# **Module 2**

# Raising awareness about the SDGs and starting a participatory process

**Module 2:
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awareness
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starting a
participatory
process**

# "Nobody cares about the SDGs"...

One of the most challenging parts of working on SDG localisation can be to raise awareness about the goals. The goals are often seen as "too complex", "too abstract" or "not relevant for the local level" where other urgencies and crises keep replacing each other.

Yet, one of the most powerful benefits of using the SDGs is that – **once people become more aware about the goals and how they can contribute to them – the SDGs become a useful shared language** for working across policy silos and with different partners.

Awareness-raising is thus important not only to spread knowledge and understanding about the importance of the SDGs from an educational perspective, but also to get colleagues and partners on board in using the goals to plan and implement more impactful policies and actions.

Activities to raise awareness need to be tailored to the right audience and can range from training programmes for colleagues in the municipality, to communication campaigns to target a wider audience. The visual recording of Global Goals for Cities (GG4C) partners' activities to the right can provide useful inspiration for starting to plan such activities. One important lesson is to make it fun!

# Visual recording of awareness-raising activities carried out by GG4C partner cities



Visual recording from the GG4C network's third transnational meeting held online in September 2021 on the topic of stakeholder engagement and awareness-raising

# Visual recording of youth actions carried out by GG4C partner cities



Visual recording from the GG4C network's third transnational meeting held online in September 2021 on the topic of stakeholder engagement and awareness-raising



Visual recording from the co-host cities of the GG4C network's third transnational meeting held online in September 2021 on the topic of stakeholder engagement and awareness-raising

# Using different media and tools

To make the SDGs more concrete, examples are great. Using **social media is a good way to showcase how cities' actions and projects contribute to the SDGs**. A list of "quick" examples for each SDG was created by the Global Goals for Cities' Twitter campaign, which was further showcased during COP26 in Glasgow in 2021. Two examples are shown below.

#Manresa has "The Green Belt of Manresa" which is a large natural environment managed by a citizen commission that hosts leisure and sports activities, agriculture and biodiversity protection at the same time. #TheGreenBelt #SDG15 #sustainability

#SDG17 is about strengthening the means of implementation and partnerships for the #GlobalGoals. In #Bratislava the Metropolitan Institute of Bratislava has developed a handbook on participation called "Humans of Bratislava" and its main motive is "leave no one behind".

Full list of SDG Tweets

## SDG Cubes

Many cities working with SDGs produce SDG-cubes. The cubes are an engaging way to raise awareness during meetings or events. In some cases, the cubes have been so popular that a "booking system" has been set up to allow various stakeholders to use them.

The United Nations have produced brand guidelines for the SDGs, for when producing such materials.



Photo credit: GG4C partner Mouscron



Photo credit: Attila Domjan

## 2030 Agenda pins

Ever spotted someone with the 2030 Agenda circle on their jacket? A great way to build a sense of belonging around the goals. The pins can be purchased to support the work of the United Nations.

# The GG4C Podcast

**#SDGPodcasts**

Global GOALS for Cities

To provide a detailed view of SDG impact by cities, developing **videos or podcasts** explaining how local actions contribute to the goals can be a way to both engage colleagues in the topic, and to share this knowledge with the local community. **The GG4C Podcast** cover a wide range of topics and are produced in local languages.

**Sustainable food, environmental education, health and protection of the biodiversity in Manresa**

**Sustainable events and festivals in Veszprém**

**Storytelling component between achieving carbon neutrality and citizens' engagement in La Rochelle Urban Community**

**SDG tour in Mouscron**

**Climate education in Jihlava**

**Diverse and inclusive cities through education in Gävle**

**New generation and sustainable development in Reggio Emilia**

**Towards climate neutrality in Heraklion**

**Girls at COP26 in Glasgow**

**Possibilities of geothermal energy in Klaipeda**

The SDG podcast introductions were recorded in Tallinn, August 2022.

## Global GOALS for Cities

# SDG awareness-raising in Mouscron

The city of Mouscron (Belgium) has made great efforts to raise awareness about the SDGs both internally and externally of the municipal organisation. With a big dose of creativity, activities has ranged from radio shows, awareness-raising videos, and SDG teambuilding and trainings for local staff.

External awareness-raising activities are included in the municipality's SDG tour - a specific communication plan to be implemented over 2 years to explain the SDGs to the local population. The city administration also wishes to gather their inputs for a catalogue with actions to purpose to the next government for the mandate period 2024-2030, using the SDGs. Some of the activities included in the SDG tour are: radio shows, exhibition materials (SDG cubes), a "videomathon" with small video clips highlighting projects linked to SDGs, school activities, an SDG caravan that can be featured at different events.

The idea behind the project? Make the SDGs featured in as many different contexts are possible.

Check out Mouscron's YouTube channel for inspiration (in French).







Photo credits: GG4C partner Mouscron

![Global GOALS for Cities logo]

# SDG exhibition in Tallinn

The City of Tallinn (Estonia) made an awareness-raising step choosing to showcase a widely known comics about the SDGs. The comics series was produced to be an outdoor exhibition in the city centre.

The exhibition panels introduce and illustrate the SDGs with cartoons in a simple and understandable manner. Since everyone's contribution is extremely important in order to achieve the goals, the exhibition helps people to make sense of and see their own role in contributing to the SDGs.

These comics are a great and colourful way to catch attention of by-passers and especially amongst youth. As youngster are our future and to ensure that all the school-aged kids get a glimpse of this exhibition, the city has produced a mini-version of the comics and sent a set to each municipal school in Tallinn.

The author of the SDGs comics is Margreet de Heer, who encourages people to use her comics and spread the knowledge around the world. Get yours here: SDG comics.

Photo credits: GG4C lead partner Tallinn

![Global GOALS for Cities logo]

# Building a participatory process

Raising awareness and engaging with local stakeholders is not only about communication and spreading knowledge, but also a prerequisite for getting people on board.

Participation is at the heart of the URBACT method, and every network partner works in close collaboration with a multi-stakeholder group called – during the duration of the project – an URBACT Local Group ("ULG"). The ULG has a flexible structure and typically include one or more sub-groups, especially when it comes to dealing with a holistic topics like the SDGs.

The URBACT toolbox includes various stakeholder mapping and engagement tools to help set up the ULG.

These tools help to decide who to involve and whether different groups should have different levels of engagement (see example to the right).

Another approach that helped some cities get the "right people around the table" was to divide stakeholders into the 5 Ps of the 2030 Agenda: People, Planet, Prosperity, Peace and Partnerships (see example on the next page).
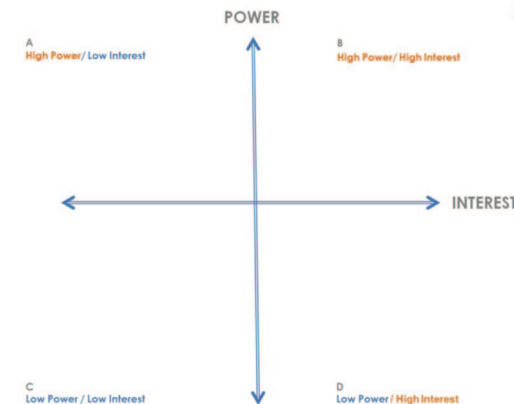
In Trim (Ireland), stakeholders for the ULG were selected based on considering their "multiplier effect" in the community.  In other words, each member would be able to draw inputs from a larger pool of actors.

## Stakeholders Ecosystem Map



STAKEHOLDERS ECOSYSTEM MAP
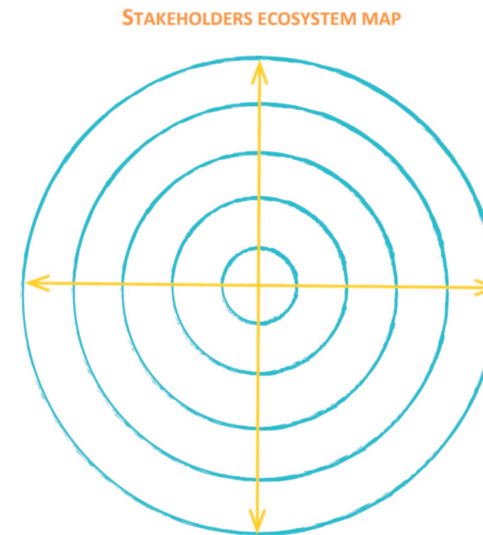
The stakeholder ecosystem map helps to analyse stakeholders in different categories / sectors (the four fields) and according to their relative importance to the topics dealt with. The most important stakeholders are placed in the inner circles, and those less important are placed in the outer circles.

## Power-Interest matrix



POWER

A
High Power/ Low Interest

B
High Power/ High Interest

INTEREST

C
Low Power / Low Interest

D
Low Power / High Interest

The stakeholder mapping helps to set the initial structure of the ULG. To go deeper, additional tools like the power-interest matrix can help to determine how to engage with different stakeholder. For example, high interest and high power to influence means that a stakeholder may be helpful to have as a close partner, while low interest-low power probably means it is enough to keep those stakeholders informed.
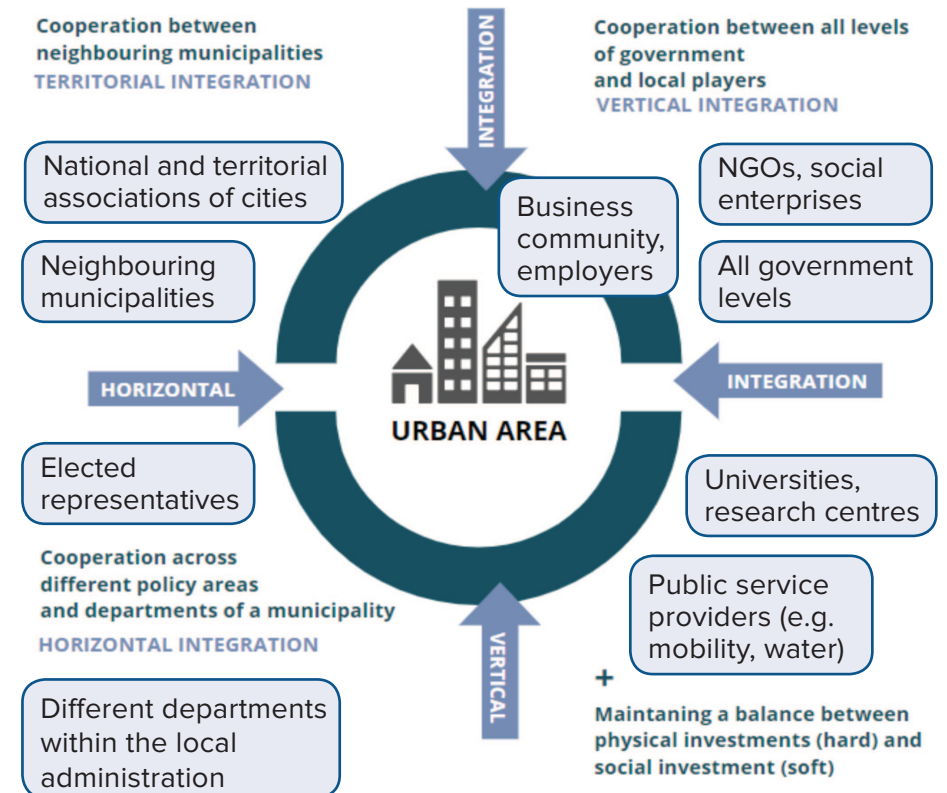
**Global GOALS for Cities**

# URBACT's integrated approach

The URBACT method emphasises both a participatory and integrated approach to sustainable urban development. The integrated approach includes three main types of integration, as depicted in the diagram to the right: territorial, vertical, horizontal. For example, an integrated approach helps to develop partnerships at local level (horizontal integration), align policies and funding across levels of government (vertical integration) and prevent that problems are "displaced" beyond municipal borders, e.g. through collaborating with neighbouring municipalities (territorial integration). The method also stresses the importance of balancing hard and soft investments, for example investment in physical infrastructure and human resources.

The integrated approach has a lot in common with SDG localisation, as demonstrated through the interconnected dimensions of the 2030 Agenda and the indivisible nature of the SDGs, as well as principles like Multi-stakeholder partnerships and Inclusiveness (see Module 0 for an introduction to the 2030 Agenda).

When setting up a ULG, the integrated framework is useful in order to ensure that no actors are missing to achieve an integrated approach. Some examples are given below.



**Cooperation between neighbouring municipalities**
TERRITORIAL INTEGRATION

**Cooperation between all levels of government and local players**
VERTICAL INTEGRATION

National and territorial associations of cities

NGOs, social enterprises

Neighbouring municipalities

Business community, employers

All government levels

HORIZONTAL

INTEGRATION

URBAN AREA

Elected representatives

Universities, research centres

**Cooperation across different policy areas and departments of a municipality**
HORIZONTAL INTEGRATION

Public service providers (e.g. mobility, water)

Different departments within the local administration

**+**
**Maintaning a balance between physical investments (hard) and social investment (soft)**

See more on the URBACT method

## Participation and awareness-raising in Veliki Preslav

Veliki Preslav's (Bulgaria) multi-stakeholder ULG was created to equally represent the 5 Ps of the 2030 Agenda, with even participation of men and women and involving different sectors.
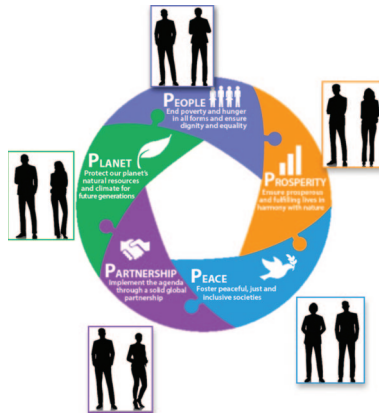




To spread awareness about the SDGs in the municipality, the ULG collaborated in creating an SDG corner, with information about the GG4C network and the SDGs.



Photo credits: GG4C partner Veliki Preslav

See here a speech by the Mayor of Veliki Preslav from the SDG corner.



## "Superintegration" in Ozalj

At the start of the GG4C journey, partner city Ozalj (Croatia) formulated its framework for superintegration – following the URBACT method – that would guide their work with developing the integrated action plan and localising the SDGs. The superintegration process helped them align these efforts with the ongoing development of a Sustainable Energy and Climate Action Plan, a Strategic development plan and amendments to



the Ozalj Spatial Plan (see diagram below).

Superintagration also implies connecting with multi-level plans and actors (county and national) and relate all this through financial planning (EU funds, national, regional, local or private sources of funding), as well as using a participatory approach and building local capacity and competences for sustainable development.
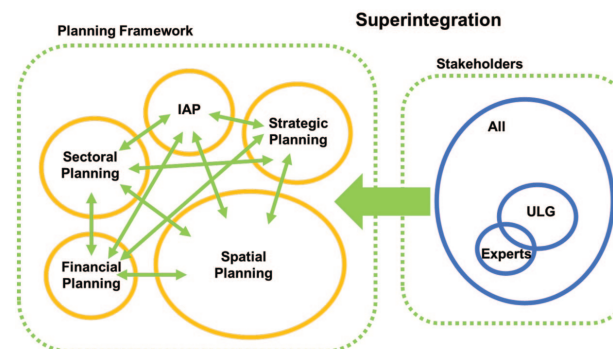


Photo and image credits: GG4C partner Ozalj

# A multi-step participatory process in Manresa

Manresa (Spain) is working on its local 2030 Agenda since 2018, called **Urban Agenda of Manresa 2030**. Their motto during this work has been "to leave no one behind, from the beginning of the process to the end", focussing on four action pillars:

**1) Training and capacity building for municipal staff**, both addressed to technical staff and elected officials, about the SDGs and about new ways of designing and delivering cross-cutting public policies through co-governance.

**2) SDGs awareness campaigns addressed to citizens**. A city survey in 2020 showed that almost 80% of Manresa's citizens knew practically nothing about the SDGs. To address this, awareness-raising campaigns were launched. Children and young people were prioritised, with online/offline workshops at schools to explain the SDGs, and a traveling exhibition structured around 17 local SDG targets that refer to young people's issues. Another campaign promotes sustainable personal habits and collective action for the sustainability of the city. Examples include decorating a street with Christmas lights from recycled materials and using clean energy, teaching children to go to school by bike together in a safe way (Bikebus), making vegan cooking classes from leftover domestic food, painting a mural of the SDGs in a street of the city, etc.



**3) Participatory process to establish, implement and evaluate the Agenda Manresa 2030**

The city has collected and prioritised SDGs, targets and future projects through several participatory means, including an internal group and bilateral sessions with municipal departments and councillors, school workshops at 14 educational centres with almost 2.000 students and 4500 inputs.

Face-to-face and online surveys have also been part of the process, answered by 85 local organisations and 860 citizens. They have learnt that it is important to avoid the SDG jargon and to use a language that everyone understands, and to find people where they are. That is why the city also recruited pollsters that could speak Catalan, Spanish and Arabic, going out to schools and universities, as well as hospitals, unemployment centres, supermarkets, the main mosque, to outlying neighbourhoods, etc.

Their local stakeholder group has thematic sub-groups dedicated to Planet, People, Prosperity-Peace. With the groups, the future vision of a sustainable Manresa and **30 transformative actions** to achieve the vision have been set. The next step is to set up an SDG Citizens' Alliance that will help to deliver and monitor the action plan (see further Module 6).

**4) Building external and international alliances**. The city works with regional and national governments, and international actors and networks, especially with Euro-towns and URBACT Global Goals for Cities.



Photo credit: GG4C partner city

![Global GOALS for Cities logo]

# Transition Forum "SDG edition" – event in La Rochelle

In their efforts to raise awareness of the SDGs and engage local actors, La Rochelle Urban Community (France) used their existing Transition Forum – a participatory structure with local stakeholders working on making the urban community's zero carbon vision a reality – to spread knowledge and harness new ideas around the SDGs. One great advantage of this approach was that the SDGs attracted a new group of stakeholders more focussed on the People dimension of sustainability to the forum. It has often been highlighted that the SDGs provide a great framework for strengthening questions around social justice and equality in sustainability work.

The activities during the Forum included individual and group reflections on the importance of different goals and a working session analysing how different local projects impact the goals.

Some of the tools used during the event were:

- "SDG cards" with the icon of the goal on the front and an explanation of the goal on the back. These printed and laminated to be able to re-use them in future events, then distributed on the tables for participants to study.

- Small "SDG cubes" made of paper cut-outs highlighting some actions people can take to contribute towards the goals.

## Photos from the Transition Forum "SDG edition" – event in La Rochelle



Photo credit: Cécile Avril

- A booklet with the 17 SDGs and 169 targets printed out for each table.

- A giant SDG wheel on one of the walls to gather inputs from all participants on how their projects contribute to the SDGs.

Read the full story with more details and references

# Planting a Global Goals for cities tree in Veszprém



Planting a GG4C tree in Veszprém during the network's 9th transnational meeting in November 2022 in Veszprém. Photo credit: Daniel Simon

# Acknowledgements and Credits for Module 2

Most of the content in this module is based on the URBACT Method and URBACT Toolbox.

- Links: https://urbact.eu/ | Toolbox: https://urbact.eu/toolbox-home

The production of the GG4C SDG Podcast has been coordinated by Karin Luhaäär, communication officer from the city of Tallinn (the lead partner city of the network). Karin is co-hosting the show alongside Zdeněk Ondrák from the GG4C partner city Jihlava.

Podcast episodes and other examples from Global Goals for Cities partners are based on the results from their participation in the URBACT project. For a full list of names by city, please see the Acknowledgements in Module 0.

The author of the SDGs comics used in Tallinn's SDG exhibition is Margreet de Heer. See: https://www.margreetdeheer.com/