Outreach plan SDG 6 Data Portal

Version 26 June 2019

Background

In the 2030 Agenda for Sustainable Development, countries have committed to engage in systematic follow-up and review of progress towards the 17 Sustainable Development Goals (SDGs), which calls for robust and credible monitoring and reporting systems. To track progress towards SDG 6 on water and sanitation, there are several existing data portals that focus on the different components of the water cycle, but no one that include data on all of them. To enable a comprehensive assessment and analysis of the state of water resources and possible development paths, it is essential to collate all available information from across stakeholders, in support of an integrated management approach that helps reduce institutional fragmentation. As part of these effort, the SDG 6 Data Portal was developed.

The SDG 6 Data Portal brings together data on all the SDG 6 global indicators, as well as other key social, economic and environmental data, and offers a range of analytical and visualization tools. It presents the latest snapshot status of water and sanitation issues, by indicator, by country and by region, while also allowing the users to explore data on their own through interactive maps, charts and tables.

Most of the data in the SDG 6 Data Portal are coming from countries themselves, compiled and verified by the responsible United Nations organizations. The data are imported from the indicator-specific databases of these organizations and from the Global SDG Indicators Database.

The Global SDG Indicators Database is a repository for the more than 230 indicators that comprises the SDG global indicator framework. The SDG 6 Data Portal complements this Database by offering more in-depth information about the SDG 6 global indicators, including many supporting indicators, as well as tailored-made analytical and visualization tools. For further details on specific indicators, including additional datasets, metadata and a qualitative assessment and analysis of the current status and progress, the indicator-specific databases are the main point of reference.

Scope and objectives

This outreach plan provides the framework through which all partners of the Integrated Monitoring Initiative can work collaboratively to strengthen the successful strategic and tactical delivery of the SDG 6 Data Portal. The outreach plan includes specific outreach activities during the launch period (spring 2019 to spring 2020).

Key audiences

Please refer to Annex 1 for a detailed overview of the key audiences and their anticipated use of the SDG 6 Data Portal. With regard to the objectives of the Integrated Monitoring Initiative for SDG 6 (i.e. UN-Water's work on monitoring and reporting), prioritized audiences include 1, 2, 8, 9 and 10 below. Other audiences are highly relevant for UN-Water's work on informing policy (audiences 2, 3, 4, 8 and 10) and inspiring action (4, 5, 6 and 7).

1. Monitoring focal points
2. Policy- and decision-makers involved in SDG 6 follow-up and review
3. Development partners (multi-/bi-laterals, banks, NGOs)
4. Business partners

5. Students and researchers
6. Journalists
7. Engaged people among the public at large and teachers
8. Regional organizations
9. UN-Water Members and Partners
10. Integrate Monitoring Initiative for SDG 6 and custodian agencies

Key messages

What is SDG 6?

SDG 6 is to ensure availability and sustainable management of water and sanitation for all by 2030.

What is the SDG 6 Data Portal?

The SDG 6 Data Portal brings together data on all the SDG 6 global indicators and other key social, economic and environmental parameters. Through maps, charts and tables, the portal offers tailored options for visualization and analysis of the data, including on interlinkages.

The objectives of the portal are to:

- Track overall progress towards SDG 6 at global, regional and national levels.
- Enable assessment and analysis of the state of water resources and linkages to other sectors.
- Raise awareness of water and sanitation issues to help catalyse action.
- Encourage and improve SDG 6 monitoring and reporting at all levels.
- Be an entry point to the wealth of water and sanitation information available within the UN system.

Key messages

- **Water is linked to all other sectors.** The SDG 6 Data Portal integrates hydrological, environmental, social and economic information. Actors in various sectors can see the bigger picture, helping them take decisions that contribute to all development objectives.
- **The SDG 6 Data Portal is the flagship product of UN-Water's Integrated Monitoring Initiative for SDG 6.** The portal brings together data on all the SDG 6 global indicators and other key social, economic and environmental parameters, and tracks overall progress towards SDG 6 at global, regional and national levels.
- **The SDG 6 Data Portal is an entry point to the wealth of water and sanitation information available within the UN system.** The portal complements the Global SDG Indicators Database and indicator-specific databases by offering more in-depth information across all SDG 6 indicators, as well as tailor-made analytical and visualization tools, all in one place.
- **Lack of good quality data is a major obstacle to effective decision-making**. The average Member State is reporting only on five out of 11 of the SDG 6 indicators. We need to collect more data, ensure that it is standardized, and make it accessible.

Activities and tactics

Communications about the SDG 6 Data Portal will take place starting in the first quarter of 2019 and the below activities cover the time period until second quarter of 2020. The communications means involve presentations and feedback sessions in face-to-face and online conferences and events, information materials and digital outreach.

The below list outlines main events (chronological order) and digital channels and tools for communicating and receiving feedback from relevant communities:

1. Presentations in meetings

1.1. Plenary presentation at IAEG meeting (25-28 March)
5-7 minutes presentation, afternoon Thursday 28 March

1.2. Presentation during UN-Water side event at UNESCO International Water Conference: Leveraging intersectorality for sustainable water security and peace, 13-14 May in Paris
https://en.unesco.org/events/unesco-international-water-conference-leveraging-intersectorality-sustainable-water-security

1.3. STI forum 14-15 May 2019 in NY
Need to apply for side event by 8 April, focus on SDGs for in-depth review)
https://sustainabledevelopment.un.org/TFM/STIForum2019#side

1.4. Side event or presentation during Global Platform for Disaster Risk Reduction, 13-17 May in Geneva
https://www.unisdr.org/conference/2019/globalplatform/home

Registration for a side event is unfortunately already closed, write to new SPM and alternate contacts for ISDR, both based in Geneva: Sandra Amlang.

International Conference Centre Geneva (CICG), Address: 17 rue de Varembe, CH - 1211 Geneve 20

1.5. Presentation at Dutch global monitoring workshop (21-23 May)
Workshop on 6.3 and 6.4. 24 countries, 1-2 people per country, invited. 14 countries one or more of our focal points, and for 10 countries a different person.

1.6. Presentation at HLPF (9-18 July) (24-25 September)
Presentation together with the launch of the updated brief on climate change

1.7. Letter and briefing to Missions in UN HQs Geneva, Nairobi, New York, Vienna, Bangkok around the launch
Briefing to be organized through Friends of Water in NY, and through the SDG lab in Geneva.

1.8. Demo at UN-Water SPM Meeting in Stockholm

1.9. Launch and demo at World Water Week in Stockholm (25-30 August)
Launch during monitoring event

Celebration at the UN-Water booth

Data lab throughout the week in the UN-Water booth

1.10. Demo at UN-Water Donor Dialogue in Stockholm

1.11. Event at Budapest Water Summit 15-17 October

1.12. Presentation during World Toilet Day

1.13. March 2020 Statistical Commission

1.14. UN Environment Assembly 2020

1.15. Side events at relevant intergovernmental bodies and other relevant meetings
Side events will be organized at relevant meetings of the Intergovernmental bodies such as the UN Environment Assembly, UNESCO- IHP Council Meeting, World Health Assembly, etc. The report should also be presented at meetings such as the international conference in Dushanbe, Tajikistan.

1.16. Regional events
Regional Fora for Sustainable Development

AMCOW regional monitoring meeting

UNECE Water Convention meetings

ESCAP, CEPAL?

1.17. General
Add sentence on SDG 6 Data Portal to all UN-Water speaking notes

2.   Presentation materials and tools
2.1. Pop-up window when entering the data portal, informing about the Portal tour guide

2.2. Generic PPT presentations and speaking notes

2.3. One PPT slide for all UN-Water and monitoring presentations

2.4. YouTube demo video
One 5 minutes version and one 30 minutes version, with and without sound so that it can be used in other presentations or independently.

2.5. Last page UN-Water publications
Add information about the portal (including link) to all new UN-Water presentation (last page with UN-Water publications)

2.6. Email footer with logo and link
All agencies to use it during the launch period

2.7. Social media kit
Social media posts made from June 2019 and onwards, and a social media kit will be made available in the same time. UN-Water Members and Partners' communications officers to be mobilized in the Pipe to use the material, starting with a special briefing.

2.8. Snapshot and post cards
Indicator/SDG region/country snapshot postcards, to distribute at different events and bring to bilateral meetings

Sending country snapshots to countries for their information, bringing them to bilateral meetings

2.9. Using graphics in other publications
Tailored-made publications for specific monitoring events (e.g. in regional fora, based on SDG 6 Data Portal maps and charts).

3.   Information events

3.1. Webinars
Using the demo video in combination with QA

Separate webinars targeting

- Country focal points
- Custodian agencies
- UN-Water Members and Partners
- Donor community

3.2. Online launch showcase
Webinar with the launch of the demo video + Facebook Live from the launch event, as a complement of the live launch

3.3. Media briefing during launch
Associated media briefing and interviews on selected media channels.

3.4. Newsletters
UN-Water newsletter during launch period

To monitoring focal points during launch period

3.5. Website
Website information, link between country pages on sdg6monitoring.org and sdg6data.org; links to/from agencies

Regular news on the UN-Water website about the process and findings; links for related info from websites of Partners and Members.

3.6. Articles in the news
News article on SDG knowledge hub

Opening editorial, signed by UN-Water Chair, on SDG knowledge hub or other high-profile international news outlet

3.7. Outreach on social media
Twitter, Facebook, LinkedIn

The UN-Water Pipe Professionals (a LinkedIn group) will be activated to receive and convey information about the portal

Using data portal products (e.g. maps and charts) for outreach on other events and projects on social media, e.g. when other reports that are based on the same data are launched (SDG progress report)

4. Collaborators
4.1. Agency ambassadors
4.2. UN-Water EG on country level work
4.3. Regional commissions
4.4. DESA and UN country teams

Annex 1 Detailed overview key audiences and their anticipated use of the SDG 6 Data Portal

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
Monitoring focal points Description: Staff from national line ministry or institution, or the national statistics office; typically more senior with a comprehensive scope covering all parts of SDG 6/typically more senior with deep knowledge about a particular SDG 6 indicator; speaks different languages; very different situations with regard to capacity and resources (including for participating in face-to-face and online meetings)	Increased national ownership of global indicators Increased national reporting of global indicators Increased demand for national-level integrated portal systems as well as national synthesis reporting	• Understand data availability and gaps for the own country • Compare results on different indicators in the own country • Compare results with other countries and regions • Analyse interlinkages across sectors • Communicate data availability and gaps with policy and decision-makers and intersectoral monitoring team • Communicate status and progress with different audiences within the country: policy- and decision-makers, general public	Country and region snapshots Maps Charts, including "Also show" functionality Interlinkage chart and Data lab to analyse interlinkages Explore data on the portal as well as export of snapshots, and of maps and charts to illustrate own reports.	Webinars Sending out the snapshots Presentation in other meetings As part of bilateral discussions including the seed grant analysis
Policy- and decision-makers involved in SDG 6 follow-up and review Description: Policy advisors in national ministries and institutions that are involved in SDG 6 follow-up and review;	Increased setting of national targets Increased use of global indicator data in policymaking	• Understand the status and progress within the own country compared to other countries, including interlinkages • Formulate policy and take planning and investment	Mainly country and region snapshots and other products prepared by technical staff based on maps and charts from the portal. Explore data on the portal	Communication to the missions Through the overall focal points High-level meetings Bilateral meetings

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
Permanent Missions to the UN in New York, Geneva and other UN locations (noting that countries often are represented at the HLPF by mission staff as well as line ministry staff from the capital (DESA have funds to ensure that))	Increased integration in policymaking	decisions based on the data • Communicate status and progress with different audiences within and outside the country: e.g. for joint sector review or High-level Political Forum, to seek external funding	through maps and charts	
Development partners (multi-/bi-laterals, banks, NGOs) Description: Water and sanitation portfolio managers in International Development Cooperation Agencies/Ministry of Foreign Affairs, in international development banks and in non-governmental organizations	Increased funding to water and sanitation Better targeted funding Increased learning across countries; creation of communities of practice	• Make informed decisions on external funding or other types of cooperation • Identify countries that fulfil multiple criteria for funding/cooperation • Identify countries in similar situations, for exchange of experiences • Communicate status and progress in their partner countries to different audiences, to illustrate results of engagement: e.g. donor government, steering committees and general public • Import harmonized data to own data portals	Country, region and indicator snapshots Maps Charts Data lab API	Donor dialogue pitch Presentation in UN-Water SPM meeting and next SC open session – slot in meeting, lunch event? High-level meetings Bilateral meetings with main donors
Business partners	Increased awareness of water and sanitation issues and how it affects	• Make informed decisions on in-country operations • Identify countries that fulfil	Country, region and indicator snapshots Maps	Not a priority audience this year Work with CEO Water

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
	business operations Bettered informed decisions on where to make investments, including risk management	multiple criteria for investments	Charts Data lab	Mandate and WBCSD – presentations in their meetings
Students and researchers	Increased innovation in water and sanitation Increased learning across countries; creation of communities of practice	• Generate maps and charts for own work/publications • Identify countries that fulfil multiple criteria for further research • Access harmonized data including metadata for further analysis offline • Find links to more detailed datasets and metadata (custodian agencies)	Maps, including water basin map Charts Tables Data lab Data sources	Not a priority audience this year Work with UN-Water Partners and IHE-Delft Social media, especially LinkedIn group
Journalists	Increased awareness of water and sanitation needs and challenges Increased political support at different levels	• Find up-to-date information about water and sanitation issues • Compare progress in different countries and regions • Identify countries and regions that meet multiple criteria for further focus/research Generate maps and charts for publication in own media • Find links to custodian	Country, region and indicator snapshots Maps, including conversion between proportion of population and number of people Charts, including conversion between proportion of population and number of people Data lab Data sources	How to inform journalist that this is a tool that they can use for future stories??? Hits on Google – optimization? Media briefing during the launch Channel requests for information/data on UN-Water account to the portal

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
		agencies for interviews		
Engaged people among the public at large and teachers	Increased awareness of water and sanitation needs and challenges

Increased political support at different levels | • Learn more about water and sanitation issues, in general and for a specific indicator
• Compare status and results in different countries and regions
• Track progress towards SDG commitments and hold governments accountable
• Generate maps and charts for teaching purposes
• Identify countries in similar situations, for exchange of experiences | Country, region and indicator snapshots
Maps, including conversion between proportion of population and number of people
Charts, including conversion between proportion of population and number of people
Data lab | This is not a key audience for the Integrated Monitoring Initiative but for UN-Water…
Webinar with all teachers?
Social media |
| **Regional organizations**
Description: Member State-based regional organizations for water and sanitation (AMCOW, LAS, CODIA, EU) and the UN Regional Commissions (ECA, ESCAP, ESCWA, ECE, ECLAC) | Improved programming and support to countries

Increased learning across countries; creation of communities of practice

Increased setting of regional and national targets | • Understand data availability and gaps for the region
• Compare results for countries within the region
• Import harmonized data to own data portals
• Identify countries in similar situations, for exchange of experiences | Country and region snapshots
Maps
Charts
Tables
Data lab
Data gaps
API | Working with the regional commissions
Presentations in meetings
Webinar?
Linked to our work getting focal points |
| **UN-Water Members and Partners** | Improved programming and support to countries | • Access harmonized data and metadata for cross-cutting/interlinkage | Country, region and indicator snapshots
Maps | Presentation in UN-Water SPM meeting and next SC open session |

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
	Stronger interlinkages between targets Increased learning across countries; creation of communities of practice	analysis • Analyse interlinkages directly on the portal • Generate up-to-date tailored maps and charts for publication in own reports and use in presentations • Import harmonized data to own data portals • Identify countries in similar situations, for exchange of experiences	Charts Tables Data lab Data gaps API	5 minute demo video 30 minute demo video for technical audience – also to be presented in a webinar which includes QA in the end Send materials for agency meetings, using DP products
Integrate Monitoring Initiative for SDG 6 and custodian agencies	Improved programming and support to countries Stronger interlinkages between targets Increased learning across countries; creation of communities of practice	• Understand data availability and gaps • Motivate countries to submit new indicator data • Motivate countries to work in intersectoral monitoring teams • Share data and metadata with a larger audience • Get more traffic to own portal through links from the portal • Generate up-to-date tailored maps and charts for publication in own reports and use in presentations • Import harmonized data to	All	Custodian agencies as ambassadors Webinars to train the trainers Script for demo with good examples

Users	Desired behaviour change	Use	Main portal functions to meet that use	Outreach
		own data portals • Identify countries in similar situations, for exchange of experiences		