UNITED NATIONS
TRINIDAD AND TOBAGO, ARUBA,
CURACAO AND SINT MAARTEN

Sustainable Development Communications Strategy

Aruba

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Dushi Tera!

Disclaimer

This Sustainable Development Communication Strategy was commissioned by the United Nations Economic Commission for Latin America and the Caribbean and developed by Ms. Pytrik Dieuwke Oosterhof, Senior Sustainable Development Consultant at O-Land Consulting. The strategy is rooted in the principles of the 2030 Agenda for Sustainable Development, which reflect a universal framework that is applicable to all countries.

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Sustainable Development Communications Strategy for Aruba

'Millions have already engaged with, and will own, this Agenda. It is an Agenda of the people, by the people, and for the people – and this, we believe, will ensure its success'

– 2030 Agenda for Sustainable Development

1. Introduction

Since 2015, the government of Aruba has made sustainable development a high priority. Demonstrating their commitment to the 2030 Agenda for Sustainable Development, many efforts to mainstream the Sustainable Development Goals (SDGs) were implemented, including setting up institutional structures as well as initiating efforts to support the implementation of the SDGs, such as Aruba's National Strategic Development Plan. Nevertheless, the SDGs are far off track at the halfway mark to 2030, with the UN Secretary-General calling for accelerated action.[1] Therefore, maintaining investment in the SDGs and reiterating messages on the importance of the Global Goals for the future wellbeing of people and the planet, are urgently needed. To keep up the momentum on the SDGs, awareness raising, communication and dissemination of information on the Global Goals are essential tools to accelerate progress on the SDGs.

1.1 Rational for a communications strategy

Effective and strategic communication approaches are needed to inculcate a comprehensive understanding of the SDGs among the populace. These approaches help mobilize public participation and create ownership of the SDGs. A clear understanding of the SDGs is also important for creating an enabling environment, as well as promoting participatory and inclusive SDG follow-up and review efforts. This requires long-term and strategic SDG communications efforts to catch up on lost progress in the next six years.

The United Nations for Trinidad and Tobago, Aruba, Curaçao and Sint Maarten supports governments with implementing the SDGs. Each government, in turn, needs to communicate clearly with UN agencies, funds, programmes and partners on their SDG-related plans and efforts. They also must secure the buy-in and support of their population, civil society, government agencies and the private sector to ensure the country works in unison towards the SDGs. As part of this support, a gap assessment mission to Aruba took place in February 2023. During these conversations, the issue of building communications capacities within the governments and the need for sustainable SDG-related communications among the public arose.

More specifically, the SDG Commission in Aruba identified the need to mainstream SDG messaging on national development policies and projects across government ministries; to build

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[1] United Nations. 2023. Global Sustainable Development Report – Times of crisis, times of change: science for accelerating transformation to sustainable development. New York.

communications capacity within the government; and to ensure the availability of sustainable funding and other resources for SDG-related communication. This is why efforts to develop a Sustainable Development Communications Strategy were initiated in October 2023 with the aim to build capacity within Aruba's public sector for a unified communications approach.

1.2 Purpose of the strategy

The purpose of the strategy is to support the Government of Aruba in strengthening the SDG communications efforts within the government and to raise SDG awareness among the public. It aims to support the governments to effectively communicate on the importance of achieving the SDGs (including through approaching their interlinkages), strengthen evidence-based messaging, and to better engage their citizens, civil society, the private sector, development partners (including the UN system), and other stakeholders to actively participate in the countries' sustainable development efforts.

1.3 Methodology

The strategy was informed by a needs and assessment process that consisted of desk research of the relevant documents that were selected and shared by the colleagues in Aruba. Moreover, interviews were conducted to better understand what work has been undertaken already, the current state of play, and the ecosystem of SDG information-sharing activities.

In order to ensure coherence with the 2030 Agenda, the strategy is grounded in the targets (Box 1) and principles of the Agenda: universality, interconnectedness and indivisibility; inclusive and

> **Box 1: The 2030 Agenda's specific targets on awareness-raising, education and access to information**
>
> **Target 4.7**: sees all learners acquiring the knowledge and skills needed to promote sustainable development and global citizenship
>
> **Targets 12.8 & 13.3:** call for public awareness and education to promote sustainable consumption and production; and climate change
>
> **Targets 16.6 & 16.10**: require countries to establish accountable and transparent institutions, and to ensure public access to information
>
> Source: 2030 Agenda for Sustainable Development

participatory approaches; partnerships; and the principle of Leaving No One Behind. The strategy also considers the good practice principles for public communication developed by the Organization for Economic Cooperation and Development (OECD). [2] The latter were selected due to their compliance with the SDGs, alignment with the policies of The Kingdom of the Netherlands (of which Aruba is a constituent country), as well as their aim to address common trends on mis- and disinformation – which remain high priorities of the UN Secretary-General.

The strategy aims to foster principles-based goals that help ensure ownership by the 'whole-of-society'. It builds on existing and ongoing SDG-related efforts in Aruba and is based on the assumption that an institutional structure, an enabling environment and evidence-based information are prerequisites for the success of the communication strategy.

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[2] OECD, 2023, 'Public Governance Policy Papers N.30 – Good Practice Principles – Public Communication Responses to Mis- and Disinformation', Paris.

The strategy proposes four objectives:

1.	**Promoting consistent and coherent SDG communication by empowering the institutional structures (internal)**
2.	**Improving the evidence-base of Aruba's SDG communication activities**
3.	**Enhancing the Government's capacity to raise SDG awareness among the public (external)**
4.	**Enhancing the Government's capacity to monitor the progress of SDG communication and awareness raising activities**

The focus of these objectives is on fostering coherent SDG knowledge sharing within and by the government (internal) through empowering the institutional structures, as well as on raising awareness among the public (external). At the same time, it aims to support evidence-based communication, including through advancing work on an indicator framework. Lastly, the strategy suggests measuring its implementation through a monitoring and evaluation framework. To achieve these four objectives, several sub-goals and actions are presented.

In order to ensure a sustainable implementation of the Sustainable Development Communication Strategy an investment plan was developed (Annex I).

1.4 Vision
The strategy builds on the vision to create '*an Aruba where the government and every citizen are empowered with the information about the country's sustainable development status, commitments and plans, as well as with the tools for the discourse and dialogue required to make better societal and individual decisions and accelerate Aruba's accomplishment of the SDGs*'.[3]

1.5 Principles for implementing the strategy
The strategy's four objectives were identified reflecting (i) the current state of play in Aruba, (ii) the 2030 Agenda's principles as well as (iii) best practices recommended by the UN and other organizations, such as the OECD, on effective communication.[4] The OECD report on public communication lists five elements for effective public communication that have been taken into consideration in the development of the communication strategy (Box 2).

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[3] The strategy was developed on the basis of the perspectives outlined in the United Nations document: 'Strategy to build capacity in Aruba's government for communicating on the SDGs'. The document outlines the mission to accelerate progress on achieving the SDGs by raising public awareness of the government's SDG-related national development strategy and the agenda of development partners such as the UN, thereby mobilizing individual action on key development challenges. United Nations, 2023, 'Strategy to build capacity in Aruba's government for communicating on the SDGs' Trinidad and Tobago.
[4] OECD, 2021, 'OECD Report on Public Communication - The Global Context and the Way Forward', Paris

Tied to these elements are nine principles [5] for public communication that support the communication strategy's goals:

Principles:

Institutionalization	Public communication should promote coherent approaches
Public interest driven	Public communication should strive to be independent from politicization and be separate from partisan and electoral communications
Future-proofing and professionalism	The public sector should invest in innovative research and use strategic foresight to anticipate the evolution of technology and information ecosystems
Transparency	Governments should strive to communicate in an honest and clear manner
Timelines	Public institutions should develop mechanisms to act in a timely manner by identifying and responding to emerging narratives, recognizing the speed at which false information can travel
Prevention	Government interventions should be designed to pre-empt rumors, falsehoods and conspiracies to stop misinformation from gaining traction
Evidence-based	Government information should be designed and informed by trustworthy and reliable data, testing and audience and behavioral insights
Inclusiveness	Interventions should be designed and diversified to reach all groups in society
Whole-of-society collaboration	Government efforts to counteract information disorders should be integrated within a whole-of-society approach, in collaboration with relevant stakeholders, including the media, private sector, civil society, NGOs, academia and individuals

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[5] OECD, 2023, 'Public Governance Policy Papers N.30 – Good Practice Principles – Public Communication Responses to Mis- and Disinformation', Paris.

Many of these principles align to the principles of the 2030 Agenda, which aim to support transformative change. [6] Applying these principles allow for a future-proof communications approach, that is based on the core elements of the 2030 Agenda.

2. State of play - SDG related efforts in Aruba

Since the adoption of the 2030 Agenda, various communications efforts have been carried out in Aruba to support the implementation of the SDGs. However, there is no comprehensive government-wide communications strategy to raise awareness of the linkages between the SDGs the implementation roadmap and national development policies and projects - even though the SDGs are mainstreamed into Aruba's National Strategic Development Plan (NSP) and incorporated into several sectoral policy plans.

2.1 SDG Related policy frameworks – Aruba

While the SDG Roadmap recommends a communication activities and Aruba's NSP (Box 3) includes four strategic objectives to advance communications, the current government practice is that ministries mostly speak about their policies, programmes and activities without linking these to the SDGs. Without a coherent umbrella strategy, the communications outputs from individual ministries rarely link programmes and activities back to the SDGs and the countries' sustainable development trajectories. As a result, there is minimal public awareness of the SDGs themselves or the local problems that the SDGs try to tackle.

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[6] Universality, interconnectedness and indivisibility; inclusive and participatory approaches; partnerships; and the principle of Leaving No One Behind.

Box 3: Nos Plan, Nos Futuro – Aruba's National Strategic Plan 2020-2022

The National Strategic Plan (NSP) is a long-term plan with a 2030 vision to implement the Sustainable Development Goals (SDGs) in Aruba. The NSP is primarily based on the 2030 Agenda and the government plan (Hunto pa Aruba, 2017). The government aims to stimulate balanced economic growth fostering an increase in the quality of life of all citizens in Aruba while protecting the environment. Furthermore, the human being is central in all government policies; likewise, the SDG principle of "leaving no one behind" is positioned as vital guidance throughout the NSP.

Some relevant strategic objectives of the plan are:

⇒ A COMMUNICATION STRATEGY TO MAINSTREAM THE SDGS ACROSS INSTITUTIONS AND THE COMMUNITY
⇒ ENHANCE PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT
⇒ IMPROVE THE NATIONAL MECHANISM FOR REPORTING ON THE SDGS
⇒ KNOWLEDGE MANAGEMENT SYSTEM

Source: Government of Aruba, 2020, Nos plan, nos futuro – National Strategic Plan 2020-2022

Moreover, the public sector does not always have the capacity or resources to include or optimize SDG messaging in their outputs, and tie the work of their ministry to a larger sustainable development strategy.

2.2 SDG communication and awareness raising activities

Some efforts were initiated that should be considered when developing the Sustainable Development Communications Strategy, such as:

- ***Communications and engagement strategy plan for SDG Aruba (2017-2018)***
  The SDG Implementation Roadmap (Box 4) outlines a number of advocacy activities to be implemented (Box 5). To support the implementation of the roadmap, a 'Communications

and engagement strategy plan for SDG Aruba (2017-2018)' was developed. Among other based on a SWOT analysis, the strategy established strategic objectives, including common values; visual guidelines; recommendations for coherent outreach and a timeline with various phases; identification of key audience; communication tools as well as a monitoring and evaluation approach.

Box 4: SDG Implementation Roadmap of Aruba (2017-2021)

The roadmap is the main planning guidance supporting the communication and engagement strategy. The roadmap was developed by a participatory approach and a Rapid Integrated Assessment of existing policy documents. The roadmap states that priority should be given to a series of catalyst-based measures 'accelerators' to support the SDG implementation. Nine accelerators were proposed:

The challenges are identified per pillar, that reflect the 5 p's of the 2030 Agenda: People, planet, prosperity, peace and partnership.

Source: Government of Aruba, 2016, SDG Implementation Roadmap (2017-2021)

- ***The SDG Website and social media***
  The website www.sdgaruba.com is the only SDG-specific content portal in Aruba's government system. The website features standalone content specially created by the Commission. It provides some general background on the SDGs, local initiatives as well as documents of relevance, however, it does not tie back to development activities being undertaken by individual ministries and a whole spectrum of relevant stakeholders. In addition to the website SDG messaging is carried out through social media, including an Instagram account and Facebook page.

- ***Education/curriculum***
  Efforts have been made to promote the SDGs at schools. Currently, the Minister of Economy, Communication and Sustainable Development is actively pursuing SDG knowledge sharing among elementary schools (8th grade). Moreover, the University has taken on the mainstreaming of the SDGs into its programs.

Box 5: Aruba's SDG Roadmap: Advocacy, resources and partnerships

According to the roadmap, an initial step for Aruba would be to develop an advocacy and communications strategy that would outline the following elements of the communications "mix":

- The overall objective of the advocacy effort
- The target audiences
- Actors responsible for advocacy efforts
- Key messages to convey around the SDGs and the expected results
- Tools and products to convey the messages

Consultations with key stakeholders in Aruba on raising broad awareness and encouraging public participation in the 2030 Agenda suggests the following actions be taken:

1. Public awareness campaigns
2. Engage well-known figures
3. Engage with the public
4. Build critical understanding of the SDGs among the youth
5. Work with the private sector
6. Engage civil society organizations
7. Raise awareness of the 2030 Agenda among the different Government Ministries and departments

Tools which can be used:
I. Social media platforms like Facebook and Twitter
II. Traditional media (TV, radio, and print)
III. Blogs and podcasts
IV. Webinars and Webcasts
V. Brochures, newsletters, and knowledge products

Some awareness raising suggestions:
1. Host a data playground
2. Establish a 'Goals Day' to mobilize, engage, vote and advocate for SDGs
3. Convene a Peoples' Voice Challenge
4. Organize talks to areas related to SDGs

While these efforts all contribute to SDG awareness-raising, they lack a consistent, cohesive and long-term, strategic approach. The establishment of a well-thought-out communication and advocacy strategy is considered critical for raising awareness around the SDGs to ensure consistent investment in achieving the Goals nationally and to mobilize multi-sectoral action so that every facet of society recognizes and plays its part to make sustainable development a reality. This has been underscored in the roadmap, which proposed a number of activities to carry out advocacy and mobilize partnerships to raise the SDG awareness in the country (Box 5).

While various actions were implemented, often these were implemented on an ad-hoc basis, which therefore calls for a coordinated and consistent approach. Building on existing measures, a more unified SDG communications approach as well as more robust capacity within Aruba's public sector is needed to help advance progress on the SDGs.

2.3 SDG institutional set-up

The SDG awareness raising and communication activities rely on the institutional set-up that was formally established by the government in 2017, including an SDG Aruba National Commission with a corresponding Awareness Working Group (AWG) and an Indicators Working Group. In addition, government ministries, departments and agencies have an important role to play in strengthening SDG awareness of the SDGs.

Box 6: National SDG Aruba Commission

The National SDG Aruba Commission, is a high-level inter-departmental body that resorts directly under the purview of the Prime-Minister. The Minister with the portfolios of Finance, Economic Affairs and Culture (MinFEC) and the Minister of Education, Science and Sustainable Development (MinESSD) have a seat on the SDG Commission. The commission is comprised of advisors to the three ministers, directors of the department of Economic Affairs, Commerce and Industry, Social Affairs, Environmental Management (comprising representatives of the three dimensions of sustainable development; economic, social and the environment) and the Central Bureau of Statistics, the chair and vice-chair of the Indicator Working Group (IWG), the head of the section Sustainable Policy and Planning of the department of Economic Affairs, Commerce and Industry, the department of Foreign Affairs and the special adviser to the Prime-Minister on multilateral affairs, appointed by the government, as chair of the National SDG Aruba Commission. The commission can invite other government departments to join the SDG commission in its efforts. Reinstalled by ministerial decree in January 2018, the Commission has remained a fixture of the public sector despite election-driven changes in Government, which is confirmation of the recommitment to the SDGs by the government and to the implementation process in Aruba. The ministerial decree also defines the scope of the mandate of the Commission. To execute its mandate, the Commission is adhering to the UNDP-proposed MAPS methodology, which entails keeping a continuous cyclical approach throughout the SDG implementation process. In its proceedings, to create the necessary conditions to advance the transformative and cross-cutting elements of the SDGs, the Commission has voluntarily adopted that its actions are subject to the following:

1. Principle of Subsidiarity
    a. The SDG Commission, in areas outside of its mandate, only acts where actions will be more effective at the level of the Commission than at the departmental level.
2. Principle of Complementarity
    a. Public departments are in the position to proceed with SDG mainstreaming in their institution, if they are unable or unwilling to do so genuinely, the SDG Commission can be requested to provide support by the Minister and/or the department. The Commission recognizes the continuing evolving landscape due to the increasing needs to further the implementation of the SDGs in Aruba. Therefore, the Commission acknowledges that by moving forward with the implementation that arising needs will have to be addressed by updating its composition, practices and auxiliary bodies.

Source: SDG Implementation Roadmap

2.3.1 National SDG Aruba Commission

The success of a Sustainable Development Communications Strategy depends on structures and content that are able to support and bring consistency to the SDG communications and awareness-raising activities in Aruba. Looking at the enabling environment, Aruba has been actively pursuing efforts to implement the SDGs and various structures and initiatives were set up to help raise SDG awareness. As mentioned, a roadmap was developed with the assistance of the UNDP and UNECLAC and the SDGs were mainstreamed into the NSP. Within the public sector, capacity building and trainings have taken place, and the National SDG Aruba Commission was set-up to provide the strategic direction and coordinate the implementation of the 2030 Agenda (Box 6). Ministries are involved and SDG follow-up and review activities are ongoing by the SDG Indicators Working Group.

The Commission is the main body supporting SDG implementation efforts. The team consists of volunteers and public officers who have substantive existing portfolios in a variety of government ministries and agencies. While representing their respective organizations, the team tries to devote time to the work of the Commission as a part of their existing portfolios. The lack of full-time staff on the Commission, minimal communications training among the members and the absence of a budget for the Commission's work have resulted in SDG communications being put on the backburner. Priority for SDG awareness and communication efforts should be given in the mandate of the Commission and in order to better coordinate among non-governmental stakeholders, broadening the membership should be considered.

2.3.2 SDG Awareness Working Group

Of specific importance to the SDG communication efforts is the SDG Awareness Raising Group (AWG), which was instituted by the SDG commission to raise public awareness on the 2030 Agenda and to ensure the principles and goals of sustainable development are fully mainstreamed into national and subnational policy formulation, planning and budgetary processes. The working group consists of departments from the government, the private sector, NGOs, and academia. From the outset the commission conducted a series of roadshows targeting higher Councils of State, ministries and government departments, academia, civil society, community-based organizations as well as private sector interest groups.

In collaboration with the Commission, the AWG developed the SDG communication strategy mentioned above, which facilitated ongoing engagement in promoting and advancing the implementation of the SDGs in Aruba. Moreover, the working group ensured the SDGs were translated into Papiamento. And it carried out a number of additional SDG related communication efforts to help spread knowledge and information about the SDGs among the public. It has been responsible for most of the content and updates featured on the website (www.sdgaruba.com), which features various local initiatives. Moreover, posters were placed on bus stops throughout the island, and videos featuring local stories on the SDGs were developed. The videos are featured on the SDG Aruba website, shared on social media, and run at the local cinemas and on national television. The AWG has in addition cooperated with a marketing company which has supported the working group in developing SDG awareness raising material.

Source: www.sdgaruba.com

2.3.3 SDG indicator working group

As a part of the Voluntary National Review (VNR) efforts by the Kingdom of the Netherlands, Aruba provides an update on the progress on the SDGs. The first VNR was presented to the High-level Political Forum for Sustainable Development (HLPF) in 2017 and the second report was presented in 2022.

Institutionally, and coinciding with the installation of a National SDG Commission, an SDG-Indicator Working Group (SDG-IWG) was installed in January 2017 and is a joint effort between different data producing government departments. The Central Bureau of Statistics (CBS) is working together with the SDG-IWG. The SDG-IWG is a working body within the approved national institutional framework and is responsible for leading and coordinating the monitoring and evaluation of the SDGs and for addressing the relevant issues regarding data availability for the SDGs. The Central Bureau of Statistics (CBS) is working with the SDGs-IWG. The SDG-IWG formation was based on a multi-sector approach and focused on developing an indicator framework. The working group developed priority indicators for a framework taking the National Strategic Plan (NSP) as a reference point. The working group has published the following reports:

- Aruba Sustainable Development Goals Baseline Measurement, 2018[7]
- AMIGA – Feasibility study 2018 with Aruban Model for Indicator Generation Assessment[8]
- SDG CIFRA: The Sustainable Development Goals Comprehensive Indicators Framework Aruba[9]
- Aruba Sustainable Development Goals Indicators 2021[10]

The latter report highlighted the need for strengthening the communication arrangements of core institutions as well as the collaborative mechanisms addressing structural and cross-cutting issues. The SDG-IWG will produce the Aruba Sustainable Development Goals Indicators report on a yearly basis. Moreover, the Supreme Audit Institution of Aruba will be conducting a national review of the SDG implementation process in Aruba.

Nevertheless, a monitoring framework that can measure progress on the SDGs in Aruba has not yet been established. This is critical for applying a Results-Based Management approach to SDG policy formulation, implementation, evaluation and outreach. A sound indicator framework can turn the SDGs and their targets into a management tool that can support evidence-based SDG messaging and communications. The framework should be supported by an inclusive data collection process. Currently the National Statistical System (NSS) is being implemented under the lead of the Ministry of Economic Affairs, Communication, and Sustainable Development, providing a momentum for fostering evidence-based SDG outreach.

2.3.4 Ministries, departments and agencies
Some efforts to raise SDG awareness have been carried out, albeit ad hoc. This has resulted in a fragmented approach to SDG communication by ministries and government. Individual ministries have established measures to help inform the public of the SDGs. For instance, the Minister of Economic Affairs, Communications and Sustainable Development is currently carrying out an awareness raising campaign on the SDGs that includes regular visits to elementary schools. And some sector plans were aligned with the SDGs, their targets or certain indicators are followed. The SDGs are not part of the Government's core messaging, and are not frequently underscored when public sector leaders and officers communicate with each other, with their constituents, and with other key development stakeholders.

This year, the Ministry of Economy, Communications and Sustainable Development launched Aruba's Economic Action Plan 2023-2025.[11] The plan highlights a number of priorities for Aruba and states the need for more awareness and knowledge of the pros and cons of transitioning to a more sustainable society. It calls for awareness raising and participation among citizens, the private sector and 'knowledge institutes' (kennisinstituten) as well as the public sector, including through stakeholder participation, campaigns, internal roadshows and dialogue.

Another example are the efforts carried out by the Directorate of Nature and Environment (DNM), which has its own dashboard, the so-called 'Planet dashboard'. The dashboard includes data on the SDG indicators related to planet and is operated and maintained by the DNM communications team.

Generally, and as also mentioned by the UN gap assessment, the government approach to communications is to allow individual ministries to speak only about their own programmes and activities. Without a coherent umbrella strategy, the communications outputs from individual ministries rarely link programmes and activities back to the SDGs. As a result, there is minimal

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[7] SDG Indicator Working Group, 2018, Aruba Sustainable Development Baseline Measurement, 2018.
[8] SDG Indicator Working Group, 2018, AMIGA – Feasibility study 2018 with Aruban Model for Indicator Generation Assessment.
[9] SDG Indicator Working Group, 2019, SDG CIFRA: The Sustainable Development Goals Comprehensive Indicator Framework Aruba.
[10] SDG Indicator Working Group, 2021, Aruba Sustainable Development Goals, 2021.
[11] Ministerie van Economische Zaken, Communicatie en Duurzame ontwikkeling, 2023, Aruba's Transitie naar een duurzaam & inclusief economisch model – Nationaal actieplan 2023-2025. Oranjestad

public awareness of the SDGs themselves or the local problems that the SDGs try to tackle. In addition, the public sector communications machinery does not always have the skillset or resources to include SDG messaging in their outputs, and tie the work of their ministry to a larger sustainable development strategy.

This calls for mainstreaming and coordinating SDG messaging on national development policies and projects across government ministries. Moreover, it requires a culture of knowledge sharing as well as capacity to tie programs to the broader sustainable development strategy among the communications machinery of the ministries.

3. Strategic objectives

To establish a unified, consistent and coordinated SDG communications approach, institutional structures and capacity within Aruba's public sector as well as infrastructure to perform evidence-based communication on the SDGs are needed. By taking into consideration previous and existing commitments, the following four strategic objectives are defined:

Four strategic objectives:

1	Promoting consistent SDG communication by empowering the institutional structures (internal)
2	Improving the evidence-base of Aruba's SDG communication activities
3	Raising the SDG awareness among the public (external)
4	Monitor the progress of SDG communication and awareness raising activities
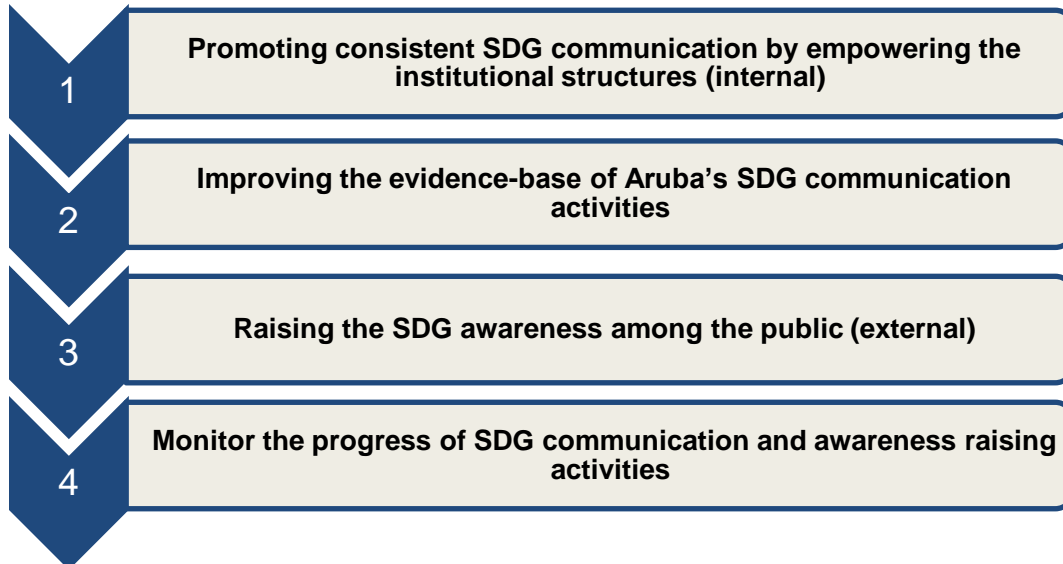
3.1 Strategic Objective 1: Promoting consistent SDG communication by empowering the institutional structures (internal)

Principles: Strategic Objective 1

Institutionalization:	Public communication should promote coherent approaches
Whole-of-society collaboration:	Government efforts to counteract dis-information should be integrated within a whole-of-society approach, in collaboration with relevant stakeholders, including the media, private sector, civil society, academia and individuals
Public interest driven:	Public communication should strive to be independent from politicization and be separate from partisan and electoral communications
Future-proofing and professionalism:	The public sector should invest in innovative research and use strategic foresight to anticipate the evolution of technology and information ecosystems
Inclusion:	Interventions should be designed and diversified to reach all groups in society
Timelines:	Public institutions should develop mechanisms to act in a timely manner by identifying and responding to emerging narratives, recognizing the speed at which false information can travel

A consistent and long-term approach to SDG communication and outreach efforts should form the basis of the SDG implementation efforts in Aruba. This should include raising awareness of the linkages between the SDGs and national development policies and plans by avoiding working in silos. Therefore, this objective aims to help to create greater collaboration among ministries and stakeholders and to foster a culture of knowledge sharing within the government.

Within the government, the institutional structures need to be in a position to be able to communicate and inform about the SDGs, their meaning for the country and what progress is being made. This requires greater clarity on the roles and responsibilities, better coordination, as well as plugging in the communications departments in the Ministries to be able to convey government-wide SDG messaging. In order to do so, the following tools and actions are recommended:

3.1.1 Tools and actions

- *Endorsing the strategy*

Ownership of the Communications Strategy is needed to ensure the effectiveness of the overall approach and spread the workload across the government/among stakeholders. To create ownership, the endorsement of the communications strategy at the highest political level is recommended, including the approval by the Council of Ministers (Minister Raad).

- *Expanding the National Aruba Commission*

To ensure a coherent information communication approach and to counteract information disorders, the mandate of the National SDG Commission of Aruba needs to be strengthened. In addition to strengthening its mandate, broadening (the bodies of) the National SDG Commission of Aruba's membership should be considered to include non-governmental stakeholders. Including stakeholders, such as the media, the private sector (e.g. the chamber of commerce), civil society and academia can stimulate a more inclusive and coordinated

approach to the SDG-related activities that reflect the whole-of-society. These stakeholders can play an important role in SDG communications and awareness raising efforts through e.g. research, data provision and analyses and thereby help synthesize the communications landscape. This could be done as full members of the Commissions or as part of a working group structure.

- *Strengthening the SDG information flow within government including by establishing an SDG Communications network*

To add consistency to the government's messaging on the SDGs and to foster cross-sectoral collaboration, the informational flow among ministries, departments and agencies should be strengthened. In addition to adding policy coherence, greater collaboration can also help the government as a whole in the identification and response to emerging narratives, recognize the speed at which (false) information can travel and act in a timely manner. Therefore, it is recommended to establish a well-coordinated knowledge-sharing structure; e.g., by installing or embedding SDG communication focal points in each Ministry, department or relevant agency and establishing a specific network on SDG communications that operates on the basis of structured meetings.

- *Mainstreaming the SDGs across sectoral policies and investing in establishing policy coherence*

Mainstreaming the SDGs into all national and sectoral policies, strategies, plans and programs can help strengthen policy coherence. Incorporating the SDGs into sectoral policies can also help expand on initiatives and outreach. When the SDGs are incorporated into the (sectoral) policies and strategies, they are by default integrated in the policy implementation and can then also be reflected in the messaging. The current assessment on the mechanisms in place to enhance policy coherence for sustainable development (SDG indicator 17.14.1) in Aruba, lead by the Ministry of Economic Affairs, Communication, and Sustainable Development in collaboration with the SDG Commission is an instrumental step in fostering cross-sectoral integration of the SDGs.

- *Visual/style guidelines*

The use of consistent and simple processes to distribute information is recommended as well as creating blueprints for materials such as fact sheets, press releases and presentations. If these have been developed, they should be applied across the government, and the obstacles to their application should be addressed.[12]

- *Creating a knowledge management system*

Creating a knowledge management system can help facilitate cross-sectoral and a coherent approach to knowledge sharing provided the system is government-wide and can help stimulate the sharing of information across ministries, departments and agencies.[13] The system should correspond to the 2030 Agenda's goals and targets/indicator framework and help facilitate consistent and evidence-based messaging on the SDGs. The systems should aim to collect and disseminate SDG related input from the whole-of-government. The system can be designed as a part of the SDG platform that is recommended below (Strategic Objective 3), but for intended for internal use by the government. Access should be granted to all the involved ministries, departments and agencies, including the CBS and members of the NSS. It can include information that strengthens the coherent messaging of the government on the SDGs, such as this strategy, the visual/styles guidelines and other information that is of relevance for implementing and communicating on the SDGs.

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[12] Aruba's former communications strategy highlights the use visual/style guidelines.
[13] Establishing a knowledge management system was featured as one of the objectives made in Aruba's National Development Strategy. This recommendation is still valid.

3.2 Strategic Objective 2: Improving the evidence-base of SDG communication activities

Principles Strategic Objective 2

Evidence-based:	Government information should be designed and informed by trustworthy and reliable data, testing and audience and behavioral insights
Transparency:	Governments should strive to communicate in an honest and clear manner
Prevention:	Government interventions should be designed to pre-empt rumors, falsehoods and conspiracies to stop misinformation from gaining traction

Data for evidence-based policy formulation is a pre-requisite for success of achieving the SDGs.[14] To this end, monitoring SDG progress, building accountability and creating a dialogue between decision-makers and citizens can benefit the ownership of the SDGs within the government and among the public.

The development and broadening of the National Statistical System (NSS) was highlighted in Aruba's strategic plans. In Aruba, the development of the National Statistics System (NSS) is ongoing and can help contribute to advancing the evidence-base for SDG-related activities,

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Box 7: Monitoring the SDGs

A robust follow-up and review mechanism for the implementation of the 2030 Agenda requires a solid framework of indicators and statistical data to monitor progress, inform policy, SDG messaging and ensure accountability of all stakeholders. The global indicators framework was adopted by the UN in 2017, including 248 indicators (231 unique indicators). Countries typically develop a national SDG monitoring framework, which includes nationally defined indicators that supplement the global indicators. Such a monitoring framework is instrumental in supporting evidence-based SDG communication, which is designed and informed by trustworthy and reliable data, testing and audience and behavioral insights.

Source: https://unstats.un.org/sdgs/indicators

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including communication and messaging on the SDGs. Moreover, the SDG Commission is currently establishing Terms of References (ToR) for developing an SDG monitoring framework (Box 7), which is another valuable step to promote data-driven communication. To improve the evidence-base of Aruba's SDG communication activities, the following tools and actions should be considered:

3.2.1 Tools and actions:

- *Fostering evidence-based communication*

To ensure evidence-based knowledge sharing, the SDG monitoring framework that is being developed in Aruba should build on shared principles and cross-sectoral ambitions on the SDGs. Beyond the global indicators, national indicators need to be identified and the synergies and

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[14] This is among others pointed out in Aruba's National Development Strategy.

tradeoffs among the SDGs should be considered. The framework is of critical importance to fostering evidence-based knowledge and information sharing on SDG progress in both countries. The ability to comprehensively measure progress through adequate data can support the cycle of communication in the following way:

Figure 1: Evidence-based communication cycle

- *Establishing an SDG knowledge Platform*

The governments of Aruba and its development partners (including the UN) should invest in innovative research to anticipate the evolution of technology and information ecosystems including by e.g. developing/continuing to develop an SDG knowledge platform or SDG Dashboard. Incorporating key messages in a platform can help communicate messaging to the broader public through knowledge brokers, knowledge translators, the media, science editors and fact-checkers. It is recommended to expand existing digital tools such as the websites to become more cross-disciplinary, representing SDG related information by the government and the respective society as a whole. The platform or dashboard should aim to easily visualize information and data on the work of the government as well as of stakeholders, including disaggregated by SDGs but also their interlinkages.

- *Annual progress reports and data story telling*

Accurate and robust reporting on the SDGs through SDG progress reports such as those published by the Indicator Working Group or the VNRs can be used for raising SDG awareness. To support presenting data and information in a user-friendly manner, data storytelling can be applied. Guidance on data story telling[15] was made available by the UN Statistical Division to help define an approach to establishing a narrative and communicating data for raising SDG awareness (Figure 2).[16]

Figure 2: Components of data story telling

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[15] The United Nations Statistics Division has made available a practical guide to data story telling in the Voluntary National Reviews and SDG Reporting with guidance available to NSOs to help present and communicate data and statistics in the VNRs: https://unstats.un.org/sdgs/data-storytelling/documents/Practical_Guide_to_Data_Storytelling_in_VNRs_and_SDG_Reporting.pdf

[16] United Nations Statistics Division, 2022b

Context
- Audience
- Communications goals

Design
- Visualisation
- Creation

Narrative
- Messaging
- Structure
- Language

Data
- Collection
- Exploration
- Analysis
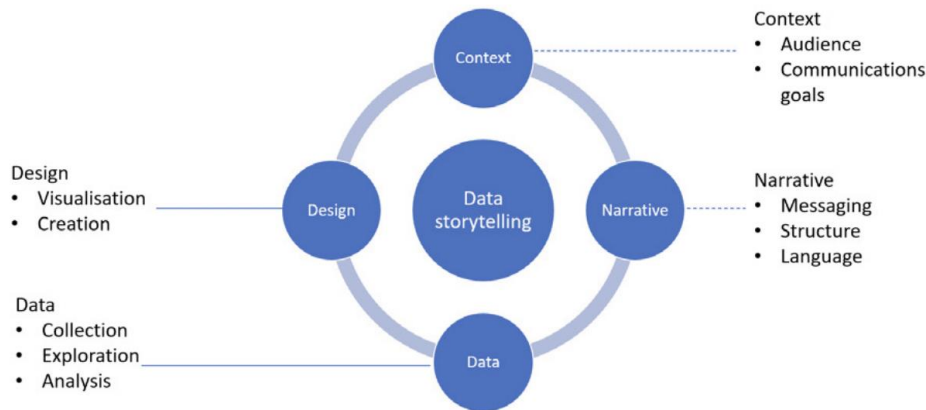
3.3 Strategic Objective 3: Raising SDG awareness among the public (external)

Principles Strategic Objective 3

Inclusiveness:	Interventions should be designed and diversified to reach all groups in society
Whole-of-society collaboration:	Government efforts to counteract information disorders should be integrated within a whole-of-society approach, in collaboration with relevant stakeholders, including the media, private sector, civil society, academia and individuals
Public interest driven:	Public communication should strive to be independent from politicization and be separate from partisan and electoral communications

Awareness raising activities are key for mobilizing the power of public opinion to support the SDGs. These activities are critical for creating an enabling environment for accountability, promoting participatory and inclusive processes for reviewing SDG progress, and for building ownership of the SDGs. The following tools and actions can be considered to strengthen SDG awareness among the public:

3.3.1 Tools and actions

Mapping
Building on the needs that were identified in the former communications strategy in Aruba, this strategy recommends creating an overview of the information products existent through a mapping exercise. The mapping should enable the ability to build on existing communication efforts and avoid duplication of already tried and performed activities.

Developing a campaign
Building on the mapping, a new SDG campaign should be developed. The campaign should rely on evidence-based communication (ideally supported by the indicator framework) and be based on a multi-stakeholder approach as well as the engagement of the public. According to the

recommendations on effective public communication, involving the public in discussions and decisions can raise trust, strengthen accountability and raise awareness about the results that governments have achieved.[17] To have an impact, particularly designing and implementing the campaign with the help of citizen participation and applying a partnership approach is recommended (Box 8).

Box 8: How can an SDG campaign have a bigger impact?

⇒ **Don't just broadcast: Engage and enable**
As communication is increasingly becoming multi-directional, it needs to help citizens participate in the conversation. Messages that highlight interconnectedness and shared responsibilities can boost engagement and support for the SDGs.

⇒ **Share facts and emotions**
While numbers are important to build trust and public support citizens should also be engaged emotionally. Messages that build hope and relate to people's daily lives can have an impact. Also, messengers to whom audiences related to are important, e.g. mobilizing popular influencers

⇒ **Meet people where they are**
Meeting people where they are is important, e.g. cultural events, community organizations, business or online discussion groups.

⇒ **Become a partner**
By partnering with others, e.g. civil society, or businesses, new audience can be reached and new campaigning and marketing skills can be obtained.

⇒ **Join forces across borders**
Achieving the SDGs is a global process. Communicators achieve greater impact at home when they learn from different countries and collaborate on global campaigns.

Source: SDG-Communicator.org

There are multiple ways awareness raising campaigns can be carried out, and while campaigning has already been carried out in Aruba, this time, the campaign should prioritize the message that the SDGs should be approached from a systemic perspective and raise awareness about the synergies and trade-offs among the SDGs (Figure 4):

Figure 4: Steps for developing an SDG awareness-raising campaign:

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[17] OECD, 2021, 'OECD Report on Public Communication - The Global Context and the Way Forward', Paris

Step 1:	Identify the goal, objectives, target stakeholders, key messages, methods, tactics or activities

Step 2:	Work in partnership, network or coalition with stakeholders

Step 3:	Identify target audience and their interests

Step 4:	Create activities and key messages for your target audience

Step 5:	Consider the most effective methods to raise awareness

Step 6:	Consider the timing of the awareness raising activities

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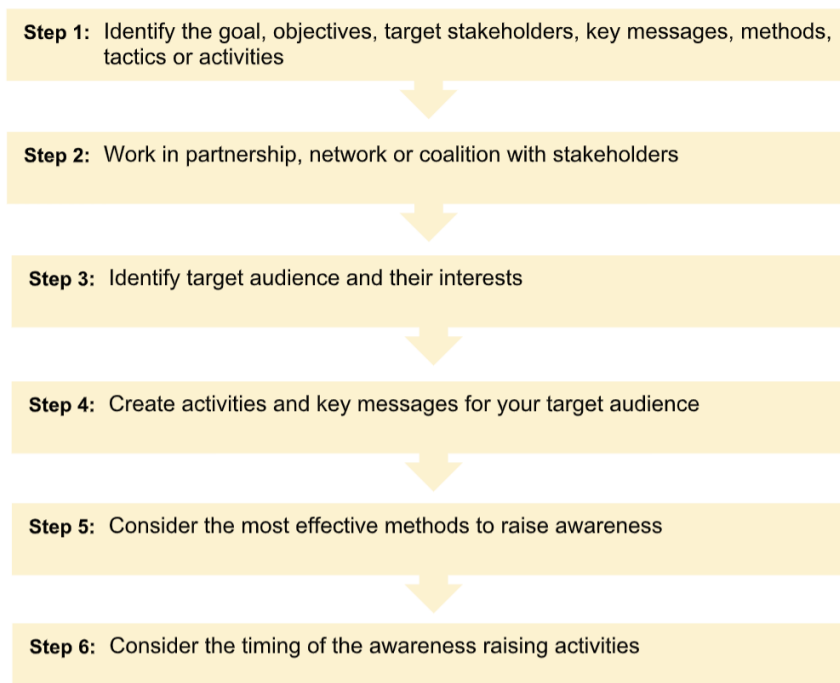
Box 9: Communication materials and guidance offered by the UN

In 2023, the UN published communication material for SDG related awareness raising purposes as well as guidelines for using the SDG logo and related material:

- **The SDG Action Campaign:**
  The SDG Action Campaign aims to support governments and non-governmental organizations with compelling and creative SDG outreach and communications. To achieve the SDGs, the campaign offers tailored advocacy and communications as well a toolkits that can help raise the awareness of the SDGs.

- **Communication material:** the SDG logo, colour wheel and 17 icons are available for use in the six official languages of the UN.

- **SDG guidelines:** These guidelines are meant to enable information sharing, engagement, and collaboration and addresses three main components:
  1. The words "Sustainable Development Goals"
  2. A colour wheel visual identifier
  3. Names for each of the 17 Sustainable Development Goals with corresponding individual icons for each goal.

Source: https://www.un.org/sustainabledevelopment/news/communications-material/

Clear messaging and story telling
While it may take time to develop comprehensive and competent data the long-term goal is to use comprehensive messaging backed by evidence and data. This can make a strong case for implementing the SDGs. To achieve the SDGs and to apply a systemic approach to messaging, a language that promotes inclusive communication should be promoted. In this regard, storytelling is a powerful tool to connect and inform policymakers and the public on sustainable development. Various activities and ways to disseminate messages can be applied:

Activities:
- Issuing press releases
- Briefings and commentaries
- Disseminating reports, studies and publications
- Making written or oral submissions to parliamentary committees and inquiries
- Working with the media/blogs
- Holding public meetings and events
- Convening conferences and workshops
- [SDG related UN/international days/weeks](#)
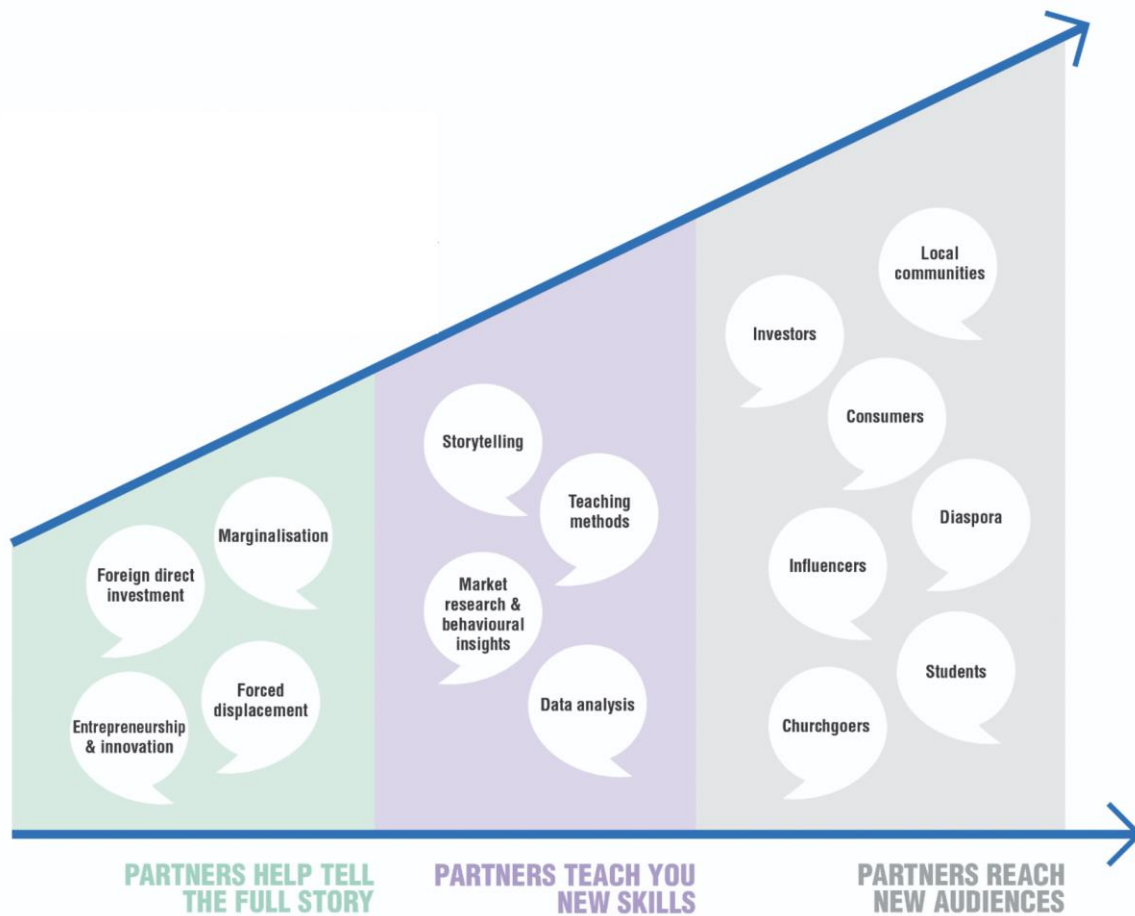- Creating and contributing to educational materials

Ways to Disseminate:
- Radio, television
- Video
- Film
- The internet
- Social media (including use of influencers)
- Cell phones
- Newspaper
- Newsletters
- Leaflets
- Poster campaigns
- The arts

Work in partnerships to raise SDG awareness

The SDGs can only be met if we work together. Goal 17 is about revitalizing the global partnership for sustainable development underscoring that in order to achieve the SDGs, partnerships between governments, the private sector, civil society and other stakeholders is needed. Figure 5 illustrates the how working in partnership can benefit communication efforts. First, partners can help tell the full story. There are powerful stories to tell about sustainable development, but we may never hear about them if we only source stories internally. Second, partners have communication skills to share. Staying on top of latest technologies and opportunities becomes much easier when you can share lessons with innovative partners. Third, partners enjoy trust and reach among key audience. Many of the audiences we need to engage will take our messages more seriously if they come from peers.

Figure 5: Partnerships to raise SDG awareness

The diagram shows three ascending sections labeled:

PARTNERS HELP TELL THE FULL STORY — Marginalisation, Foreign direct investment, Entrepreneurship & innovation, Forced displacement

PARTNERS TEACH YOU NEW SKILLS — Storytelling, Teaching methods, Market research & behavioural insights, Data analysis

PARTNERS REACH NEW AUDIENCES — Local communities, Investors, Consumers, Diaspora, Influencers, Students, Churchgoers

Source: httpa://sdg-communicator.org

Education
It is moreover important to continue to bring the SDGs into education. Target 4.7 of the 2030 Agenda aims to ensure that by 2030, *all learners acquire knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.*

Some efforts are ongoing already, as recommended in e.g. Aruba's former communication strategy e.g. rolling out content related to a public education campaign for a six-month period commencing in mid-2024. Nevertheless, continuing to mainstream the SDGs into formal curricula and teaching materials should be promoted. It is recommended to cross-check the ongoing activities with international recommendations such as those formulated by UNESCO (Box 10). UNESCO has, among others, developed learning objectives that can be applied as a guide to further incorporate the SDGs into curricula.
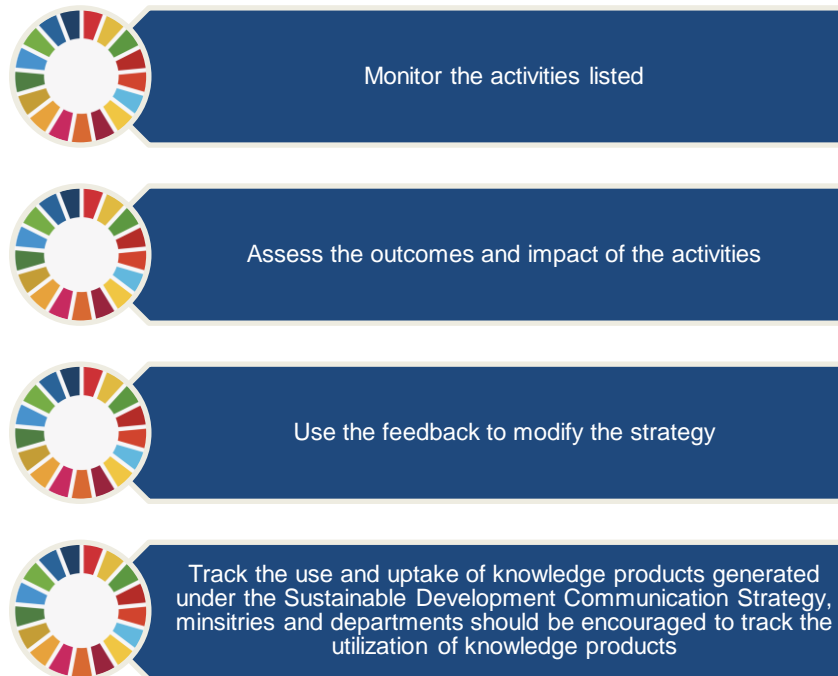
Box 10: SDG Education related guidance

- **The Global Education Monitoring Report** and UNESCO have begun to develop codes to analyze how textbooks and curricular frameworks approach human rights, gender equality, peace, non-violence and human security; sustainable development; and global citizenship/interconnectedness.

- **The Technical Cooperation Group for SDG 4** (Education 2030) has defined 5 indicators to monitor SDG 4.7, which relates to both the provision of relevant education (through curricula, textbooks and teaching practices) and to the knowledge acquired.

- **Learning objectives for achieving the SDGs:** This report intends to give guidance on how to use education, in achieving the SDGs. It identifies learning objectives, suggests topics and learning activities for each SDG, and describes implementation on different levels from course design to national strategies. The report aims to support policy-makers, curriculum developers and educators in designing strategies, curricula and courses to promote learning for the SDGs.

- **Resources for educators** were also developed by UNESCO. The material has been designed for educators, education planners and practitioners. It offers pedagogical ideas for classroom activities and multimedia resources detailing how best to integrate the SDGs into teaching and learning, from early childhood care through secondary education.

- **The SDGs-in-the-Classroom Toolkit** was developed by York University in Canada, to enable the pan-university interdisciplinary infusion of the SDGs into the classrooms, which will reinforce the commitment to make a positive change for students, campuses and local and global communities.

3.4 Strategic Objective 4: Monitor the progress of SDG communication and awareness raising activities

Principle(s) Strategic Objective 4

Timelines: Public institutions should develop mechanisms to act in a timely manner by identifying and responding to emerging narratives, recognizing the speed at which false information can travel

A monitoring plan should assess whether progress is being made towards meeting the goals and can help determine if adjustments need to be made to ensure success of the Sustainable Development Communication Strategy. For this purpose, an M&E plan was developed (Annex 2) to support the implementation of the four strategic objectives, their subgoals and actions listed in section 4. The following steps are recommended to monitor the progress of the SDG communication and awareness raising activities:

	Monitor the activities listed
	Assess the outcomes and impact of the activities
	Use the feedback to modify the strategy
	Track the use and uptake of knowledge products generated under the Sustainable Development Communication Strategy, minsitries and departments should be encouraged to track the utilization of knowledge products

Monitor activities listed
The monitoring framework in Annex II includes a matrix that will help track the activities listed above. Annex III includes a timeline, indicating recommendations as to when certain activities should be completed as a guideline for monitoring the activities listed.

Assess the outcomes and impact of the activities
As indicated in the timeline, approximately half way the implementation period, it is recommended to assess the outcomes and impact of the activities, i.e. by measuring whether the objectives, sub-goals and indicated activities were completed in accordance with the suggested timeline (Annex III). Questions to be asked are: 'How much progress has been made towards the vision?', 'Are the Strategic Objectives are still relevant', 'Which of the sub-goals and activities have been completed?'. Surveys or consultations may also help give an idea of the outcomes and impacts of the activities listed in the strategy.

Use feedback to uptake the strategy
Use the feedback from the assessment to modify the strategy as needed depending on the outcome of the assessment.

Track the use and uptake of activity/dissemination channel or knowledge products generated under the strategy
This relates to Strategic Objective 4 and depends on the type of activities are applied. Suggestions for indicators[18] to be used to measure some of these activities are as follows:

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[18] Indicators as suggested by the Overseas Development Institute, 'Communications, monitoring, evaluating and learning toolkit, 2018.

Activity	Example of indicator
Issuing press releases	• Number of media hits • Social media impressions (Facebook, X, Instagram etc.
Briefings and commentaries	• Attendance
Disseminating reports, studies and publications	• Click rate • Number of subscribers
Making written or oral submissions to parliamentary committees and inquiries	• Number of submissions made
Media and blogs	• Number of media hits • Number of blogs published • Social media impressions (Facebook, X, Instagram etc.
Social media	• Number of followers/subscribers • Number of experts with professional social media presence • Social media engagement (impressions/likes and shares)
Creating and contributing to educational materials	• Number of materials produced • Inputs made at educational institutions
SDG related UN/international days/weeks	• Number of days/weeks celebrated (per SDG)
Holding public meetings and events	• Number of events • Number of attendees/livestream viewers • Dropout rate
Convening conferences and workshops	• Number of conferences and workshops convened • Number of attendees/livestream viewers • Dropout rate

4. Activities

Strategic Objective 1: Empowering the institutional structures
Principle(s): Institutionalization, whole-of-society collaboration, public interest driven, future-proofing and professionalism, inclusion, timelines

Sub-goals	Actions
1.1. Expand the National Aruba SDG Commission	Strengthen the mandate of the National Aruba SDG Commission
	Aruba: Consider including representatives from non-governmental stakeholders, including representatives from the university, civil society, the private sector and the media in the SDG Commission/working groups
	Strengthen capacity through training
1.2 Strengthen communication among ministries and departments	To strengthen ownership of the SDGs, the highest political level should endorse the communications strategy
	Strengthen the coordination on SDG messaging, and a culture of knowledge sharing among the relevant sector specific (communications) departments of the ministries e.g. by establishing a cross-sectoral SDG communications working group or network in the government
	Develop capacity to tie programs and activities back to the larger sustainable development vision/strategy ensuring the synergies and trade-offs are taken into consideration
	Create a government-wide knowledge management system to support a coherent communications approach across ministries and departments
	Apply visual/style guidelines if available/develop visual/style guidelines if none are available

Strategic Objective 2: Improving the evidence-base of SDG communication activities
Principle(s): transparency, prevention, evidence-based inclusiveness, whole of society collaboration, future-proofing professionalism, timelines

Sub-goals	Actions
2.1 Strengthen data-informed communication	Establish/finish establishing a monitoring framework to help support evidence-based SDG messaging
	Take the strengthening of data-informed communication into consideration in the development/broadening of the National Statistical System
	Define national indicators (these should be identified on the basis of an inclusive and participatory approach)
	Explore innovative data collection efforts, including citizens generated data (CGD), big data or other methodologies
2.3 Mainstreaming the SDGs into national policies, strategies, plans and programs	Aruba: Apply the ongoing work on ensuring policy coherence to policy planning across the government
	Apply a multi-stakeholder approach to planning efforts, e.g. by creating a dialogue among stakeholders
	Establish and/or incorporate the SDGs into sectoral communications strategies
2.2. Use innovative tools to make performance data	Turn SDG Commission website into an SDG knowledge platform/SDG dashboard
	Develop capacity to advance data story telling (and apply these in SDG reporting efforts)

more attractive and interactive	

Strategic Objective 3: Raising awareness among the public Principle(s): inclusiveness, whole-of-society collaboration, public interest driven	
Sub-goals	**Actions**
3.1 Mapping	Create an overview of existing SDG related communication efforts
3.2 Develop a campaign	Identify the goal: Aim to design a campaign that helps people understand about the need to accelerate SDG progress by demonstrating the SDG interlinkages
	Work on the basis of a partnership approach, fostering close cooperation with key stakeholders including academia, CSOs, the private sectors as well as the media
	Identify the target audiences and their interests
	Create messages for the target audience (by meeting them where they are at)
	Share facts and ensure data informed communication
	Consider the most effective methods to raise awareness
	Engage and enable citizens
	Consider the timing of the campaign
	Ensure the campaign is carried out in all the languages applied in Aruba
	Explore international best-practices as well as UN communications related guidance e.g. the SDG Action Campaign
3.3 Continue to mainstream the SDGs into education	Cross-check ongoing SDG related education efforts and curricula with international recommendations e.g. those formulated in UNESCO's 'Learning objectives for achieving the SDGs'
	Develop and implement a plan to mainstream the SDGs into education at all levels
	Strengthen and promote the role of youth

Strategic Objective 4: Monitor the progress of SDG communications and awareness raising activities Principle(s): Timelines	
Sub-goals	**Actions**
4.1 Track progress in strengthening public awareness	Measure progress on the Sustainable Development Communications Strategy (Monitoring framework is to be developed)
	Assess the outcomes and impact of the activities and modify the strategy as needed depending on the outcome of the assessment
	Use the assessment feedback to update the strategy, potentially as a result of midterm evaluation
	Track the use and uptake of knowledge products generated under the Sustainable Development Communication Strategy, ministries and departments should be encouraged to track the utilization of knowledge products

Annex I: Investment Plan

> **Needs:**
> ⇒ Investing in an enabling environment is needed to carry the SDGs forward in a consistent and inclusive manner.
> ⇒ The strategic communications strategy should be supported by an investment plan, however, sufficient national financing needs to be ensured to address the broader context of comprehensively implementing the SDGs in Aruba, including funding to empower the National SDG Commission to be able to carry out the coordination functions needed.

Funding and means are needed to support the Sustainable Development Communication Strategy. This plan provides recommendations on the steps needed and considerations that should be contemplated to finance the strategy. It also makes suggestions for resources mobilization efforts and funding sources both domestically and internationally.[19]

Investment goals

Allocating sufficient funds and ensuring sustainable sources of future funding being identified to implement the Sustainable Development Communication Strategy and achieve the 4 objectives, subgoals and actions as defined by the strategy.

Timeline

The investment plan covers the duration of the Sustainable Development Communication Strategy which is aligned with time left of the implementation of the 2030 Agenda for Sustainable Development: 2024-2030.

State of play

As a small island state, Aruba cannot take advantage of economies of scale and their limited financial resources require creative solutions. For instance, in Aruba, the National SDG Commission in Aruba has been challenged in receiving the budget or staffing personnel required to create a consistent stream of content. Finance constraints exist across the public sector. Therefore, funding and means are needed to support the Sustainable Development Communication Strategy and to ensure its implementation is sustainable.[20]

Objectives

Planned investments as well as identifying sources of sustainable funding should enable the implementation of the four strategic objectives, subgoals and actions outlined in the Sustainable Development Communication Strategy.

Recommended actions

⇒ **Review finances**

In order to get an overview of the potential finances available for the SDGs including SDG communication and awareness raising efforts, it is recommended to review existing finances and determine what amount is currently being allocated as well as to identify funds that could potentially be earmarked for this purpose. If there is a gap between what is allocated and what is required, this should be highlighted and options to plug the hole in a sustainable manner should be identified,

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[19] The investment plan does not detail the specific breakdown of financing needed to implement the specific elements of the strategy.
[20] Kingdom of the Netherlands, 'Voluntary National Review on the Sustainable Development Goals', 2022

⇒ **Consider establishing a broader sustainable development financing strategy**
To allocate funds for SDG related communication and awareness raising, establishment of a broader sustainable financing strategy should be considered (Box 1). The strategy and strategic budgeting processes should be linked to the SDGs, and SDG-related communication and awareness raising should be a part of the broader sustainable financing strategy. Drawing on the support from UNDP to explore SDG financing options is recommended.

⇒ **Allocating funds for SDG communication as a part of sector financing streams**
In order to enable capacities to strengthen sector-specific SDG communication, each ministry should ideally allocate finances for SDG communication. Of particular importance is to enable cross-sectoral SDG messaging. Carrying out a cost-benefit analysis is recommended for evaluating the potential impacts of the strategy. The analysis should evaluate the potential impacts of a proposed project, policy, or program on society as a whole.

⇒ **Resource mobilization**
Increase domestic resource mobilization by 5-10% for the strategy's duration and enhancing the composition, effectiveness and efficiency of public spending on SDG awareness raising and communications.

Box 1: Integrated National Financing Framework

This investment plan concerns financing and funding-related questions that aim to support the implementation of the Sustainable Development Communication Strategy. However, to ensure the broader context of comprehensively implementing the SDGs, the SDGs should be integrated into economic, financial policies and practices. To accelerate progress on the SDGs in general, the UN promotes establishing an **Integrated National Financing Framework (INFF)** to finance the overall national sustainable development priorities. As a part of this approach, SDG budgeting is recommended, including mainstreaming the SDGs into the budget cycle. These can be a tool to finance national priorities on the SDGs, including on SDG awareness raising.

Drawing on support from the wider UN System is recommended to develop a financing strategy. For instance, the **UNDP Finance Sector Hub (FSH)** supports national strategies for accelerating progress on the SDGs at national level. Deepening public-private collaboration is a core element of UNDP's work on financing the SDGs. FSF offers four flagship opportunities and address bottlenecks in scaling up financing for the SDGs:
- SDG Impact
- Integrated National Frameworks
- Insurance and Risk Facility
- Digital Financing

⇒ **Consider creating a funding plan for the SDGs**
Launching a funding program can be considered to support projects aimed at: building awareness of the 2030 Agenda, increasing partnerships and networks, advancing research, and overall furthering the implementation of the SDGs in Aruba. Projects could be of a12 month duration and aim to encourage and mobilize non-governmental stakeholders to participate in strengthening SDG knowledge as well as to create ownership among the public.

Exploring investment sources - Domestic
Domestically, various options and sources to fund the strategy can be explored, including through re-allocation of existing funding streams, as well as (multi-stakeholder) partnerships.

Increasing SDG related funding for communication

Increasing the proportion of the GDP to be allocated towards the SDGs, including the strengthening of institutional structures (including the SDG Commission) as well as specifically, the allocation of funding towards SDG awareness raising and communication related efforts. Many countries undertake reforms to strengthen domestic resource mobilization and improve domestic capacity for revenue collection. Most reforms focus on the expansion of the tax base, including tax rate increases, prevention of tax evasion, the introduction of new tax measures and management of tax exemptions process should consider the potential of financial innovations, new technologies and digitalization to provide access to finance.

Partnerships
To develop SDG communication-related opportunities, new partnerships can be created that deal with SDG related investment opportunities. These can be brought about by:

- Encouraging collaboration between public and private actors to unlock all sources of finance and financial innovation for communication and awareness raising purposes.
- Collaborate with financial institutions to implement and report on the SDGs
- Channel private investment towards to SDGs.

Multi-stakeholder partnerships are important tools for accelerating the SDGs. CSOs, the private sector and universities have keys roles to play in awareness raising. Hence, partnering with these stakeholders is recommended to help strengthen knowledge on the SDGs among the public.

Potential investment sources - International
Exploring financing opportunities with international organizations, including the by development banks[21], institutional investors or non-governmental organizations. In addition, the following

Support from the UN system
Ensuring continuous engagement with the UN Trinidad and Tobago is recommended to help support the implementation of the Sustainable Development Communication Strategy. Moreover, the government can establish partnerships with United Nations Agencies in the fields of awareness raising, communication, capacity building education etc. to promote SDG awareness raising.

UN Joint SDG Fund
The joint SDG Fund supports countries in accelerating progress towards the SDGs. It embraces the use of social and online digital media to reach, inform, communicate with, and advocate for accelerating progress towards the SDGs, mainstreaming intersectional issues like human rights, gender, youth, the environment and people.

The UN Joint SDG Fund aims to among others close the funding gap to achieve the SDGs in Small Island Developing States by providing funding to actionable proposals being developed in SIDS. By contributing to progress on multiple SDGs, the joint programmes within this call will produce catalytic results at scale within defined timeframes. Given the interdependence of the SDGs, joint programmes can facilitate change by working across sectors and silos through an integrated, multidimensional approach that addresses vulnerabilities across the whole life cycle and among priority target groups. The Fund supports cross-sectoral integrated policy or financing frameworks and solutions across a range of transformative initiatives focused on SDG acceleration.

For more information click here.

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[21] For instance: World Bank, Caribbean Development Bank, Inter-American Development Bank (IDB) and Development Bank of Latin America (CAF).

UNESCO
[UNESCO's International Programme for the Development of Communication (IPDC)](#) promotes media development within developing countries, countries in transition, and countries in conflict and post-conflict situations. As the only multilateral forum in the UN system designed to mobilize the international community around media development, the programme provides support for media projects while seeking accord to secure a healthy environment for the growth of free and pluralistic press.

The European Union funds
Make full use of the financial support available through the EU's 20 funds designated for the Caribbean islands. This involves knowledge and awareness of the EU funds and capacities to write proposal, implement projects and fulfilment of formal requirements such as partnerships or co-financing requirements. Funding streams available for Aruba are [Overseas Countries and Territories](#).

For more information click [here](#).

Support from the Netherlands
In addition to the support that is provided by the Dutch government, alternative support from the Netherlands can be explored, including through cooperating with Dutch SDG institutional infrastructure, including the SDG Coordination or establishing collaboration with [SDG Nederland](#).

Caribbean Development Bank
The Caribbean Development Bank (CDB) provides technical assistance, assists and mobilizes financial resources from within and outside the Caribbean. It focuses on a number of fields of relevance to the objectives and sub-goals highlighted in the strategy, including on education as well as governance and civil society. In the latter field, CDB provides institution-building assistance to strengthen core public sector management systems and capacities. This includes macroeconomic policy management, co-ordination, planning and reform; human resource management; organizational development; and monitoring and evaluation. In addition, the Bank supports public finance management, legal and judicial development, and the improvement of procurement administration and operation across the Region. The Bank also promotes Government partnerships that support inclusive and just societies.

For more information click [here](#).

World Bank SDG Partnership Fund
The World Bank Partnership Fund for the SDGs (SDG Fund) was established to promote best practices and knowledge sharing for the implementation of the 2030 Agenda for Sustainable Development. The fund responds to the growing demand for strategic initiatives that advance the achievement of SDG 17, which aims to strengthen the means of implementation and revitalize the global partnership for sustainable development. The Fund is working closely with client countries to deliver on the SDGs through knowledge-sharing, capacity building, data, financing, and partnerships. By providing the latest data, analysis, tools, and technologies directly to local, regional, and global stakeholders, the Fund is driving development from the ground up, helping countries and their people to address critical development challenges. The Fund also leverages multi-stakeholder partnerships with more than 400 partners to share knowledge, experience, resources, and connections to achieve our common goals by 2030.

For more information click [here](#)

South-South, triangular and regional Cooperation
Exploring opportunities through the South-South and Triangular Cooperation mechanism to for example engage in peer-to-peer learning with counterparts, sharing experiences and learning best practices. This can be carried out as a part of the Voluntary National Review process or with a sector focus, such as on education (SDG 4). In this context, South-South and triangular cooperation is an important component of SDG 4 implementation on Quality Education. It is a key modality of cooperation for transforming education and supporting the SDGs (Box 2).

Box 2: Good practices in South-South and triangular Cooperation

To advance South-South cooperation and triangular cooperation in the context of the Education 2030 Agenda, UNESCO supports technical cooperation between developing countries, attracting funding from development partners, and developing innovative partnerships with Member States, civil society, the academic world and the private sector. It offers a common platform for engagement through international and regional forums, acts as a clearing house to share good practices in education, supports networks and communities of practice, and rewards innovative and outstanding projects through its dedicated prizes. It is also promoting South-South cooperation and triangular cooperation through regional and sub-regional consultation meetings to promote the implementation of SDG 4 - Education 2030. In addition, a pilot project is being implemented in selected countries under the Capacity Development for Education (CapED) Programme. Moreover, its Global Education Monitoring Report, which monitors progress towards SDG 4 and other education-related targets in the SDGs, also serves as an important tool for tracking trends and developments in South-South cooperation and triangular cooperation in education. A dedicated South-South Cooperation Fund in Education was also initiated.

The Netherlands is supporting South-South Cooperation efforts through support to the six Caribbean islands of the Kingdom in thematic sectors such as sustainable tourism, marine biodiversity, blue economy and climate change. [22] In this regard, SDG awareness raising or evidence-based SDG reporting could be negotiated as a theme to focus on.

More resources can be found here.

OECD's PARIS21 Programme
The Partnership in Statistics for Development in the 21st Century (PARIS21) promotes the better use and production of statistics throughout the developing world. Effective data collections and adequate statistical capacities are prerequisites for supporting evidence-based communications. PARIS21's main objective is to achieve national and international development goals and reduce poverty in low- and middle-income countries, PARIS21 facilitates statistical capacity development, advocates for the integration of reliable data in decision making, and co-ordinates donor support to statistics. This is why, support from PARIS21 can be sought to help evidence-based SDG reporting and messaging. PARIS21 was established by the United Nations, the European Commission, the Organisation for Economic Co-operation and Development (OECD), the International Monetary Fund, and the World Bank. PARIS 21 could be helpful in for instance strengthening the NSS and/or the development of an SDG dashboard. For the latter, the Statistics Division of the UN Department of Economic and Social Affairs may also offer support.

More resources can be found here.

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[22] United Nations, 2022 VNR synthesis report, 2022, New York

Report on progress
- Assess performance of investments
- Identify lessons learned (gap analysis – the challenges to and opportunities for improving organizational planning and capacity)
- Describe improvements to the investment planning

Annex II: Monitoring Framework

Strategic Objective 1: Empowering the institutional structures
  Principle(s): Institutionalization, whole-of-society collaboration, public interest driven, future-proofing and professionalism, inclusion, timelines

Sub-goals	Actions	Suggested indicators
1.2. Expand the National Aruba SDG Commission	Strengthen the mandate of the National Aruba SDG Commission	- Number of new members added to the Commission - Mandate adjusted
	Aruba: Include representatives from non-governmental stakeholders, including representatives from the university, civil society, the private sector and the media in the SDG Commission/working groups	- Representatives from university, civil society, the private sector and the media in the SDG Commission/working groups included
	Strengthen capacity through training	- Training of the Commission carried out
1.2 Strengthen communication among ministries and departments	To strengthen ownership of the SDGs, the highest political level should endorse the communications strategy	- Strategy was endorsed by the PM/Ministerraad
	Strengthen the coordination on SDG messaging, and a culture of knowledge sharing among the relevant sector specific (communications) departments of the ministries e.g. by establishing a cross-sectoral SDG communications working group or network in the government	- Cross-sectoral SDG communication network was established - Number of members - Number of meetings carried out per year - Processes are in place to ensure cross-sectoral communications
	Develop capacity to tie programs and activities back to the larger sustainable development vision/strategy ensuring the synergies and trade-offs are taken into consideration	- Number of capacity building trainings carried out e.g. on policy coherence, applying systems approaches
	Create a government-wide knowledge management system to support a coherent communications approach across ministries and departments	- Government-wide knowledge management system was established - Number of ministries/departments connecting to the system
	Apply visual/style guidelines if available/develop visual/style guidelines if none are available	- Mechanisms are in place that support the application of the visual/style guidelines - Number of ministries with access to the visual/style guidelines - Nr. Of click/downloads of the visual/style guidelines - Number of knowledge products that are aligned with the visual/style guidelines published per year

Strategic Objective 2: Improving the evidence-base of SDG communication activities		
Principle(s): transparency, prevention, evidence-based inclusiveness, whole of society collaboration, future-proofing professionalism, timelines		
Sub-goals	**Actions**	**Suggested indicators**

2.1 Strengthen data-informed communication	Establish/finish establishing a monitoring framework to help support evidence-based SDG messaging	- Monitoring framework finalized - Availability of national indicators available
	Take the strengthening of data-informed communication into consideration in the development/broadening of the National Statistical System	- Number of members of the NSS that have access to Information on strengthening data-informed communication
	Define national indicators (these should be identified on the basis of an inclusive and participatory approach)	- Number of national indicators - Multistakeholder events applied to define national indicators
	Explore innovative data collection efforts, including citizens generated data (CGD), big data or other methodologies	- Number of active research/projects on innovative data collection for the SDGs - Number of alternative data sources applied I SDG data collection efforts
2.3 Mainstreaming the SDGs into national policies, strategies, plans and programs	Aruba: Apply the ongoing work on ensuring policy coherence for sustainable development to policy planning across the government	Aruba: - number of recommendations implemented - Number of active cross-ministerial collaboration initiatives on the SDGs
	Apply a multi-stakeholder approach to SDG related planning efforts, e.g. by creating a dialogue among stakeholders	- Number of multi-stakeholder events/consultations held on SDG mainstreaming
	Establish and/or incorporate the SDGs into sectoral communications strategies	- Number of sectoral communications strategies that are aligned with the SDGs (per year)
2.2. Use innovative tools to make performance data more attractive and interactive	Turn SDG website into an SDG knowledge platform/SDG dashboard*	- SDG website expanded per dashboard format - Increase in % of official data featured on website - Number of clicks increased (per month) -
	Develop capacity to advance data story telling (and apply these in SDG reporting efforts)	- Trainings in data story telling applied - Number of SDG related knowledge products that incorporate data story telling

Strategic Objective 3: Raising awareness among the public
    Principle(s): inclusiveness, whole-of-society collaboration, public interest driven

Sub-goals	Actions	Suggested indicators
3.1 Mapping	Create an overview of existing SDG related communication efforts	- Mapping of existing SDG related communications activities carried out
3.2 Develop a campaign	Identify the goal: Aim to design a campaign that helps people understand about the need to accelerate SDG progress by demonstrating the SDG interlinkages	- Campaign developed - Audience and messaging identified - Campaign implemented - Direct responses to the campaign
	Work on the basis of a partnership approach, fostering close cooperation with key stakeholders including academia, CSOs, the private sectors as well as the media	- Number of partnerships developed to raise SDG awareness (per year)

	Identify the target audience(s) and their interests	- Number of target audiences identified - Interests of each target audience determined
	Create messages for the target audience (by meeting them where they are at)	- Number of messages available per target audience
	Share facts and ensure data informed communication	- Number of SDG related activities implemented
	Consider the most effective methods to raise awareness	- Quality
	Engage and enable citizens	- Number of citizens-focused SDG related events carried out (per year) - Different audiences are targeted - Number of responses from the public to an activity - The use of knowledge products/websites is measured
	Consider the timing of the campaign	
	Ensure the campaign is carried out in all the languages applied in Aruba	- Campaigns are translated into all official languages - Nr. Of knowledge products not available in all languages
	Explore international best-practices as well as UN communications related guidance e.g. the SDG Action Campaign	- International guidance is available on national SDG-related websites - Number of clicks
3.3 Continue to mainstream the SDGs into education	Cross-check ongoing SDG related education efforts and curricula with international recommendations e.g. those formulated in UNESCO's 'Learning objectives for achieving the SDGs'	- Mapping of SDG related education was carried out
	Develop and implement a plan to mainstream the SDGs into education at all levels	- Plan to mainstream the SDGs into education at all levels developed
	Strengthen and promote the role of youth	- Number of SDG youth events organized (per year)

Strategic Objective 4: Monitor the progress of SDG communications and awareness raising activities Principle(s): Timelines	
Sub-goals **Actions**	

Sub-goals	Actions	
4.1 Track progress in strengthening public awareness	Measure progress on the Sustainable Development Communications Strategy (Monitoring framework is to be developed)	- Mechanism and resources were put in place to measure progress on the strategy - Monthly updates provided
	Assess the outcomes and impact of the activities and modify the strategy as needed depending on the outcome of the assessment	- Outcomes and impact of the activities assessed
	Use the assessment feedback to update the strategy, potentially as a result of midterm evaluation	- Assessment results considered in mid-term review
	Track the use and uptake of knowledge products generated under the Sustainable Development Communication Strategy, ministries and departments should be encouraged to track the utilization of knowledge products	- Process established to track the use and uptake of knowledge products

Annex III: Timeline

2024	Q1	- Finalization of the Sustainable Development Communications Strategy - Training
	Q2	- Endorsing the strategy - Create an overview of existing SDG related communication efforts - Initiate the strengthening of inter-institutional communications structure including by establishing a cross-sectoral SDG communications working group/network within the government - Initiate expansion of the SDG Commission mandate and add members from non-governmental stakeholders including representatives from the university, the private sector, civil society and the media.
	Q3	- Identify national indicators** - Create an overview of existing SDG related communication efforts (Mapping) - Cross-check ongoing SDG related education efforts and curricula with international recommendations e.g. those formulated in UNESCO's 'Learning objectives for achieving the SDGs'

	Q4	- Finalization monitoring framework
		- Consideration of the need for data-driven communication in the NSS
		- Establish and/or incorporate the SDGs into sectoral communications strategies
		- Develop an awareness raising campaign that helps people understand about the need to accelerate SDG progress by demonstrating the SDG interlinkages
		   - Identify the target audience and their interests
		   - Consider the most effective methods to raise awareness
		   - Consider the timing of the campaign
		   - Enable and engage citizens, including youth
		- Develop and implement a plan to mainstream the SDGs into education at all levels

2025	Q1	- Develop capacity within the government to tie programs and activities back to the larger sustainable development vision/strategy ensuring the synergies and trade-offs are taken into consideration - Develop capacity to advance data story telling (and apply these in SDG reporting efforts) - Turn website into an SDG knowledge platform/SDG dashboard
	Q2	- Implement a government-wide knowledge management system to support a coherent communications approach across ministries and departments
	Q3	-
	Q4	-

2026	Q1	-
	Q2	-
	Q3	-
	Q4	-

2027	Q1	- Assess the outcomes and impact of the activities and modify the strategy as needed depending on the outcome of the assessment
	Q2	- Use the assessment feedback to update the strategy
	Q3	-
	Q4	-

Measuring progress on the Sustainable Development Communications Strategy

Strategy

2028	**Q1**	-	
	Q2	-	
	Q3	-	
	Q4	-	

2029	**Q1**	-	
	Q2	-	
	Q3	-	
	Q4	-	

2030	**Q1**	-	
	Q2	-	
	Q3	-	
	Q4	-	

Non-timebound activities*:
- Measuring progress on the strategy
- Track the use and uptake of knowledge products generated under the Sustainable Development Communication Strategy, ministries and departments should be encouraged to track the utilization of knowledge products
- Applying the visual and style guidelines
- Exploring innovative data collection efforts, including citizens generated data (CGD), big data or other methodologies
- Applying the ongoing work on ensuring mechanisms for policy coherence are in place to strengthen policy planning across the government
- Apply a multi-stakeholder approach to planning efforts, e.g. by creating a dialogue among stakeholders
- Working on the basis of a partnership approach, fostering close cooperation with key stakeholders including academia, CSOs, the private sectors as well as the media
- Sharing facts and ensure data informed communication
- Creating messages for the target audience (by meeting them where they are at)
- Engaging and enabling citizens
- Promoting the role of youth

*Some of these activities that should consistently be taken into consideration over the next years or they depend on the timing of scheduled planning activities
** Depending on the progress made in the ongoing efforts to develop an indicator framework

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