

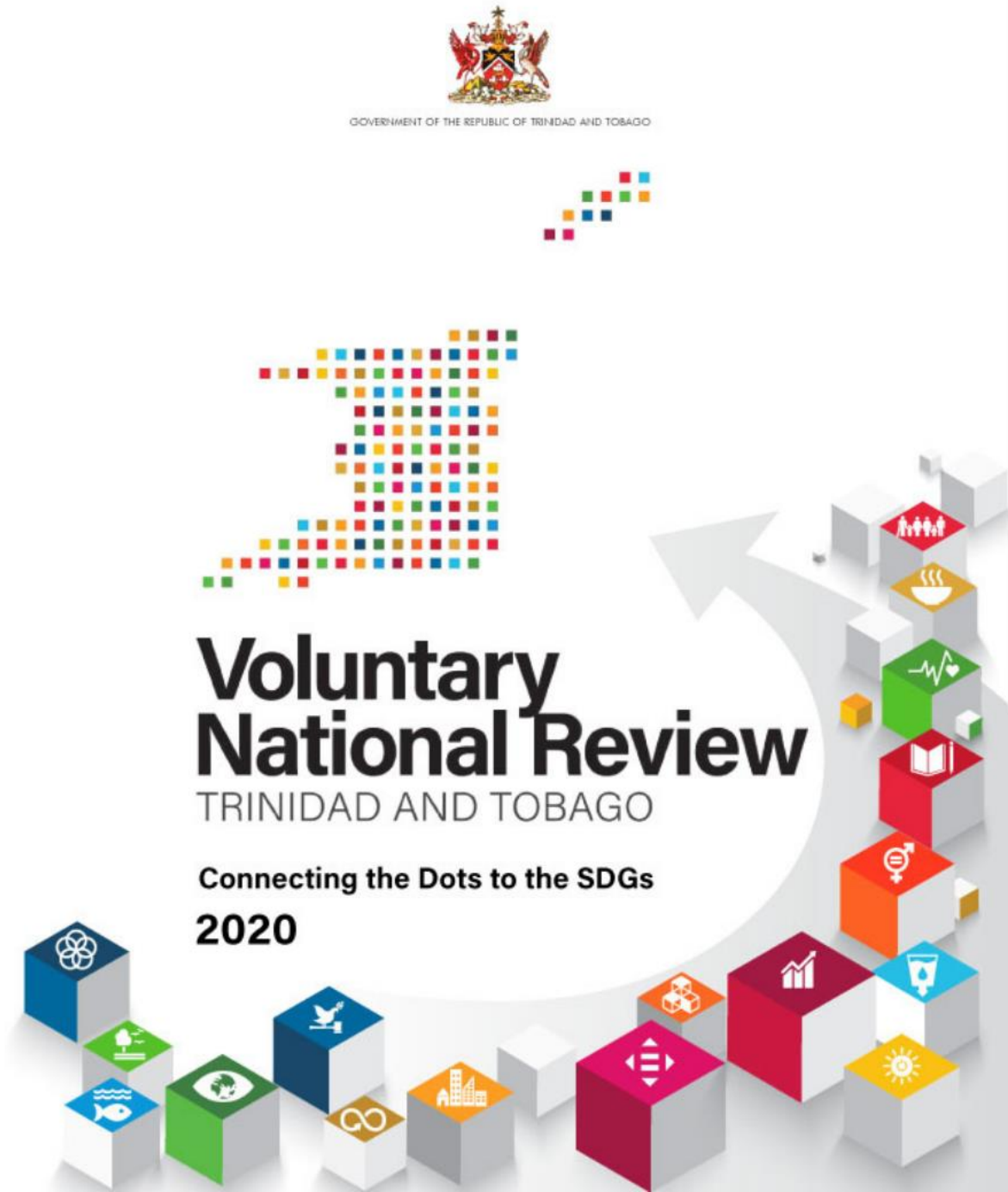
# TRINIDAD AND TOBAGO'S VNR COMMUNICATION STRATEGY

# 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.



MINISTRY OF  
PLANNING AND  
DEVELOPMENT

VISION  
2030



Voluntary  
National Review  
TRINIDAD AND TOBAGO



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



The first Focus Group for the 2020 VNR was aligned to the theme of People, which is one of the UN's five themes to Sustainable Development - People, Planet, Prosperity, Peace and Partnerships.

Look out for a chance to  
**HAVE YOUR SAY**  
at a public consultation near you.

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



# THE STRATEGY

## LANGUAGE

- Simple
- Relatable
- Using the right tone

## DESIGN

- Clean
- Focus on key messages
- Simple

## CONTENT

- Informative
- Call to action
- Inclusive



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VISION  
**2030**



Voluntary  
National Review  
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SUSTAINABLE  
DEVELOPMENT  
GOALS



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## HAVE YOUR SAY

**ATTEND THE  
PUBLIC CONSULTATION  
NEAREST YOU**

LOCATION

DATE

TIME

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# 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.



GOVERNMENT OF  
THE REPUBLIC OF  
TRINIDAD AND TOBAGO



HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT

**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



Voluntary  
National Review  
TRINIDAD AND TOBAGO

SUSTAINABLE  
DEVELOPMENT **GOALS**

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 multimedia 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.



GOVERNMENT OF  
THE REPUBLIC OF  
TRINIDAD AND TOBAGO

SUSTAINABLE  
DEVELOPMENT GOALS

Women represented

**33.3%**

of T&T's Parliament  
in **2019**,

vs a global average  
of **24.3%** in 2019.

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



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TRINIDAD AND TOBAGO



CONNECTING  
THE DOTS TO  
THE SDGS



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TRINIDAD AND TOBAGO

SUSTAINABLE  
DEVELOPMENT GOALS

The **Under-5 Mortality**  
**rate** has decreased to

**11.3\***

in **2018**,  
from **13.9\*** in **2016**.  
\*per 1000.

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



3 GOOD HEALTH  
AND WELL-BEING

CONNECTING  
THE DOTS TO  
THE SDGS





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THE REPUBLIC OF  
TRINIDAD AND TOBAGO

SUSTAINABLE  
DEVELOPMENT GOALS



Promoting initiatives that  
contribute to SDGs achievement.



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THE REPUBLIC OF  
TRINIDAD AND TOBAGO

SUSTAINABLE  
DEVELOPMENT GOALS

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  
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13 CLIMATE  
ACTION



CONNECTING  
THE DOTS TO  
THE SDGS



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DEVELOPMENT



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National Review

Do you think  
Trinidad & Tobago  
is making progress  
towards the SDGs?

TELL US.  
TAKE THIS SURVEY.



SDG #4: Quality  
Education.



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.



Using data to  
communicate  
progress on  
the SDGs.

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  
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to the UN on implementing the SDGs.

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TRINIDAD AND TOBAGO

10 REDUCED  
INEQUALITIES

CONNECTING  
THE DOTS TO  
THE SDGS

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TRINIDAD AND TOBAGO

13 CLIMATE  
ACTION

CONNECTING  
THE DOTS TO  
THE SDGS





## 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

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



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.

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# Thank You

Ministry of Planning and Development  
Technical Cooperation Unit  
Trinidad and Tobago