https://sdgs.un.org/events/massive-open-online-course-mooc-strengthening-stakeholder-engagement-implementation-and)

- Read DESA and UNITAR's Publication: Stakeholder Engagement and the 2030 Agenda: A Practical Guide (https://sustainabledevelopment.un.org/StakeholdersGuide)

- Visit DESA's website to explore VLRs produced by cities, regions and provides around the world (https://sdgs.un.org/topics/voluntary-local-reviews)