

# 16<sup>th</sup> ESDN Workshop

# 2018

Communication of Sustainable Development  
and the SDGs: Strategies and Good Practices

## Agenda

**19-20 November 2018, Berlin**

**Federal Ministry for the Environment, Nature Conservation and Nuclear Safety**  
**Stresemannstraße 128-130, Berlin**  
**Germany**

The European Sustainable Development Network (ESDN)  
*in cooperation with*  
The German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

## Monday, 19 November 2018

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12:00-13:00 **Buffet Lunch and Registration**

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13:00-14:00 **Welcome and Opening: The Role of Communication in the Implementation of SD and the SDGs**

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13:00-13:15 **Welcome address by the Germany hosts & overview and reflection on the importance of communication in the implementation of SD/SDGs**  
*DIETMAR HORN*, Director General of General and Strategic Aspects of Environment, Sustainable Development and Sociopolitical Issues, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

13:15-13:30 **Welcome address by the ESDN Steering Group and overview of the workshop objectives**  
*ANNIKA LINDBLOM*, Member of the ESDN Steering Group, Ministry of the Environment, Finland

13:30-13:50 **The Role of Communication for Sustainable Development and the SDGs: Objectives and Specific Challenges**  
*KATHARINA KLEINEN-VON KÖNIGSLÖW*, Professor for Journalism and Communication Sciences, especially Digital Communication and Sustainability, University of Hamburg, Germany

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13:50-15:15 **Session 1: Good Practice Examples of Communicating SDGs from the Supra-national and National Levels**

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13:50-14:10 **United Nations's SDG Action Campaign**  
*MARTA ROJAS*, Media & Communications Specialist at United Nations SDG Action Campaign UNDP, Germany

14:10-14:25 **Solutions Energy Observer – Communication ESDG activities**  
*LAURENCE MONNOYER-SMITH*, High Commissioner of Sustainable Development, Ministry for Ecological and Inclusive Transition, France

14:25-14:40 **Television Campaigns to Raise Awareness for the SDGs in Iceland**  
*ÁSLAUG KAREN JÓHANNSDÓTTIR*, Ministry for Foreign Affairs, Iceland

14:40-14:55 **The Use of Digital and Social Media in the Communication of the SDGs: Practical Examples from Finland**  
*MARJA INNANEN*, Prime Minister's Office, Finland

14:55-15:15	<b>Table discussion among participants &amp; plenary discussion</b>
15:15-15:45	<i>Coffee Break</i>
15:45-17:00	<b><u>Session 2: German Approaches to Communicate SD and the SDGs</u></b>
15:45-16:05	<b>Stakeholder and Citizens Participation Projects as Important Mechanisms for Communicating SD and the SDGs</b> <i>JÖRG MAYER-RIES</i> , Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany
16:05-16:25	<b>Communicating the SDGs Among Municipalities - How to Advocate for Local Governance Action</b> <i>SEBASTIAN DÜRSELEN</i> , Senior Project Manager, Service Agency "Communities in One World" of Engagement Global on behalf of the German Federal Ministry for Economic Cooperation and Development
16:25-16:45	<b>Communicating SDGs to Different Societal Stakeholders: Experiences of the German Council for Sustainable Development &amp; Recommendations from the Peer Review of the German SD Strategy</b> <i>VERÓNICA TOMEI</i> , German Council for Sustainable Development
16:45-17:00	<b>Plenary Discussion</b>
17:00-17:30	<b><u>Session 3: Interactive Discussion on the Take Home Messages of Day 1</u></b>
	<b>Interactive discussion among participants &amp; Reflection of outcomes in the plenary</b>
17:30-18:00	<b>End of Day 1 and Networking Opportunity (with beverages)</b>
18:30	<b>Informal Dinner and After-the-Workshop Gathering</b> Restaurant Lindenbräu at Potsdamer Platz, Sony Center Bellevuestraße 3-5, 10785 Berlin

## Tuesday, 20 November 2018

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09:00-09:15 **Opening of Day 2**

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09:00-09:15 **Looking Back, Reaching out... A Short Summary of the Main Results and Discussions of Day 1**  
*JÖRG MAYER-RIES*, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, Germany

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09:15-10:45 **Session 4: Good Practice Examples from Different Stakeholder Groups and Media**

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09:15-09:30 **Communicating SDGs to the Business World**  
*FELICITY GLENNIE-HOLMES*, Director Communications, World Business Council for Sustainable Development

09:30-09:45 **Pulse of Europe: HausParlamente project**  
*ALEXANDER FREIHERR KNIGGE*, Board Member, Pulse of Europe

09:45-10:00 **Communicating Sustainable Development and SDGs: Experiences of and NGO**  
*CHRISTOPH BALS*, Director, Germanwatch

10:00-10:15 **Journalism and Sustainable Development: What is needed to tell a compelling story**  
*HEIKE JANßEN*, Board Member, Netzwerk Weitblick

10:15-10:30 **17 Goals: Communicating the SDGs in the Media**  
*IRIS RODRIGUEZ*, Project 17

10:30-10:45 **Q&A**

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10:45-11:15 *Coffee Break*

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11:15-12:45 **Session 5: Interactive Group Work – Linking good practice cases to national SD strategies and future needs of SDG communication**

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11:15-12:00 **Table Group Discussions**

**12:00-12:45**            **Feedback from the Group Discussions and reflection with participants**

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**12:45-13:00**    **Closing statements and Conclusions**

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**13:00**            **Conference Closure**

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**13:30-16:30**    **ESDN Steering Group Meeting (internal meeting)**

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