Preparing for Action National Briefings: The 2030 Agenda and SDGs

Explanatory Note

Background

September 2015 when the United Nations launched the 70th anniversary celebrations was marked by the adoption by Member States of a landmark agreement on a new global sustainable development agenda. This milestone agreement providing a vision and a global framework for national strategies and policies in both developing and developed countries alike is expected to lead the transformation on the road to 2030. It has prompted a high level of interest among national authorities and civil society stakeholders already during the negotiations. Governments now move to preparing for the adaption of the new 2030 agenda to their needs and the integration of the related set of goals into national development planning.

Building on the key negotiation outcome documents, such as "Transforming our world: the 2030 agenda for sustainable development" and "Addis Ababa Action Agenda" and capitalizing on the wealth of knowledge of the UN family, UNITAR has developed jointly with the UN Development Group and UN Staff College a national briefing package to respond to Member States’ requests. This package is part of the broader UNDG Mainstreaming, Acceleration and Policy Support (MAPS) strategy, and — more specifically — its mainstreaming component that includes increased awareness of the new agenda as its first objective.

The briefing package has been shared with Member States through the UN Resident Coordinator System, all Permanent Missions in New York and Geneva, and through UNITAR-run online platforms. It has already been used by Governments together with UN Country Teams and partners in a number of pilot countries, such as Uganda and Ethiopia, to run 2-day national briefings. The pilots showed that the briefing methodology helps to steer a strong sense of national leadership and to integrate global and national perspectives in a coherent approach throughout all the sections of the briefing package.

What is a national briefing package?

The national briefing package is a self-explanatory integrated toolkit designed to support national facilitators in planning and delivering briefings at the country level. The package includes:

- Detailed program, organized in six modules with guidance for facilitators;
- Discussion questions prepared with guidance from the UNDG Sustainable Development Working Group;
- Kit with presentations, quizzes, videos, participants’ manual and methodologies for discussion groups.

Who will deliver the briefings?

The briefings are to be driven by Member States. Each Government decides on the need to hold such briefings in their country, using the proposed methodology, tools or part thereof. The selection, format and the final content of the briefing is decided by the Government.

In countries with UNCT presence, UNCTs are a natural partner for providing support to Governments in terms of the planning and implementation of such briefings.

Government experts — and, if deemed necessary by
Government, UNCT members and other experts — can act as the briefing facilitator(s). In countries without UNCT presence, Governments may seek UN support and choose the briefing facilitator(s) from Government and, if needed, from among national or international experts. UNITAR is also ready to provide advice and guidance to national facilitators as required.

**Target audience**

The package is designed to provide essential information and promote engagement among key national “change agents” under the leadership of their respective Governments. Such “change agents” include government officers, including from sectoral Ministries, parliamentarians, local authorities, media representatives, NGOs, business and industry, trade unions, community leaders, academia and universities, philanthropists, youth organizations, country-based international partners, etc.

**Objectives**

The proposed briefings will aim to:

- Raise awareness among key national stakeholders on the content and implications of the 2030 agenda for sustainable development;
- Engage key stakeholders in the process of reflection on the key steps needed to start the integration of the agenda into the national development strategies and plans.

**Briefings format**

The briefing package is designed as a set of modules and can be delivered in one of the following formats:

- 2-day workshop (a total of 12-16 hours);
- 5 briefings (2-3 hours in length) spread over several days or weeks.

The briefing is intended for 30 to 100 participants. If the number of participants is high, Governments may decide to re-run the briefings.

**Languages**

The package is available in English, French and Spanish. The Russian and Arabic versions are currently under production. Interested Governments could also decide to translate the package into national languages as appropriate.

10 easy steps to plan a national briefing

Below are 10 easy steps to help plan and conduct a national briefing. These steps are just one possible model of collaboration and are proposed at the request of Governments to help facilitate the briefing planning. However, each Government will decide on its preferred format.

1. **Government decides to hold a national briefing;**
2. **Government and UNCT designate their focal points;**
3. **UNCT contacts UNITAR if guidance is needed;**
4. **The Government, with support from UNCT:**
   - draws a participants’ list,
   - selects the briefing format, venue and dates, sends invitations; and
   - selects one or several facilitators.
5. **Government, with support from UNCT, estimates briefing delivery costs, identifies funding;**
6. **UNCT provides support to the Government on logistics, and in conducting online needs assessment with the tools proposed in the package, as well as the SDGs’ perception survey currently being developed by UNSSC;**
7. **Facilitators consult the respective sections of the programme and proposed guidance for facilitators, select relevant elements and tools from the briefing package, and integrate national content (national presentations, summaries of MDGs report, current national plans, data, etc.);**
8. **UNCT supports facilitators and contacts UNITAR if guidance is needed;**
9. **Government/UNCT prints out manuals and hand-outs, and organizes remaining logistics;**
10. **Facilitators deliver briefings, and conduct evaluations.**

**Contact**

For any additional information, please contact:

**Elena Proden**

*Specialist, 2030 Agenda Training, Research Department, UNITAR Geneva*

elena.proden@unitar.org

+41 22 917 8576