



AJ&K SDG COMMUNICATION STRATEGY 2019

1. Introduction

The Sustainable Development Goals (SDGs) are a global commitment made by 193 nation states around the world to end extreme poverty, fight inequality and injustice, address climate change, and ensure a sustainable path towards inclusive development by 2030. The SDGs or the 2030 Agenda for Sustainable Development is the yardstick against which the progress of both developing and developed countries will be measured across social, economic and environmental dimensions. SDGs are conceived as interlinked goals that are designed to be tackled collectively.

Figure 1: The Sustainable Development Goals



Pakistan was one of the first countries to endorse the SDGs in 2015 and in February 2016, the Parliament of Pakistan unanimously approved the SDGs as its national development agenda. In localizing the SDGs, Pakistan has focused on an inclusive process which relies on evidence-based solutions to translate aspirations into objective realities for stakeholders. The development approach of Government of the State of Jammu & Kashmir (GoAJ&K) is similar to that currently adopted in Pakistan; it aims to enhance economic growth while trying to improve human well-being through achievement of SDGs. Successful implementation of SDGs in AJ&K requires balancing the economic, social and environmental aspects of development alongside managing tradeoffs and potential conflicts that may arise in the planning process to ensure progress on all fronts.

AJ&K recognizes that in order to successfully implement the SDG framework and achieve the targets set, it is essential to have a holistic, effective and continuous communication campaign for SDGs. GoAJ&K is aware that the SDGs can only be achieved if citizens and other stakeholders, including the government, private sector and civil society, are mobilized and engaged on the 2030 Agenda and can take action, collectively and independently, to bring about change in the region. Keeping in line with SDG principles of “leaving no one behind” and “reaching the furthest behind first”, the needs of the most disadvantaged in the community should be highlighted and prioritized.

Under the SDG framework, communication and advocacy are both a means to promote and deliver results on sustainable development. Therefore, it is essential that an SDG Communication Strategy be made part of the implementation mechanism and be fully integrated into planning and delivery.

1.1 Objectives

The aim of this document is to develop an effective and holistic communication plan for the implementation of the SDGs in AJ&K. The AJ&K SDG Communication Strategy aims to:

- i. Raise awareness on SDGs amongst all stakeholders – the public, government, civil society, private sector, youth, media, development partners;
- ii. Engage stakeholders in dialogue on the goals and targets set under the framework in an effort to best localize the SDGs to domestic setting, including developing baselines and monitoring progress;
- iii. Utilize various media platforms, including traditional and social media, to reach out to the masses and create awareness on SDGs; and
- iv. Develop engagement opportunities with government and national/international partners to facilitate policy changes to achieve the 2030 Agenda.

1.2 Strategic Goals

The strategic goals of AJ&K SDG Communication Strategy are as follows:

- i. To ensure advocacy and awareness amongst the general public on the SDGs;
- ii. To mainstream SDGs in AJ&K's development policies and plans;
- iii. To identify and develop partnerships for SDGs across stakeholders for improved communication and implementation; and
- iv. To monitor the progress on SDG outreach and awareness efforts.

2 Communication Plan

A communication plan for SDGs in AJ&K will enable the implementation of a clear communication strategy to relevant audiences via appropriate channels. It will allow for collaboration between different stakeholders and chart a systematic mechanism for advocacy and awareness on SDGs in AJ&K.

2.1 Stakeholders

Identification and engagement of stakeholders remains a central pillar of the 2030 Agenda. Stakeholders, through their experiences, resources and insight, can help improve the advocacy and implementation processes for SDGs. The key stakeholders identified for AJ&K are as follows:

- i. General Public
- ii. Government of AJ&K (including district governments)
- iii. AJ&K Legislative Assembly
- iv. Civil Society Organizations
- v. Academia
- vi. Media (print, electronic, social)
- vii. Women-related Organizations
- viii. Youth-related Organizations
- ix. Disability-related Organizations
- x. Private Sector
- xi. Development Partners including UN Agencies

2.2 Communication Channels

An essential aspect of communication on SDGs is working with the appropriate tools and channels to raise awareness on sustainable development. Communication channels for SDGs can be broadly divided across the following four categories:

1. **Media:** This includes all local and national mediums such as print, broadcasting, web-based and social media.
2. **Lobbying:** This includes advocacy with local and national governments, development partners and donors, special interest groups as well as political figures.
3. **Marketing:** The various mechanisms include branding of SDGs, websites, brochures, fliers, videos etc.
4. **Events:** These include conferences, speeches, awareness sessions etc.

2.2.1 Media

Newspapers remain an important source of information for the general population in AJ&K. For constant SDG awareness campaigns, it would be useful to have articles on SDGs published in local newspapers in Urdu and in national newspapers in English and Urdu. The articles could discuss issues related to SDG implementation, progress made on SDGs and the public can play a role in supporting the 2030 Agenda.

Radio remains a viable channel for communication in the region. It can be a tool for dissemination of information regarding SDGs and provide insight into various emerging and critical issues such as climate change, gender equality, nutrition, public health etc. Any show dedicated to SDGs can also highlight the barriers the Government is facing in implementation, which will increase transparency and build public trust.

Television is the most crucial medium of communication amongst the traditional channels albeit a more expensive option. Under the AJ&K SDG communication plan, an annual television episode, on the local TV channel, dedicated to SDGs can be planned to provide an overview of the steps taken in the region for achieving sustainable development. One or two representatives from the Government/SDG Unit can be present to take questions from the public in order to increase awareness and ownership and ensure accountability in the implementation process.

Web media includes blogs, news websites etc. and this can be used as a regular feature with monthly updates of the progress made on SDGs, challenges faced and future outlook. The posts can be thematic and/or holistic and should showcase the effort made in implementing the SDGs.

Social media can include Facebook, WhatsApp, Twitter etc. to succinctly highlight achievements of SDGs in AJ&K. It is a great tool for frequent, cost-effective communication allowing for a wide range of audiences particularly the youth who can play an important role in sustainable development efforts. Use of pictures, videos and interviews can further enhance the message and generate large audiences.

2.2.2 Lobbying

Local government will play the most critical role in achieving the 2030 Agenda. As such, it is essential that awareness be raised amongst local government officials on how best to incorporate sustainable development in their respective departments to ensure holistic programming, planning and implementation. Regular meetings with the departments as well as input and consultations are crucial in this regard.

Development partners/donors can be utilized to improve the quality of delivery through financing, technical support, capacity development etc. It is essential to engage development partners such as UN agencies, bilateral aid agencies, development banks to ensure best possible outcomes.

Special interest groups such as NGOs/CSOs working on issues of sustainable development, livelihood, gender, climate change, education, health, poverty etc. can be brought on board to ensure wider dissemination of the SDG agenda and more holistic planning. MOUs can be signed with such entities including the private sector to ensure greater collaboration on areas of mutual interest.

Academia can play an important role in SDG implementation and as such should be a critical component of SDG communication and implementation strategy. They can work as an avenue for research, evidence-based policy and are also the source of the future workforce.

2.2.3 Marketing

Website for AJ&K SDG implementation has already been developed on the Planning and Development Department, GoAJ&K's official webpage. Moreover, a section is also present on the Federal SDG Unit website. The overall goal should be to regularly update materials on these pages to provide easy access to information for all users and have relevant contact information in order to develop further connections.

Brochures/fliers/videos are also an important mode of communication. Distributing brochures and fliers amongst government officials, at schools, universities etc will ensure involvement of a broader audience and can be constant source of information. They also function to increase visibility and can include symbols and design to disseminate the message amongst the un/undereducated populous. Videos, through online mediums, can spread the message quickly and removes the barrier of literacy.

2.2.4 Events

Conferences on issues related to SDG implementation, challenges, opportunities are essential not only for advocacy and awareness but also as a breeding ground for innovation and collaboration. Such a platform will allow for an exchange of ideas across different sectors, functions and professions ensuring a dynamic discussion on SDGs.

Launch events for various reports and programmes related to SDGs are a great mechanism to link government/private sector efforts with the 2030 Agenda while simultaneously ensuring awareness regarding sustainable development. A handful for such events within the calendar year can help ensure communication on SDGs to a wide range of audiences.

Speeches at events, in meetings etc. on SDGs can work to great advantage in forwarding the message. Formal and informal events could benefit from increased discussion and consideration to SDGs across multiple platforms to ensure the message resonates with a wide range of audiences.

3 Project Work Plan

Action	Indicator	Target
MEDIA		
Newspaper articles	Number of newspaper articles published on SDGs	Between 1-5 articles in total published in local/national newspapers for a calendar year.
Radio	Number of radio shows conducted on SDGs	At least one radio show for the year
Television	Number of television spots for SDGs	At least one TV spot for the year
Web	Number of web-based articles dedicated to SDGs	At least four web-based articles on SDG implementation for the year
Social	Number of updates on social media regarding SDGs	An update every week on at least one forum.
LOBBYING		
Local Government	Number of meetings with local government on SDGs	At least one meeting with local government per quarter in a calendar year
Development Partners/ Donors	Number of meetings with development partners on SDGs implementation in AJ&K	At least one meeting per calendar year with two different development partners
Special Interest Groups	Number of meetings with special interest groups	At least one meeting per calendar year with two different special interest groups
Academia	Number of meetings with academia	At least one meeting with academia per calendar year
MARKETING		
Website	Number of updates made to websites	At least one update per month to the website for regular information dissemination
Brochures/Fliers	Frequency of brochures/flier distribution	At least one distribution session per quarter
Videos	Number of videos generated on SDGs	At least one video per calendar year
EVENTS		
Conferences	Number of conferences conducted on SDGs	At least one per calendar year
Launch events	Number of events done	At least one per calendar year
Speeches	Number of speeches on SDGs	At least one per quarter to increase awareness on the issues