TRINIDAD AND TOBAGO'S VNR COMMUNICATION STRATEGY

ECLAC's Community of Practice on VNR Countries
16th June 2022

Presented By: Kennethia Douglas
Monitoring and Reporting Officer-SDGs
Theme and Branding for the Voluntary National Review
THE OBJECTIVES

Increased awareness
For citizens to have a greater knowledge of the SDGs and their role in the implementation process.

Promoting sustainable behaviour
By showcasing persons who are contributing to the SDGs and illustrating actions that hinder the progress toward achieving sustainability.

Highlight accomplishments and encourage new initiatives
Among the different implementation groups, namely, CSOs, CBOs, Ministries, Departments and Agencies, and the populace.
THE STRATEGY

LANGUAGE
• Simple
• Relatable
• Using the right tone

DESIGN
• Clean
• Focus on key messages
• Simple

CONTENT
• Informative
• Call to action
• Inclusive

Trinidad and Tobago will present its first **VOLUNTARY NATIONAL REVIEW** to the UN on the progress toward achieving the SDGs in 2020.

HAVE YOUR SAY
ATTEND THE PUBLIC CONSULTATION NEAREST YOU

LOCATION | DATE | TIME
---|---|---
| | | 
| | | 
| | | 

Visit [www.planning.gov.tt](http://www.planning.gov.tt) for more
THE EXPERIENCE

• The Project Team worked with the Communications Unit of the Ministry to develop a communications strategy for the VNR.

• The Communications Unit was responsible for the design and dissemination of all VNR-related content (logo, flyers, posters, etc.) with inputs from the Project Team and Ministry Executives.

• 90% of the communications were disseminated via social media platforms because of limited availability of funds.

• VNR promotional content was embedded in the email signature of the Ministry's mail server.

Trinidad and Tobago is presenting its 1st VOLUNTARY NATIONAL REVIEW to the UN on implementing the Sustainable Development Goals.

WATCH IT LIVE 15 July, 2020 2:30pm - 3:00pm

The virtual presentation took place on the ground floor conference room of the UN House in Port of Spain. The UN RCO had recently installed a multi-media conference system that allowed the seamless connection to the UNHQ virtual platform that hosted the VNRs.
THE LESSONS

• It is possible to do more with less by leveraging the free resources available (social media platforms, articles in print, stakeholders/partner networks).

• Dedicated funding for communication is needed to ensure a wider reach to persons who use traditional media (print, radio, television). It also creates security in times of competing priorities.

• Early and frequent engagement with internal and external stakeholders to maintain momentum.
Promoting initiatives that contribute to SDGs achievement.

T&T has launched:
1. The Central Registry on Domestic Violence.
2. The Gender-Based Violence Unit within the TTPS.
3. The National Children's Registry and Child Protection Unit within the TTPS.

Trinidad and Tobago presented its 1st VOLUNTARY NATIONAL REVIEW to the UN on implementing the SDGs.

T&T’s Nationally Determined Contribution targets a 15% reduction in emissions from electricity generation, industry and transportation by 2030.

Trinidad and Tobago presented its 1st VOLUNTARY NATIONAL REVIEW to the UN on implementing the SDGs.

The Online SDGs Survey was an effective alternative to public meetings which did not occur due to the restrictions imposed as a result of the COVID-19 pandemic.
WE ARE CONNECTING THE DOTS TO THE SDGS

We are achieving **SDGs 9 and 11**: 

TRINIDAD AND TOBAGO IS LAUNCHING
DEVELOPTT - AN ONLINE
PORTAL FOR
DEVELOPMENT PERMITTING

SDGs 9 and 11 are closely aligned to the Themes of the **National Development Strategy of Trinidad and Tobago - Vision 2030**.

Trinidad and Tobago will present its first **Voluntary National Review** to the UN on the **Sustainable Development Goals** in 2020.

Visit [www.planning.gov.tt](http://www.planning.gov.tt) for more!

---

Ministry of Planning and Development
Technical Cooperation Unit
Trinidad and Tobago

---

Thank You