Case Study
Slovenian Development Strategy 2030

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Role of Communications in Reform Processes
Online course, March 2021
SLOVENIA\'S DEVELOPMENT STRATEGY 2030
National development framework
Slovenia, country of quality life for all
- With 5 strategic orientations
- 12 development goals
- And embedded with 17 Sustainable Development Goals

VISION OF SLOVENIA
Portraits Slovenia as we want in the future
Elements of the vision:
- Trust
- Quality of life
- Innovative society
- Learning for and through life
- Identity

WHAT DO WE WANT TO ACHIEVE

WHAT AND HOW WE NEED TO DO
STRATEGIC ACTIONS AND PROGRAMS
With key indicators and target values
- Action plan
- Monitoring implementation and operation

Policy
- Structural reforms
- Activities
Primary objective

& strategic orientations

Inclusive, healthy, safe and responsible society

Highly productive economy creates added value for all

Learning for and through life

High degree of cooperation, qualification and efficiency of governance

Well-preserved healthy environment

SYSTEMATIC INCLUSIVE APPROACH AND EQUILIBRIUM OF 5 STRATEGIC ORIENTATIONS
<table>
<thead>
<tr>
<th>Goal</th>
<th>Inclusive, healthy, safe and responsible society</th>
<th>Highly productive economy that creates added value for all</th>
<th>Learning for and through life</th>
<th>Well-preserved natural environment</th>
<th>High level of cooperation, competence and governance efficiency</th>
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</thead>
<tbody>
<tr>
<td>Goal 1: Healthy and active life</td>
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<td>Goal 2: Knowledge and skills for a high quality of life and work</td>
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<td>Goal 3: Decent life for all</td>
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<td>Goal 4: Culture and language as main factors of national identity</td>
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<td>Goal 5: Economic stability</td>
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<td>Goal 6: Competitive and socially responsible entrepreneurial and research sector</td>
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<td>Goal 7: Inclusive labour market and high-quality jobs</td>
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<td>Goal 8: Low-carbon circular economy</td>
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<td>Goal 9: Sustainable natural resource management</td>
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<td>Goal 10: Trustworthy legal system</td>
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<tr>
<td>Goal 11: Safe and globally responsible Slovenia</td>
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<td>Goal 12: Effective governance and high-quality public service</td>
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</table>
Three C's of Sustainable Future

COLLABORATION

COOPERATION

CO-CREATION (CO-DESIGN)

SYSTEM APPROACH

INTERCONNECTED & INDIVISIBLE
## Slovenian Development Strategy 2030

The Slovenian Development Strategy 2030 is a comprehensive plan that outlines key goals and strategies to achieve a high quality of life for all residents. The strategy is structured around several core goals and indicators, each with specific performance metrics to track progress.

### Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Healthy and Active Life</td>
<td>Focus on health, education, and active lifestyle.</td>
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<tr>
<td>Knowledge and Skills for a High Quality of Life for All</td>
<td>Invest in education and training.</td>
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<tr>
<td>Decent Life for All</td>
<td>Ensure basic needs are met.</td>
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<tr>
<td>Culture and Language As Main Factors of National Identity</td>
<td>Promote cultural diversity and respect.</td>
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<tr>
<td>Economic Stability</td>
<td>Achieve economic stability and growth.</td>
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<tr>
<td>Competitive and Socially Responsible Entrepreneurial and Research Sector</td>
<td>Encourage entrepreneurship and innovation.</td>
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<tr>
<td>Inclusive Labour Market and High-Quality Jobs</td>
<td>Foster inclusive employment opportunities.</td>
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<tr>
<td>Low-Carbon Circular Economy</td>
<td>Promote sustainable economic practices.</td>
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<tr>
<td>Sustainable Natural Resource Management</td>
<td>Manage natural resources sustainably.</td>
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<tr>
<td>Trustworthy Legal System</td>
<td>Strengthen the legal framework.</td>
</tr>
<tr>
<td>Safe and Globally Responsible Slovenia</td>
<td>Foster international cooperation.</td>
</tr>
<tr>
<td>Effective Governance and High-Quality Public Service</td>
<td>Enhance public services and governance.</td>
</tr>
</tbody>
</table>

### Performance Indicators

- **Healthy Life Years**
- **Adult Participation in Learning 25-64 years**
- **People at Risk of Social Exclusion**
- **Visits to Cultural Events**
- **GDP per Capita in Purchasing Power Parities**
- **Labour Productivity**
- **Employment Rate (age 20 to 64)**
- **Material Productivity**
- **Utilised Agricultural Area**
- **Rule of Law Index**
- **Share of Population That Reported Occurrences of Crime, Violation or Vandalism in Their Area**
- **Trust in Public Institutions**

### Strategic Orientations and Sustainable Development Goals

- [Image of strategic orientations and sustainable development goals]

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**Note:** The image contains various icons and a visual representation of the goals and strategies, which are not transcribed in this text format.
**Performance indicators:**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Source</th>
<th>Baseline value</th>
<th>Target value for 2030</th>
<th>EU average</th>
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<tbody>
<tr>
<td>Healthy Life Years</td>
<td>Eurostat</td>
<td>58.8 years</td>
<td>64.5 years</td>
<td>62.6 years</td>
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<td>75% of life expectancy (2015)</td>
<td>80% of forecast life expectancy (2015)</td>
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<td>Gender Equality Index</td>
<td>EDGE</td>
<td>57.7 years</td>
<td>64.5 years</td>
<td>63.3 years</td>
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<td>69% of life expectancy (2015)</td>
<td>75% of forecast life expectancy (2015)</td>
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</table>

**Linking with the Sustainable Development Goals:**
## Appendix D: Sustainable Development Goals

### Linking the Slovenian Development Strategy 2030 and the 2030 Agenda for Sustainable Development

<table>
<thead>
<tr>
<th>SLOVENIAN DEVELOPMENT STRATEGY GOALS</th>
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<tr>
<td>End poverty in all its forms everywhere</td>
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<td>End hunger, achieve food security and improved nutrition and promote sustainable agriculture</td>
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<td>Ensure healthy lives and promote well-being for all at all ages</td>
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<td>Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</td>
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<td>Achieve gender equality and empower all women and girls</td>
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<td>Ensure availability and sustainable management of water and sanitation for all</td>
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<td>Ensure access to affordable, reliable, sustainable and modern energy for all</td>
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<td>Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</td>
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<td>Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</td>
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<td>Reduce inequality within and among countries</td>
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<td>Make cities and human settlements inclusive, safe, resilient and sustainable</td>
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<td>Ensure sustainable consumption and production patterns</td>
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<td>Take urgent action to combat climate change and its impacts*</td>
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<td>Conserve and sustainably use the oceans, seas and marine resources for sustainable development</td>
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<td>Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</td>
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<td>Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</td>
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<td>Strengthen the means of implementation and revitalise the Global Partnership for Sustainable Development</td>
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</table>
The future is sustainable or none at all
Effective implementation
EU expenditure for 2021-2027

All amounts in € billion (2018 prices)

TOTAL BUDGET 1 824.3

NEXT GENERATION EU (NGEU) | MFF 2021-2027
---|---
750 | 1 074.3

Climate and digital mainstreaming
- **Climate**: target 30% of spending across programmes
- **Digital**: priority across programmes, 20% of Recovery and Resilience Facility

1. **Single Market, Innovation and Digital**

- European Strategic Investments: 35
- Research and innovation: 88.2
- Space: 13.4
- Single Market: 5.9

1. **EU Budget 2021 - 2027**
2. Public Finances

Slovenian Development Strategy

Public Finance Act
Revised in Feb 2018

National Development Policy Programme

Horizontal and sectoral strategic documents

Sectoral and other implementing documents
3. Inter-ministerial coordination
Slovenian government should establish a **National Development Council**, which will include representatives of social partners, the private sector, civil society, professional institutions, regional and local governments and the national government.
The Court of Audit of the Republic of Slovenia considers Agenda 2030 and Slovenian Development Strategy 2030 among the key criteria for making decisions on what to audit.
Role of Communications in Reform Processes

Starting point:

never from zero

Stakeholders map
Role of Communications in Reform Processes

Stakeholders multidimensional complex AND complicated
Communication as a tool for connection and collaboration in complexity.
Communication triangle

- Ehtos (CREDIBILITY)
- Logos (LOGIC)
- Pathos (EMOTION)
Internal audiences

- Strong team (incl. comm. staff)
- Internal communication
- Inter-departmental comms
  - personal (one-on-one)
  - engagements
  - shared experiences build trust
- Experts (domestic and international)
External audiences

- Political 360
- Traditional media (journalists)
- Own channels
  - social media
  - websites
  - publications, FAQs, visual comms
- Engagements on the ground
Innovative engagement methods
Innovative engagement methods
Innovative engagement methods
New Zeleand Case

THE WELLBEING BUDGET

30 May 2019
Take aways

• Communicate constantly with everyone on various aspects of your project
• Develop relationships
• Build networks
• Create culture

reform cycles become easier
Don't be arrogant

"Arrogance leaves us blind to our weaknesses. Humility is a reflective lens: it helps us see them clearly. Confident humility is a corrective lens: it enables us to overcome those weaknesses."

- Adam Grant, Think again
Extra tip #2

Be willing to **listen, learn and re-think**

"While people often say, “I can’t talk right now,” what they really mean is “I can’t listen right now."

- Kate Murphy, You're Not Listening
Own ideas ... not their packaging

"Every original idea is first ridiculed, then vigorously attacked, and finally taken for granted."

- Arthur Schopenhauer