

EBRIMA A. BAH – MADC 20146 REGULAR

GHANA INSTITUTE OF JOURNALISM

MA DEVELOPMENT COMMUNICATION

DISSERSATATION

2020-2021 ACADEMIC YEAR

**COMMUNICATING THE SUSTAINABLE DEVELOPMENT GOALS IN GHANA:
AN EXAMINATION OF HOW THE UNDP COMMUNICATE IMPLEMENTATION
OF THE SDGs.**

All Praise is to the Almighty Allah who has made it possible for me to complete this Master's degree in Development Communication through his grace. I wish to dedicate this thesis to my mother, late father, to my wife and my daughter. I thank them for the support throughout this program while I am away in Ghana. I wish to thank my supervisor Dr. Joseph Obeng-Baah for the guidance and direction throughout this work. I thank the Dean School of Graduate Studies and Research, Ghana Institute of Journalism, Dr. Collins Adu-Bempah Brobbey for his leadership. A thank you also to Maya of the UN Resident Coordinator Office, Mawuena of the UNDP and Perpetua of GIJ International Students Office.

"IF YOU BELIEVE IN IT, YOU CAN ACHIEVE IT"

Contents

CHAPTER 1	5
PROBLEM STATEMENT.....	5
RESEARCH QUESTIONS.....	5
RESEARCH OBJECTIVES	6
INTRODUCTION.....	6
CHAPTER 2	11
LITERATURE REVIEW	11
COMMUNICATION FOR DEVELOPMENT	11
MONOLOGIC COMMUNICATION	12
DIALOGIC COMMUNICATION.....	12
SUSTAINABLE DEVELOPMENT.....	12
THEORETICAL BACKGROUND.....	13
MODERNIZATION PARADIGM.....	13
ROSTOW’S STAGES OF GROWTH	14
DIFFUSION OF INNOVATIONS	16
PARTICIPATORY PARADIGM.....	17
TYPES OF PARTICIPATORY COMMUNICATION.....	18
DIALOGIC COMMUNICATION – FREIRE.....	18
PARTICIPATION FOR SOCIAL CHANGE	18
SUSTAINABLE DEVELOPMENT AND PARTICIPATION	20
CHAPTER 3	21
METHODOLOGY	21
DATA COLLECTION	21
INTERVIEWS	21
ETHICAL ISSUES	23
SAMPLING	23
CHALLENGES AND LIMITATIONS OF IN-DEPTH INTERVIEW.....	25
CHAPTER 4	26
THEMATIC ANALYSIS.....	26
CODING	26
DATA INTERPRETATION AND ANALYSIS.....	30
ECONOMIC EMPOWERMENT.....	30
AWARENESS.....	31
ADVOCACY	33
PARTICIPATION	33
CONSULTATION.....	36

MEDIA	37
CHAPTER 5	38
SUMMARY AND CONCLUSION	38
REFERENCE:.....	41
APPENDIX A.....	44
APPENDIX B.....	92

CHAPTER 1

PROBLEM STATEMENT

Communication for development is a two-way process that involves exchange of information between two or more people to identify development needs, brainstorm solutions and build understanding towards the best way to achieve development. The SDGs are people oriented and their implementation requires a lot of participation, cooperation and collaboration from local people in their communities. The traditional model of communication in the development community which is often prescriptive may not be effective in the face of increasing development challenges of resource use, climate change, poverty, education, health and food security across the globe.

The implementation of the SDGs requires a concerted participatory communication mechanism that will ensure all parties are adequately represented and heard in the planning and implementation of development initiatives. Representation in its true sense has not always been a reality in the development process for countries that are termed as developing countries, such as Ghana. This gap in communication has often excluded people in the decision-making process and this has led to setbacks in attaining development goals in developing countries. This research therefore seeks to understand the method of communication used by the UNDP to communicate the SDGs to its Ghanaian stakeholders and seek ways to improve the level of participation in the communication component of implementing the SDGs.

RESEARCH QUESTIONS

The Sustainable Development Goals will expire in 2030; despite the progress made on the goals, the current trend and pace towards achieving the goals is not adequate especially in Africa. In this research, I will look at how the UNDP communicate the SDGs and what impact such communication has on the attainment of the goals?

I further examine what are the weaknesses and gaps (if any) in the effective communication of the goals and how can there be improvement on the communication strategy of the UN and the government about the SDGs?

This research will look at the following questions and seek an improved communication of the SDGs in Ghana.

1. Does the UNDP in Ghana have a communication strategy for the SDGs?
2. What is the strategy and what mediums are involved?
3. How has the UNDP in Ghana encouraged participation of the local authorities across the country to implement the SDGs?

4. How does communication contribute to the achievement of the goals?

RESEARCH OBJECTIVES

- The objectives of this research are to understand the communication strategy of the UNDP in Ghana on the SDGs.
- To find out the mediums of communication involved in the implementing the SDGs.
- Examine the level of participation of local people and authorities in the implementation of the goals.
- Examine the contribution of communication to the attainment of the goals.

INTRODUCTION

The Sustainable Development Goals (SDGs), also referred to as Agenda 2030 are were adopted by the UN General Assembly in September 2015 with 193 countries as signatories which includes all the African countries. The goals also called the Global Goals came into effect in January 2016 and they seek to end poverty, protect our planet and ensure peace and prosperity for all nations by 2030. The goals were built upon the Millennium Development Goals (MDGs), which elapsed in 2015. The MDGs were an outcome of the UN Millennium Declaration in September 2000, which aimed at eradicating extreme poverty.

The MDGs aimed to solve some of the most pressing development needs at the beginning of the millennium. They sought to bring to the forefront of the global agenda the urgency of the problems of poverty and other development challenges in a manner that is easy to understand and to track (Ghana Millennium Development Report, 2015, p. 16). The MDGs were endorsed by 189 UN member states in September, 2001. The MDGs cover the areas of the economy, health education, gender equality, environmental sustainability and partnership among countries.

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

The Sustainable Development Goals (SDGs) are global in nature and cover all categories of countries including both developed and developing ones. There are 17 goals and 169 targets which cover three areas namely economic, social and environmental and also centred on people, planet, peace, prosperity and partnerships encapsulated in the United Nations 2030 Agenda for Sustainable Development. The 17 SDGs are:

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. Ensure healthy lives and promote wellbeing for all at all ages
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build elective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalise the global partnership for sustainable development.

In September 2019, the UN Secretary General launched the 2020-2030 decade of action to provide global leadership, include local communities and ensure people participation on

attainment of the SDGs. The plan calls for ‘accelerating sustainable solutions to all the world’s biggest challenges – ranging from poverty and gender to climate change, inequality and closing the finance gap’ (UN SDGs, Decade of Action, viewed on 25 July 2021 <<https://www.un.org/sustainabledevelopment/decade-of-action/>>).

In Africa, progress on goals such as the people-centred ones are outstripped by population growth (SDG Centre for Africa, 2019). Financing for the goals is grossly insufficient with one in five African countries unable to raise enough revenue to fund the implementation of the goals (SDG Centre for Africa, 2019).

The goals came at a time when billions of people live in poverty, youth unemployment on the rise, access to health limited for millions in Africa and conflicts and environmental degradation threatening human life. Africa faces increased inequality and high incidence of poverty with over 60 million children stunted and 280 million malnourished (SDG Centre for Africa 2019)

Success in achieving the goals in the continent is varied with North Africa recording the biggest success on key goals such as reducing poverty, healthcare service delivery, employment and infrastructure. In West Africa, most of the countries are lagging behind in these goals as only Cape Verde achieved the SDG targets for maternal mortality and under five child mortality ratios, at 42 and 17 respectively ((SDG Centre for Africa, 2019)

One of the most recognized definitions of sustainable development is that of the World Commission on Environment and Development (WCED), in 1987, also known as the Brundtland Commission, which states that sustainable development is “development which meets the needs of the present without compromising the ability of future generations to meet their own needs” (Elliott, 1994, citing Communication for Sustainable Development, Selected papers from the 9th UN round table on communication for development, 2007). An organized and accepted communication for all parties concerned is seen as necessary for achieving sustainability in the core issues identified by the Commission namely: Population and development, Food security, Species and ecosystems, Energy, Industry, and Urban challenge.

The Western perspective of sustainable development has been criticized by Payutto (1998), a famous Buddhist monk for its lack of human development perspective and emphasis on ‘competition’ “A correct relation system of developed mankind is the acceptance of the fact that human-being is part of the existence of nature and relates to its ecology. Human-being should develop itself to have a higher capacity to help his fellows and other species in the natural domain; to live in a harmonious way and lessen exploitations in order to contribute to

a happier world.” (Payutto, 1998, p. 189 citing Communication for Sustainable Development, Selected papers from the 9th UN round table on communication for development, 2007)

Communication is a vital tool in transmitting sustainable development ideas to stakeholders while creating avenues for the manifestation of sustainability values. It enables the promotion of transparency and good governance which are key components for equity and justice in sustainable development (Servaes, 2009).

Advocacy has been one of the major forms of communication that the Government of Ghana has adopted to raise awareness on the SDGs. The country’s Voluntary National Review (VNR) mechanism was used to raise public awareness and knowledge on the SDGs through media engagement and special groups like disabled persons, market women, school children, farmers, fisherfolk, and people drivers engaged in the commercial transport sector (Government of Ghana, VNR 2019).

Over the past three decades, successive Ghanaian governments have relied on medium term National Development Plans which range from three to four years lifespan, to steer the development programs of the country. These medium-term development plans have served as a guide to socio-economic and political development as well as environmental management for the country’s human development needs (Tandoh-Offin, 2019). Ghana launched the SDGs in February 2016 and incorporated the country’s development plan in line with the SDGs, through the National Development Planning Commission (NDPC). The strategy is that of Alignment, Adaptation and Adoption (AAA) of its development plans to cater for the SDGs.

Ghana had sixteen (16) flagship programs that are geared towards the attainment of the SDGs and other government domestic goals (Ghana Voluntary National Review, 2019). Some of these programs cover areas of education, health, agriculture and manufacturing and industry. The country has launched a free senior high school program, planting for food and jobs and a national health insurance scheme in recent years.

On the environmental front, there is a National Climate Change Policy (NCCP), Ghana National Climate Change Master Plan Action Programs for Implementation 2015-2020. These programs and policies are geared towards attaining environmental sustainability while mitigating the effects of climate change.

In an effort to ensure that the country is adequately prepared for the implementation of the goals, new coordination and leadership structures have been established that will provide the necessary coordination and monitoring towards the goals. These bodies include the High-Level

Ministerial Committee (HLMC), SDGs Implementation Coordination Committee (ICC), SDGs Technical Committee and a CSOs Platform on SDGs.

CHAPTER 2

LITERATURE REVIEW

COMMUNICATION FOR DEVELOPMENT

Development communication is the study of social change brought about by the application of communication research, theory and technology to bring about development... Development is a widely participatory process in a society intended to bring about both social and material advancement, including greater equality, freedom, and other valued qualities for the majority of people through their gaining greater control over their environment (Servaes, 2008, citing Rogers, 1976).

Communication for Development is a social process, designed to seek a common understanding among all the participants of a development initiative, creating a basis for concerted action (Food and Agriculture Organization- FAO, 1984, cited in Servaes, 2008).

“A social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change.” (FAO, 2010 citing FAO, 2006).

Development communication involves creating mechanisms to broaden public access to information on reforms; strengthening clients’ ability to listen to their constituencies and negotiate with stakeholders; empowering grassroots organizations to achieve a more participatory process; and undertaking communication activities that are grounded in research (Servaes, 2008, citing World Bank, 2006)

The key takeaway from these definitions is that communication for development is the use of communication to plan and execute development projects through the active involvement of the recipients of development using appropriate models of communication to ensure the greatest success in development projects. Communication in development has evolved since the end of the second world war from bringing pre-planned development projects to recipients with little participation in the process, to a greater emphasis on the inclusion of recipients at the planning, execution and monitoring and evaluations phases of a development initiative. Communication is fundamental to the success or failure of development depending on its proper application or lack thereof in development planning and execution.

MONOLOGIC COMMUNICATION

The monologic mode of communication, also referred to as the one-way communication method, is used to disseminate information to an audience to create change. The monologic model can be applied in two ways: one is to inform an audience, the other is to persuade an audience. The model adopts a linear form in which a message is sent to receivers to create awareness or knowledge on a development project or activity to a recipient community. Typically, this model of communication is useful in the application of Diffusion of Innovations, which I will discuss shortly in the theories section of this paper. The use of mass media is effective in monologic communication, often intended for behaviour change on a topic; example health communication to encourage people to stop drinking from a pond.

DIALOGIC COMMUNICATION

This model of communication is known as the two-way communication and it is applied in participatory communication to encourage dialogue, discover problems and solicit solutions to development challenges through active and meaningful participation of stakeholders in development projects. It can be used to assess and to empower development needs and participants for an inclusive intervention. Communication to assess helps discover key issues, opportunities and risks that could be technical or political in a development project (Mefalopulos, 2008).

The dialogic model can also be applied to empower development recipients by engaging marginalised groups to help solve problems of poverty which can be manifest through exclusion.

SUSTAINABLE DEVELOPMENT

The Brundtland report defined sustainable development as development that meets the needs of the present generation without compromising the ability of future generations to meet theirs. (Brundtland Commission, 1987). Sustainable development is about the sustainable use of resources which enables us to attain and fulfil our economic, social and environmental needs at a predictable pace, while ensuring replenishment of the resources is sustained. Some of the greatest concerns and development challenges are concerned about the indiscriminate exploitation of natural resources and the devastation caused to the environment by man's economic activities. The resultant effect of this extraction of raw materials is an increasing environmental degradation and climate change which has resulted in increased warming of the earth, along with more frequent natural disasters such as flooding, hurricanes and droughts.

The social dimension of sustainable development focuses on poverty, inequality, health, education and freedom and security for all of mankind. Sustainable development therefore raises the bar of development beyond just economic growth as was previously the case.

Sustainable development is about the judicious use of our natural resources and an equitable sharing of economic growth for all peoples. It entails innovative industrial operations, empowerment of communities and equal opportunities for boys and girls.

The world population has grown at a high rate and this growth has placed a great strain on the available infrastructure and capacity of the natural environment to cater for this exponential population growth. Mega cities require high energy consumption while emitting a lot of carbon dioxide (CO₂) into the atmosphere. Industrial demand for raw materials and fossil fuels have never been higher in human history, while social inequality in access to basic human needs such as education, health, decent work and income have proved elusive to attain for hundreds of millions of people, mostly in sub-Saharan Africa.

These challenges are unsustainable and it on the backdrop of these global crises that the United Nations Sustainable Development Goals seek to address the most pressing development challenges that humanity faces.

THEORETICAL BACKGROUND

The modern concept of development gained prominence after the end of the second world war. Two major perspectives dominate the discourse on development; one asserting that development is a process and effort to end poverty and ignorance in other countries under the supervision of the developed Western countries, namely, the United State and Western Europe. The aim is that developed countries will help “underdeveloped ones” to achieve economic growth.

Another perspective is that of those who believe that the dominant paradigm is one that is meant to reinforce political and economic control of poor countries by the former colonialists while ignoring the importance of local knowledge and realities. (Mefalopulos, 2008).

Three theories (paradigms) of development and consequently communication for development, have emerged after the end of World War II - Modernization, Dependency and Participatory paradigms.

MODERNIZATION PARADIGM

The Modernization paradigm came into the forefront of development discourse following the end of the second world war and after the inaugural speech of President Harry S. Truman of

the US in 1949. President Truman called for a transformation of the “underdeveloped” countries by essentially replicating the Western models of development through free markets to achieve economic growth (Mefalopoulos, 2008).

Modernization called for a cultural revolution in which poor countries will do away with their traditional beliefs, attitudes and behaviours which are seen as impediments to development, and embrace those of modernity which are considered favourable to development (Lerner, 1958). It is usually the result of a process of ‘Westernization’, involving economic, political, social and cultural changes which contrast with a previous ‘traditional’ stability (Harrison, 1988).

The works of sociologists such as Emile Durkheim pointed at the changes in the division of labour in Western Europe which saw European societies transition from lower to higher stages and division of labour getting more complex. Durkheim saw the industrial West as superior to the pre-industrial society. These evolutionary discourses can be said to be what would eventually metamorphose to the modernization theory of development (Harrison, 1988).

Modernity is identified by some particular attitudes as stated by Harrison (1988) below:

- Being receptive to new experience and embrace innovation
- Curiosity about one’s environment
- Respect for the opinions of others
- Forward looking as against dwelling on the past
- Individual responsibility for one’s life
- Positive mindset and confidence in our ability to conquer the environment for our good
- Recognition of the equal rights and dignity of all including women and children
- Belief in science and technology
- Fair treatment and justice for all

ROSTOW’S STAGES OF GROWTH

In 1960, Walt W. Rostow proposed five stages of growth for a society which are:

Traditional Society: At this stage, there is limited output due to the absence of science and technology. Rostow indicates that the traditional society may have increase in output and there could be even innovations in trade, agriculture and industry which in all will result in a rise in productivity. However, the traditional society has a limitation on output and productivity which Rostow calls a ‘ceiling’; due to a lack of proper application of science and technology. The

traditional society is not static and it changes continuously and is affected by factors such as political stability, health and population growth. ((Rostow, 1966).

The second stage is the pre-condition for take-off which Rostow refers to as societies in transitions. These societies begin to employ science to boost agricultural productivity and industrial output. At this stage however, despite all transformations that take place in society, the traditional social set up and production systems are still prevalent, thus existing alongside the innovative sector of society. Rostow attributes these changes to internal factors in certain instances, and external forces from more advanced societies in other cases. The changes upend traditional societies and trigger the derivation of modern practices from the old ways of doing things. This situation is referred to as a general case of take-off, whereby the society is traditional and then transition into a modern one. Most of Europe, Asia and Africa is categorized under this general case by Rostow. Radical changes occur in the social structure, the political system and productive base of the economy to set the stage for take- off. Banks sprang up, investments in transport and communication begin to grow, while international trade also grew. The second case of take-off comprised of a few countries that were colonized by Britain such as the United States, New Zealand, Australia and Canada. These countries benefited from the experience of Britain and led by entrepreneurs whom Rostow described as non-conformists. The natural untouched landscape of these countries favoured a swift march towards rapid economic growth.

The third stage in Rostow's growth pyramid is the take-off stage during which the traditional barriers to economic growth is overcome by the forces of economic progress. Technological advancement in agriculture and industry takes its foothold coupled with a strong political will to transform the economy into a modern one. New industries sprang up at a fast pace, often yielding high profits that are reinvested into new factory plants.

There could be new political systems that favour modernization through economic growth. Investment and industries become widespread and agriculture is mechanized at this stage to bring about greater productivity to satisfy higher demand. There is increased demand for more factory workers and new entrepreneurs sprang up alongside increased exploitation of the natural resources. Agriculture is commercialized and farmers willingly adopt new techniques in production. Rostow considers the development of the agricultural sector as fundamental to the take-off stage and by extension modernization of the society.

The drive to maturity: This period experiences sustained growth and modern technology spreads to all sectors of the economy. International trade will now begin to have a positive

balance as a result of local production of previously imported goods. The new technologies become tools to balance off the old methods of doing things and therefore steer growth rather than slow it. At the maturity stage, the economy becomes diversified and it no longer have to rely solely on the core industries that had sustained it at the previous stages.

Finally, the age of high mass consumption ensues characterised by a focus on consumer goods and services and a rise in real income per person. This led to changes in consumption pattern beyond the basic needs of food, clothing and shelter; increased urbanization, with a workforce comprised of office and high skilled workers. The society now has the luxury of social welfare and security as part of the development agenda at this stage (Rostow 1966, p.11).

Modernization entails embracing the scientific methods of inquisitive mindset rooted in the principles of enlightenment; adopting democratic doctrines of liberalism and freedom; and economic models of complete faith in free markets without any state intervention (Mefalopulos, P, 2008).

The first definitions of development concentrated on social change in which new ideas are introduced into a social system for higher per capita incomes standards of living using new production methods (Rogers 1969 cited in Melkote, 2006)

DIFFUSION OF INNOVATIONS

The Diffusion of Innovations is simply the communication of an innovation to the society through channels such as the mass media. An innovation could be an idea, a practice or object that a person or group perceive as new (Rogers, 1995). The diffusion process would usually involve one or several persons who have actually adopted and experienced the innovation, introducing it to those who have not yet adopted it. The mass media is the most prominent channel of communicating an innovation to the public to create knowledge awareness for potential adoption. However, interpersonal channels of communication is the most effective means of convincing an individual or group of people to adopt an idea or product. This method is usually in the form of face-to-face communication between two or more individuals.

The Diffusion of Innovations model was particularly effective in breaking down the modernization paradigm to the local level. Diffusion of innovations theory explains how new ideas and practices spread within and between communities. It emphasised the effects that ‘particular communication has such as the ability of media and opinion leaders to create knowledge of new practices and ideas and persuade the target to adopt the exogenously introduced innovations’ (Melkote, 2006)

The Diffusion of Innovations is not without shortcomings and these became particularly obvious in the 1970s when it became obvious that there are socio-economic structural barriers that limited the role and ability of the mass media to serve as a tool for steering development in the third world.

However, by the 1980s, it became apparent that the dominant paradigm had failed to deliver on the promise of economic growth and prosperity for poor countries. Thinker began to search for a new a development model which resulted in the conceptualization of the Dependency theory.

PARTICIPATORY PARADIGM

Participatory communication implies dialogue that brings development agents and recipients of development aid together through dialogue at individual, group and institutional levels to enable communities realise their potential.

The participatory paradigm seeks to empower people by treating them not just as passive recipients of development aid but active participants in development initiatives. One of the reasons for this as presented by Ascroft and Masilela (1994, 282), “if peasants do not control or share control of the processes of their own development, there can be no guarantee that it is their best interest that is being served.” (Mefolopulos, 2008, p. 50, citing Ascroft and Masilela, 1994)

The concept of communication has evolved since the 1950s and 60s version of sender and receiver models as in Laswell’s Sender-Message-Channel-Receiver. McQuail (1983, p.97 cited in Communication and Sustainable Development, Selected papers from the 9th UN round table on communication for development, 2007, p.15), focused on communication that “favours multiplicity, smallness of scale, locality, de-institutionalisation, interchange of sender-receiver roles and horizontality of communication links at all levels of society”. This model emphasised the meaning derived rather than information given.

Participation is one of the foundations of successful decision making in communication which therefore necessitates greater understanding and respect for the opinions of people who are at the receiving end of development. The late chair of the International Commission for the Study of Communication Problems, Sean MacBride describes participation as “requiring a new attitude for overcoming stereotyped thinking and to promote more understanding of diversity and plurality, with full respect for the dignity and equality of peoples living in different conditions and acting in different ways” (MacBride, 1980, p.256, cited in Servaes & Malikhao, 2005). Communities are at the forefront of participation and can provide details of their local

conditions and mobilize other members of the community in development projects and initiatives (Servaes and Malikhao, 2005).

TYPES OF PARTICIPATORY COMMUNICATION

DIALOGIC COMMUNICATION – FREIRE

Paolo Freire's dialogic communication is one of two main participatory approaches that is widely accepted in communication for development. Freire's model relies on two theoretical frameworks; one points to the need to treat each person with a degree of dignity and hence the importance of engaging them in dialogue. The second strategy has its roots in Marx's perspective which gives emphasis on collective solutions. The dialogic model has been unpopular amongst elites especially in developing countries; nonetheless, it seen as a normative theory in communication.

UNESCO defined participatory communication in its report on self- management in 1997 in Belgrade, the former Yugoslavia. The report gave the following definitions for terms.

- Access refers to the use of media for public service. It may be defined in terms of the opportunities available to the public to choose varied and relevant programs and to have a means of feedback to transmit its reactions and demands to production organizations
- Participation implies a higher level of public involvement in communication systems. It includes the involvement of the public in the production process, and also in the management and planning of communication systems.
- Participation may be no more than representation and consultation of the public in decision-making.
- On the other hand, self-management is the most advanced form of participation. In this case, the public exercises the power of decision making within communication enterprises and is also fully involved in the formulation of communication policies and plans (Servaes & Malikhao,2005).

PARTICIPATION FOR SOCIAL CHANGE

Participation implies an equitable sharing of political and economic power. This communication model gives greater power to the masses and tends to take away certain privileges and control from the elites. The social change model of participation entails structural changes in the political and economic dynamic. The culture and environment of a community should be at the forefront of development initiatives. Local action can bring about positive change and maintain a balanced ecology (Servaes & Malikhao, 2005).

There are different types of participation which includes the following:

Co-optation

This form of participation involves the choosing of members of the community who are named as members of the project team but they have no actual say or role to play in the decision making.

Compliance

This model assigns tasks and provide incentives for people to comply with the recommended behaviour or action. Project personnel from outside take charge of analysing and making decisions on the project course of action.

Consultation

Consultation involves seeking the opinions of locals while the final decision-making lies with the project agents from outside.

Cooperation

In this process/model, local people collaborate with development agents, although the outsiders direct the process as they see fit.

Co-learning

This model brings locals and development agents together and find ways to create action plans.

Collective Action

This is seen as one of the best ways to ensure participation. Locals come together and identify their own development objective and mobilise to achieve it all on their own with any outside interference. Participation is regarded as a human dignity issue and people should be able to take part in the decision making on matters that affect their lives (Singhal, 2001).

In order for development communication to be successful, social mobilization is needed to steer the community/recipients of development towards actualization of development objectives. Social mobilization involves planned actions and processes to reach, influence and includes all relevant stakeholders at national and community levels, (The Centre for Development and Population Activities, 2000).

The third component of communication; behaviour change, involves face-to-face dialogue with individuals and groups to inform, motivate and find solutions to problems which lead to change of behaviour (UNICEF, 2017).

A study on how development communication is used in projects in four communities in Ghana revealed that those that used the principles of Communication for Development were

successful and sustained whilst projects that did not employ communication stalled (Owusu, 2014,).

SUSTAINABLE DEVELOPMENT AND PARTICIPATION

The different dimensions of sustainable development: economic, social and environmental, requires an integrated approach and a balancing of interest to achieve the desired results of sustainable development. These differing interests makes participation an imperative in achieving economic growth which is sustainable, providing social services while protecting the environment. The UN Agenda 21, the UN Action Program for Sustainable Development held in Rio, 1992 called for strategies that will ensure socially responsible economic development while protecting the resource base and the environment for the benefit of the future; through the ‘broadest public participation and the active involvement of the non-governmental organization and other groups.’ (UN Conference on Sustainable Development, Agenda 21).

Agenda 21 emphasised the need for genuine involvement of all social groups and provide a mechanism that will enable individuals, groups and organizations to participate in environmental assessments, decision making and grant them access to information without discrimination.

CHAPTER 3

METHODOLOGY

This research is done using the qualitative approach which is based on interviews conducted with UNDP staff in the Communication department and experts in development and sustainable development.

Qualitative research is a research method that tries to understand a research problem/phenomenon through the lens of individuals or groups based on the meanings that they ascribe to the problem/phenomena (Creswell, 2007).

Berg & Lune (2011) stated that “qualitative research properly seeks answers to questions by examining various social settings and the individuals who inhabit these settings.” They continued: “[qualitative researchers are] most interested in how humans arrange themselves and their settings and how inhabitants of these settings made sense of their surroundings through symbols, rituals, social structures, social roles, and so forth” (p. 8).

DATA COLLECTION

There are two types of data in qualitative research; primary and secondary data. Primary data is one that is collected directly from the source and can be obtained through surveys, questionnaires or interviews; while secondary data is one that the researcher obtain from secondary sources, such as data compiled by another person and accessible to the researcher. Data collection in qualitative research involves different forms such as, In-depth interviews, Focus Group Discussions, Participant Observation, textual or visual analysis, etc. Qualitative data is mainly presented in words and can be expressed in the form of descriptions of events, observed human behaviour, interactions or excerpts of passages and documents (Patton, 1998, cited in Parveen Showkat, 1998).

Collected data in qualitative research is used as an empirical analysis tool on the subject that is being studied. The data enables the researcher to study an interesting and relevant phenomenon and also decide on what aspects of a problem to focus on.

INTERVIEWS

Interviews are particularly useful for getting the story behind a participant’s experiences. The interviewer can pursue in-depth information around the topic. Interviews may be useful for follow-up to certain respondents to questionnaires, e.g., to further investigate their responses (McNamara, 1999).

The qualitative research interview seeks to describe the meaning of central themes in the life world of the subjects. The main task in interviewing is to understand the meaning of what the interviewees say (Kvale 1996).

A qualitative research interview seeks to cover both factual and a meaning level, though it is usually more difficult to interview on a meaning level (Kvale ,1996)

Interview is a qualitative research method where the researcher collects data directly from the participants. The purpose of interviews is to extract information from the respondent for further analysis in the research. An interview can be formal or informal. There are three forms of interview; structured, semi-structured and unstructured. Structured interviews are

For the purpose of this research, in-depth interview method was used to gather the data for interpretation and analysis. In-depth interview is a method of data collection whereby the interviewer interview only one interviewee at a time. In this method, the respondent/interviewee is freer to give his/her personal opinion on a subject matter in a more comprehensive and candid manner without having to worry about the presence or opinion of others.

In-depth interview is a highly efficient data collection method which can uncover in-depth details of the respondent's experience and perspective on the subject being discussed. Unlike a questionnaire, participants in an in-depth interview are able to speak their mind; while the researcher is also able to adjust the order of the questions based on the situation as it unfolds.

The ability of in-depth interviews to provide deep information and understanding enables the researcher to tap into the real-life experiences of the respondents and achieve similar level of knowledge and understanding (Johnson & Rowlands, 2014). It allows for making sense of a phenomenon, place, event etc. and uncovers what is hidden from ordinary view. Multiple perspectives are gathered by the researcher on a topic which enriches his/her insight with broader understanding built from the interaction.

The first interviews are often characterised by some anticipation and excitement. The interviewer is advised to begin with general, introductory questions and followed by more transition questions for greater clarification on the interview. An informed consent of the respondent is also important for the researcher to obtain before any recording is done of the interview.

The initial stage of the research often finds the interviewer relatively ignorant about the topic being studied. This scenario usually changes as the research progresses and more participants

are interviewed, thus building his/her knowledge along the way. The understanding built as more people are interviewed can be used to make probes and verify initial information received from the early respondents.

The interview process may take new turns due to the respondent's interest, knowledge and experience. The researcher should allow these turns to play out, avoid being rigid with the interview guide and only intervene where absolutely necessary to ensure the interview does not radically defer from the desired trajectory. The interviewer should adopt an intimate, light and experimental attitude to enable the respondent to flow with as little restrictions as possible.

The data collected in this research was done through interviewing UNDP staff who are participating in the implementation of the SDGs. The personnel are selected from the Communication department and also economic and other field experts. The interviewed personnel narrated their experiences and provided invaluable insight into the communication strategies and methods used on the field and how they interact with stakeholders in implementing the goals.

The analysis in this research is based on thematic analysis of the main communication themes that arose from the interviews and an attempt was done to understand the relation of these themes to the effective communication of the SDGs.

Face-to-face and online interviews of UNDP staff were used during the research and these interviews were the main source of data for this thesis.

ETHICAL ISSUES

In-depth interview can reveal sensitive personal information about individuals and this may include the respondent's perception about others. Undesirable social characteristics or behaviour may be revealed and when this information is not well managed and kept confidential, reputations and relationships may be damaged. Some opinions about a social or official setting may be at variance to the status-quo. The handling and management of such information may create ethical problems for the researcher.

SAMPLING

Sampling in qualitative research is the determining and choosing of a section/part of a population (sample) for the study which will be the source of data for the research. In qualitative research, the sample is mostly humans that are the data source. These sources are often referred to as participants or respondents (Lopez, 2013).

Sampling helps in making research more accurate and economical. It helps determine whether the research can be generalizable.

Census: Is when a whole population is used in a study and it is often conducted by Governments on a periodic basis in order to guide its policies.

Some sampling techniques include:

Probability Sampling: In probability sampling, each sample has an equal probability of being chosen. All probability samples must provide a known non-zero probability of selection for each population element so the simple random sample is considered a special case in which each population element has a known and equal chance of selection.

Other probability sampling methods includes, stratified random sampling, convenience sampling and quota sampling.

Non-Probability Sampling: In this method, the probability of selecting population elements is unknown. Non-probability sampling does not ensure equal chance of selecting the elements in a population.

Purposive Sampling: This method is when the researcher uses a sample that he/she believes represents the population.

CHALLENGES AND LIMITATIONS OF IN-DEPTH INTERVIEW

One of the main challenges of IDI is the interviewer-interviewee relationship which has a potential to limit the effectiveness of the IDI. The interviewer could be biased with the information that is gathered mainly due to his/her personal characteristics such as gender, age, race or education. Another aspect of the limitations of IDI is the broader social context of the relationship which Kvale (2006) calls the “power dynamics” in the interview environment in which there is a chance of “one way dialogue” whereby “the interviewer rules the interview” (p. 484 cited in Roller, 2020). These effects could be minimized by the interviewer by establishing rapport and adopting positive interaction techniques such as (being approachable, good listening and allowing the respondent to talk freely when necessary).

CHAPTER 4

THEMATIC ANALYSIS

CODING

Coding was done based on the communication themes which represent a certain type of communication and also themes that are as a result of the goals were captured. These codes are analysed to explain the communication type used and its relevance to the attainment of the goals.

Where two themes are contained/grouped in one part/sentence, they will be joined in the code. Example if an Economic and Awareness theme is contained in one part/sentence, the code will be EA.

Alphabets were used to represent the different themes as follows.

1. EE = Economic Empowerment
2. P = Partnership
3. A = Awareness
4. AD = Advocacy
5. PA = Participation
6. C = Consultation
7. M = Media

EE	In the Northern Region, we are helping about thousand five hundred young women and farmers have access to clean water,
EE	Yeah, under our Inclusive Development, we touch based on young people, supporting young people, we run grants, we give grants to young people, we also, under our inclusive governance, we also work with Ghana Statistical Services to come up with statistical data on local economy, on SMEs and MSMEs
AD, EE	we also have an initiative in waste recovery where we are propagating the need for people to stop the indiscriminate ehm... littering and also how they can turn waste into money
EE, A	The communities also get to know that, okay this initiative UNDP is doing is to achieve SDGs. So, at the end of the day, we are killing two stones with bird. Bettering the lives of these community members as well as also educating them on the SDGs
A	And the critical question is, how would people even come together if they don't know what the SDGs are about? Or how would people even come together if they don't know how they can help to achieve the SDGs?
A	The more you communicate about the SDGs, the more people become aware of the agenda; and the more government become accountable. Because the more people know, the more they are asking questions, the more they are asking their governments to address certain issues, etc, etc
A	For instance, last year, our work plan focused mainly on propagating the SDGs. Telling people, educating people what it is about. So, what we did in that space is that we visited schools, Senior High Schools, and talk to them about the SDGs. We told them how they can play a critical role;
A	Now this year we are more focus on communicating SDG impact. So, you know a lot of young people are doing very amazing things but they do not know that what they are doing is achieving the SDGs
A	Then in 2020, we are now going to the field to educate grassroot community members
A	The communities also get to know that, okay this initiative UNDP is doing is to achieve SDGs. So, at the end of the day, we are killing two stones with bird.

	Bettering the lives of these community members as well as also educating them on the SDGs
A	So, looking back, there have been a lot of progress in terms of people knowing that ehm, knowing about the SDGs
A	So, we did the outreach, we did the social media campaign, we wrote stories.
PA	You know we made it very relatable because from the get go, I kept on saying the SDGs are people centred. They are for people. It's not for the UN so people need to understand so that in their own effort, they can work towards achieving it
PA	I mean one of the feedbacks that played a very significant role in our communication is, the feedback on translating the different, our communication materials in the different Ghanaian dialects and that we did
PA	So, when we came into the picture, one of the things we wanted to do was work with the community members to now, what, ehm, you would be given access to the land, you plant and then after you plant, you will be able to...the food you plant is for you. But in addition, you plant a tree that will help to regain the forest back
PA	As well as the civil society, they are holding the government accountable for government to do development initiatives, come up with manifestos that speak to the SDGs, do an SDG financing initiative, etc, etc
PA	the entire agenda of the SDGs thrives on communication; because there are two most important things that are critical to the attainment of the goals. Mobilization and Partnerships.
PA	So, we not...is not like we are calling them as partners, but we want them to take action at their level
PA	if people are not aware of what the goals are, if people are not aware of what action they can take, they certainly will not take an action
PA	what the UN is saying is that, as far as communication is concerned, our job is to do two things: get people to care and inspire hope. If you get them to care, if you inspire hope, you can get them to take action; and that is what we do (Participation using persuasion).
PA	So, engagement and participation are two key things that drive our efforts
A & PA	We need to have interpreters and all of that because everybody needs to be aware of the SDGs, everybody needs to do something to help achieve the SDGs.

A	The communities also get to know that, okay this initiative UNDP is doing is to achieve SDGs. So, at the end of the day, we are killing two stones with bird. Bettering the lives of these community members as well as also educating them on the SDGs
A, AD	we highlight, we talk about, we amplify some of these activities and in amplification, we...we garner more partnerships that will help to achieve the SDGs.
AD	Now we are encouraging corporate institutions to align their Corporate Social Responsibility with the Sustainable Development Goals
C	We first of all give them an overview of the project for them to understand what we are going to do. We have this focal point discussion
C	Mostly our projects are backed by data and also, we do stakeholder consultations, also. So, that's where to listen to what's happening. Sometimes we call that sense making, so ahm, we kind of consult a wide group of people to study what the trends are, where the issues are and then how we can them.
M	That's why I told you that now, we inspire hope, we apart from inspiring hope, we get people to care, we get people to take action. That is what the media can help us do. They don't just tell the stories, but they tell you what you can do
M	We don't want to leave anyone behind in all of our activities, and so we use the media to reach as far as we can; and given the media's ability to reach the, the, width and breath of, of places that seem unreachable, we really leverage this benefit of the media to reach everyone.
M	So as at 2020, that was last year, our overall reach was about twenty-four million

DATA INTERPRETATION AND ANALYSIS

ECONOMIC EMPOWERMENT

“In the Northern Region, we are helping about thousand five hundred young women and farmers have access to clean water, also we are... also having access to food through our all-year-round farming training we gave them”

The UNDP help in attaining the SDGs through collaboration and partnership with government and local communities. SDG 6 “Ensure Clean water and Sanitation “is a major component of the work of UNDP in Ghana. Based on the above SDG intervention, one can argue that the approach employed by the UNDP is that of empowering communities by enabling young women and farmers to have access to clean water but also engage in sustainable farming. From a Development Communication perspective, the training of women farmers is a participatory approach which will ensure that the beneficiaries of development support are directly involved and empowered to meaningfully participate in their development. This approach is practical and pragmatic and could ensure sustainability through participation.

“We are also helping ehm, we also have an initiative in waste recovery where we are propagating the need for people to stop the indiscriminate ehm... littering and also how they can turn waste into money”;

The UNDP uses advocacy by highlighting the need for good hygiene practices along with innovative waste management. The advocacy for attitudinal change with regards to littering

may not achieve the desired results without meaningful participation from the locals concerned. The UNDP has therefore added a participatory component to the advocacy by providing an economic incentive to their communication which is aimed at attitudinal change. This economic incentive is the transformation of waste into an economic incentive for the locals.

If people can find tangible economic or other benefits from attitudinal change, they will be willing to embrace the change.

“We are also under the environment as well; we are also running a coco project that is amplifying the need for afforestation so ehm... eh... forest that have degraded we are supporting farmers to now take up that and also plant in that forest. While they are planting for their food, they are also growing some...some...ehm... major timber trees that will help regain the forest back. We are also running the coco initiative around the environment and climate action”.

The above statement also points to an integrated approach to sustainable development communication by the UNDP in Ghana. The communication method used in communicating afforestation is that of advocacy and cooperation where the community members collaborate with the UNDP in growing coco while planting trees at the same time to ensure the forest is recovered.

AWARENESS

“And the critical question is, how would people even come together if they don’t know what the SDGs are about? Or how would people even come together if they don’t know how they can help to achieve the SDGs?”

Awareness creation is one of the most popular communication methods used in bringing about positive attitudinal change. Knowledge is important for people to embrace an idea or take action on an issue. The UNDP is conscious of this fact and thus it has made awareness creation one of the key communication objectives on realising the Sustainable Development Goals. By highlighting the importance of awareness in communicating the SDGs in order for people to take action, the UNDP is utilising this type of communication as a tool to stir people to take actions that will enable the attainment of the SDGs.

The attainment of the SDGs highly dependent on the degree of awareness of the issues and the actions required from local community members to meet the goals. By emphasising the importance of awareness, the UNDP can be in a position to align its communication goals towards informing people about the SDGs and encouraging them to take action that will help in the attainment of the goals.

The SDGs are action-oriented goals and the attainment of major aspects and components of the goals are dependent on the attitudes and actions of the actors be it at the local, national and transnational level. At the local level, community members need to be aware of the effects of for example, the indiscriminate cutting down forest tress, or the harm caused by throwing plastics in the sea, rivers and other water bodies.

National awareness is also required to ensure a widespread acceptance and support of government policies aimed at attaining the goals. Issues such as women's rights to education, employment, promotion of peace and fighting environmental pollution, need nationwide support and appreciation of these issues in order to have a meaningful impact.

International collaboration is required to encourage transboundary actions to prevent pollution of the sea, rivers and lakes. Activities in the maritime sector could often lead to transnational effects such as oil pollution by ships. All of these three levels (local, national, transnational) need collaboration for effective coordination and implementation of the goals. Such collaboration is not possible without the desired awareness at all the levels.

“The more you communicate about the SDGs, the more people become aware of the agenda; and the more government become accountable. Because the more people know, the more they are asking questions, the more they are asking their governments to address certain issues, etc, etc. So basically, communication is the foundation for the achievement of the SDGs”.

Accountability is the foundation of good governance and the UNDP recognizes the need for people to be empowered through information in order to hold government accountable. This recognition has therefore placed emphasis on people's awareness which will enable to ask questions and ensure accountability from government.

“The communities also get to know that, okay this initiative UNDP is doing is to achieve SDGs. So, at the end of the day, we are killing two stones with bird. Bettering the lives of these community members as well as also educating them on the SDGs”.

UNDP uses its development projects to raise awareness on the SDGs. This method is practical rather than theoretical as the recipients of development get to benefit from tangible development initiatives which the UNDP also uses as a platform to communicate the SDGs. The implication for this approach is that the message that is communicate could be understood better as the audience get to see the actual development project being communicated.

‘So, looking back, there have been a lot of progress in terms of people knowing that ehm, knowing about the SDGs’.

This statement point to the emphasis UNDP places on awareness about the gaols. It shows that UNDP places awareness about the SDGs as a communication priority.

So, we did the outreach, we did the social media campaign, we wrote stories

The above statement refers to the use of different media alongside other communication channels – outreach, to increase SDG awareness

ADVOCACY

“For instance, last year, our work plan focused mainly on propagating the SDGs. Telling people, educating people what it is about. So, what we did in that space is that we visited schools, Senior High Schools, and talk to them about the SDGs. We told them how they can play a critical role”

Advocacy is one of the types of communication UNDP is using to make the SDGs acceptable and provide a framework for people to take action. The use of schools is important because the students that are being informed about the SDGs will end up being the leaders in subsequent years. By building some rapport around the SDGs, UNDP is being strategic to penetrate a significant portion of the population in terms of SDGs advocacy.

“Now this year we are more focus on communicating SDG impact. So, you know a lot of young people are doing very amazing things but they do not know that what they are doing is achieving the SDGs”

This type of communication is meant to draw attention to the works done by people in achieving the SDGs. It is meant to highlight these achievements and publicise the goals to have a greater reach of the population with respect to the goals.

PARTICIPATION

“You know we made it very relatable because from the get go, I kept on saying the SDGs are people centred. They are for people. It’s not for the UN, so people need to understand so that in their own effort, they can work towards achieving it”.

The emphasis above is on the need to make the SDGs a participatory initiative through building greater partnerships derived from a level of awareness on the goals.

“In the Northern Region, we are helping about thousand five hundred young women and farmers have access to clean water, also we are... also having access to food through our all-year-round farming training we gave them”. P4, L10-11

The UNDP help in attaining the SDGs through collaboration and partnership with government and local communities. SDG 6 “Ensure Clean water and Sanitation “is a major component of the work of UNDP in Ghana. Based on the above SDG intervention, one can argue that the approach employed by the UNDP is that of empowering communities by enabling young women and farmers to have access to clean water but also engage in sustainable farming. From a Development Communication perspective, the training of women farmers is a participatory approach which will ensure that the beneficiaries of development support are directly involved and empowered to meaningfully participate in their development. This approach is practical and pragmatic and could ensure sustainability through participation.

“I mean one of the feedbacks that played a very significant role in our communication is, the feedback on translating the different, our communication materials in the different Ghanaian dialects and that we did”

The above case is an example of how participation has been used to enhance the work of the UNDP’s communication of the SDGs. The Agency has been able to translate the it’s communication materials into the local languages in Ghana to widen its reach. Through participation, the UNDP was able to leverage the input of its stakeholders to create a more inclusive communication strategy in the form of localising its communication content for greater reach and more impact. Language is a powerful tool to establish connection with people and translation of UNDP communication material into local languages have the potential of attracting attention and acceptance from locals who can now be able to relate to the material printed in their languages. It’s as the old saying “if you want to be close to a man, speak his language”.

“So, when we came into the picture, one of the things we wanted to do was work with the community members to now, what, ehm, you would be given access to the land, you plant and then after you plant, you will be able to...the food you plant is for you. But in addition, you plant a tree that will help to regain the forest back”

This approach is another example of the effectiveness of participation in development communication. The case above shows how UNDP is using the community members to

meaningfully help in the attainment of the SDGs by engaging them to help in planting trees to regain the forest while at the same time giving them access to land for farming which will help them to fight poverty and hunger.

“We need to have interpreters and all of that because everybody needs to be aware of the SDGs, everybody needs to do something to help achieve the SDGs”.

This is pointing to the importance of SDG awareness and partnership through meaningful participation to attain the goals.

“What the UN is saying is that, as far as communication is concerned, our job is to do two things: get people to care and inspire hope. If you get them to care, if you inspire hope, you can get them to take action; and that is what we do”

The communication strategy above indicates a mix of persuasion and advocacy to stir participation from local people. The UNDP in its quest to promote the SDGs uses advocacy to help persuade people to have hope in the SDGs, to take the goals seriously and trigger actions that will help in their attainment. It is indeed important to convince people of the relevance of the SDGs in their lives and educate them on the expected benefits of sustainable development in their communities. The UNDP by creating a focus on the goals will help to bring attention which in turn leads to people taking actions on the SDGs.

“So engaging communities, community engagement is a very key part. In fact, community engagement and participation, because when you engage them without involving in the implementation process, you still have not done anything. So, engagement and participation are two key things that drive our efforts”

Engagement through consultation can be a useful and effective tool in communication as it has the potential to unravel new information unknown to the development communicator and planner. The elevation of engagement as being at the forefront of UNDP efforts could help to make participation a priority in their communication process which could yield sustainable development that is indeed participatory and representative of the needs of the people. Development planners and communicators have previously been accused of being ‘too directive’ and they had failed to make the communication process meaningful through participation.

The incidence of misplaced development projects and priorities could be largely eliminated if the recipients of development are involved in the communication process and in the

implementation, by giving them the power to be involved in the decision-making process from the initiation to the implementation stages.

“Now we are encouraging corporate institutions to align their Corporate Social Responsibility with the Sustainable Development Goals”

Advocacy is effective in pushing people and institutions to take action on a matter. UNDP uses this communication strategy to encourage Corporations to take steps that will help in the attainment of the SDGs through targeted CSR activities. The private sector is a key development agent and if they get persuaded to invest in the SDGs, it will significantly boost Ghana’s standing in attaining the goals. The UNDP therefore uses advocacy to convince the corporate bodies to invest in the SDGs.

CONSULTATION

“We first of all give them an overview of the project for them to understand what we are going to do. We have this focal point discussion”

“Mostly our projects are backed by data and also, we do stakeholder consultations, also. So, that’s where to listen to what’s happening. Sometimes we call that sense making, so ahm, we kind of consult a wide group of people to study what the trends are, where the issues are and then how we can support”

UNDP works on projects that mostly involve government input and participation, and the recipients are mainly local community members. These projects may have been initiated by government or other development partners but their successful implementation is also dependent on the collaboration and participation of the recipients. UNDP therefore uses Consultation to gauge the feasibility of these projects and also assess the situation on the ground to determine what needs to happen. These consultations are indeed crucial for Development Communication because the community members are the ones that know their problem best in terms of what they experience and want.

The UNDPs role as a source of support to government’s development initiatives places it in a position that can be acceptable to the people in the communities. This partnership with the government brings in legitimacy as the government is selected by the people to manage the affairs of the country and it is expected that the people therefore have some level of trust in the government. This makes the work of UNDP easier in terms of acceptance and trust from the beneficiaries of development projects.

Development planning therefore requires the full participation (in this instance through consultation) of development aid recipients to enable the development agent to properly determine the development need and also to ensure successful implementation of projects.

“It is because the SDG implementation applies to diverse audience. The diverse audience who are in the picture. We have old women, old men, young men, young women, cripples, ehm, people, ehm, disability people. So, because of our diverse audience, the nature of our audience, we are left with no option but to adopt an integrated communication approach to be able to reach out all these specific people, because the SDG is for everybody”.

This statement indicates a communication approach that is sensitive of its audience who are diverse and may need differing communication methods to achieve the best from your partners.

MEDIA

“We don’t want to leave anyone behind in all of our activities, and so we use the media to reach as far as we can; and given the media’s ability to reach the, the, width and breath of, of places that seem unreachable, we really leverage this benefit of the media to reach everyone”

The media is a powerful and effective tool to create awareness to a large number of people spread over a wide geographical area. The UNDP understands the power of the media and therefore uses this advantage to publicise its activities and promote the SDGs to consumers of media content. People in all locations can be informed about the SDGs through the various available media channels such as radio, television, social media, newspapers, etc. This has the potential to boost awareness on the SDGs and mobilise people for the action.

“That’s why I told you that now, we inspire hope, we apart from inspiring hope, we get people to care, we get people to take action. That is what the media can help us do. They don’t just tell the stories, but they tell you what you can do”

The media is a powerful tool for creating awareness and leveraging this tool is one of the Communication strategies mentioned by UNDP as it endeavours to disseminate information on the SDGs and motivate people to take action on the goals. The use of the media will help to spread the Agency’s messages on the SDGs to wide and hard to reach areas.

“So as at 2020, that was last year, our overall reach was about twenty-four million”

The use of different media including social media and the UNDP website has enabled the Agency to spread the message on the SDGs and interact with as many people as possible.

CHAPTER 5

SUMMARY AND CONCLUSION

The SDGs are arguably the most significant and ambitious development goals this decade and the race is on to achieve as many of the goals and possible. The goals were adopted in 2015 by the United Nations General Assembly with 193 countries as signatories. This includes all African countries. The goals came into effect in January 2016. The goals were built upon the Millennium Development Goals (MDGs), which elapsed in 2015. The MDGs were an outcome of the UN Millennium Declaration in September 2000, which aimed at eradicating extreme poverty. The SDGs aim to fight and eradicate the greatest development challenges of our times such as poverty, hunger, access to affordable and quality education, healthcare, environment and infrastructure problems and needs.

Communication for Development seeks to bring the different players in development together to build understanding and take actions that will ensure participation of all parties, for development that is inclusive and sustainable.

Different communication methods are often required to achieve the desired result which is to build partnerships and achieve development targets in a participatory inclusive manner. Awareness Creation, Consultation, and Collective Action are some of the methods used to achieve development through consensus building, cooperation and collaboration.

The UNDP is one of most important development agencies of the United Nations and the lead non-government development partner for the Sustainable Development Goals in Ghana, as with many developing countries. The Agency serves as the UN's coordinating body for the SDGs in Ghana in close collaboration and partnership with the government.

The UNDP's communication strategy is that of practical implementation of development initiatives alongside public awareness, mobilisation and partnership building for the goals. Although lot of work has been done on the SDGs and partnerships have been built with governments, and non-government agencies as well as the private sector; the informal sector in Ghana and local community members constitute a significant part of the stakeholders on the implementation of the SDGs. These community members and informal sector actors need as

much awareness and participation as possible to ensure the effective implementation of the goals.

Social and attitudinal change on issues such as deforestation, water and land pollution as well as human rights and gender equality, are fundamental to the attainment of the SDGs. Greater collaboration and partnerships with local actors will help enhance the UNDP's efforts in helping the government and people of Ghana to achieve the goals.

A mix of expert and local content on development planning and execution of projects will greatly improve the participation at the local level and actualise the 'Leaving No One Behind' slogan.

Mobilisation and Building Partnerships are two key themes in the UNDP communication approach to the SDGs. These are vital for the success of effectively communicating the goals to government, donors and beneficiaries alike. Inclusion, dialogue and sharing of the decision-making process will make the communication of the SDGs relevant, relatable and accepted by the different stakeholders involved in the implementation of the goals. Empowering beneficiaries by giving them a voice and exchanging ideas and concerns about development initiatives will build trust and gain consensus on development priorities that could be achieved in a sustainable manner.

In conclusion, it is safe to state that communication is pivotal to the effective implementation and attainment of the SDGs in Ghana. Development is indeed a partnership of different stakeholders with various interests and opinions. Communication aims to bridge the gap between the different parties that are often involved in development initiatives and build consensus on development priorities and approaches.

The UNDP's role as the UN's development coordination agency places it in a critical position to steer development through effective and inclusive communication strategies that will take into account the socio-political and economic conditions of the people that development is meant to benefit. The notion of 'expert, beneficiary' relationship has often been that of the expert being the master and knower and the beneficiary being the receiver of information as with the traditional modernization theory of communication. This model has its flaws and therefore needs a rethink in order to allow greater participation and empowerment through giving local people a voice to take part in the decision-making process of development planning and implementation.

Sustainable development seeks to eradicate major human challenges such as health, education and climate change. These require social change in economic and cultural practices which are only achievable if the local community are receptive to the change and if they can meaningfully participate in the communication process. It is only through a participatory communication approach that, problems faced by the people on the ground can be identified and collective solutions developed to address development challenges. People need to recognise the negative effects of climate change and understand the causes in order for them to adopt positive social change to end the destruction of the environment and ensure respect for human rights and the maintenance of peace.

REFERENCE:

Mefolopulos, 2008, *Development communication sourcebook: broadening the boundaries of communication*, The World Bank, Washington, D.C.

Lerner, D, 1958, *Passing of traditional society: modernizing the Middle East*, cited in Inagaki, N, 2007, *Communicating the impact of communication for development: recent trends in empirical research*, The World Bank, Washington, D.C.

UN Communications Group, Ghana, CSO Platform on SDGs, 2017, *The sustainable development goals (SDGs) in Ghana: why they matter and how we can help*.

Voluntary national review report on the implementation of the 2030 agenda for sustainable development, Government of Ghana, June 2019, viewed 25 June 2021

<https://sustainabledevelopment.un.org/content/documents/23420Ghanas_VNR_report_Final.pdf>.

Nyorekwa Twinoburyo, E, et al, 2019, Africa 2030, *Sustainable Development Goals: three - year reality check*, The Sustainable Development Goals Centre for Africa, viewed 17 July 2021

<<https://sdgcafrica.org/wp-content/uploads/2019/06/AFRICA-2030-SDGs-THREE-YEAR-REALITY-CHECK-REPORT.pdf>>.

United Nations, *The 2030 agenda for sustainable development*, UN A/RES/70/01, viewed 7 June 2021

<<https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>>.

Tandoh-Offin, P, 2019, 'Ghana And Global Development Agendas: The Case Of The Sustainable Development Goals', *Africa Journal of Public Sector Governance and Development*.

Owusu, E, 2014, 'The role of communication in sustainable development projects: the case of Ejura Sekyedumase Municipality, Ghana' BA Thesis, Kwame Nkrumah University of Science and Technology

Dickens C, Nhlengethwa, S, & Ndhlovu, B, 2019, 'Mainstreaming the Sustainable Development Goals in developing countries', *International Water Management Institute (IWMI)*, Colombo, Sri Lanka, ISBN 978-92-9090-891-3, doi: 10.5337/2019.212.

OECD Development Communication Network, '10 Learning Areas for SDG Communication', *Global festival for ideas on development communication* OECD Centre for Development Communication Network, Bonn, Germany, 1-3 March 2017.

Osei-Poku, G, Kootin- Sanwu, V, 2019, 'The Sustainable Development Goals - A Review of Ghana's Current State', *5th International Conference on Education for Sustainable Development (ICESD)*, Takoradi Technical University, Ghana

Mefalopulos, 2005, 'Communication for Sustainable Development', *Latin American Council of Social Sciences*, pp. 247-259, viewed 14 July 2021 <<http://biblioteca.clacso.edu.ar/clacso/coediciones/20100824072510/20Chapter14.pdf>>.

Dr Kumar, V, & Dr Gupta, P, 'Media and communication in Sustainable Development', *Society For Education And Research Development*, India, ISBN: 978-1-943438-84-6, viewed 7 July 2021 www.academia.edu/30121928

(Melkote, S.R., 2006, pp. 111-121, 'Everett M. Rogers and His Contributions to the Field of Communication and Social Change in Developing Countries', *Journal of Creative Communication 1:1*, Sage Publications, New Delhi, DOI 10.1177/097325860500100109.

United Nations Sustainable Development, *United Nations Conference on Environment & Development*, Rio de Janeiro, Brazil, 3 to 14 June 1992 AGENDA 21.

Bass, S, Dalal-Clayton, B, & Pretty, J, 1995, 'Participation In Strategies For Sustainable Development', *International Institute for Environment and Development*.

Johnson, J.M., & Rowlands, T, 2014, 'The Interpersonal Dynamics of In-Depth Interviewing', *Sage Publications Inc.*, New York, DOI: <https://dx.doi.org/10.4135/9781452218403>.

Lichtman, M, 2017, 'INTRODUCTION: Qualitative Research For the Social Sciences', *Sage Publications, Inc.*, DOI: <https://dx.doi.org/10.4135/9781544307756>.

Flick, U, 2018, 'Doing Qualitative Data Collection – Charting the Routes' *Sage Handbook of Qualitative Data Collection*, Sage Publications, Inc., London, DOI: <https://dx.doi.org/10.4135/9781526416070>.

Roller, M.R, 2020, 'The In-Depth Interview Method, [IDI Text April 2020.pdf \(rollerresearch.com\)](#)

Showkat, N, 2017, 'In-Depth Interview', [\(PDF\) In-depth Interview \(researchgate.net\)](#).

Valenzuela, D, Shrivastava, P, 'Interview as a Method for Qualitative Research' PowerPoint Presentation, viewed 21 October, 2021, [Interview as a Method for Qualitative Research \(asu.edu\)](#).

Elmusharaf, K, 2012, 'Sampling Techniques', University of Medical Science and Research, Geneva, [\(Qualitative Sampling Techniques \(gfmer.ch\)\)](#).

Showkat, M, 2017, 'Non-Probabability and Probability Sampling', Aligarh Muslim University, [\(ResearchGate\)](#)

APPENDIX A

INTERVIEWS

INTERVIEW 1

ME: Welcome to this interview. I am looking at the SDGs and communication in Ghana. So, in this case I am looking at the UNDP as my case study, how does the UNDP communicate the SDGs in Ghana? And

- What is the role of communication in the attainment of the SDGs?
- What impact does communication have in the attainment of the goals and the implementation as well?
- And also, what challenges are there if any?

R1: Hmm

ME: The first question is: What is the role of communication in the SDGs?

R1: Okay, so should I start?

ME: Yes please.

R1: Okay. So basically, maybe I would want to start from what the SDGs are, then I will connect it to communication. The SDGs are 17 goals in number. That's the UN made up of (pauses), made up of all the member states or countries who came together to come up with this 17 in order for the world to be better. So, the underlining goal of the SDGs is that each and everybody has a comfortable life, a life where there is no poverty, there no hunger, the person has access to clean water and sanitation, the person has access to decent work and economic growth, etc, etc.

Now there is one thin line in SDGs, and that is the SDGs are people centred. In essence, it means that SDGs are more people focus. It is more of impacting life directly. SDGs are more of connecting people to... ahm...to success, or connecting people to enjoy the kind of world they live in. Now the very first aim or the very first key, strategic key for...before I even get to that, the SDGs has a deadline and it's expected that by 2030, all countries might have achieved to a certain level the 17 goals. And in the 17 goals, they brought the 5Ps, just to simplify the SDGs. So, we have the people, the planet, prosperity, partnership and peace. So, at the end of the day, a country should be able to use these five Ps to measure whether you have been able to attain the SDGs. Are your people happy? Do they have access to decent work? Is there

peace in the country? Are you partnering with other countries or other stakeholders to build development initiatives in your country? And also finally, how is the...ahm... how are you working towards ensuring that the planet is safe for everyone?

Now the underlining aim to achieve any development agenda is people need to know about it and that is where communication come in. So, for you to achieve a development initiative or for you to achieve a development agenda, people need to know about it; and the people can only get to know about it if it is strategically communicated. Like I said earlier, SDGs are more people centred. So, it, ehm, in the SDGs we have partnership and partnership means that two or more people coming together to do something that will help in achieving the SDGs. And the critical question is, how would people even come together if they don't know what the SDGs are about? Or how would people even come together if they don't know how they can help to achieve the SDGs?

So that is where the critical role of communication come in. Where communication forms an integral part of the development agenda. In essence, it's actually the beginning stage of any development initiative; and achievement of the SDGs is part of it. So, ehm, in communicating the SDGs: one; you are ensuring that people are aware of these goals' existence; two; people are aware of actually how to they can contribute to achieve these goals; three; people are aware of the actions they are actually taking that are achieving the SDGs. So, these are some of the integral roles that, the integral roles that the... that communication.... these are some of the communication roles that... ehm... these are some of the integral roles that communication is likely to play. The more you communicate about the SDGs, the more people become aware of the agenda; and the more government become accountable. Because the more people know, the more they are asking questions, the more they are asking their governments to address certain issues, etc, etc. So basically, communication is the foundation for the achievement of the SDGs.

ME: Eh...very good excellent, excellent, I think that was good for question one, as far as the role of communication is concerned. Okay, aah, okay, the next one is like how does the UNDP communicate the SDGs in Ghana? How do you go about communicating the SDGs to the public, to whoever is concerned in Ghana?

R1: So, the very underlining goal of UNDP, let me just give a background to UNDP. UNDP is...eeh, a United Nations agency right. UNDP's mandate; it focuses on literally all the SDGs. So, it's a...it's an integrator. UNDP plays an integrator role in the achievement of the Sustainable Development. When we talk about integrator role, it means that we are the central

core of all the SDGs. Unlike other UN agencies, that have specific SDGs that are working towards, UNDP actually works across all the seventeen SDGs. And also, its mandate streamline across the SDGs. So, you realise that, we have different mandates that we are working towards, especially in Ghana, UNDP is working on Environment and Climate Change initiatives where we are...ensure... we are implementing initiatives where communities have access to water, communities have knowledge on how to contribute to climate action agenda. We also work in the area of Governance and Peace building where we work with government agencies to ensure that Ghana is peaceful. We ensure...we work to strengthen institutions like the Peace Council or the Judicial Service, to be able to implement peace initiatives in the country; and finally, our mandate is also in the area of Inclusive Development. Here we are more aligned in terms of economic growth. So, we focus on young people, local businesses, SMEs, we also focus on ehm...ehm... I mean, data and statistics in general. So, from all indications, these three mandates that I mentioned, cut across all the seventeen goals.

The UNDP communications unit, to communicate effectively on our mandate, we do...we have a Central Communication Strategy (CCS). This strategy aligns with all the program mandate, and one of the key ehm...objective of our communication strategy is to ensure that to...the trick is that we have a CCS and the CCS is at the end of the day help us mobilise more action towards the achievement of agenda 2030 i.e., the achievement of the SDGs. In doing this, we have yearly work plan that we develop and this work plan changes depending on our communication research or our communication survey. For instance, last year, our work plan focused mainly on propagating the SDGs. Telling people, educating people what it is about. So, what we did in that space is that we visited schools, Senior High Schools, and talk to them about the SDGs. We told them how they can play a critical role; because you know, ehm, what's the name...ehm, achievement of the SDGs start form the grassroot. When young people know about the SDGs, they...it can easily be translated into ehm... the older generation. So that was one of the strategies we used to reach out to a lot of schools, about ehm, about 20 schools ehm, within the year, that was 2019 and then the beginning of 2020.

Now this year we are more focus on communicating SDG impact. So, you know a lot of young people are doing very amazing things but they do not know that what they are doing is achieving the SDGs. So, what we are doing this year in our work plan target is to now fish out these young people and give them a spotlight and telling the world that this young person is actually achieving the SDGs by just segregating his or her waste, by just educating people in schools, by, I mean, having a community engagement whatsoever. So basically, this the

underpinning ehm...ehm... tool we use in communicating SDGs. Ehm that's just the background.

Now when we talk about, over the years, as I said UNDP is an integrator role, so it means that what we do is to communicate on all the areas of the SDGs and we do this effectively by just focusing on our three mandates that I have spoken about. When we talk about our three mandates, in essence it covers all the SDGs. So, when we talking about environment and climate action; you are covering goal one, goal two, which talks about no poverty; you are covering ehm... goal thirteen, climate action; you are covering goal ehm... there is this other one, Sustainable cities and Communities, eleven. So, you know as you focus, we focus on implementing environment and climate action, we are touching these on all these things and under our environment and climate action portfolio, we are having different initiatives or developmental agenda that is going on across the country. In the Northern Region, we are helping about thousand five hundred young women, and farmers have access to clean water, also we are... also having access to food through our all-year-round farming training we gave them. We are also helping ehm, we also have an initiative in waste recovery where we are propagating the need for people to stop the indiscriminate ehm... littering and also how they can turn waste into money; we are also under the environment as well; we are also running a coco project that is amplifying the need for afforestation so ehm... eh... forest that have degraded we are supporting farmers to now take up that and also plant in that forest. While they are planting for their food, they are also growing some...some...ehm... major timber trees that will help regain the forest back. We are also running the coco initiative around the environment and climate action. We also have a very core climate action mandate we are implementing with the government of Ghana where we have the Paris Agreement that we are ensuring that most of Ghana's uhm... so through this Paris Agreement, we propagated for the use of safe fuel etc. We also supported Government to establish the first hydro...ehm...not hydro, ehm... solar, solar, it's not hydro, it's solar irrigation dam at Alavanyo, through the Bui initiative for people in Buu to have access to water as well as the country having access to clean energy.

So, you see at the end of the day, under our environment and climate action portfolio, these are the things we are doing. So, in...in any time how the Communication unit runs, is that; so, any time we have like, we visit the field, okay to tell impact stories on some of our initiatives, and through the impact stories, we highlight the SDGs. Do you understand? Now when we talk about the...the...the, some of the initiatives like, trainings we giving to grassroots ehm, ehm

communities, etc we highlight, we talk about, we amplify some of these activities and in amplification, we...we garner more partnerships that will help to achieve the SDGs.

Under our Governance and Peace building initiative, we have health and wellbeing, we have goal 16 that talks about Peace and Stronger Institutions; and then when you come to our pauses, hold on a minute...

ME: You mentioned inclusive development

R1: Yeah, under our Inclusive Development, we touch based on young people, supporting young people, we run grants, we give grants to young people, we also, under our inclusive governance, we also work with Ghana Statistical Services to come up with statistical data on local economy, on SMEs and MSMEs. And we are running projects that will support these MSMEs to, especially in this COVID season to regain, to build back better. So, at the end of the day, under inclusive development, we are touching based on decent work and economic growth, we are touching based on ehm... ehm... quality education, gender equality, etc, etc. So, at the end of the day, as the UNDP Communication Unit highlight our initiatives right, we amplify our initiatives, we are intent on educating the public on how, eh... on the SDGs in essence because as we are talking about our climate action initiative in the Northern Region or Damongo, somewhere people get to know that okay, there is something called SDG goal one. And remember, all these initiatives we are doing, it is a win, win affair for the communities and the country as a whole. The communities also get to know that, okay this initiative UNDP is doing is to achieve SDGs. So, at the end of the day, we are killing two stones with bird. Bettering the lives of these community members as well as also educating them on the SDGs.

So, I think that I have also touched based on, does UNDP have a Communication Strategy for SDGs? And that is yes, we have Communication Strategy for SDGs which runs for, I think five years, I will confirm. I think ten or five years. That is our overall Communication Strategy and every year, we do a communication work plan which ties into the strategy. So, the work plan is generated through our analytics we've done across all the communication channels we use to execute our communication strategy.

So, if in 2019, we were focused on doing school outreaches, in 2020 we focused on impact stories where we highlighted young people doing amazing things in the SDGs. Then in 2020, we are now going to the field to educate grassroot community members. Somebody as far as eh...eh... some small community in the Northern Region, we are helping those people as well as educating them on the SDGs. So yes, had a communication strategy which we've been

working with for these past years, and yes out of the communication strategy, we identified communication needs every year and tailor our work plan to suit that.

ME: Okay, I just want clarification, okay you said 2020 you were focused on SDG impact, so 2021, did you say grassroots community involvement?

R1: Please hold on a minute. Silence. Noise. I'm coming a minute.

ME: Okay.

R1: Okay please ask your question again.

ME: Yeah, I said, you said in 2020 you were focused on communicating SDG impact. So, did you say 2021 you are focused on grassroots community involvement? I just want clarification on that.

R1: Yeah, for 2021, what our communications have tailored towards is more of telling impact stories. So, visiting like our communities where our initiatives are being undertaken and highlighting, spotlighting these initiatives. And through that we are amplifying the SDGs as well. That's basically it.

ME: Okay, okay, I got it. So, it's like, your strategy is like you are implementing a project on the SDGs and then you will also, like simultaneously communicate to that particular community the significance of that project as well as highlight the relationship of that project to the SDGs; or the role of that particular project with regards to the SDGs, right?

R1: Just hold on a minute...chattering...silence...I'm sorry, I'm working on something now. So, you can stop the recording, and then you start it, then we continue.

ME: Okay.

Yes, we've covered some of the other questions, by way of your explanation. So, like we can go to question seven, which is: what is the level of awareness in Ghana about the SDGs? What is your assessment of...?

R1 interrupts. That one,

ME: Of the level of awareness?

R1: The document that I gave you.

ME: Uhm...

R1: I will have to refer to that because I don't have that information.

ME: Like in your own...

R1: Interrupts...No because at the end of the day, we work with government to implement SDG issues, right... and then the level of awareness about SDGs, the Ministry of Planning, I think it's been dissolved. So now Ministry of Finance, they collate. Like they do in-depth research on that. So, they do with together with NDPC, National Development Planning Commission, and then other stakeholders to ascertain; I mean they look at budgetary issues ehm. in terms of how government budget allocated for SDG initiative and also look at...I think in 2018, we launched the report where we look at awareness of SDGs in the country, right. So as for that one, it's not UNDP's job. So, it's not our job. We are supporting Ghana to achieve the SDGs. So, at the end of the day, ehm... I mean, we also do our internal surveys and all that but all of that usually is led by... we support the Ministry of Finance and the agencies responsible to undertake some of these researches. Do you understand? So, remember when you came to the office, I gave you some ehm...I gave you a book. That was 2018, so you can look at that. I mean I don't have that information. So, I cannot quote some of the figures. So maybe next week is very packed. I think I told you. So, if I get some time, I will look at it and see if I can get the level of awareness generally as at 2018.

The other report that was launched; that was this year. That report, I think eh, ehm, reviewed 2020 but 2020 cannot give you a very vivid eh ehm, report because of COVID 19. Do you understand?

ME: Yeah

R1: So, we got to look at 2018 which will give a very consolidated research.

ME: Okay! But like, by your estimation, like if you go to communities and speak to people, if you interact with communities on SDG issues, like what do you see in them? Like where they aware of the SDGs or do they...like, if you bring up an SDG and communicate and talk about the goal, do they really have any sense of prior knowledge of what you are talking about? Of that particular goal or have they heard about it?

R1: So, I would say that, so I would say that at the end of the day, there have been progress. There has been a very substantive progress in terms of how...you the SDGs were adopted in 2015, right? And they started rolling out 2016, 2017. So, looking back, there have been a lot of progress in terms of people knowing that ehm, knowing about the SDGs.

Of course, there is more room for improvement, but as at 2021, I would say that, ehm the awareness stage is more like... the awareness stage is...we have a level of awareness in our

communities we work with. The young people we work with, there is a level of awareness. So ehm... you know last year, 2020 right, the global United Nations launched the decade of action for the SDGs. So, it significantly means that we are even moving from the awareness stage to the implementation stage. So, 2020 marked the decade of action. Meaning that...so that' how it ties into our communication strategy like that I said in the beginning. That in 2019, 2018, we were more focused on doing school outreaches and market outreaches on the SDGs. But 2020 to 2021 we are focused on now amplifying some of the actions that people are undertaking; okay, to implement the SDGs. That's because globally, 2020 was declared as a decade of action. 2020 and beyond. So, 2021, 2022, we are virtually moving away from the awareness stage and we are zoning into the implementation stage. Where you are mapping out solutions that are achieving the Sustainable Development Goals, and also ensuring that; even as you are amplifying ehm, A, B, C, solutions, people get to know that so okay this A, B, C, person doing this is actually achieving this particular SDG goal. Do you get it.

But maybe let me give some statistics. We do monthly statistics and monthly analytics at UNDP. I can only tell you ehm, the reach of our initiatives. But that will also help you because our initiatives, as I told you, UNDP is an integrator role. So, our initiatives like sort of covers all the SDG goals. Do you understand?

ME: Yeah

R1: So as at 2020, that was last year, our overall reach was about twenty-four million.

ME: Okay!

R1: And this does not factor only in Ghana, we are looking at social media. Social media, the audience vary. Do you understand? So, the monthly analytics we do, as at December, if you look at the average reach of our communication efforts, on our programs, it was about twenty-four million plus. That's average. Of course, per month it might fluctuate, but average when you measure like from January to December, that was the number we are reaching, like average.

But then again, it's not limited to Ghana, because in these statistics, we have social media and social media has a lot of audience. Even the online news portals that publish our stories also have different readers from different countries. Our website also has different readers from different countries. But at the end of the day, our communication effort or communicating the SDGs as at 2020; for this year we did not end it so I cannot give you an average reach but as at 2020, it was around twenty-four million. But the level of awareness you might be able to refer to the document that I gave you. That was detailed research and it is better to refer to the 2018

one because that one is recent and would be able to give you the information you need. The one we launched recently has covid in it so you might not get a good picture of the awareness reach.

ME: Okay so like you already mentioned that during 2018, if I got it right, 2018-2019, when you were more focused on the awareness stage, you targeted young people in the schools, in markets. Are there any other targets that you had during that stage of awareness?

R1: Yes, we did. So, our communication strategy has different target audience, So, we have our stakeholders, we have young people, we have communities. And we have the communities that we work with, okay. So, like I told you our three mandates that I already highlighted on, we work with varied community members and these people, I can't even give you the data base. They are more than two thousand

ME: Okay

R1: Do you understand? So, at the end of the day, our direct interactions...these are direct beneficiaries. So, the direct beneficiaries of our developmental initiatives also know about the SDG because they are directing benefitting from some of the SDG initiatives that we are implementing. Then beyond that, we have now, eh, eh, roped in...so for the communication, we roped in the outreach, we roped in the social media. We also started an initiative called the spotlight initiative. We even in 2019 as part of the awareness, we did an awareness campaign where we did a video on what people know about the SDGs in schools. We also did ehm...2019, we also did the... so we did the outreach, we did the social media campaign, we wrote stories. There are stories on our website that highlight the SDGs where we publish to several media houses. We also did I mean a number of activities. We printed brochures. We have brochures. We have a booklet that has the SDGs in different languages. Different Ghanaian languages. We have in Ewe, we have in Dagbani, we have in all the languages actually. So, these are some of the things, some of the communication tactics we adopted to be able to create a very substantive awareness on the SDGs. So aside the school outreaches, we went to market places we talk to market women. You know we made it very relatable because from the get go, I kept on saying the SDGs are people centred. They are for people. It's not for the UN. So, people need to understand so that in their own effort, they can work towards achieving it. Do you understand?

ME: Yeah

R1: So, what again did we do in terms of Comms., so we have this yearly program that we even do call the social group summit that we did in over three universities. There's one university in Koforidua. I keep on forgetting the name. Africa something, something university. We also did one at the university of Legon. We also done the social group summit at the UDSS. So, all these summits, I mean every platform that UNDP mounts; in our speeches the SDGs is an underlining theme in our speeches that our Senior Management read. When it comes to our social media messaging, our social media has tags, the people we even tag in our social media posts, they are all centred around the SDGs. When it comes to the ... even the choice of picture it will interest you to know that we do not even post any picture with a message. We actually are very deliberate about the pictures we chose, to be able to communicate the SDGs. So, if you talking about something in relation to young people, we don't just take young people just smiling; no, they will be young people doing something that is achieving the SDGs. So, these are some the communication efforts that we've done so far. I mean there are more. That was between 2018 and 2019, I joined in 2018. So, there might be more that was already been done. Do you understand?

ME: Very good, I just want to move on to participation in terms of communication; like do you have any strategy or do you engage the community in terms of participation when communicating or do you engage them in dialogue or do you just come up and communicate to them any message that you have?

R1: I didn't get that. Can you come again?

ME: I said I want to move on to participation. The role of participation in your communication strategy. Does participation have any role in your communication of the SDGs? Like the community members, do they give you suggestions, do you engage them in dialogue or do they give you feedback, or do you just communicate to them a prior message?

R1: No, no, no! So, communication from the get go is a two way...for communication to be effective, it's a two-way initiative, it's a two-way dialogue. Like it has to be a two-way thing. So yes, we get feedback from our audiences through... we get feedback from our audiences, we get feedback from our...from our... I mean the audiences are there, from our social media audience we get instant feedback.

We have people commenting sometimes coming saying I want to know more about the SDGs. We even direct them to come to the office for some of the booklets we developed. We have ehm... for stakeholder dialogue, they give us feedback as well. I mean one of the feedbacks that played a very significant role in our communication is, the feedback on translating the

different, our communication materials in the different Ghanaian dialects and that we did. So, I mean we have feedback from our audience to better the communication.

ME: Okay, okay, like aah... aah.... the other aspect is I want to understand, the role of culture, cultural beliefs in terms of the SDGs. Do you know think the cultural beliefs help in attaining the SDGs or they hinder the attainment of the SDGs based on your experience on the field?

R1: Well, I mean when you talk about culture, culture...what's the question?

ME: Like does the culture help in the attainment of the goals or does it hinder the attainment of the goals?

R1: Oh! Certainly, certainly the culture, you know the cultural beliefs of course help to achieve the SDGs. Now for instance, the SDGs are development keys: no poverty, zero hunger, good health and wellbeing. I don't know which culture wouldn't buy into these goals, because at the end of the day, as an individual it will develop you. I give an example, you know there's a forest in Ayum right, that got degraded due to human actions and inactions. I mean, UNDP came into the picture to help this community regain its forest back and through that also... you know most of the community members were depending on this forest for their daily livelihood in terms of food and all the other things they want. But after the forest got degraded, they became hungry. So, they do not have access to food. So, when we came into the picture, one of the things we wanted to do was work with the community members to now, what, ehm, you would be given access to the land, you plant and then after you plant, you will be able to...the food you plant is for you. But in addition, you plant a tree that will help to regain the forest back. And I tell you that all the chiefs in the communities are in the buy in to it. So, SDGs from the get go is not a UN thing. It is for the people because the SDGs were adopted by the world leaders who met at General Assembly who met including our President is part of. So, our President is cognizant of the fact that these are the cultural beliefs of Ghana and still went ahead to approve it. That should even emphasise that ehm, the goal sits in well with the Ghanaian context. And the goals are to better the lives of individuals; and everybody, there's no cultural belief that frowns on improving lives of people.

Another example is, one of the SDG goals that talks about clean water and sanitation, and you would know that even our...our, in Ghana, some of our symbols represent 'cleanliness is next to Godliness, etc, etc. So that thing itself links very well with the SDG goals. So, if you want to ehm, ehm, ehm, implement an initiative around this goal, it's easy for chiefs and traditional leaders to come on board, and even the community at large to come on board, because at the end of the day, it's helping them to clean their society which will better their lives. So, for

cultural beliefs, ehm, in Ghana it's directly linked to the SDGs, because the SDGs are not abstract, ehm, development themes; they benefit people. You have a first-hand benefit of it.

ME: Very good, I think we just have, like two more areas to cover and that's all. I just want to move on to the medium that you use to communicate the SDGs; like what medium or media do you mainly use to communicate the SDGs?

R1: We use traditional media, we use social media, we use ehm, personal ehm, what's the name? Traditional media, social media, we use the door-to-door approach. We use road show, yeah. So, we use all the communication, we actually have an integrated communication mechanism to roll out our communication initiatives. We do not have a specific one. I think the next question is why do we use such mediums?

ME: Yes

R1: Is because the SDG implementation applies to diverse audience. The diverse audience who are in the picture. We have old women, old men, young men, young women, cripples, ehm, people, ehm, disability people. So, because of our diverse audience, the nature of our audience, we are left with no option but to adopt an integrated communication approach to be able to reach out all these specific people, because the SDG is for everybody. So, we cannot just side-line people who speak English, we cannot just side-line people who can't see or people who can't hear. We need to have interpreters and all of that because everybody needs to be aware of the SDGs, everybody needs to do something to help achieve the SDGs.

ME: Finally, I just want to understand (R1 interrupts. Hey I'm tired)

ME: I know! The role of civil society (R1: Interjects, I hope you are recording?)

ME: Yes, I am. The role of civil society and the media in achieving the SDGs.

R1: Oh, the media is a very, so for UNDP, we work with government, and then private sector and civil society, and the SDGs even talks about partnership for the goals. It means that it is not a one-person thing, it is everybody. So, everybody plays a very critical role in achieving it, and the media for UNDP, the media has been a strategic partner in the communications unit, amplifying our work, amplifying the SDGs etc. As well as the civil society, they are holding the government accountable for government to do development initiatives, come up with manifestos that speak to the SDGs, do an SDG financing initiative, etc, etc. So, at the end of the day, the civil society plays a monitoring role, a check role, like checking us, checking government to implement the SDGs; and media also plays the very key role of amplifying our initiatives as well as also checking, I mean monitoring whether Ghana is on track. So yeah,

they play a very critical role in achieving the SDGs. I don't think this question is even for us UNDP, because at the end of the day, we work with all these people, so...yeah.

ME: Any closing remark?

R1: My closing remark is, UNDP forms an, I mean it plays an integrator role when it is we talk about SDG implementation in Ghana. In other words, we are the hub of the SDGs. Unlike other UN agencies that have specific SDG goals that they are implementing. UNFPA is more focused goal five, UNICEF is more focused on children, which is I mean, I think goal five as well as no poverty as well and inequality. Ehm, UNHCR is more on leaving no one behind. So, it is also addressing specific roles. For us at UNDP our three mandates which is Environment and Climate Action, Governance and Peace Building, and Inclusive Development, covers all the seventeen goals. So, in communicating effectively, we communicate our mandate. So, when we communicate our mandate, we are communicating the SDGs, because the mandate covers all the goals. Thank you.

So far, we are doing a very good job, so far, we are doing a very excellent job. Our statistics are proving it, but there is more room for improvement of course. And that is how come the SDGs even talk about partnership for the goals. So, for more improvement, you know one of the interesting things about communication is that at the central part of our communication tactics is partnership. The end result is to get partnership for the goals. So even if we are tweeting just something, the tweet has to have a partnership sense. Do you understand? So, our communication tactics, the blood of it is partnerships. The end goal, the end result of our communication effort for the SDGs is to at the end of the day, garner more partnership to implement the sustainable development goals. That it!

ME: Thank you so much. I really appreciate your detailed, you know, response to my questions, to the areas and I appreciate that you took your time, you know despite being on weekend and you are supposed to be resting. I really appreciate your time and your effort for attending to me. I want to say thank you so much.

INTERVIEW 2

ME: Good afternoon, R2. As I said my name is Ebrima A. Bah, I am a student of GIJ doing a master's in Development Communication. I'm doing a research project on the Sustainable Development Goals and Communication. The topic is how does the UNDP communicate the SDGs in Ghana? So, I would first want you to introduce yourself to me and also give me a brief

background of UNDP work in relation to the SDGs as well as some little introduction on what the SDGs are.

R2: So, I am R2, so as I said earlier, I am a communications officer at UNDP or I am a communication officer with UNDP where I provide communication support to UNDP's three main portfolios or clusters, programming clusters. It is through those clusters that UNDP mobilise and support the government of Ghana's efforts towards the attainment of the Sustainable Development Goals, the SDGs. So, the clusters are three: that's the Peace and Governance cluster, the Environment and Climate Change Cluster, and Inclusive Growth and Economic cluster. So, these three clusters are the vehicle through which UNDP supports government's efforts and mobilising for the SDGs. So, these clusters work with various government institutions, private institutions and the citizens at large on the various issues that each of them can support. So that we meet the agenda 2030, of course before the deadline by 2030.

ME: Very good, okay, these three clusters, does it cover the whole SDGs or?

R2: Yes, so eh, all the... the seventeen goals, if you divide them, actually falls within each of these clusters. So, each cluster has something they doing in relation to a certain goal but of course, you know, there might some goals that are overlapping. So, for example the economic cluster, we want to empower young people, the peace and governance cluster, we also want to empower young people. I mean, just in different aspects. So, someone wants to empower young people so that they will be economically viable and eh, eh, maybe contribute to economic transformation. The governance cluster will be thinking about how young people can be involved in the governance process or peace building. So, depending on what the goal wants to achieve, it may be handled by the different clusters. That's why I said some of the goals overlaps within some of the cluster. But at the end of the day, all of them feed into one thing, and that one thing is what? Achieve the Sustainable Development Goals.

ME: Okay, alright. Ehm the next area is what is the role of communication in attaining the SDGs?

R2: So, the communication, the entire agenda of the SDGs thrives on communication; because there are two most important things that are critical to the attainment of the goals. Mobilization and Partnerships. And if you look at, that is why goal seventeen, partnership is at the centre of every agenda, every effort toward any goal. Because once partnership is achieved, it means that we are working collectively towards achieving a certain goal. So, it is communication that builds those partnerships. Organizations out there probably can support the attainment of goal

one or goal three, but if they don't know what UNDP is doing, will not partner, or cannot partner with UNDP to work towards the goal. There so many things that other organizations are doing that if you don't communicate and build synergies, you can't, I mean you know the goals cannot be achieved by one person. It's not possible right? So, the best way we can work together, the best way for us to achieve the goals is to bring partners together. So, for example you look at how we... how we are trying to achieve sustainable waste management. Eeh, that is, eh I mean, that borders on both climate action, goal twelve, goal thirteen and all those. When we started our plastic waste recovery campaign, to you know, to collect waste, reduce plastic waste in the system, to reduce those that go into the sea, when we started that one, there was the partnership with the Netherlands embassy in Ghana. But based on the communication that we churn out from that particular project, the Coca Cola foundation saw some social media post and approached UNDP, purely from the social media post they saw. Not because someone wrote to them and said, help us do this thing, no. It was because they saw the UNDP social media post on waste recovery and decided to partner. So that is the...that is one of the critical roles communication play in the attainment of the Sustainable Development Goals, because without communication, we will work in silos. And once we are working in silos; they said what, if you want to go further or if you want to go far, go as one, right. So that is one thing we do.

The second most important thing communication also, the role communication play is mobilization. Now there are two different things, when you mobilize partners is different from general mobilization. That's why we actually want to say communication play the role of partnership and the mobilization agent because we want people to take action. We are not saying SDG is not for government, UN agencies or other international organizations. It's for everyone. So how do we get the ordinary person on the street to also take action?

We need ordinary people to take action against climate change, we need ordinary people to take action for women empowerment, we need ordinary people to take their children to school. So that we can achieve goal three, we can achieve goal five, all those things. So, we not...is not like we are calling them as partners, but we want them to take action at their level. You get it! So, communication also plays a role in that mobilization because if people are not aware of what the goals are, if people are not aware of what the goals are, if people are not aware of what action they can take, they certainly will not take an action. So, if you don't know that the AC that you using your house is contributing to ocean depletion, causing climate change, if you don't know that there's actually a refrigerator, a cooler that you can use to reduce your

impact on the ocean; if you don't know that, will you do that? No! So, communication gets you to understand the issue and gets you to take the right action.

So, communication mobilise action and it also mobilises partners. So, partnerships and mobilisations are the key things we do. So that is why all our social media, everything we churn out, even when we go to commission eh, eh, eh, eh something, a solar panel; something, once we are communicating it, the idea is that you communicate it to motivate others. Because right now, what the UN is saying is that, as far as communication is concerned, our job is to do two things: get people to care and inspire hope. If you get them to care, if you inspire hope, you can get them to take action; and that is what we do.

ME: Okay, ehm, how do you communicate to the people? I mean how do you go about the mobilization?

R2: So, it depends on who our target is. So, if we are targeting the masses, young people who are eh, eh, eh technologically inclined, I'm talking about the digital generation. That is where we use social media because it's easier to reach them via social media. But of course, you can, eh every medium is limited. It has limitations, so that is why you can't use social media to target a rural farmer who must also take action using farming practices to contribute to saving the environment. So social media is one of the things we use. We also use eh, eh outreach. Talking about community outreaches, because most of the people that we reach out to, you can't reach out to them if you are going to rely on digital technologies. And we also use traditional media.

So, we do, eh we did a youth fair recently, there were so many partners. YouthConnekt, I'm sure you saw adverts, is one of the things we do. And of course, we one-on-one engagements, interpersonal communication, interpersonal engagements, because there are some people you meet them, they buy into the idea. And so even some partners that's how we reach them. Because some partners we don't expect that when we broadcast on social media or on TV, automatically they see it. If you want to get them on board, you want Peace Council to get onboard on something, what do you do? You write to them, you schedule a meeting you engage, right? So is one of the ways... so we use all the available media to reach our target audience. It just depends on who you want to reach. Social media, digital, our own website, is a very good tool we also use because a lot of people visit the site. So, you want to have every information that you think you want people to have so that it can inspire them to take actions.

ME: The other area is Participation. I want to understand how do you engage or get your partners or stakeholders to participate. What is their role in terms of participating in the attainment of the goals?

R2: So first of all, the most important role is the actions that we take at our own level. You don't have to come to UNDP to take action. You don't have to come to government to take action. So, the first level of action you take is at the individual level. That is your contribution. Are you throwing rubbish around anyhow? Are you going around cutting trees? That is not something you go to meet someone to stop. You just on your own really should stop 13 28. I mean it's at the individual level. So that is one way we get people to take action. You've been cutting trees, maybe you are a logger. You cut down trees indiscriminately, now you have seen things. You have seen that there is climate change. What will you do? Will you stop cutting down trees?

At an individual level, you can plant trees. You don't need to go to government to you go to UNDP to help you plant trees. That's one way you can also contribute. Some also come in with resources. So, resource mobilization is one way people also participate in this whole sustainable development agenda, because if you are going to be involved with the kind of work we do, you are going to need a lot of resources. That is why you see so many partners coming on board to support, corporate institution. Now we are encouraging corporate institutions to align their Corporate Social Responsibility with the Sustainable Development Goals.

We want to achieve universal health coverage; MTN or Tigo want do their Corporate Social Responsibility just by building a hospital, just by building a clinic, just by renovating a ward, just by donating a hospital bed. They are contributing to the achievement of Universal Health Coverage. So that is how we are mobilising some of these; we are trying to align the direction of these corporate institutions to the Sustainable Development Goals. And that is why the SDG investor maps has been eh, eh, ah, is establish so that people are able to...those who want invest, whether corporate social responsibility or any other investment; you look at the map, you look at the platform and look at the kind of investments that you can do to contribute to the Sustainable Development Goals. If we want clean water and sanitation and GNPC has gone to Jamestown to build a toilet facility, they are contributing to the attainment of SDG six. They don't have to come to us. It is just their corporate social responsibility they are doing. If they go there to build a school, they are contributing. If they are helping to create jobs for young people, if they are building the skills of young people to create jobs or for entrepreneurship, like some of them do, they are all part of efforts towards the Sustainable Development Goals.

So, all we need to do is just align some of these things. So, people, so resources, individual contributions like I said planting of trees and keeping the environment clean and all those things are ways we get people to participate. And we also get to speak up. Speaking up is very important. If you have the knowledge and you go, you don't tell the next person, the person will not know. So, the advocacy that is required to do this requires everyone's participation.

Interpersonal conversations, you can bring it up; in a lecture hall where you talk to your colleagues, where you talk to your students, you can bring it up. Just inspire the next person to take an action, that's all. You are also participating in it. So, resources, advocacy and then individual actions are the ways that everyone can participate and how we also get people to participate in these... in our efforts towards the goals.

ME: Okay, do you seek the opinion of communities in development projects, in implementing development projects? Do you consider their opinions, and if you do, if you seek their opinion and they give you feedback, do you actually use it in implementing some of your projects?

R2: We do and that's very important because the development or the goals that you are trying to achieve, the things you do to achieve the goals are actually for the people. It's not for me. So, you can't go to a community where they need a school, you say no I won't give you a school, I want to give you water. No one will use it right; it means it is useless. So engaging communities, community engagement is a very key part. In fact, community engagement and participation, because when you engage them without involving in the implementation process, you still have not done anything. So, engagement and participation are two key things that drive our efforts. So, communities have a say, and remember most the things we want to do; gender equality, this women empowerment, eh, in fact education, quality education; some of these things are cultural and religious issues. So, I can't go and impose something on someone in a certain community who think their girl child should not go to school. What do I do? I engage them, listen to their concern and then see how you can convince them to take their children to school. So, community engagement and participation are at the centre of the eh attainment of the goals. That's why I said earlier when I mentioned the three things we do, I spoke about the fact that people must take individual action. At the community level, where we are talking about at the very lowest level, you need to get people to take action at that level. So, of course we engage communities, in fact before you do anything, you first of all have to listen to their concerns. If what you want to do is not in line with their needs, you can see how you adjust and realign because in the end whatever you coming to do is for them. When you build that water, when you do that electricity, you are not going to use it. They are going to use it. If they are telling you this is how they want it done, for as long as it's going to serve the purpose, for

as long as it's going to help us reduce poverty, for as long as it's going to protect our planet, for as long it's going to improve the lives of people, we are into working with anybody to help achieve that.

ME: Okay, have you experience a situation whereby you launch a project and then it turns out the community is not in for it, or there was something that you guys were not aware of when you were launching the project and then run into trouble?

R2: Honestly, I'm not aware of a specific incident, but I know these are things that do exist in the development sector, where people do things and then in the end, it's like due to lack of broader consultation, the implementation runs into challenges. I am aware of things like that but personally I haven't heard that here at UNDP.

ME: Okay we just go to the last area. I just want to look at the media; your engagement with the media, how are they helping in communicating the SDGs?

R2: Aah, the media, the media are our biggest partners. They amplify the voices, our voices, right. They amplify because when I spoke about the media through which we communicate, or we mobilise and build partnerships, I mentioned social media, I mentioned traditional media. So, they... eheh, whatever we do, is like the media are partners in this agenda. We in fact, we all the time see media as our partners. That is why all the time we try to build their capacity so they can also help us in the kind reportage we want. Because if you don't build their capacity, maybe they might, the way they will do their reports to mobilise, they wouldn't do it that way. That's why I told you that now, we inspire hope, we apart from inspiring hope, we get people to care, we get people to take action. That is what the media can help us do. They don't just tell the stories, but they tell you what you can do. So, if it is accountability, if it is environmental degradation, do you just report that eh there 's, our water bodies have been polluted by 'galamsey', No, you don't just do that, but what do you do? You also tell us what can we do to stop the pollution, and that is how we are getting the media to help. Because they amplify the voice. All this mobilisation we are doing for the SDGs, the partnerships we are building, the actions we want people to take, even at the very, very lowest level, it is the media who has to help us reach that, or reach them. UNDP cannot reach everywhere, UNDP website is not everyone who even know we have, in fact is not everyone who even knows about UNDP right, because you go to the hinterlands where people do not have any form of contact but at least they have a community radio they listen to. So, because of that, we see the media as very important partners in our efforts towards the goals.

ME: Okay, what are the, aside from your website, what are the other channels or social media platforms that you use?

R2: We use Facebook, Twitter and then YouTube.

ME: Finally, I just want to have your opinion or assessment of the level of awareness about the SDGs in Ghana and how far has UNDP gone in terms of implementing or coordinating the attainment of the SDGs?

R2: Well, awareness, I can say it has improved. A lot of people are aware now. Because even if you want to know how people are very much aware, you get that when you, usually when we solicit for input. Example we come out with youths in Sustainable Development Communication challenge, or youth innovation for Sustainable Development, or we want people to bring their innovative ideas that contribute to Sustainable Development. But if you see the number of number of entries, you realise that people are aware. So, if you don't such things, you may not know that people are aware. But when you see so many people applying to, I mean with their innovations, not just applying to join the program but they are showing you what they are doing on the ground towards the Sustainable Development Goals, and we look at the people who interact with our social media messages, our social media posts. We have a lot of people interacting every month, and our pages right now are vehicles for everything we do towards the Sustainable Development Goals. To the extent that you get people interacting with those posts, you get people engaging both on Facebook, on Twitter. When you see them engaging that way, it only tells you that people are aware and they are not only aware but they are interested and are taking actions.

ME: Okay, will Ghana meet the seventeen goals by 2030?

R2: Well, we are working towards that and I am confident that it is possible. We are making progress. So, let's see how we accelerate the actions in these last nine years that we have, and let's see. It's possible. Is just about everyone taking, I mean eh, eh playing their role right. If it is left with only UNDP or if it is left with government, they won't work, and it is like that everywhere in the world. If it is going to be left with just government, if it is going to be left with development partners or civil society, it won't work. It has to take all of us. No matter what the UNDP does, no matter what government does, if people are still burning bush anyhow, if people are still cutting down trees, nothing can be done. We have to save the planet, right? No matter what the UN does, if people are hiding their children in the house and not leaving them to go to school, nothing is going to happen. So, it takes all of us and I'm sure once we are all on board, it will work.

ME: Do you have any concluding remark or statement?

R2: Well, I am not too sure but I will just encourage you and encourage any other person that the goals are not for somebody; they are for us, they are for you, they are for me. When we take actions no matter how small, when we bring our actions together, we will achieve the bigger goal and that is the 2030 agenda.

ME: Thank you so much R2. I appreciate your time and your invaluable information for that matter.

INTERVIEW 3

ME: Good afternoon, I just want to you to introduce yourself to me and give me some background of your work and the SDGs in Ghana or in UNDP in Ghana.

R3: Okay, I work in the Communications Department in UNDP. UNDP is an organization that seeks for Sustainable goals in the country. We look out for more of ehm business or more of innovations that will help in the sustainable space here in Ghana. So ehm, in the field, when we go, we look out for such innovations to help them. We sometimes communicate on what they do, we sometimes use other platforms. We can even develop a story to touch on basically what they are into, what they do and where they even want to see themselves at the, within the next few years to come.

The other platforms that we try to voice out their situation, their plea to reach out to people who are interested to invest in whatever thing they do to help in the attainment of the SDGs. So, the SDGs are seventeen goals and all these goals are things that at the end of the day, they will help us grow sustainably. So, eh, we mostly lookout for such innovations or such businesses that are embedded in the seventeen goals to help us reach the goals.

ME: As a communication personnel, if you go out there in the field, what do you tell people about the SDGs?

R3: We normally tell them that the SDGs are in place to help us live or achieve or get a better environment at the end of the day. So ehm sustainable businesses that would at the end of the day help us which wouldn't cause harm to the environment, which would even help touch based on other developmental issues. That's basically our message to them.

ME: And what is the response generally to these messages?

R3: Umm, they are good, because at the end of the day when we try to educate them on how or whatever thing they are doing will help the environment at the end of the day. Their response is actually very good, is welcoming and then eh they adapt to it.

ME: Who are the people that you deal with in terms of communication and the SDGs? I mean who are your stakeholders?

R3: In terms of partnership?

ME: Yes, who do you talk to about the SDGs?

R3: Everyone, we talk to basically everyone because everyone forms part of the environment- Children, adults, workers, those that are not even working, they all form part. So, we talk to

everyone. Because even the SDGs says that ‘we are leaving no one behind’. So, since we are preaching that we are leaving no one behind, we include everyone. Whether the vulnerable, whether the those that are well in the society, we include everyone and we reach the message out to them.

ME: Aside from the local communities, do you have other stakeholders that you deal with? Can you give me others that you deal with, that you engage in terms of the SDGs or that you deal with in relation to the SDGs?

R3: Okay an example is this innovator, he is trying to reduce plastic waste in our environment, so he goes and collect plastic that are being left in our environment which will even cause harm, choke our gutters and even at the end of the day flood areas. So, he goes and pick those rubbers and turns it into bricks or blocks to build house at the end of the day.

ME: Is it only the local people that you deal with or do you deal with other stakeholders?

R3: Hmm, we don’t deal with only local people, we are not limited to only local people in the environment. As I already said, we are preaching the LEAVING NO ONE BEHIND agenda, so we don’t deal with only local people, we deal with people that are both urban and rural areas as well.

ME: So, what are the mediums that you use to communicate?

R3: We use social media, we use broadcast, and all the other media platforms and media spaces. We reach out to them through all those spaces and aside from that we go them and then talk to them one-to-one.

ME: Do you have regular programs like radio or TV talk shows on the SDGs?

R3: Umm, we don’t really have talk show, we don’t have talk shows but we have other forms of reaching them. We have other printed materials; we have outreach that we go to talk to them about it.

ME: Do you send stories to the media about the SDGs?

R3: Yes, that’s why I was saying that we reach out to them via the social media, even the media space beside the social media, we send stories to them.

ME: What is your opinion of on the level of awareness of the SDGs in Ghana?

R3: Umm, I think the level of awareness is scaling up. People are realising that the SDGs are rather here to make life easier and better for everyone, so people are grabbing it well, they are

working their way around it to make sure that the goal or the idea behind the SDGs is being fulfilled.

ME: As a communicator, if you go out there on the field, or if you are dealing with your partners, how does participation play into the interaction in terms of the SDGs?

R3: Come again please?

ME: As a communicator, if you are interacting with your partners about the SDGs? What is the role of participation? Do you communicate the message to them and that's all or do you solicit any information from them?

R3: We deliver the message to them and then we get their feedback as well as to how whatever thing we communicated to them, how are they working their way around it? Did they really get the message? So sometimes we even go back to them for follow ups to see how they were doing after the message we spread out to them.

ME: In implementing some of the projects, if you solicit information from them and they give you feedback, what do you do with it?

R3: When we, when we get the feedback from them, one it shows that people are now understanding the SDGs better, so we tend to give them more support to continue the good work that they are doing.

ME: I want you to give me your assessment of the SDGs in Ghana, how far has Ghana gone and what are the challenges that you face in informing or communicating the SDGs?

R3: Uhm so far, so good, we are getting somewhere because, I mean people don't really accept change. So once this is something that is changing how they are used to live, is something very challenging but so far so good, people, a number of them are adapting to the change and I think we are good to go and eh, we wouldn't struggle that much if this change is here to stay, we are good to go. Your next question was?

ME: What is the level of awareness? What is your assessment of the awareness level about the SDGs? Are people aware of the SDGs?

R3: Hmm, I wouldn't say a lot. I wouldn't say a lot, on a scale, I think it would be about just 60 percent aware of the SDGs. So, we are still doing more with our outreach.

ME: Do you think Ghana will achieve the SDGs?

R3: Uhm, we can in fact we started achieving some of them. Just somewhere this year in June we were all practicing this planting, eh this planting exercise that went on. It's all to achieve SDG thirteen, Life on Land and Climate Action yeah. So, because most of us are aware of the SDGs, so we practice them that is why the President even stood and said that we should all practice tree planting exercise and then we did it. So, we will be good to go.

ME: Do you have any final statement?

R3: Hah, I think the SDGs are here to make life better for everyone so if we should adapt to the SDGs, I think we will make the environment a safer place us.

ME: Thank you so much.

END

INTERVIEW 4

ME: Good afternoon.

R4: Good afternoon.

ME: As I earlier said, I am Ebrima. I would want to look at the SDGs and Communication with you in terms of the UNDP experience in Ghana. So, I would want you to give me your name and what is your role in the UNDP. What work do you do in the UNDP?

R4: My name is R4, I am an Experimentation Associate.

ME: Can you tell me about what that is? What Experimentation Associate, what do you do?

R4: Ahm, more or less like cross check to see what is good and what is not good in terms of projects. Anything that involves projects in UNDP or the UN per say. Not just only for UNDP but the whole UN offices. Ehm if we want to go into experiment to know the project, we want to carry out whether it is ehm, deemed to be flexible or not flexible. Whether the results or your set goals can be achieved or not? We have to help to make sure that we are able to, like go into detail to see first-hand knowledge, like whether it will work or it will not work. That's where we use the collective intelligence. We have sense making as well. That's what we use and solution mapping to also explore to see the possible solutions to the to be able to generate funds for the project.

ME: Can you like break it down for me. This experimentation, how do you do the experimentation, like do you sit in your office or you go to the field?

R4: Yes, okay we go to the field as well. We go to the field to carry out research and ehm we deal with this eh these innovators as well. We compare both. Example we have somebody deal with plastics; we have another one deal with plastics. We compare to see each of them what solutions or ehm how this is one is carrying it out, let's say A is carrying it out and how B is carrying it out to see the loopholes. Then we are able say no, this one is doing it right; this one is doing it wrong, and we now compare to see how the economy will benefit from it. And that's where we come with the circular economy and eh, eh, I've forgotten the other name. We look at the circular economy and see how that will benefit the economy as well and we help scale up innovators. Give them that strategy to able to scale up from lower level to higher level.

ME: Okay, let's talk about the SDGs. Uhm, what is your experience in terms of the SDGs? Your work, how does it interact with the SDGs; how does it relate with the SDGs?

R4: Oh okay, okay for the SDGs ehm, it's moving on well. Our work is moving on well. I've been on it since 2016. So ehm, I've seen that it's something good which all institutions need should come on board. Our work we are able to pick a particular goal, let's say governance or communication we are there to make sure everybody knows of what we are doing and they have a major role to play as well. So, when we can talk about climate change or carry out education on climate change. They come to tell us that this is what we the have been doing on climate change and so we get to all rally behind them. This is the effect whether positive or negative. Although climate change is a negative effect on the economy and the world at large. So, this is what Earth Lab has been doing, so let's all rally behind the Earth Lab and fight climate change.

ME: Now in your assessment of projects, if that is the right description, what is the role of communication when you are assessing your projects?

R4: In this we are able to give results as to what is going on in the project. The project is on this and this is what we are doing. So, we give examples and we give them information which they give out to the public. If there are loopholes and the communication is not clear; I can say something in jargons and you don't understand how we use it but they might understand. So, you should be able to communicate with them well and so they will also be able to relay it very well for the public to consume.

ME: Who are the people that you communicate to when you are doing an experiment on a project? Who are the people that you talk to?

R4: Before we go on the field, we have our set target. We normally target the people we want to talk to and depending on the field, or the topic of the project we are, let's say if we want to talk about farming, we have a target to talk to farmers. So, we are able to set a target that will lead us to achieve the goal. If you don't set a target that you won't be able to achieve that. So, our set target for now let's say, on farming will be the farmers.

ME: How do you communicate to them?

R4: Yes, so ehm, we have various ways of communicating to them. First of all, we have procedures. We first of all give them an overview of the project for them to understand what we are going to do. We have this focal point discussion. The recent one we did was more or less like focal point discussion which we did where we were able to collect lot of information and ehm...

ME: Can you explain what is involved in the focal point discussion?

R4: Well, there's not much involved in it. It's more or less like you make sure they are all gathered. Ehm, whatever information you are bringing out, they should be able to understand. If they don't understand the information, you are bringing out, it will be a mess. So, let's say we are talking about ehm, pauses, okay we are going to talk about the difference between briquets and charcoal right; so, you get a focal point ehm you get your focal point person, who will be able to come and tell you that okay it's fine, ehm those people over there, this is what we are coming to do. So, you will relay everything out. Tell them that you are coming to experiment on what briquets can do and what charcoal can also do. So, using briquets will give you this; using charcoal will give you this. So, let's say positive effects of briquets and negative effects of charcoal. And if you are going to give positive, briquets will give more positive than charcoal because getting the charcoal, you have to you know, burn lot of wood or trees, cut down trees to get the charcoal. But briquets there are different ways you can get it from the used coconut hats, ehm light hats and all those things. That's what you can use for, so like you see that the briquet is more, of good than that of the charcoal. So, you are able to explain this to them, let them know that this is it, they decide. So, at the end of the whole focal discussion, you now get their view and say okay this is fine, looking at what we explain to you, what is your understanding or which one do you really like? And before you suggest anything to them, you look at the affordability. The charcoal and the briquet, which one is more affordable? Looking at it, briquet is more affordable than charcoal. Now a bag of charcoal is over eighty cedis in Accra, and sixty cedis in Tamale. But that of briquet, as at now there are no so many people doing that but let's say a kilo of briquet is about one cedi and the kilo of charcoal is one cedi, fifty pesos. So, they will go for the briquet that's one cedi. So, you let them know that this is the data and get their views okay; so, as we told you on the prices on this, which one will you take? Then you know that they will go for, even if it is one, Melcom, one peso, people will go for the one peso than the one that's been added, and that's what we do. So, we go to the field, we ask them questions, okay fine. So, this is what the project is all about.

But what we want to know is; is it good or bad? Do you understand the project? Yes, we understand, okay. So, comparing both cases that are in front of you, do you really understand it? Do you understand what briquet is, do you understand what charcoal is? Do you understand the effects of the charcoal? Do you understand the effects of briquet? Then we take out the information. If they are with you, they will say okay fine, all what you said, we understand. So, we will now say you go for the briquet if it is available for us. And that way you gather a lot of, as they talk, they will bring information that you never know and through that you are able to get more information from them as well. So, like you are able to now come back, you sit

down, you think through whatever went on and that's now where you draft your, you have your personal edit as you looking at it. All what they said you now compare it to get your solution out. Then you go back to the field, you go back and tell them that this is the solution. All what you said, we've looked at it and this is what you will be given. Do you accept it? If they accept it, you document it. If they don't accept it, you ask why don't they accept it. Is not what you said; yes, it is what we said. Then why are you not accepting it? If there is something, they will tell and we document as a backup. So that's what we do.

ME: Interesting, interesting! But like what would happen if there is, like if you bring out something to them and they resist, they don't accept the idea? How do you deal with that?

R4: If they don't accept briquet, that's where we have to come back and like, think through. So, we will ask them why they are not accepting it. They will get to give you the solutions. Let's say ehm, if you go to a community, you just go and construct a borehole for them, meanwhile borehole is not what they need. What they need is light and you go and construct borehole for them. Meanwhile they have some number of boreholes there. And that's what we can afford for now. It is not everybody that will go for it, and they will say no we don't want this. We didn't want it but you've brought it. So, there's no need going there; so, we rather want light or they need a KVIP. You don't provide that, you go and provide ehm, okay they need water and you are providing KVIP for them. They will say no we are used to the free range; it is water that we need. That's what is the present need over there so we would rather prefer to go for that than go to the KVIP and they wouldn't use that.

ME: So, what would you do?

R4: Laughs, so that's where you now have to come and tell them that okay this is the problem, ehm, eh, we have seen that you said you don't want this and we are, as a team, we have looked through it, we have examined what we came to discuss with you and we've seen that, okay fine, you said you don't want this and this is what you want, and looking at this TV down there, this is what you really need. So, what you said it is true. So, you now come back and we are able to compare and say no, ehm, what they said was right, then how come we had it wrongly? And that's where you now come to brainstorm and you make some changes, okay fine, this is the document you said you wanted. So, the community with the chief, this is it. Do you accept it now? And they accept it. We are able to do it.

ME: So, who are the people that you deal with most? I mean your stakeholders. Initially you said, depending on the project, but like do you have other people that you interact with in relation to your work?

R4: So, well here we have the Senior Management team that we contact on what we want to carry out, which they will go through our document. We have something called the Terms of Reference. If your Terms of Reference is very good, they will accept it; if it's not very good, they reject it and tell you that there is no need for you to go to the field because the Terms of Reference does not match with what you are presenting.

ME: Okay you were talking about when you receive feedback from the people that you are consulting, when you come as an officer, you need to now look at this and you your personal, you mentioned personal, to determine... do you make the decision of what to select from what they said or what not to select? How do you do it?

R4: When you come back with the information, you draft a report from that and the report, that's where you have language barrier. That's where you have to get somebody who understands that language to be able to interpret what you have said for them to understand. And that's what we do. So, we come back then we say okay fine, this is what you just said. So, let's just give them what they said, let's them just understand it in their own language. They sit down as a group then they look at the whole thing. Okay this is what you said, this is what you wanted. We came to examine what you really want and this is what you said you want. So, this is the document.

When we come here, we just draft a report from what they said without any changes and bring it to them. If they accept it, that is where we come back and say okay fine, they accept the whole thing. We make a draft again from that report that we had drafted, then we submit it to senior management to look at it. They will say okay fine, you go back to them and get information from them. Go back, get information from them again. When they accept it on the ground level, that's where we have to come back and document it to senior management. Then when it is approved, it is there is Back to Office Report.

ME: Can you put in your own suggestion as an expert? You go in and then you talk about the project and then you are given some feedback. You are back, you are now writing your report, but based on the feedback that you receive, can you put in your own judgement as an expert? Do you do that?

R4: Yeah, as an expert, for the first draft, when you come, you have to take their suggestion first, look at it, link it with what technical advice you have for them. Yours is going to be plan B. So, you have your own suggestions aside, and their suggestions aside. This is what you suggested; this is our suggestion. So, you tell them that this one, this is what you said and this is what we are also saying. These two, do you like all of them, or do you understand the

meaning of this in our suggestion? They say yes, you tick. The second one you look at it, do you understand it? Like the one interpreting will say or this what he said and this is it. Is it okay? They accept and it is ticked. So, looking at the whole document, you are comparing your technical advice to them because they look it in a different way. You are looking at it in a more technical way that will help them. Let's say they can look at this charger to be old, this charger looks new but I can sell it for ten cedis. Then you look at it and say oh, this charger they've used it for some time. So, I don't think that it should be ten cedis when you send it to the market. Looking at the research we've already done, so people say this is seven cedis. So, if you send it to the market for ten cedis, they will not buy it. So, you make it six cedis eighty pesewas. That's the technical advice you are giving to them. They go to the market with their ten cedis and they don't buy it. They give your technical advice as six cedis eighty pesewas and they buy it. They come and tell you that okay they got our product and that's where your advice comes in. So, you give them their advice, their suggestion and your suggestion and sometimes they make their own comparison, and sometimes their idea should stand. And that's where you have to be able to build that relationship with them. Let them understand that the project you are doing is for their own benefit. And if they go and do their own analysis and realise that what you got was very good; let's say okay, we are going to buy rice. You have the local and the polished rice. If you send the local rice to the market and the polished rice and they use the local rice and its very good. And they use the polished rice and it's very starchy, they will go for the local rice because they are not used to the polished rice. So, they will go for the local rice and they will tell you that, yeah, the local rice was rather good and you were right. So, those are the things we do for them to be able to accept it and when we are bringing back, we tell them that okay this is what we've done. And we have focal points for them to get the whole idea that this is what we are doing and this is what you should do.

ME: But do you have challenges in a situation whereby they give you a different idea or opinion and then it is different from what you initially brought to them? Have you faced challenges in terms of accepting those opinions or ideas, suggestions that they give you in terms of implementing it? Have you faced challenges in your work like for you to now say I will put aside my technical recommendation and now implement theirs? Have you faced any challenges with regard to that?

R4: Oh, like so far, we've not gotten that type of challenge yet but so many people you go for advice from them, they come for advice from you and you give them feedback. Then they say no this is just a white man thinking. We don't want the white man thing, we want the local viewpoint and that's where you have to let them really understand that their thinking is okay

fine, it is a local type they should be able to merge the two and that's why you give them examples and they will always like experiment. Experiment put in front of them and they see yours have worked, yours have really worked; they will stop theirs and go for yours.

Just like the wash project which I was helping an organization to carry out. The thing was, ehm let's say they kept food down, then there was no wash room there. They built a wash room but they were not using it and the whole village; and then the man, because this is just a small community in the Upper West, they came and he said okay fine, they should just consider it. He bought food and kept it closer to like the waste they have kept over there. He kept the food there and told them that they should all observe. And that was outside someone's house. Someone did that. Then they all sat down. They saw fly and kept the food there and eh, there was water at the other side. And looking at it, the flies came into the food and they were there for some time, then they moved into the water. So, we told them that he bought a KVIP for them, you said you don't want it, now see what is happening. You see the food, you put your food and you didn't cover it. Flies come and they say "African germs don't kill". That waste you left over there is for mates, it has carried disease from the waste on to your food. You are going to eat it; you drink the water and what will happen to you? You fall sick. So, they look at all those things and when that happened, the chief applauded us for that and later on called on the people to stop that. He gave a ban on it. And when that happened, we added one KVIP for them.

ME: Okay, it's like it's based on experiment to convince them. But how about if it is the other way round? Like their opinion, for you to accept it?

R4: Yes, we will accept it. As a technical person, you don't reject a proposal from them for them to know that you have rejected it. Take it, manipulate it, let them understand yours. Or be able to fuse it with yours for them to understand and that way, they will pick yours and they will not know that it is yours they are picking. They will pick it without knowing. It's a strategy you develop for them to pick it up.

ME: But how do you determine that your suggestion or your proposal is better than theirs?

R4: Okay, you know the thing is sometimes, your proposal, your will not be better than theirs because they are the people living in that area and they know what's wrong. So that is why you have to do community entry. You have what you call the community entry. You have to do community entry, then you are able to get more information from them. And you don't do community entry for one day, you will not get problem from them. Do community entry for one, two, the third time you are able to pick much information from them. As you are doing

community entry, you don't have to let them know that you are observing them. If they know that you are observing them, they will change their ways. You will not be able to get them. You are observing, you didn't carry out your research with them or talk with them, but then you are observing technically and as you are on your group, nobody knows what you are writing. You are jotting down this is what is happening. Then when you now start you compare what they are saying to what you observe. Then you tell them, this is what I observed, so what can you say about it and what you are saying, it doesn't match with what you are saying. So, you compare what they are saying and what they saying and they themselves they will know that this what we are doing. So, you compare to them and they will say that aah okay that's true. Sometimes they cover up. Just like let's say the President is coming to my place and they will say no, the President is coming my village and the people will oh, oh the President is coming so make the whole place nice, forgetting that the President has to come and really see the state of the place than we trying to cover up to show that there is nothing wrong. That's what we are speaking up. So, you have to make them do that. You observe what was going on. The questions you asked them, they have given you but if it is matching, they say oh okay that was really true but you know that the technical advice you do is that you take the advice that you have given, what you have seen, you advise yourself or you give an advice for that- a recommendation. And that's where you go back to them and say okay this is what you recommend for them and you are able to get the results from it. So, everything that, if you experiment on it, you won't get much ideas, and as you are observing, they are conferring. That's an experiment. In fact, they won't know you are experiment which you are doing

ME: So, if I get it right, sometimes you can observe something and then you incorporate it in your recommendation and you go back to them and inform them that this is what you have done?

R4: After getting the information from them, like after observing, you try to interact, get information. You are observing other things as well. It can be two, three teams observing what is going on just to pick out an information which they are not getting. Then you now ask them the question, if they are able to tell, then you say okay fine; these are the questions you asked us and these are the answers. If they give you that, then you now compare both what you saw and the questions you asked them, what they said. And you put what you observed and questions asked. So, you will give the observation and questions asked to them and they look at it and they are okay with it. Then they tell you that okay fine, aah okay so when you were there you were observing what we were doing. Let's say you are with a family, like asking them questions, asking them how they keep the surrounding clean and stuff, and later on you

see a child- let's say someone from class two just come from class and clean the bowl a bit and just put it aside. Put the bowl aside and throw the bag and he is entering and the man didn't say anything or he is entering or the person ehm let's say one and a half year old child just come out from the room and urinate out there and the man didn't say anything and guest are there. Now you label all these things. You tell them that ah so what the child did is wrong, you don't know that. You tell them what he did if the flies are coming on it, it will cause problem.

So, you compare, it's about comparison. If you are able to compare both, you will get a good experiment and you show them. And when they see that it's good, they are able to accept it. When they see that their idea is not matching with yours, when you give them the technical advice, tell them that they should try it, they should try what you have said. Give them a time range, let's say you give them two, three months. You will not get good effect. Give them let's say long term, let's say one year or let's say seven months to one year, if they are okay with, then within that timeframe if you come back, you will see great effect.

ME: Okay finally I just want you to give me your opinion like based on your experience on the field how do you assess your relationship in terms of your work as a technical adviser or expert and also what you encounter on the ground, what people tell you, what is your assessment of that relationship? Is it balance or is it useful for you as a technician and how do you manage the information that you get from them in terms of your work?

R4: Ehm looking at the relationship that is borne between our targets and ourselves is good because we are able to bring ourselves down to their level to get more information. That's one thing, like you should be able to let's say go to the village, they are all 'chopping' maize and you say no you don't like maize and you are sitting aside. If you don't join them, they will say this person does not want to join us so we, so like we can't give all information. That's what they might think, that's just an example. But if you go down to their level, let them understand that you are also part of them, that way you are able to get enough information and observe what is going on. That's way, you are able to get enough information and observe what is going on. And that's how we have done to hold good relationship with them and we are able to get good results, and we are able to do good experiments and get good feedback.

ME: So how useful is the information they give you?

R4: Yeah, sometimes it's difficult to get information from them if you don't come down to their level, and the information we get it has helped a lot because we are able to also learn a lot from the community. We are able to get some kind of eh psychological thinking or let me say some kind of critical thinking they are also looking at. They are able to build lot of information

and see how they also see things, and we also come back and we are able to fuse them, okay this how they look at things and this is how we look at things. Are they similar? So how come we saw it this way? Is it because we are not on the grounds that's why we are seeing it this way and is it because they are on the ground, they are seeing it this way? So how do you also feel what they are feeling? That's where you come to their level and also try to move closer to them.

Shows me a picture. We sat with them; we chew the maize with them. They were very happy. They didn't know we will sit with them and chew the maize with them. We sat with them and we were all 'chopping'. So, as we were all sitting down, we were chopping and taking and this way they were giving us enough feedback. After the focal point discussion, we were able to get enough feedback from them because they felt that we were all the same and that way we had lot of information from them.

ME: Okay do you have any final statement you want to talk about or any area you want to talk about in terms of your work or your relationship with the people that you deal with, how you go about it, what is your experience generally?

R4: My experience in the field has been great and I've learnt a lot from eh our targets. I've learned a lot from them because I'm able to feed some of them with some information and like some of them are relaxed, hey why are you asking you asking me these questions? But like when you come down to their level, that has what has made me to come down to their level. You will see sometime you try to speak their language they will teach you and laugh, we've realised we are the same. As you are all laughing, you are chipping in questions and they are answering without knowing it and you are getting your information. So, like it has made me to be calm. Ehm I've built up my experience through building that relationship with them and going to the field for more information. And generally, I see the whole experiment process to be something great and ehm, let's say before you give solution to a problem, you need to experiment. You don't just give solution to it. You experiment, get down to the problem, and you will be able to explore around. As you explore you start mapping out solutions. I'm experimenting and I'm exploring, I'm getting solution. That's what we called quality of intelligence in sense making. So, as you are mapping out solutions from people, you are getting intelligence from them and you are making sense of out of what you are doing because you are getting information from them that you never knew and all what is coming out is actually something that can help you. Ehm so that way you are able to build a good technical report for submission.

ME: Thank you so much for your time.

END

INTERVIEW 5

ME: Okay I would first want to you to just give me an introduction of yourself in relation to what you do at the UNDP.

R5: So, my name is R5, I am with the Inclusive Growth Cluster. If you want all the economic...I will be as slow as possible so that you are able to write your note. I head the Economic Strategic and Policy Unit. I work as an economics but mainly on SDGs financing. So, what my position reads is SDG Financing Officer. I hope that is clear?

ME: Okay, okay, can you tell me a little bit more about SDG Finance? What does it entail and what do you do?

R5: Ehm, right, so you know the SDGs are summarized development priorities and that need to be implemented, and then we need funding to do that but research in recent years have showed the huge financial gap, the funding gap that exist in achieving the SDGs. So, basically what I do is to analyse the gaps in SDGs financing and also recommend innovative ways to mobilise resources to breach those gaps. Aah, if that is too technical, I will say that it's just looking for money to support the implementation of SDGs.

ME: Okay, okay, good. So, let's go to the SDGs. What do you tell your partners in terms of implementing the SDGs? If I get it right, you look for money as you said to finance the SDGs, so how do you communicate with them to look for that money?

R5: Ash, so, I think looking for money might not be the right thing but it was just for your understanding. Ahm, so maybe I need to give you some background information. We at UNDP do not implement the SDGs in Ghana, at least in Ghana. Aah, we support the government to implement the SDGs. You get what I mean? So, we don't in ourselves implement the projects, aah, we are here to help Ghana achieve its development priorities, and what that means is that the government says it wants to do ABC and then we see that okay, we can help the government achieve A, then we can support the government in that endeavour. So, that is what we basically do. We don't really tell partners what to do, they come with proposals and we kind of scrutinize or ah, ahm, the proposals to say that okay this government have priorities but we also suggest ah, ways to better articulate and implement the proposals government come to us with. You get what I mean? So, it's like I'm coming to your home, you cook rice, then I ask you what can I help in or how can I help you, then you say oh you just get me the water; right? Then maybe at best I tell you oh okay ah, instead of saying just water; then why not clean water. That's at

best what we do. Then we really implement, eh, we really support the government to, to cook the rice. Aah, ahm, I'm a technical person, I know you are a communication person, so I'm trying to use simple words as possible.

ME: Okay, good. Okay let's look at...

R5: interrupts. But if you are not getting, yes if you are not getting what you want, then you can come up with follow-up questions.

ME: Okay, that's fine, that's fine. Yeah, so let's look at communication. How do you communicate, and also your stakeholders, who are your stakeholders? Okay you have already mentioned government in terms of assisting them with the financing aspect or with proposals to make follow-ups, whatever. But who are your other stakeholders?

R5: We have, we have other stakeholders. We have the donors, because UNDP doesn't have its own money. We get support from donors as well. So, we have the donor community and we can, we can partner with ehm governments of other countries. They can give money; they can implement projects through UNDP. So, we have donors and as well we have development partners. We have those that do similar work as us. So, we have the GIZ, we have, so those are also, we call them development partners. So those are also stakeholders in what we do. Then we have the private sector. You have private sector players are also as our stakeholder. Then we have CSOs, so those, those, the CSOs will form part of the private sector, then we have as well, ehm the main partner which is the IPs, so the implementing partners. So, that's mostly government. So how many did I mention? I mentioned donors, I mentioned the private sector, I mentioned government, I mentioned the development partners. And also, the beneficiaries are also our stakeholders.

ME: Okay, just hold on a minute.

R5: Yes, I said IPs. IPs is the initial for Implementing Partners.

ME: Silence, sorry about that. Okay I want to look at the beneficiaries. I want to understand your interaction with the beneficiaries. How, how do you come about, come out with projects, like, do you, do you sit out there at UNDP, you formulate your project or the government formulates a project and then you go and take it to your, to the beneficiaries or are they involved in the formulation of the projects?

R5: Ah, as much as possible we try to make sure that our projects are informed by data and by data, data is got from the beneficiaries. So, we take a data that says this number of youths in the country and so that enables us to strategize our focus areas around the youth. That's

consulting the youth because ah, so one, we don't just come up with random projects. Mostly our projects are backed by data and also, we do stakeholder consultations, also. So, that's where to listen to what's happening. Sometimes we call that sense making, so ahm, we kind of consult a wide group of people to study what the trends are, where the issues are and then how we can support. So, we kind of to a large extent consult everyone, not just the beneficiaries. We consult everyone along the implementation line, the government, policies and everyone. Yes, we do some broad consultations.

ME: Okay fine, okay, during these consultations, that you do, what informs your final decision? Is it, is it based on your technical assessment, well is it based on your technical background that you make a final decision or is it, is it sometimes... could it based on the beneficiaries? Based on what they want or what they told you they want?

R5: So, so, ahm, UNDP, so now I will explain the structure to you so that you have a better understanding. So, we do some consultations first at the global level. So, we have a global team that says that okay this year the world is going in this direction, so we are focusing for example on climate change. Ah, then it trickles down to the regional level where we have at the continental level, so that's what we call region. So, we have Africa, we have Asia, we have Europe; so now at the top, at the very top level, we decided to focus on climate change. Then it trickles down to the regional level. So, for example, Africa will say, I will focus on forest reserves. Right! Ah, so now the UNDP in Africa will say okay we are focusing on forest reserves. Then it trickles down to the country level. So, in as much as we know that we are to... dealing with forest reserves, UNDP Ghana says it's focusing on shea butter. So, you see, it kind of align to our global strategic policies or strategic intervention areas but is also, so the contextualisation of the global effort is where the consultation come in. So, we know we are working on climate change but where do we need to focus? So ahm, to, in lay man's words, is like these guys will give you a general concept and the consultation will contextualize the general concept. So, in as much as all of UNDP will be working on climate change, we'll have some people working on shea butter, others will be working on water, and stuff. So, you get, so it all feeds in to the global, aah global direction but like in contextual form. I hope you understand?

ME: I want to go back a little on participation, how do the beneficiaries participate in your programs aside from the consultation? Is there any other way that they participate in the programs?

R5: Yes, ahm, oaky so aside the consultations, they are the beneficiaries, so all of these projects go to them. So, I think they are the...because after the project, we are out of the site and these guys will continue using whatever you have developed. So, I think that's how they engage. They use the project, they use the outcome ah, ahm, but if you are programming, the only part they only play is the, they contribute is at the consultation stage but they don't give any technical, in fact consultation they give technical... they tell you how they wanted it to be but in terms of programming, we do the programming. We don't consult, like we don't go to, like after they've told us what to do, we then tell them to do it themselves. We go there to do with the technical expertise we have. So, I think it's just the consultation and the consumption, that's how they benefit from our projects. So, they, we consult them and they also consume the projects, the benefits of the project.

ME: Okay, okay, alright I will move on to the media. I want to understand what is the role of the media in relation to your work?

R5: Yes, the media is an important tool in the work we do here, aah in the sense that we have a general goal which I'm sure you are aware of which is "Leaving No One Behind", and we don't want to leave anyone behind. In fact, that is the first goal. We don't want to leave anyone behind in all of our activities, **and so we use the media to reach as far as we can; and given the media's ability to reach the, the, width and breath of, of places that seem unreachable, we really leverage this benefit of the media to reach everyone.** (Media for awareness). So is, is... they are very important.

ME: What, what types of media do, do you engage with?

R5: Aah so I'm not a media specialist, but I will tell you how I understand the question. Aah, we use social media, we use ahm television stations, aah we use newspapers, we use policy briefs, we use publications, we use all of these, these channels. So, I don't if those qualify as the type of media but these are the, so we produce reports, we produce, yes so, we do, we do everything even radio.

ME: Okay, okay that's, that's fine. Okay, I mean, now let's look at the awareness on the SDGs. What is your view of the level of awareness on the SDGs in Ghana?

R5: Ahm, so the SDGs...as the SDGs, aah I think if I were to, but this is personal; this is not backed by data. Aah well if I were to rate the level of awareness on the scale of ten, silence...I will give it let's say five, silence... we can do better.

ME: Okay, okay, okay, so how do you think or what do you think can be done to improve that awareness or what do you think is lacking, or what is the reason for that lack of awareness?

R5: Yes, so I don't think anything is lacking, what I think is we can increase, we can scale up what we are doing. We can do it ah, ah at larger level. So, ahm instead of just been in Accra and talking about the SDGs, we can go to other regions, ahm which we are also doing. So, instead of just targeting schools, we can just target markets. So, we can just do the things we are already doing in a, in a scalable fashion, and also really reaching the informal sector because ah the five I gave, largely is the formal sector. The other five that do not know about the SDGs are mostly in the informal sector. So, maybe we need to shy away from the too much English to, to kind of localise the SDGs so that my Dogomba mother at home can also understand because if you tell the SDGs, she might have heard you but you will just be making noise.

So, yes, we can leverage the, the, the advantages of institutions like the NCCE which is the, I think civic education authority in Ghana, National Commission for Civic Education yes, ah, to, to kind of go round with their pick-ups and be educating people of the SDGs. So, we need to really target the informal sector, basically that's what I would say.

ME: Okay, okay, very good, like finally I just want you to, like do you have any statement or anything you want to say in terms of implementing the SDGs in Ghana?

R5: Ahm, this is a difficult question, anything I want to say, I will, I will say, I will say that the SDGs summarises our developmental aspirations. So, it's not there's SDGs at one side, ahm, there's SDGs at one side, and there's development as, at the other side. You know what I am saying? So, ah, ahm what I'm saying is that we should see the SDGs as our development priorities. It's not like there's SDGs at one hand and government development agenda at the other. Is the same thing, so we just need to look at development in... we just need to look at development using the lens of the SDGs because everything we do is the SDGs, basically. Ahm, and also, we need to increase the awareness creation on the SDGs, yes.

ME: Okay, do you think Ghana will achieve all the goals by 2030?

R5: Ahm, all the goals, because no matter what you achieve, there will still be more, right? Aha, so I think we will make significant progress by the end of ah this term which is 2020, this tenure which is 2030. I think Ghana will make significant progress but I think there will still be room for improvement.

ME: Okay, okay, alright, that you so much R5, I really appreciate your time and your invaluable answers to my questions.

END!

INTERVIEW 6

ME: My name is Ebrima Bah, I am a student of GIJ. I'm doing a master's in Development Communication. So, I'm also doing my research on the Sustainable Development Goals and Communication. So, I'm looking at how does the UNDP communicate the implementation of the SDGs in Ghana? Yeah, that's basically what I want to understand. So, I will look at three or four areas. I mean the role of communication in the SDGs, I would also want to understand your stakeholders, how do you communicate with them and what do you communicate to them in terms of the SDGs. And also, I would want to look at Participation in terms of communication of the SDGs. How does it play in, I mean how does it come in? Your stakeholders, do they participate? In what way do they participate in the communication process implementing projects that are related to the SDGs? And finally, I would look at the media aspect. What are the media channels that you use to communicate the SDGs? What relationship do you have with the media in terms of implementing the goals?

So, I would want you to just make a brief introduction to me on who you are and also what you do at the UNDP?

R6: Okay so my name is R6, I am the Partnership Officer of the Inclusive Growth Cluster at the UNDP Ghana.

ME: Okay, good, let's go straight to the SDGs, aah, what are the SDGs about?

R6: So, the Sustainable Development Goals are a number of goals, we have seventeen in total that is basically supposed to be the betterment of life all round looking at different areas, starting from goal one to goal seventeen. So, they are actually sixteen goals but the seventeenth goal is to help find ways that we can work around towards the sixteen. So that's why the seventeenth has to do with Partnerships. So, we have sixteen goals towards the betterment of everyone and leaving no one behind. That's the idea so we are looking at better education, looking at climate, you looking at land, life in sea, different areas to, for the...well prosperity of humanity basically.

ME: Good, good! Okay, let's look at now Partnerships. How do you build your partnerships? How does communication play in, in terms of building the partnerships for the goals?

R6: So, okay; so, communication helps you put out there what your goals are, depending on what project you are working on. So, for example there is something new we are working on the future of work that is in the country office, so they have to communicate what future of work is? They are pitching the idea, because the idea is that with the future of work, the work

is changing but then it looks like we are not...so what are we doing as humans, as a country to get our people ready for what work is evolving towards? In doing that for example we are pitching people who are looking in that line, so countries like Norway, like the US, UK who are looking in that line. So, you build based on what project you are working on and make sure they are aligned so that you can get the right people, the right donors, the right expertise to help you get those goals that you've established. I hope that answers your question.

ME: Yes, let's look at your stakeholders. Who do you communicate to and what do you tell them?

R6: Okay, so in UNDP we work in different units, so with my unit our stakeholders are the Ghana Statistical Service (GSS), the National Development Planning Commission (NDPC), we work with GIPC, we work with the AfCFTA secretariat, we work with, I'm missing one, the National Youth Authority. So, depending on what project we are working on, for example with the GIPC, we are working on the SDGs Investor Maps. That is looking at mapping different areas and looking at what investment opportunities are available. And once, you...those, eh ehm, opportunity areas are targeted, then they can be communicated to probably the right donors who can now come in and bring that investment in. So, another example with the National Youth Authority, we recently worked with them, we have a partnership and we recently had the YouthConnekt, Africa Youth Summit, that was held, I believe that was two, three weeks ago, that brought young people from across the continent to links, towards links like partnership opportunities, job opportunities for them, investing in themselves. This agenda started in Rwanda, UNDP Rwanda but the idea, UNDP Rwanda thought it was a good idea and it was backed by the government of Rwanda. So, this idea, the YouthConnekt has been replicated in in other countries and Ghana launched our YouthConnekt platform in 2019 I believe; 2019, so this is the channel through which we host the YouthConnekt conference because we wanted to..., and there are other factors of the YouthConnekt for example, one is a Youth Innovate where we have a competition, where we had a pitching for young people to bring out brilliant ideas. This was in 2019 as well and as of that we got sixteen innovators who had brilliant ideas and they were each awarded five thousand dollars towards their business, towards their businesses and that helped them in the various ventures they were doing for examples there was a guy working on turning tiger nuts into biscuits, into milk and into spray starch. There was somebody who was converting old fridges into incubators. So, we are looking at different areas. Which other area? ... the Ghana Statistical Service when the COVID hit it affected a lot MSMEs, Micro Small Scale and Medium Enterprises. So, UNDP partnered with the Ghana Statistical Service to work on a

business tracker to track and see exactly how the COVID had affected businesses. There was a sample about four thousand plus firms that were used for this tracker. There have been two waves of the tracker that had been done, a third wave is coming up. There has also been an Agribusiness tracker to look at how Agribusinesses were affected with COVID, and if you look at all of these links to the SDGs and the goals of all of these objectives, they all link to the SDGs because we, everything we do, we have the SDGs at the back of our mind in whatever we do. So, all of these have the SDGs at the back of it, and luckily for us the government of Ghana also has the SDGs at back of their mind. One of our other partners is the SDGs Advisory Unit at the Office of the President. So, we had a competition with them, where we are trying to leverage the African Continental Free Trade Area eh whose headquarters is in Accra, Ghana, how we can leverage the AfCFTA towards attaining the Sustainable Development Goals. There was a competition in which three groups of people won in various ways and towards using, leveraging the AfCFTA towards attaining the Sustainable Development Goals. So, all these partners and all these programs all have the SDGs at the back. If that answers your question?

ME: Okay, I just want clarification on this GIPC, can you please, what is the meaning of GIPC?

R6: Ghana Investment Promotion Centre.

ME: You said NDPC, GSS, GIPC and then the other one is?

R6: National Youth Authority.

ME: Okay National Youth Authority.

R6: And then the last one is the SDGs Advisory Unit at the Office of the President.

ME: Okay, okay, okay, let's move on to

R6: Interrupts, we also work with the Ministry of Finance and the Ministry of Youth and Sports.

ME: Okay, okay, let's move on to participation. How do you, how do you ensure participation in your projects?

R6: In what, what do you mean participation? If you can elaborate on that question?

ME: Like if, if you are doing a project, at the design stage, who are involved in designing the project and who and who gives what input. What categories of groups are involved in the designing of projects, in the implementation of projects and what are the inputs, and what do you do with those inputs?

R6: So, the purpose of UNDP is to support the efforts of the government. So, that's why if you notice, all the partners that I mentioned are all government partners, they are all government institutions. Everything we do is towards pushing the government agenda. So, we work in line with, so for example for now, things have changed so we are working with the Ghana Cares-the Obatampa, we are working with the Ghana Beyond Aid agenda. So, everything we do works in that line. So, if there is a program or something that comes up, is always with the government institutions to make sure that it falls in line with the government priorities. So, if you say participation in terms of implementing the projects or in terms of coming up with the ideas of the project, it depends on which government institution and then which role we are working with and we work on this together; UNDP with the government institution towards the project. I don't know if I'm answering your question? Everything we do is with the government, yes. Or is to back government up.

ME: Okay, but then now I mean the beneficiaries of the projects, what is their role in the whole process, like what is their level of participation? Do they have anything to contribute in the project?

R6: So, that's what I'm saying, maybe I'm not understanding the question well. When you say beneficiaries, that everything we do is with the government, so what the, for example with the business tracker, if you look at how the, what, COVID-19 affected businesses across the country, right? So, we work with four thousand firms, and the information or the data that came from that research is to inform government policy moving forward towards the betterment of the people depending, so when government policy is formed, it will affect the citizens of the country. Do you get what I mean, so with the Investor Map we are working with, we are working with the Ghana Investment Promotion Centre to identify Investment Opportunity Areas around the country. So, when these Investment Opportunity Areas are identified and with this you are... it's put in a platform where donors can see these investment opportunities depending on their interests, they can come and invest. For example, if they see that probably in region A, they have a lot of coconuts and they want to produce a coconut processing factory, through these Investor Maps, they can pinpoint and say this is where this, this will be most lucrative. Then they can come down into the country, come into this community and built such, that coconut producing company. In building that, they will of course hire local people in the area. So, when you say are they involved? It's their idea and the implementation come from us towards the betterment of the citizens. I don't know if you, if I'm answering that? So, you wanted to... I think that's best, that's how I can answer that question if I understand it correctly.

ME: Yeah, I was, I was like, I wanted to see whether the community, at the community level whether, I wanted to understand their involvement in the project in terms of implementation.

R6: So, that's what I am saying, most of our projects come from the government level. So, for example, if it is something...so, okay so let me give an example of what we are doing right now, we are on a mission with, we contacted a firm, we are helping MSMEs. So, we have a team, we contracted a firm to come down training the MMDAs on how to build their communication for the MMDAs. For example, a practical example that we are giving on how they make their websites more attractive to their clientele, the types, their Facebook page, how to use WhatsApp business, practical things to help the MMDAs. So, with this, this is on the ground, it's with them. Then with that, they will be able to better eh serve their clientele in this, in this area. So, we are coming to them to ask them what are the problems, what are the issues? Then we are coming to help them see and then provide solutions. So, it depends on different, so we came down here instead of sitting in Accra because for some projects, you have to go down to the people to see what are the issues are. If you make a phone call you won't get as much impact, you won't see what is really on the ground. Like for this project we are on, we came down to the MMDAs. It was a two-day training. So, with that, with the knowledge they have on the website, WhatsApp business, with the Facebook, with the social media, to advertise how to join more clientele and serve the clientele better, directly benefits the MMDAs, that's the MSMEs in the area, basically the community.

ME: Okay, okay, good! I would move on to media, although you are not a media specialist, but I just want to understand how does your work interact with the media? How do you interact with the media and what is their role, in, in your work?

R6: So, like you said, we are not comms people but when we have a project, when we have programs, the media is invited to cover what we are doing because the best way to get the information out there, to get donors interested is to communicate what you are doing. So in that way, you invite media personnel, you get media involved so they use their traditional forms, they do ehm news articles online, they do radio, they do TV, then they do social media depending on...so we involve them, their role is to help amplify the work we are doing, and amplify the fact that it's linked to the SDGs, amplify the fact that this is the impact the work we doing is doing in this area. Area B, area C, area D. So, the media help us to amplify what we are doing in the SDGs.

ME: Okay, okay, so what is your assessment of the level of awareness about the SDGs in Ghana?

R6: Well I think it varies, I think now, the SDGs were started, were implemented in 2015 and the goal is to achieve them by 2030, so we are how many years in now? This is six years in, I believe. So, we are about six years in. So, there is more awareness every day I would say. People have an idea of what the SDGs are but it also depends on what setting you are in. So, every time you are communicating these are what the SDGs are, this is what our goals are, this is what we are communicating. So, the level of engagement I would say it improves with the type of projects you are doing. The more you expand your projects, the more people you meet, the more they know about the SDGs. I can't give you like a percentage on the amount now, like I don't have the information, I can get that and get back to you, but as at now, I will just say that it gets better with every project. Because the more people you meet, the more you expose them to what we are doing, what the SDGs are and how it helps, what are goals are. So, I would say the more projects we do, the more awareness we create.

ME: Okay, okay good; do you think Ghana will achieve the goals by 2030, all the goals?

R6: So, the COVID really put a dent in our trajectory towards the Sustainable Development Goals and this dent is not just in Ghana, it affected us ehm worldwide. So, right now we are still trying to catch up to where we were and move forward. So, I'll just say that we take it a day at a time, we take it one day at a time because right now things have been slightly halted because we are just, still trying to recover from the COVID. Vaccines have been handed out for people to work. Effectively for the COVID not to continue to hinder businesses. So, there has been a dent, it has taken us back but in our, towards our journey but then we are working on ways to build resilience and move forward. So, we are on our way.

ME: Okay, okay, finally do you have any final statement that you have in terms of the SDGs and your work?

R6: So, I will say that one thing I'm really happy about is that the government is onboard with the SDGs, the government knows what the Sustainable Development Goals are and it implemented into their plans. So, it makes it easier when you are working with government institutions trying to work towards the Sustainable Development Goals. So, with that in mind, it helps our work and the more people we can reach, the more we can attain, the more we can help, the more change and permanent change we can make. Because you don't want change and then regression after some time, you want change and progress. So, with the government, once we are working with what the government wants, it will put us all in the same direction in the end we will end up, we won't leave anyone behind. We will leave no one behind and that's our ultimate goal.

ME: Okay, alright thank you so much R6 for taking your time and attending to me. I appreciate it.

R6: You welcome.

END!

APPENDIX B

ABBREVIATIONS

1. UN	-	United Nations
2. SDGs	-	Sustainable Development Goals
3. MDGs	-	Millennium Development Goals
4. UNDP	-	United Nations Development Program
5. AR/RES	-	Assembly Resolution
6. WCED	-	World Commission on Environment and Development
7. VNR	-	Voluntary National Report
8. NDPC	-	National Development Planning Commission
9. NCCP	-	National Climate Change Policy
10. HLMC	-	High-Level Ministerial Committee
11. ICC	-	Implementation Coordination Committee
12. CSO	-	Community Service Organization
13. FAO	-	Food and Agriculture Organization
14. CO ₂	-	Carbon Dioxide
15. UNESCO	-	United Nations Educational Scientific and Cultural Organization
16. CEDPA	-	Centre for Development and Population Activities
17. SMEs	-	Small Medium Enterprises
18. MSMEs	-	Micro Small Medium Enterprises
19. COVID	-	Corona Virus Disease
20. UNPA	-	United Nations Fund for Population Agency
21. UNICEF	-	United Nations International Children Emergency Fund
22. UNHCR	-	United Nations High Commission for Refugees
23. GSS	-	Ghana Statistical Service
24. GIPC	-	Ghana Investment Promotion Centre
25. AfCFTA	-	African Continental Free Trade Area
26. IPs	-	Implementing Partners
27. NYA	-	National Youth Authority
28. MMDAs	-	Metropolitan Municipal and District Assemblies

