

AN SDG STAKEHOLDER COMMUNICATIONS AND ENGAGEMENT PROGRAM

For some organisations it is important, in addition to their own work towards achieving the SDGs, to also advocate for the SDGs and to encourage a range of stakeholders to contribute to their achievement. This is the primary motivation for Compass to develop these support services to assist other organisations on a journey to become lead agencies for the achievement of the SDGs.

Whether as a council, a charity or a business organisation, we all have stakeholders and communities we serve who can also be motivated to work towards the achievement of the SDGs. Our customers, clients, suppliers, partners and peer organisations can all be encouraged and motivated, whether informally or more formally, for example through our procurement policies or community engagement activities.

Developing a communication and engagement strategy to engage with our stakeholders can be a major way in which we extend the reach of our work towards the SDGs. If multiple organisations engaged their stakeholders the SDGs will become a 'social movement' rather than a high level framework only adopted by nations and large scale organisations. SDG17 itself stresses multi-agency partnerships and we can be a key element of making the local impact the global. The stakeholder environment of every organisation is unique and communication and engagement strategies need to be tailored to specific audiences. However, the SDGs are a highly 'marketable' framework and their multiple messages are clear and easy to explain. Compass can assist stakeholder engagement in the following ways:

1. Stakeholder mapping to identify key partners and relevant messaging.
2. Development of a multi-platform communication and engagement strategy
3. Design and programming of communication events
4. Stakeholder surveys and consultation.

Compass has been the primary organiser of international events advocating for the SDGs and the NUA in 2017 and 2018, bringing delegates together to identify the challenges of implementing Agenda 2030. We have an expert in house media team which includes social media expertise.

We can work with you to develop your stakeholder communication and engagement program to deliver effective advocacy and promotion of the SDGs.

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