



National SDG Stakeholder Forum

19th October 2018

Q1. How do we raise awareness of the SDGs?

Overarching message – comms agenda with accessibility
Grassroots level, bottom up
Strong private sector role (CSR Space)
Reach beyond Dublin and the "usual suspects"
Use, don't replicate tools
Tap into root causes
Tap into issues/ themes
Pledges and commitments process
Competitions and actions (Tidy Towns)
Recognise volunteerism, champions E.G City Champions
Important different audiences (public citizen, private – corporate volunteer, governmental, local government)
Give people a means to engage (e.g. plastic bags)
Regular Dáil debate, citizens' assembly, SDG Week
Sweden – PM leads
Competitions – Youth engagement
Primary/ Secondary School involvement

Belgium – NTL Teachers day – Ambassadors Day
Costa Rica – SDG ads on buses, sports/arts stars as ambassadors, training camps for youth
Canada/Bangladesh – Do podcasts
C.C. action plans in local authorities (including SDGs)
Tidy Towns – Competitions
Tie in youth projects to SDGs
Partnership
Bringing it all together N.B
CSR funding have addressing goals rules
Support mapping SDGs in ORGs – Toolkit
SDGs through procurement
Don't over saturate youth market, relevance/behaviour change among adults
Storytelling/personalize
School SDG Champions – every school
Support available to build SDGs into existing programmes
Sustainability misunderstood – Millennials, Ethical purchases
Adults need to understand sustainability
Messaging around opportunities – Hackathons (Hackathon meaning Wiki Page: https://en.wikipedia.org/wiki/Hackathon)
No 17 = Partnership is key
National media campaign – TV, Media ECT
Challenge of societal/attitude change
Employee engagement programmes
Give employees keep cups
Conversations around values
Reach out to sustainable nation

Q2. What can the Government do?

Clauses in funding applications
Integrated comms strategy through business, community, state, local authority
Enterprise Ireland funding solutions partnering with S.F.I, EPS, SEAI, IRC, HRB etc.
Site valuation taxes/planning to focus on more sustainable use of resources and community facilities – rules/clauses etc.
Giving resources to communities
NDP 2040 – Still not focused on SDGs
Better more rigorous standards
BER linked to value of homes
Transfer international best practice to Ireland
Agricultural systems need to be addressed – 33% of emissions
Support technologies to reduce emissions
Integrated findings so research and tech can be built upon
D.O.F. infrastructure investment vs SDG alignment
L.E.C.P's – SDG alignment here locally
Branding
SDGs built into policy
Visibility of targets and reductions reached
Budget proofed against SDGs
Govt needs to heed public
Identify obstacles and gaps, and how to take these forward
More stronger approach, messaging drive, resources
Inter-departmental committee – Better inter-dept. working
Stakeholder forum – Get the relevant people in the room
Oireachtas oversight + debate

Budget – proofing the SDGs (Finland?)
Strong leadership – political drive
Create/support demand, feeding into political will
Need to have baselines, benchmarks, data
Get in external, critical, expert advice (EU and overseas)
Govt. capture good practice, lessons

Q3. How can we include all members of society?

Community outreach and engagement
Social marketing institute NUIG
Resourcing hard to reach communities
Who is not here list: Seniors' groups Men's Sheds More local authorities More Govt. Depts. Others – migrants, ethnic minorities, disability etc.
Develop local projects
Small local action projects with seed funding
Their engagement and their rights
Focus on agriculture and engage farmers
Make commitment to all invite our sectors
Full mapping of the orgs and assets – Stakeholder mapping has been done
Getting marginalised voices into forum – What are the resources? They need to participate

Which groups not here? Why?
Not tokenistic
Purpose, statistics, plans now to know what people into?
Get beyond jargon e.g. “stakeholders forum”
Costs/mechanisms of representation
Beware “participation fatigue” of most vulnerable/excluded
In Ireland – criteria/categories for mapping and reaching out to stakeholders (with benefits to their coming)
Regional accessibility needed