



**HIGH-LEVEL
POLITICAL FORUM
ON SUSTAINABLE DEVELOPMENT**

Session 16: "Communicating an implementing a universal agenda at home"

How countries can reconcile the post-2015 development agenda with their national policies while maintaining its ambitious, global and integrated nature, and the role that an inspiring, inclusive narrative plays to this end.

Moderated roundtable discussion, Tuesday, 7 July 2015, 10am to 1pm

UN Member States are currently negotiating a universal 15-year agenda for sustainable development that will aim to end poverty, promote prosperity and well-being for all, protect the environment and address climate change. The agenda will be adopted at a summit in September 2015 and will have a set of sustainable development goals (SDG) at its core, which will be for all countries to achieve.

The new agenda that countries aim to adopt in September is to be universal, while at the same time being adaptable to each country's particular conditions. Unlike the MDGs, the SDGs will be set for all countries to achieve, both developed and developing. When it comes to implementation, it will therefore be crucial to get the balance right between 'differentiated implementation' and maintaining the common core essence of the agenda. The agenda will need to be translated into local circumstances, taking into consideration countries' abilities to implement it and allow room for prioritization, while ensuring that this does not result in lower levels of ambition.

Another defining feature of the post-2015 agenda is integration. This refers on the one side to integrating the economic, social and environmental dimensions of sustainable development, as is reflected in the 17 proposed SDGs. Integration also refers to including and engaging all relevant actors, both state and non-state, and an inclusive narrative should underlie such an integrated approach.

This in turn underlines the centrality of a narrative for the post-2015 agenda that inspires and engages people from all walks of life and from both developed and developing countries. Without the support for the agenda from the range of stakeholders, it will be difficult to implement. Communicating the agenda, especially in a way that allows people on the national and local levels to relate to it, will be critical.

Possible questions for discussion:

1. How countries can translate the post-2015 development agenda with their national policies while maintaining its ambitious, global and integrated nature of the agenda.
2. How can we create a narrative for a universal post-2015 agenda that inspires and engages people from all walks of life and from both developed and developing countries?
3. How can communication be used to strengthen the national and local implementation of the universal agenda?
4. What can be done to ensure that the work and outcomes of the HLPF boost implementation?