



SUSTAINABLE  
DEVELOPMENT  
GOALS

Center  
of Excellence  
in Finance



# Case Study

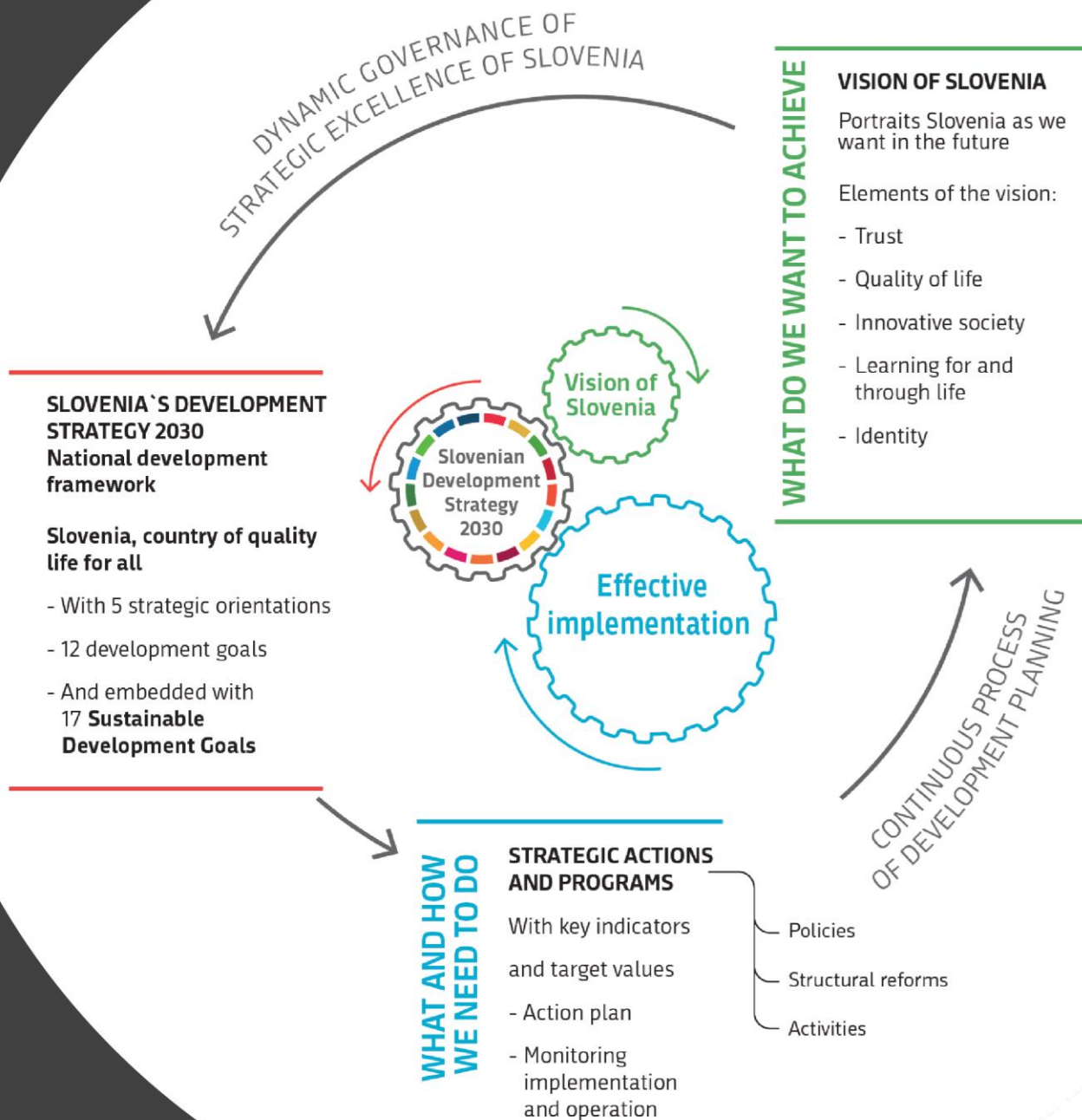
## Slovenian Development Strategy 2030

Timotej Šooš

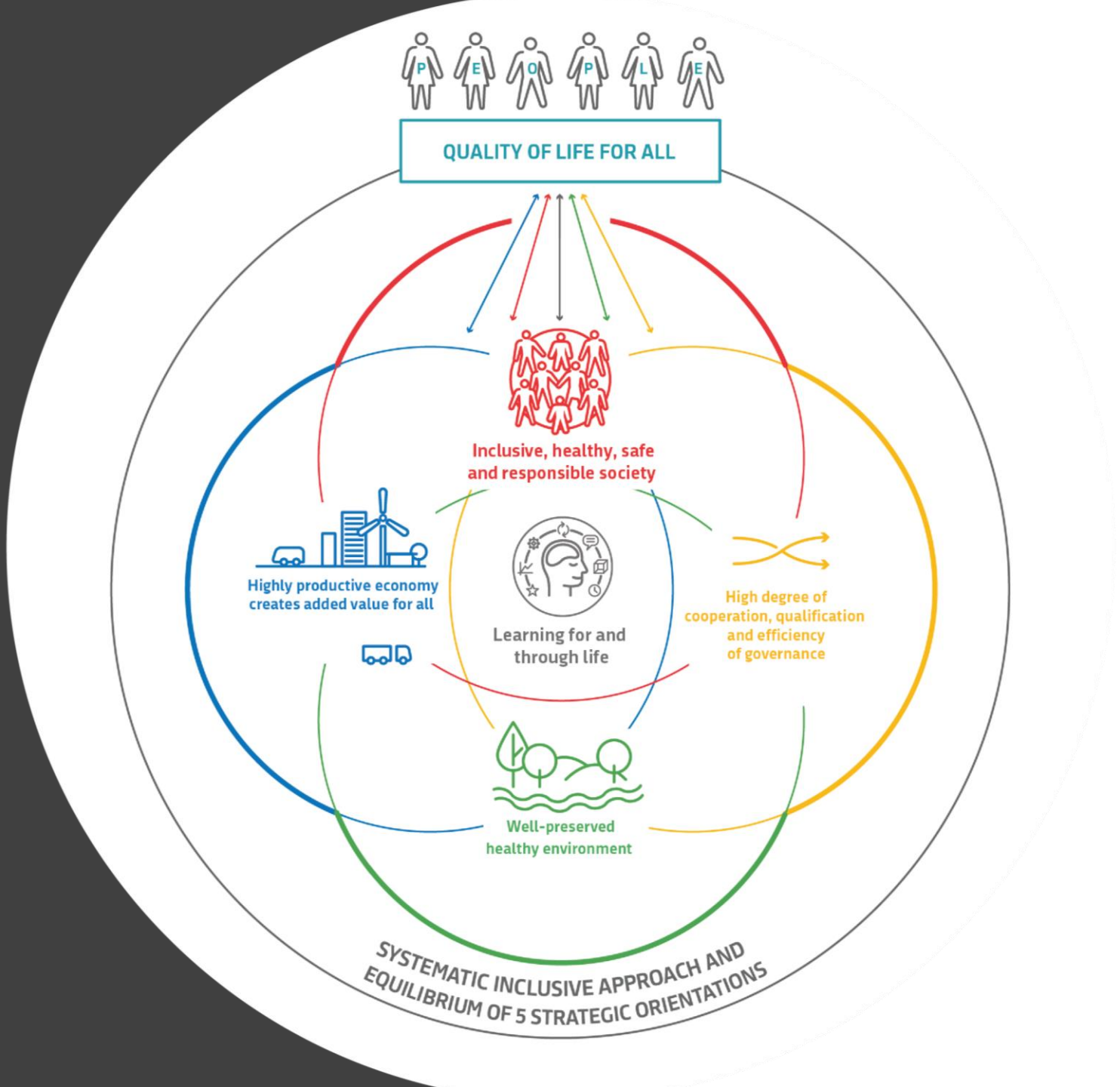
**Role of Communications in Reform Processes**  
Online course, March 2021



# Slovenian development planning model



# Primary objective & strategic orientations



# Linking national development goals with strategic orientations

## A high quality of life for all

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

**SYSTEM APPROACH**

**INTERCONNECTED &  
INDIVISIBLE**

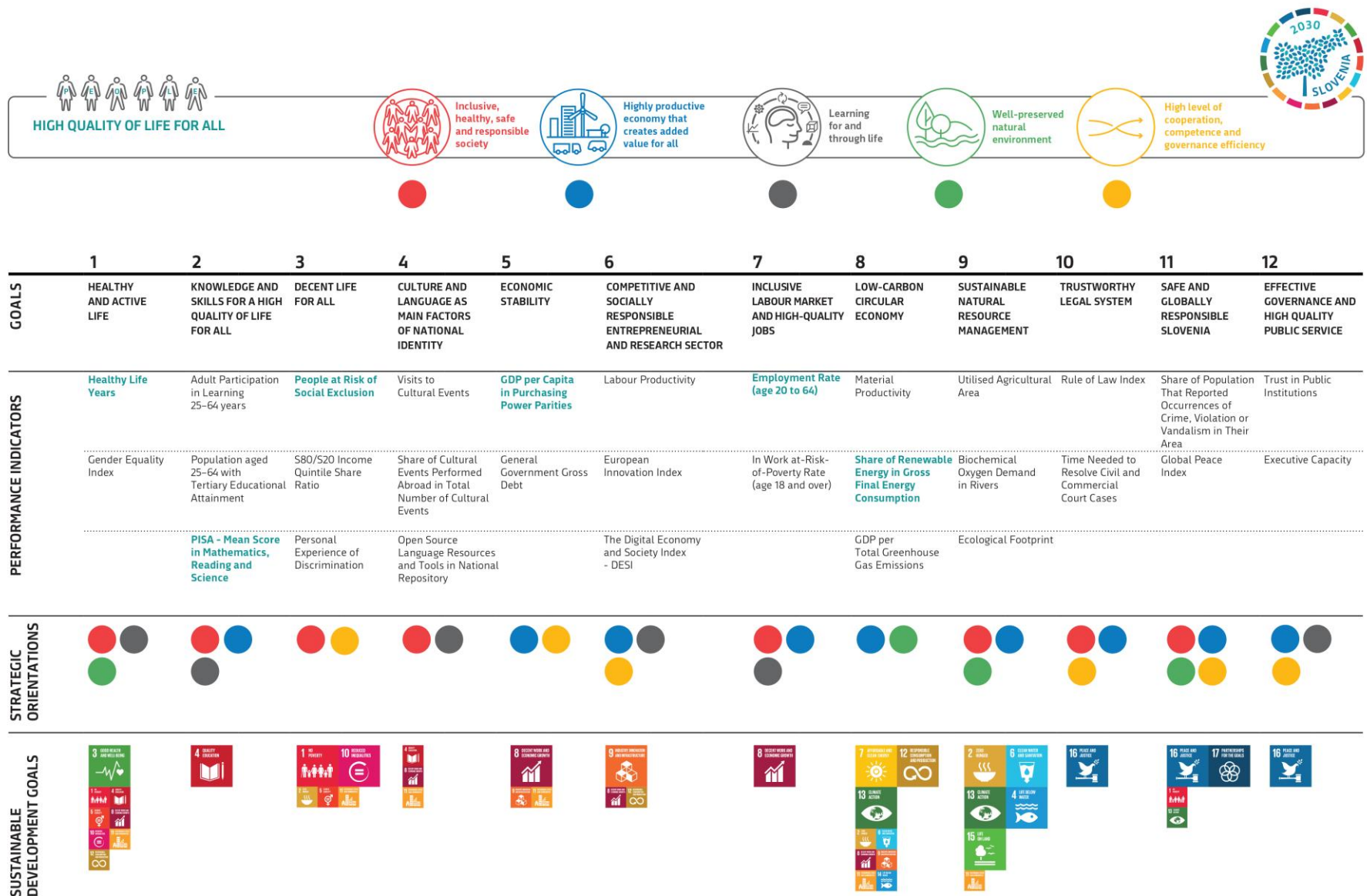


**COLLABORATION  
(CO-DESIGN)**

**COOPERATION**

**CO-CREATION**

# Slovenian Development Strategy 2030



# Slovenian Development Strategy 2030



**HIGH QUALITY OF LIFE FOR ALL**



Inclusive, healthy, safe and responsible



Highly productive economy that creates added



Learning for and



Well-preserved natural



High level of cooperation, competence and efficiency

## Performance indicators:

Indicator	Source	Baseline value	Target value for 2030	EU average
<b>Healthy Life Years</b>				
 Eurostat		<b>58.8</b> years 75% of life expectancy (2015)	<b>64.5</b> years 80% of forecast life expectancy	<b>62.6</b> years 80% of life expectancy (2015)
		 <b>57.7</b> years 69% of life expectancy (2015)	<b>64.5</b> years 75% of forecast life expectancy	<b>63.3</b> years 78% of life expectancy (2015)
Gender Equality Index	EIGE	<b>68.4</b> (0-100) (2015)	<b>&gt; 78</b> (0-100)	<b>66.2</b> (0-100) (2015)

## Linking with the Sustainable Development Goals:



GOALS

1

HEALTHY AND ACTIVE LIFE

2

KNOWLEDGE AND SKILLS FOR A HIGH QUALITY OF LIFE FOR ALL

3

DECENT LIFE FOR ALL

PERFORMANCE INDICATORS

Healthy Life Years

Adult Participation in Learning 25-64 years

People at Risk Social Exclusion

Gender Equality Index

PISA - Mean Score in Mathematics, Reading and Science

Personal Experience of Discrimination

STRATEGIC ORIENTATIONS



SUSTAINABLE DEVELOPMENT GOALS



12

EFFECTIVE GOVERNANCE AND HIGH QUALITY PUBLIC SERVICE

Population oriented policies of inclusion or in Their

Executive Capacity



# Slovenian Development Strategy 2030 & SDGs































































## Appendix D: Sustainable Development Goals



## HIGH QUALITY OF LIFE FOR ALL

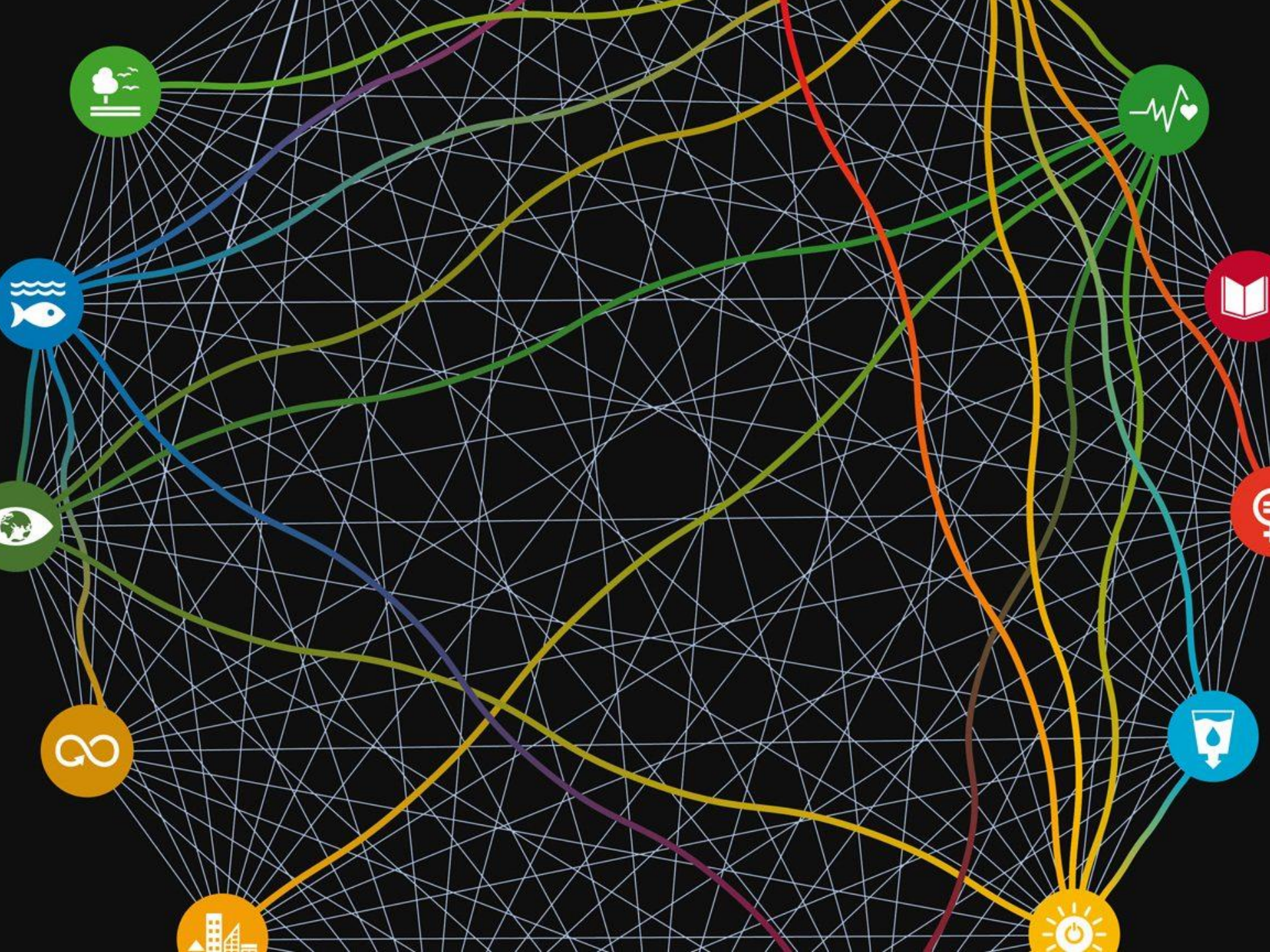


## Linking the Slovenian Development Strategy 2030 and the 2030 Agenda for Sustainable Development

SLOVENIAN DEVELOPMENT STRATEGY GOALS		1	2	3	4	5	6	7	8	9	10	11	12
		A HEALTHY AND ACTIVE LIFESTYLE	KNOWLEDGE AND SKILLS FOR A HIGH QUALITY OF LIFE AND WORK	A DIGNIFIED LIFE FOR ALL	CULTURE AND LANGUAGE AS THE BASIC DETERMINANTS OF NATIONAL IDENTITY	ECONOMIC STABILITY	A COMPETITIVE AND SOCIALLY RESPONSIBLE ENTREPRENEURIAL AND RESEARCH SECTOR	AN INCLUSIVE LABOUR MARKET AND HIGH-QUALITY JOBS	A LOW-CARBON CIRCULAR ECONOMY	SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES	A TRUSTWORTHY LEGAL SYSTEM	A SAFE AND GLOBALLY RESPONSIBLE SLOVENIA	EFFICIENTLY MANAGED AND HIGH-QUALITY PUBLIC SERVICES
SUSTAINABLE DEVELOPMENT GOALS													
	End poverty in all its forms everywhere												
	End hunger, achieve food security and improved nutrition and promote sustainable agriculture												
	Ensure healthy lives and promote well-being for all at all ages												
	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all												
	Achieve gender equality and empower all women and girls												
	Ensure availability and sustainable management of water and sanitation for all												
	Ensure access to affordable, reliable, sustainable and modern energy for all												
	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all												
	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation												
	Reduce inequality within and among countries												
	Make cities and human settlements inclusive, safe, resilient and sustainable												
	Ensure sustainable consumption and production patterns												
	Take urgent action to combat climate change and its impacts*												
	Conserve and sustainably use the oceans, seas and marine resources for sustainable development												
	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss												
	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels												
	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development												



The future is sustainable or none at all



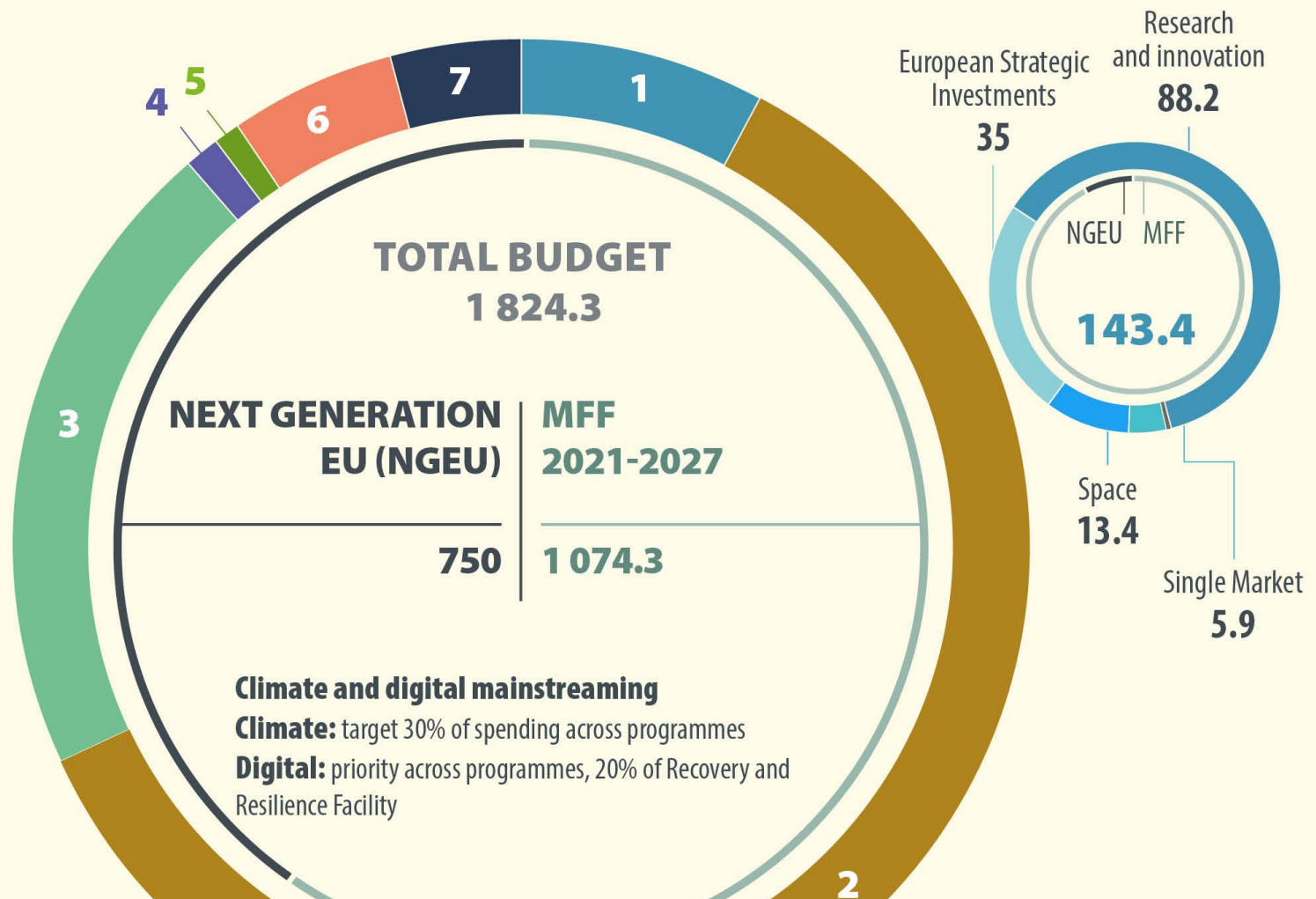


# Effective implementation

# 1. EU Budget 2021 - 2027

## EU expenditure for 2021-2027

All amounts in € billion (2018 prices)



## 2. Public Finances



# 3. Inter-ministerial coordination



## 4. Development Council

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 of the **key criteria for making decisions on what to audit.**





# Role of Communications in Reform Processes

Starting point:

**never from zero**

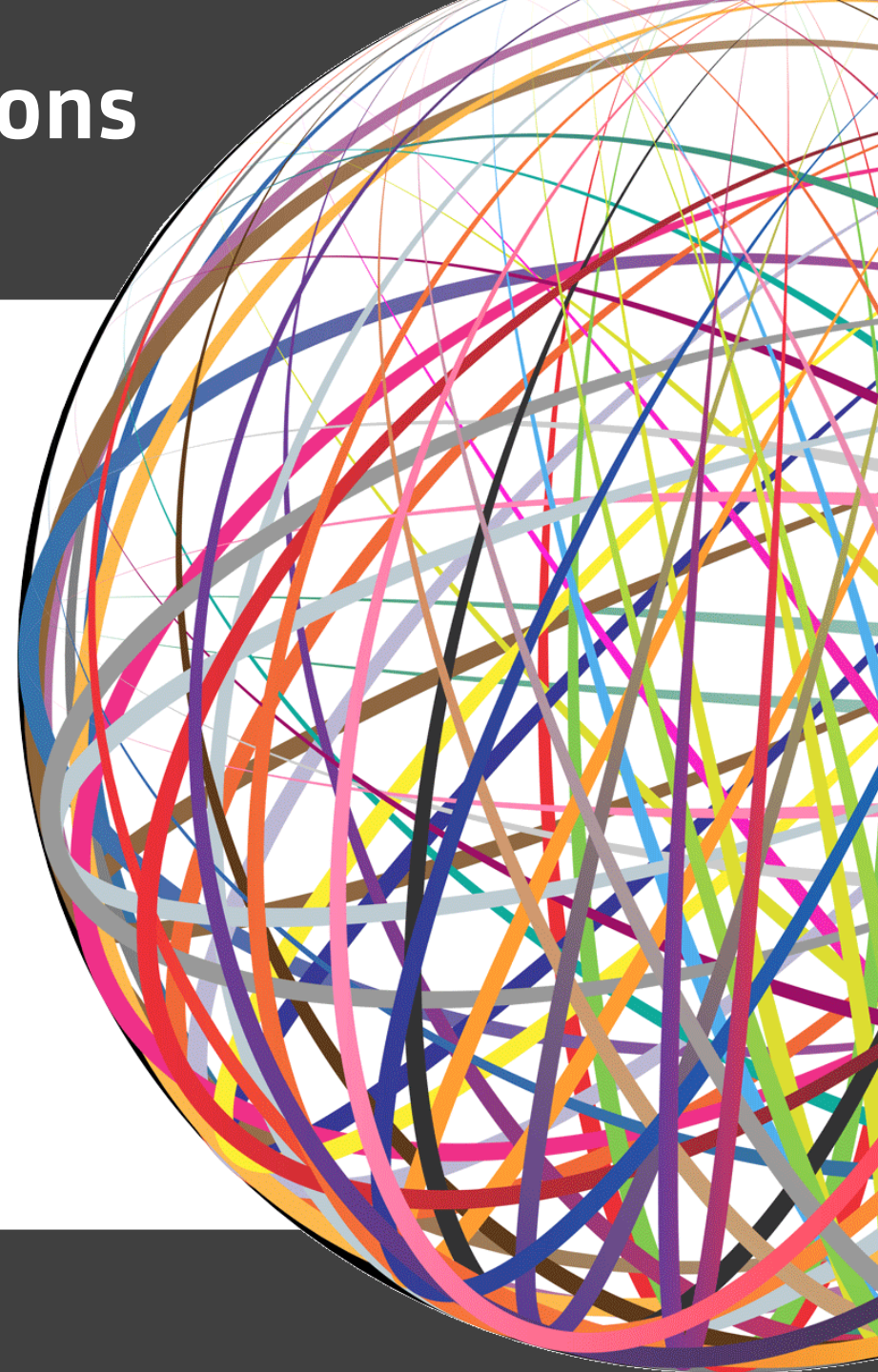
Stakeholders map



# Role of Communications in Reform Processes

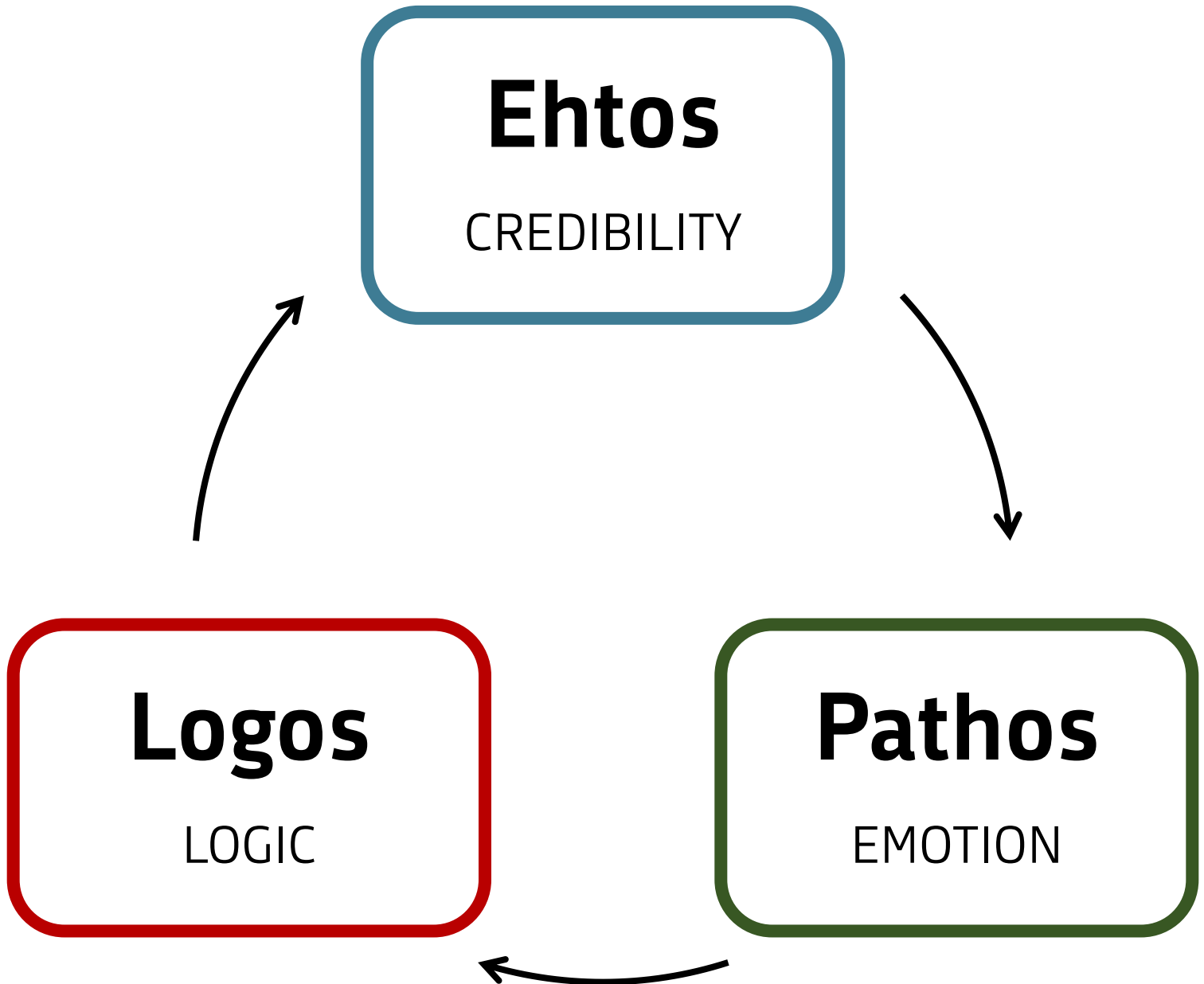
Stakeholders  
**multidimensional**

complex  
**AND**  
complicated



**Communication**  
as a tool for connection  
and collaboration  
in complexity.

# Communication triangle



# 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)

**Building  
relationships**

# External audiences

- Political 360
- Traditional media (journalists)
- Own channels
  - social media
  - websites
  - publications, FAQs, visual comms
- Engagements on the ground

Constant  
engagements

# Innovative engagement methods

Kako poslovno okolje v Sloveniji  
slovenska inovativna podjetja  
spodbuja pri mednarodni konkurenčnosti?

①

Kako poslovno okolje v Sloveniji  
slovenska inovativna podjetja  
spodbuja pri mednarodni konkurenčnosti

Jih podpira:

- VZpostavljeno vinkovsko START-UP ekosistem.

- odprava administrativnih ovir - npr. ~~z~~ vrnitve postopki v postopku
- in gradbeni postopki

1.

Kako so politike s področja socialne, tega in sprememb  
Sloveniji pripravljene  
na spremembe koncepta dela?

Ga omogočajo.

- ZAVEZANJE O NJIŠT POVEZOVANJA POLITIČESKOSTIHA PRISTOP
- NEKAKI VEŠA ALI ŽA VRIJEVANJE ŽIVOTIJA

področij socialne, dela in  
pripravljene  
dela?

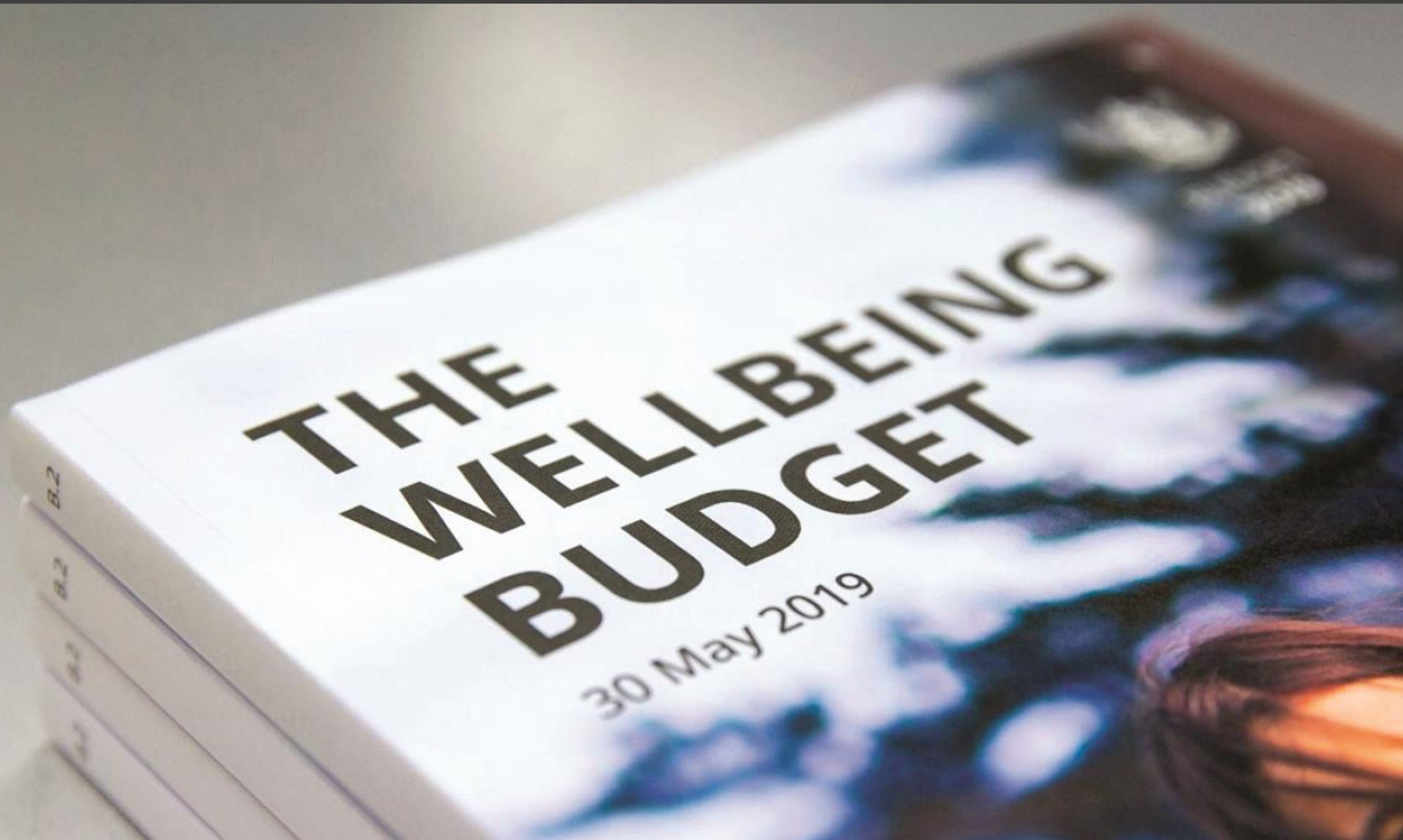
# Innovative engagement methods



# Innovative engagement methods



# New Zealand Case



# Scotland Case

## National Outcome: Human Rights

### National Indicators

- Public services treat people with dignity and respect
- Quality of public services
- Influence over local decisions
- Access to justice

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 10: Reduced inequalities
- SDG 16: Peace, justice and strong institutions
- SDG 17: Partnerships for the goals

## National Outcome: Culture

### National Indicators

- Attendance at cultural events or places of culture
- Participation in a cultural activity
- Growth in cultural economy
- People working in arts and culture

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 10: Reduced inequalities
- SDG 11: Sustainable cities and communities

## National Outcome: Environment

### National Indicators

- Visits to the outdoors
- State of historic sites
- Condition of protected nature sites
- Energy from renewable sources
- Waste generated
- Sustainability of fish stocks
- Biodiversity
- Marine environment

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 12: Responsible consumption and production
- SDG 6: Clean water and sanitation
- SDG 13: Climate action
- SDG 14: Life below water
- SDG 15: Life on land

## National Outcome: Health

### National Indicators

- Healthy life expectancy
- Mental wellbeing
- Healthy weight
- Health risk behaviours
- Physical activity
- Journeys by active travel
- Quality of care experience
- Work related ill health
- Premature mortality

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 10: Reduced inequalities
- SDG 12: Responsible consumption and production
- SDG 3: Good health and wellbeing

## National Outcome: Fair Work & Business

### National Indicators

- The number of businesses
- High growth businesses
- Innovative businesses
- Economic participation
- Employees on the living wage
- Pay gap
- Contractually secure work
- Employee voice
- Gender balance in organisations

### Sustainable Development Goals

- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequalities
- SDG 12: Responsible consumption and production

## National Performance Framework

### Our Purpose, Values and National Outcomes



## National Performance Framework

[nationalperformance.gov.scot](http://nationalperformance.gov.scot)

## National Outcome: Economy

### National Indicators

- Productivity
- International exporting
- Economic growth
- Carbon footprint
- Natural Capital
- Greenhouse gas emissions
- Access to superfast broadband
- Spend on research and development
- Income inequalities
- Entrepreneurial activity

### Sustainable Development Goals

- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 8: Decent work and economic growth
- SDG 9: Industry, innovation and infrastructure
- SDG 12: Responsible consumption and production

## National Outcome: International

### National Indicators

- A positive experience for people coming to Scotland
- Scotland's reputation
- Scotland's population
- Trust in public organisations
- International networks
- Contribution of development support to other nations

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequalities
- SDG 16: Peace, justice and strong institutions
- SDG 17: Partnerships for the goals

## National Outcome: Poverty

### National Indicators

- Relative poverty after housing costs
- Wealth inequalities
- Cost of living
- Unmanageable debt
- Persistent poverty
- Satisfaction with housing
- Food insecurity

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 10: Reduced inequalities
- SDG 12: Responsible consumption and production
- SDG 1: No poverty
- SDG 2: Zero hunger

## National Outcome: Communities

### National Indicators

- Perceptions of local area
- Loneliness
- Perceptions of local crime rate
- Community land ownership
- Crime victimisation
- Access to green and blue space
- Places to interact
- Social capital

### Sustainable Development Goals

- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 9: Industry, innovation and infrastructure
- SDG 10: Reduced inequalities
- SDG 6: Clean water and sanitation
- SDG 11: Sustainable cities and communities

## National Outcome: Education

### National Indicators

- Educational attainment
- Confidence of children and young people
- Resilience of children and young people
- Work place learning
- Engagement in extra-curricular activities
- Young people's participation
- Skill profile of the population
- Skill shortage vacancies
- Skills under-utilisation

### Sustainable Development Goals

- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 10: Reduced inequalities
- SDG 1: No poverty
- SDG 2: Zero hunger
- SDG 3: Good health and wellbeing

## National Outcome: Children

### National Indicators

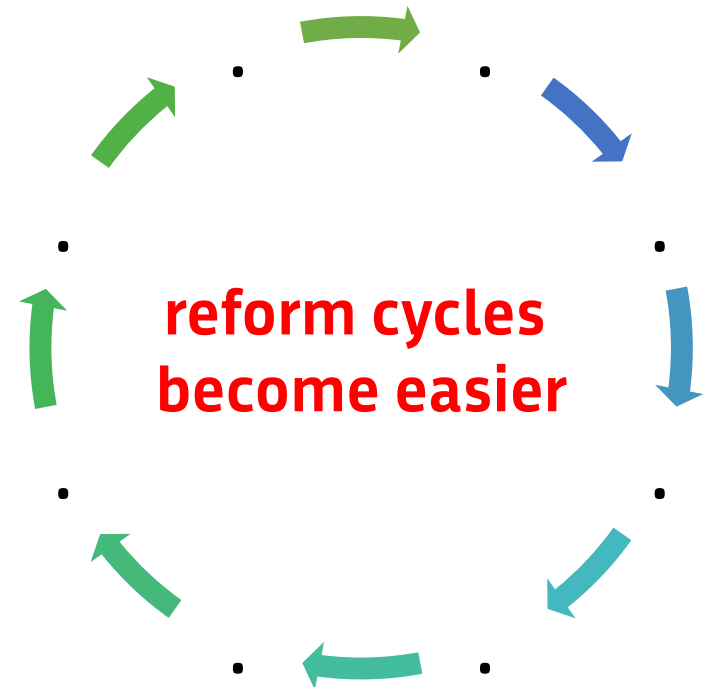
- Child social and physical development
- Child wellbeing and happiness
- Children's voices
- Healthy start
- Quality of children's services
- Children have positive relationships
- Children's material deprivation

### Sustainable Development Goals

- SDG 4: Quality education
- SDG 5: Gender equality
- SDG 7: Affordable and clean energy
- SDG 10: Reduced inequalities
- SDG 1: No poverty
- SDG 2: Zero hunger
- SDG 6: Clean water and sanitation
- SDG 3: Good health and wellbeing

# Take aways

- Communicate constantly with everyone onn various aspects of your project
- Develop relationships
- Build networks
- Create culture





# Extra tip #1

## 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

# Extra tip #3

Own **ideas** ... not their packaging



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

- Arthur Schopenhauer



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