

SUSTAINABLE DEVELOPMENT GOALS



COMMUNICATION STRATEGY AND ACTION PLAN 2019 – 2023

Communication Strategy and Action Plan 2019 - 2023

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ACRONYMS AND ABBREVIATIONS

AG: Attorney General's Office

CSO: Civil Society Organizations

GBV: Gender Based Violence

ICT: Information and Communication Technology

IGOs: Inter Governmental Organizations

MEE: Ministry of Environment and Energy

MNU: Maldives National University

MOFA: Ministry of Fisheries and Agriculture

NBS: National Bureau of Statistics

NCDs: Non-Communicable Diseases

NDMC: National Disaster Management Center

NSPA: National Social Protection Agency

PSA: Public Service Announcements

RTI: Right to Information

RIA: Rapid Integrated Assessment

SDGs: Sustainable Development Goals

SMEs: Small and Medium Enterprises

SOE: State Owned Enterprises

TOT: Training of Trainers

TVET: Technical and Vocational Education Training

UN: United Nations

WDCs: Womens' Development Committees

3R : Reduce, Reuse, Recycle

10YFP: The 10 Year Framework of Programs on Sustainable Consumption and Production

1. INTRODUCTION

1.1 SDGs in the Maldives

A new global developmental agenda, known as the 2030 Agenda of Sustainable Development, was adopted on 25 September 2015. The SDGs adopted by 193 member states of the United Nations are a new universal set of goals, targets and indicators to frame the developmental plans and agenda over the next 15 years until 2030. The 2030 Agenda for Sustainable Development is integrated, indivisible and is a balance of the three dimensions of sustainable development; economic, social and environment with poverty eradication constituting as the overarching goal. The three main thematic areas for the 17 Global Goals adopted by the countries are to end all forms of poverty, fight inequality and tackling climate change while ensuring no one is left behind.

Maldives has been working on the implementation of SDGs and several activities have been undertaken at the national level by public and private sectors, independent commissions, authorities, international developmental agencies and the public in general. Some of these activities include: (1) development of SDGs division as an institutional set up, (2) establishment of National Ministerial Coordination Committee and Technical Committee on SDGs, (3) development of Rapid Integrated Assessment (RIA) to identify the country's readiness and priority targets for SDGs, and (4) Alignment of SDG health targets with the national sectoral plans. Effective implementation of SDGs and achieving results require a good preparation in different aspects, ranging from ownership and awareness, policy coherence, engagement and building alliances between different agencies including among both private and public sectors. Most notably, stronger communication and awareness efforts need to be undertaken to reach a larger audience and sustain long-term cooperation and engagement.

Furthermore, to achieve the 2030 Agenda for Sustainable Development, effective, holistic communication is critical. People, businesses, civil society and governments need to understand the SDGs as well as how they can engage and take action to bring about change. People—particularly the most disadvantaged—need to participate in shaping the decisions that affect their lives. Communications and public advocacy are no longer only a means to promote results; they are a means to deliver results. As such, communications and public advocacy must be fully integrated into program planning and delivery.

1.2 Objectives

The main objective of developing an SDGs communication strategy and action plan for the Maldives is developing an effective communication vision for the implementation of 2030 Agenda for Sustainable Development in the Maldives. The communication strategy will support engagement, participation and substantive realization of SDGs by the stakeholders and the successful achievement of SDGs targets in the country. The communication strategy will have the following overarching objectives

- To raise awareness and familiarize the general public, policy makers, political parties, media, private sector, CSO and other development partners including the UN on the SDGs and 2030 Agenda.
- To generate dialogue among various stakeholders on the SDGs goals and targets at different levels on how the goals will be implemented, tracked and measured.
- To develop collaborative mechanisms through various media platforms, including social media, to create awareness on SDGs to reach out and engage new audiences in dynamic and relevant ways.
- To develop key messages for advocacy and other engagement opportunities with the government and international and national stakeholders to promote and facilitate the necessary policy changes to the achievement of the 2030 Agenda.

1.3 Methodology

This communication strategy was developed after consulting with several stakeholders from the government agencies, UN agencies, CSOs, SOEs, and the private sector. The objective of engaging stakeholders was to enable effective implementation in the future and identify the sectoral needs for SDGs communication and advocacy. A complete list of stakeholders consulted is given in Annex 1. This communication strategy has four major components including:

- (1) The principles for communication, which includes a set of guidelines that should be applied during the implementation of this strategy and communicating SDGs to all stakeholders.
- (2) The strategic goals for communication and an action plan for implementing the communication strategy for the next five years from 2019 to 2023. This action plan is specific to the overall SDGs communication and is separate from the actions for the communication of goal specific key messages.
- (3) Key themes for communication for the 17 SDG goals with the target audience and preferred tools for communication. The awareness and communication for goal specific themes will be delivered by the lead agency and co-lead agency identified in each goal. A set of key messages, which are concise, clear and complete, can be developed for communicating the goals to the identified target audience. The tools for communication are the medium of communicating a

specific theme to the target audience. Specific consideration was given on factors like age, lifestyle, literacy limitation, access to internet while connecting the target audience to the tools for communication.

- (4) The tools for implementing the strategy with the details for proposed institutional set-up and resources required for successful achievement of the strategic goals for communication of the SDGs in the Maldives. The guidance on monitoring and evaluation can be used to monitor the progress and track the success of this communication plan.

1.4 Strengths and Weaknesses

For the successful implementation of this communication plan, it is important to work with the existing strengths while trying to overcome the weaknesses. These strengths and weaknesses are identified below.

STRENGTHS

Maldives has a high literacy rate and a large population of the Maldives uses social media and has access to other modes of communication such as television and radio.

Opportunity: The use of social media and broadcast media as a communication tool

The existing working relationships between the focal points of lead agencies of the government and UN Agencies

Opportunity: Mobilizing and strengthening this relationship for SDGs communication

Commitment from the President's office and Ministerial Committee on SDG implementation

Opportunity: Communication of the existence of policy commitment, will inspire technical staff towards communication and implementation of SDGs

CHALLENGES

The Post 2015 agenda is expansive with 17 goals, 169 targets and 232 indicators. Communicating across a vast spectrum of goals may be a difficult task.

Proposed Solution: Prioritizing and localization of the targets at national level, and developing simple key messages applicable to cross-cutting goals

Lack of technical expertise within the government and lack of financial resources

Proposed Solution: Use of existing resources for communication, SDGs knowledge hub, mobilizing

CSOs, media and local experts and pooling financial resources

Political division and turbulent political environment

Proposed Solution: including or engaging with political parties and parliamentarians on SDGs

Staff turnover and busy working schedule of technical committee members may be a challenge to mobilize them for communication purposes.

Proposed Solution: Provide an incentive for staff contributing to communication sessions and engaging private sector as resource persons. Alternatively, organizations can incorporate the communication and implementation of SDGs to an existing staff. This could be a technical committee member or an existing staff in media, communications and/or advocacy.

2. PRINCIPLES FOR IMPLEMENTING THE STRATEGY

The key principles that should be followed during the implementing this strategy and communicating the key messages to everyone are detailed below.

1. **Ensure that no one is left behind**

One of the key messages of the 17 Global Goals is 'leave no one behind'. As such, it is important to ensure that no one is left behind while communicating SDGs. All the communication tools used should be inclusive and applicable to a diverse audience including persons with disabilities and vulnerable groups including (but not limited to) elderly people and migrant workers. For example, all the video spots should contain captions and sign languages to reach audiences with different functional needs. Additionally, it is important to use multiple tools for communicating, to ensure outreach to a variety of audience keeping in mind the literacy, language proficiency, access to internet and lifestyle of the target audience. For example, some of the key messages developed should be in multiple language including Dhivehi, English and Bengali depending on the target audience and their needs,

2. **Research and fact-based information**

The Rapid Integrated Assessment (RIA) to assess the Maldives readiness to implement the SDGs identifies the importance of developing research skills clinic together with universities and researchers to monitor the progress of SDGs. Additionally, the report recommends development of online monitoring tool such as Development Info (DevInfo) to regularly monitor the progress of SDGs targets achievement in the Maldives. During communication of key messages, it is important that any communication messages relayed to the public and other stakeholders are informed by relevant and adequate research and information. These could be achieved through linking the key messages to the relevant tracking tools (such as DevInfo) or research partners

such as the academia. This is to ensure that the messages are relevant, verified, fact based, up to date, and do not cause confusion on its reception

3. Inter-linkages and synergies

SDGs are integrated, indivisible and interlinked in nature and requires in depth discussion on the connection between goals and targets. Breaking silos and working on the inter-relationships between goals and targets is important for successful communication and implementation of the SDGs. It is important to highlight these linkages while communicating the SDGs and developing tools for communication. Working on interlinkages will ensure cost effectiveness, efficiency and increase the impact of the message delivered. For example, the figure below demonstrates the linkages between water, energy, food and health.

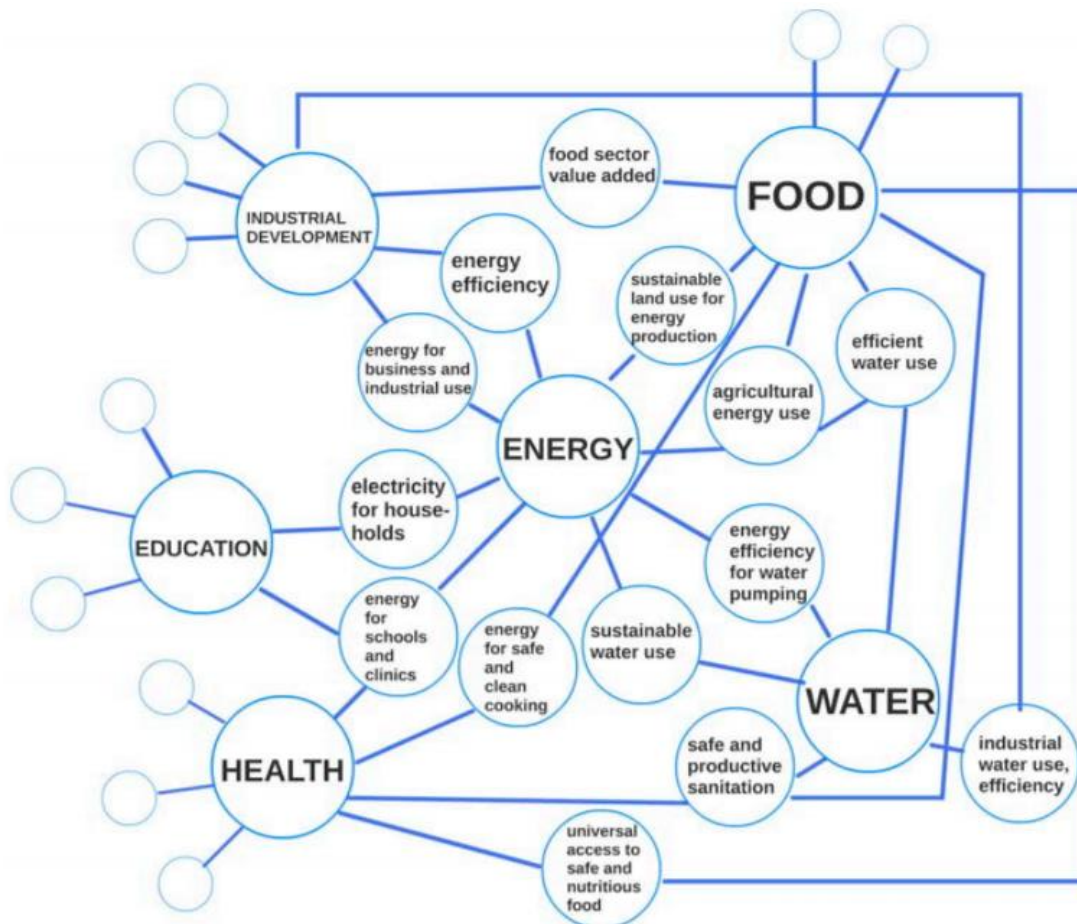


Figure 1: Inter-linkages between SDG targets on Water, Energy, Food and Health, Source: Weitz et al (2014)

4. Learn from experience:

It is important to reflect on the experiences and develop on the successful examples of communication strategies that have been used in the Maldives while implementing this communication strategy. The stakeholder consultation held during the development of this strategy focused on some of the examples of successful communication in the Maldives. Some common features for successful communication identified by the stakeholders are:

- a. Using human-interest stories and examples from people in the community.
- b. Using various tools for communication of a single message such as social media, video spots, billboards, broadcast media, door-to-door campaigns, information to students.
- c. Repetitive reminder of key messages via a song.
- d. Attractive and catchy slogans for key messages that are standardized across all sectors.
- e. The timing of delivering a key message should be relevant to the recent events to grab attention from the public.
- f. The messages should show something that could be done individually to bring change or give ownership to the community to make a difference.

5. Public advocacy and public voice

Creating the demand from public to achieve the SDGs is essential, where a human interest should be the focus of advocacy of the SDGs. Public advocacy can be taken via:

- Social mobilization i.e., engaging the wider public around a cause, usually with a view to convincing decision makers to take action. An example would be a campaign that calls for the provision of services to survivors of violence against women through the government.
- Behavior change communications, i.e., engaging the public or specific segments to change habits. An example would be a campaign that encourages schoolchildren to wash their hands frequently to avoid disease.

Public advocacy ensures two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development. 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. It is not public relations or corporate communications.

“ONE THING IS CERTAIN; WE WILL ONLY DELIVER ON THE SDGS IF PEOPLE KNOW ABOUT THE GOALS, DEMAND ACTION, AND HOLDS THEIR LEADERS TO THEIR PROMISES.”

H.E. MR MOGENS LYKKETOFT, UN PRESIDENT OF THE 70TH GENERAL ASSEMBLY

4. STRATEGIC GOALS

The following are the five main strategic goals for communication of SDGs in the Maldives.

1. Advocate for sustainable development and create public awareness on the SDGs
2. Mainstream SDGs into national developmental policies and plans by creating a dialogue among stakeholders
3. Identify and develop partnerships, alliances and networks for SDGs communication
4. Strengthen and promote the role of youth and students as ambassadors for SDGs
5. Monitor the progress of SDGs outreach and awareness

These strategic goals will be delivered through the action plan outlined below in the Section 5. The action plan is specific to overall SDG communication. The advocacy and communication specific to each Goal will be delivered by the lead agencies through identified key themes, target and tools for communication in Section 6.

5. ACTION PLAN 2019 - 2023

	Action	Indicators	Targets	Lead Agency
			2019 - 2023	
Strategic Goal 1: Advocate for sustainable development and create public awareness on the SDGs				
1.1	Training to the SDG Division, Lead Agencies and interested co-leads representatives on communicating SDGs and Training of social mobilizers from CSOs from Male and atolls who will act as advocates for SDGs	No of certified trainers trained	Minimum of 20 people certified as trainers	SDG Division, Developmental Partners
1.2	Awareness sessions to government and private sector offices on SDGs	No of participants of each awareness session	Minimum of 2 sessions held each year	SDG Division, Lead Agencies
1.3	Media briefing and training for journalists Training on Solution Journalism	No of trainings held No of articles published regarding SDGs	Annual trainings conducted	SDG Division
1.4	Develop video spots and PSA for broadcast and social media	No of PSA developed No of social media outreach engagement	Minimum of 2 PSA developed annually	SDGs Division, Lead Agency, Developmental Partners

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1.6	Developing and distributing merchandises.	No of merchandises developed (tote bags, mugs, umbrella, key chains)	1000 Tote bags, 1000 mugs, 500 umbrella, 2000 key chains	Possible private partners
1.7	Social media campaign launched and content for social media developed and regularly updated by SDG Division and Developmental Partners	No of posts with #SDGMaldives, #sdgsmv Number of audience reached/ Social Media engagement	Two social media posts per month	SDGs Division and Developmental Partners
1.8	Religious Sermon/ Hukuru Khuthuba	No of Friday prayer sermon relevant to SDGs	Minimum of one sermon delivered annually relevant to SDGs	SDGs Division
1.9	Knowledge platforms/ Public lectures/ Panel discussion	No of sessions held Survey of the participants on the effectiveness of the sessions	Minimum of one session per year	MNU
1.10	SDG song	No of channels broadcasting the song	Minimum of one song developed by 2019	Media Partners

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Strategic Goal 02: Mainstreaming of SDG into national developmental policies and plans by creating a dialogue among stakeholders				
2.1	Sectoral workshop on SDGs incorporation into existing and future policies and plans	No. of policies and plans with SDGs target	Minimum of two sessions held by 2022	SDGs Division
2.2	Incorporation of SDGs into local government authority training program	No. of trainings held Survey of the participants on the effectiveness of the sessions	SDGs information delivered in each LGA training held	SDGs Division and LGA
2.3	Atoll Level Awareness Sessions for councilors and WDCs	No. of sessions held Survey of the participants on the effectiveness of the sessions	A minimum of 5 sessions held by 2022	SDGs Division and potential government partners
2.3	Political lobbying session (Parliamentarians)	No. of laws developed / revised with SDG targets mainstreamed into them	A minimum of one session held annually	SDGs Division, CSO, Developmental Partners
2.4	High level Ministerial meeting and lobbying to the ministers	No. of meetings held	Bi annual meetings lobbying held as necessary	SDGs Division Lead Agencies

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2.5	Technical Committee Meeting	No. of meetings held	Bi annual meetings	SDGs division
2.6	Reach political parties through CSOs and social mobilizers especially during manifesto formulation Lobbying political parties through CSOs and social mobilizers especially during manifesto formulation	No. of SDG targets streamlined in the upcoming manifesto of political parties	Outreach programmes to be held before elections (Presidential, Parliament, Local)	Developmental Partners and CSOs
Strategic Goal 03: Develop partnerships alliances and networks for SDGS communication				
3.1	Professional networking sessions for partners from UN agencies, government, private sector and CSOs ¹	No. of networking sessions held	A minimum of 1 session held annually	Developmental Partners
3.2	Private sector sensitizing workshop on SDGs	No. of partnerships developed (for SDG communication and implementation)	A minimum of one session held annually	Developmental Partners
3.3	Develop partnerships with broadcast and print media organizations to develop programs on SDGs	No. of episodes on TV and radio No of people reached via these programs and articles (TRP)	A minimum of one series of episodes broadcast by 2022	Broadcast media

¹ This can be integrated into the existing platforms such as UNDP annual retreat

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		No of newspaper articles published	A minimum of one series of journal articles printed by 2022	Print Media
Strategic Goal 04: Strengthen the role of youth and students as ambassadors for SDG				
4.1	Develop SDGs ambassador program through Scouts, Guides or other Extra Curricular clubs activities	No. of students certified as SDGs ambassadors	A minimum of 50 students certified by 2022	SDGs Division and Ministry of Education
4.2	Incorporate SDGs awareness into existing youth leadership training programme	No. of students completing Youth Leadership Programme	A minimum of 3 sessions held by 2022	Developmental Partners
4.3	Competitions for students	No. of student participation in competitions	One competition held annually	SDGs division
4.4	Introduce an annual quiz for students on SDGs	No. of students participated	Conduct two quizzes by 2022	SDGs Division and Ministry of Education
4.7	Public events for youth and children at public spaces such as parks	Estimated outreach Survey of the participants on the effectiveness of the event	Conduct one event annually	SDGs Division and Developmental Partners

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Strategic Goal 05: Monitor the progress of SDG outreach and awareness				
5.1	Develop a questionnaire on the sustainable development outreach and awareness or sustainability literacy	Questionnaire availability (online and offline)	Questionnaire to be available online by 2018	SDGs Division
5.2	Conducting survey, data analysis and monitor progress	No. of participants who completed the questionnaire	A minimum of 500 participants by 2022	SDGs Division
		No. of publications published based on the results of the questionnaire	A minimum of two publications published by 2022	SDGs Division
5.3	Mid-term evaluation for knowledge gaps among target audience	Results of the evaluation	Mid-term evaluation to be completed on 2022	SDGs Division

6. THEMATIC AREAS FOR COMMUNICATION

This section outlines the key messages for communication relevant to each goal and a set of general key messages for communication regarding sustainable development and 17 Global Goals.

Sustainable Development Goals: General Key Messages

The concept of sustainable development and advantages and successful examples needs to be communicated together with SDG goals for successfully implementing the 17 Global Goals in the Maldives. The following table details out some of the general key messages relevant to all the Goals and covers the communication of 2030 Agenda for Sustainable development. These messages will be delivered through the action plan detailed in section 5.

Lead Agency responsible for the communication of these key themes: SDG Division

Co-Lead Agencies responsible for the communication of these key themes: Developmental Partners, CSOs, Media

The overall SDG communication will be delivered through the action plan identified in section 5.

Priority	Key themes for communication	Target Audience	Tools for Communication
1	What is sustainable development?	General public	Video and audio spots to be broad casted via broad cast and social media
		Politicians	Introductory workshop for incoming parliamentarians and local councilors and political party leadership
		Government and private sector	Information sessions
		Students	Competitions
2	17 Global Goals	General public	Video and audio spots to be broad casted via broad cast and social media
			Merchandises
			Infographics and posters
			Atoll / Island-level information sessions

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		Government	Information sessions
			Technical Committee and Ministerial Committee meetings
			Circulars
			LGA trainings
		Private sector	Information sessions
		CSOs	Information sessions
3	Leave No One behind	General public	Video and audio spots to be broad casted via broad cast and social media
4	Evidence based decision making	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
		General public	Video and audio spots to be broad casted via broad cast and social media
			News articles (online and print media) on success stories
			Social media
	Youth	Youth Leadership Programme	
5	The future we want	General public	Video and audio spots to be broad casted via broad cast and social media
6	Policies for sustainable development	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
		Government	Discussion forums / Workshops
		General public	Awareness messages for inclusive and pro-active participation through community workshops and traditional and new media messages

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		CSOs	Awareness messages for inclusive and pro-active participation through community workshops and traditional and new media messages
7	Responsive, inclusive, participatory and representative decision making	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
		Government	Discussion forums / Workshops
		General public	Awareness messages for inclusive and pro-active participation through community workshops and traditional and new media messages
		CSOs	Awareness messages for inclusive and pro-active participation through community workshops and traditional and new media messages

Goal 01: End Poverty in All Its Forms

The goal identifies absolute poverty as living on less than \$1.25 (MVR 19.3) per day, and the proportion of the Maldivian population living below the national poverty line of MVR 22 per day decreased from 21% in 2003 to 15% in 2010 (MEE 2017b). Although, there may be an absence of absolute poverty at national level, it is important to link poverty to other national issues such as inadequate living conditions in the capital of Maldives, Male and urban poverty and the links between poverty and human rights and natural disasters.

Lead Agency responsible for the communication of these key themes: SDG Division (MEE)

Co-Lead Agencies responsible for the communication of these key themes: National Bureau of Statistics, National Disaster Management Center, Ministry of Fisheries and Agriculture, National Social Protection Authority, CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Access to basic services and equal rights to resources	1.4	General public	Video and audio spots to be broad casted via broad cast and social media

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			Government	Discussion Forums / Workshops
2	Vulnerability of Maldives: to natural disasters and climate change and its effect exacerbating poverty and the importance of building resilience to internal and external shocks	1.1, 1.2, 1.5	Government, Private sector (Tourism, Health, Farmers, Fisher folks), General public	Video and audio spots to be broad casted via broad cast and social media
3	Poverty and basic human rights	1.1, 1.2,	General public	Infographics and posters
				Video and audio spots to be broad casted via broad cast and social media
			Government	Discussion forums / Workshops
4	Urban poverty	1.1	Politicians	Lobbying through CSOs
			Government	Workshops
			General public	Video and audio spots to be broad casted via broad cast and social media
			Academia/ Universities	Public lectures, research

Goal 02: End Hunger, Achieve Food Security And Improve Nutrition And Promote Sustainable Agriculture

There is no recorded presence of absolute poverty and hunger issues in the Maldives (MEE 2017b). Therefore, a focused communication and awareness, more emphasis needs to be on the issue of food security, nutrition and healthy lifestyles, developing the local agriculture and food production and ensuring the sustainable production in the agriculture and food industry. The country depends highly on imported products and hence the food security is vulnerable to external economic and environmental shocks.

Furthermore, non-communicable disease is the leading cause of morbidity and mortality in the country due to risk factors such as tobacco use, consumption of sugary and fatty foods and drinks and lack of exercise. Only a few fruits and vegetables are grown locally, and the quantity produced is below the demand. The current agricultural practices in the Maldives employ intensive use of chemical fertilizers and there is a need to integrate sustainability into the agricultural sector such as promoting organic farming, rejuvenating land and soil quality as well as integrating ecosystem based approaches into farming practices.

Lead Agency responsible for the communication of these key themes: Ministry of Fisheries and Agriculture (Agriculture Division)

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Economic Development (Enterprises Development Unit on SMEs), Ministry of Health (HPA nutrition), Maldives Food and Drug Authority, CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Food security issues	2.4	Government	Workshops
2	Nutritional needs of all age groups Key age groups and their nutritional need to highlight during awareness: newborns, infants, toddlers, children, adolescent, pregnant and lactating women and elderly people. Some themes for communication include the importance of nutrition for the first 1,000 days of children including promotion of exclusive breast-feeding	2.1, 2.2, 2.c	Health professionals	Conferences and discussion forums
			Newly married couples	Pre-marriage counselling sessions
			Expecting parents	Doctor consultation, booklets, posters

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	for 6 months and introducing nutritious, diverse and balanced food until 2 years of age.		Other parents	Parent meetings , slips and information booklet to parents
			Elderly people	Radio and TV advertisements
			General public	Social media
			Teachers and Students	Through health week at schools, assembly, cartoons and animation, comic stripes and stories
3	Affordability of nutritious food	2.3, 2.4, 2.c	Government	Policy briefs
			Parliamentarians and politicians	Lobbying and outreach through government and CSOs
4	Food storage and safety	2.3, 2.4	Private sector(food and beverage), government,	Infographics, posters
				Workshops
5	Unhealthy habits: Example: Existing and emerging issue of usage of tobacco, energy drinks, betel nuts, supari, etc	2.2, 3.a	General public	Video and audio spots to be broadcasted via broadcast and social media
				News articles (online and print media)

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			Teenagers and youth	Factsheets and infographics on social media, celebrity ambassadors
			Sports events, sports association and athletes	Outreach sessions to organizers
6	Sustainable agriculture and food production	2.4	Farmers and fisherfolks	Training sessions
				Guidelines and books
			Government	Infographics, flyers, factsheets
7	Support local produce	2.3, 2.5	General public	Featuring local producers and products on social media and news articles
8	Introduction of positive subsidies and eliminate negative subsidies	2.3, 2.5, 2.c	Government	Policy briefs
			Parliamentarians and politicians	Lobbying and outreach through government and CSOs

Goal 03: Ensure Healthy Lives and Promote Well-Being For All At All Ages

The goal promotes healthy lifestyle and well-being for all ages from pre-conception to elderly population. For communication purposes, we need to promote prevention of diseases, affordable and accessible health care facilities and importance of developing the human resource capacity of the health sector. It is also important to note that the targets and key messages identified in this is linked to other goals such as goal 2 on nutritional food and goal 6 on water safety and pollution control for a better health. At national level, there is a need to raise awareness on the causes for increase in non-

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communicable diseases (NCDs), mental health issues, the need for better of built and natural environmental conditions for human health and the prevalence of substance abuse among the youth.

Lead Agency responsible for the communication of these key themes: Ministry of Health

Co-Lead Agencies responsible for the communication of these key themes: National Social Protection Authority (Universal Health Coverage), National Drug Agency (Substance Abuse) , Transport (Traffic Accidents), Ministry of Gender (Maternal Health), MEE (Environment Department, hazardous Waste Exposure), President’s Office (Social Department), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Healthy lifestyle	3.4	General public	Video and audio spots to be broad casted via broad cast and social media
				Factsheets and infographics on NCDs
			Government	Discussion forums / workshops
2	Sexual reproductive health and rights	3.7	General public	Social media
				News articles (online and print media)
			Adolescence girls and boys	Information sessions at schools
			Pre-marriage couples	Pre-marriage counselling session
			Government (service providers and policy makers)	Information sessions
			Religious scholars	Information sessions

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3	Mental health issues	3.4	General public	Video and audio spots to be broad casted via broad cast and social media
				Posters
				News articles (online and print media)
			Government (service providers and policy makers)	Information sessions
			Adolescents and youth	Social media
				Discussion forum / workshops
4	Communicable diseases	3.3	Expats	Outreach activities on weekend through CSOs
			Youth	Social media
			General public	Religious sermon
				Peer to peer information exchange
				Video and audio spots to be broad casted via broad cast and social media
				Posters and leaflets
5	Family planning and planned pregnancies	3.7	Pre- marriage couples	Pre-marriage counselling sessions
			Expecting parents	Doctor consultation, booklets, posters

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			General public	Social media Video and Audio Spots to be broad casted via broad cast and social media
6	Unsafe water and sanitation related diseases	3.9	General public	Social media
				Posters
				News articles (online and print media)
7	Substance abuse The importance of effective rehabilitation program for preventing relapse	3.	Government	Discussion forum/workshops
			Youth	Video spots on success rehabilitation (broadcast media, social media, news articles)
8	The effect of pollution and hazardous chemicals on human health	3.9	Government	Discussion forums / Workshops
				Policy briefs
			General public	Fact sheets and infographics on health issues relevant to pollution and chemicals
				Video spots (for broadcast and social media)
	News articles (online and print media)			

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9	Recruitment, development, training and retention of the health workforce in the Maldives	3.c	Government and private sector (training institutes and service providers), CSOs	Discussion forums / Workshops
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Goal 04: Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities

Maldives is one of the few developing countries who achieved the MDG goal of education for all by 2015. It is highly possible that we will be able to achieve the post 2015 SDGs Goals for education with the existing national education policy of ensuring that ‘No Child Left Behind’. For the purpose of communication of the SDGs, we need to focus on the existing gaps in the knowledge such as the importance of vocational training and skill development, appreciation and recognition of both formal and non-formal education, improving access to education and inclusivity for persons with disability, children and youth in vulnerable conditions.

Lead Agency responsible for the communication of these key themes: Ministry of Education

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Youth (Skills Development, TVET), Ministry of Gender (Education Disparities), President’s Office (Social Department), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Universal access to quality education Inclusion and accessibility to all including children with disabilities	4.1, 4.a	Government and private sector	Discussion Forums / Workshops
2	Skills development for youth and building more employable workforce	4.4	General public	Social media
			Youth groups and students	Job fairs, information sessions
				Video and audio spots to be broad casted via broad cast and social

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				media
			Government and private sector	Discussion forum on required policies for improving quality and affordability of technical, vocational and tertiary education including university
3	Incorporation and promotion of sustainable development in education at all levels Including information on sustainable lifestyle, human rights, gender equality, promotion of culture of peace and non-violence, appreciation of global citizenship and cultural diversity	4.7	Government	Incorporation to the national curriculum
				Working session with all stakeholders on identifying opportunities and challenges
4	Early childhood development care and preprimary education	4.2	Government	Policy briefs
			General public	Video and audio spots to be broad casted via broad cast and social media
5	The importance of physical, psychosocial health and wellbeing for learning and the importance critical thinking during learning	4.7	General public	Social media
				News articles (online and print media)
				Successful examples from other countries
			Parents and teachers	Information sessions, Information booklets
			Students	School assembly, stories

Goal 05: Achieve Gender Equality and Empower All Women and Girls

Maldives has achieved significant development to establish gender equality. Several key legislations including the Gender Equality Act 18/2016, Domestic Violence Prevention Act 3/2012, Sexual Offences Act 17/2014 and Anti-Sexual Harassment Act 16/2014 has paved way to empower women, raising awareness on gender-based violence and provided framework for women’s rights and protection of women against harassment, violence and abuse. However, there is still discrimination of women, gender-based violence and abuse, and lack of women at the decision-making level or in political position. While, Maldives was an MDG+ country, MDG Goal 3 on gender equality was not achieved and additional efforts and emphasis needs to be placed on SDG Goal 5, during communication. Some of the priority areas for communication include, eliminating violence and abuse against women, recognition to unpaid domestic work and childcare, breaking stereotypes in the society for roles of men and women, the importance of women in decision making and economic empowerment of women.

Lead Agency responsible for the communication of these key themes: Ministry of Gender and Family

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Health, Attorney General’s Office (Discriminatory Laws), Ministry of Economic Development (Enterprises Development Unit – Women Owned Businesses), Family Protection Authority (GBV), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Sensitizing on gender issues and GBV prevention	5.1, 5.2, 5.c	General public	Social media
				Positive stories
				News articles (online and print media)
			Government offices	Information sessions
			Judiciary, law enforcement agencies, etc	Information sessions
			Private sector	Information sessions
			Religious scholars	Information session via Islamic Ministry

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2	Economic empowerment of women through SMEs	5.a, 5.b	Women groups	Focus group discussions, training, and workshops
			Private sector (training institution and financial institutions)	Discussion on possible sources of economic incentives and loans
			Government/policymakers/	Consultations, discussion forums, workshops etc
3	Women empowerment to fight for equal rights to services and resources	5.1, 5.5, 5.a,	Women groups	Focus group discussions, training, and workshops
			General public	Social media
				News articles (online and print media)
4	Participation of women in decision making and political positions	5.5	Government and policy makers	Policy forums
			General public	Video and audio spots to be broadcasted via broadcast and social media
				Case studies on the reason why it is important through positive and negative stories to be distributed through, social media, news articles,
				Discussion forums to be aired on broadcast media
Men and women groups	Focus group discussions and workshops			

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5	Gender mainstreaming	5.1	Government and policy makers	Policy forums
			General public	Social media
				News articles (online and print media)
6	Importance of gender equity	5.1	General public	Social media
				Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media)
			Students	Stories
			Youth	Social media
7	End all types of violence and abuse (physical, mental, sexual, financial) against women and girls in public and private spheres	5.1, 5.2	Women groups in Male and islands	Target group workshops
			General public	Video and audio spots to be broad casted via broad cast and social media
				Posters
				News articles on positive stories from survivors (online and print media)
Government, service providers, policy makers, law makers, law enforcement agencies, judiciary etc)	Information sessions, policy forums			

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8	Recognition to unpaid child care and domestic work	5.4	General public	Social media
				News articles (online and print media)
			Policy makers and parliamentarians	Policy forums
8	Breaking the stereotype in the society on the roles of men and women. For example: domestic work and childcare	5.1, 5.4	Government/policy makers/law makers/influencers in the community	Consultations, discussion forums, workshops etc
			General public	Social media
			Youth and students	Information session
			Elderly	Radio or TV drama series

Goal 06: Ensure Availability and Sustainable Management Of Water And Sanitation For All

Clean water and sewage system of reasonable standard is a basic right identified in the Clause 23 of the Constitution of the Maldives. The goal aims to achieve safe and affordable drinking water and adequate and equitable sanitation and hygiene for all by 2030. It also aims at reducing pollution and improving the water quality while increasing recycling and safe reuse of water. Additionally, this goal targets to implement integrated water resource management at all levels. The key themes for communication relevant to this goal are; (1) the importance of focusing on sustainability and cost effectiveness of desalination and sewage systems and, (2) the impact of climate change and other environmental threats such as pollution to the existing ground water lenses. Additionally, the importance of rainwater harvesting, integrated water resource management and the need to enhance participation and contribution from private sector and local communities for water and sanitation management.

Lead Agency responsible for the communication of these key themes: Ministry of Environment and Energy (Water and Sanitation Department)

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Environment and Energy (Waste Management and Pollution Control Department), CSOs

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Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	<p>Clean water: A right and responsibility.</p> <p>This could be the key theme while advocating for individual responsibility for water conservation, rain water harvesting and engaging communities for water and sewage management</p>	6.1	Government	Policy briefs
			General public	Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media) on success stories
			Island residents	Training workshops
				Hand-outs (infographics, flyers, factsheets) on practical actions and solutions
Utilities	Training sessions on water testing			
2	<p>Water conservation</p> <p>Focusing on effective and efficient water usage and storage</p>	6.4	General public	Video and audio spots to be broad casted via broad cast and social media
3	<p>Impact of climate change on rainfall and availability of rainwater</p>	6.4, 6.5	General public	Social media
				Video and audio spots to be broad casted via broad cast and social media
				World water day events
				Factsheets and posters
			Youth and	Science exhibition

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			students	Water week events
			Academia	Research conferences
				Research publications
4	Water pollution The impact of pollution on groundwater. During communication, highlight key issues and causes of pollution. Focus on disaster managements and disease outbreaks	6.3	General public	Video and audio spots to be broad casted via broad cast and social media
			Farmers	Information sessions
5	Integrated water resource management	6.5	General public	Video and audio spots to be broad casted via broad cast and social media on success stories
			Island residents	Training workshops
				Hand-outs (infographics, flyers, factsheets) on practical actions and solutions
			Private sector (tourism)	Email communication Infographics, flyers, factsheets) on practical actions and solutions
6	Minimizing the use of single-use bottled water Awareness on the impacts on the health and ecosystem due to bottled water. Encourage household level water	6.3	General public	Video and audio spots to be broad casted via broad cast and social media
			Government	Policy briefs
				Workshop and discussion

	filtration and mineralization			forums on required legislative changes
			Private sector (bottled water companies)	Discussions on eliminating smaller packaging and moving towards bigger packaging
7	Sustainability and cost effectiveness of desalination and sewage systems	6.4	General public	Hand-outs (infographics, flyers, factsheets) on practical actions and solutions
				News articles (online and print media) on success stories
			Academia	Research conferences
				Research publications

Goal 07: Ensure Access to Affordable, Reliable, Sustainable And Modern Energy To All

The objective of this goal is ensuring all citizens have access affordable, reliable, and modern energy services. It also aims at increasing renewable energy, enhancing energy efficiency and expanding or upgrading existing infrastructure to modern sustainable energy services. At national level, since 2008 all Maldivians have access to 24 hours of electricity services. There are efforts to increase renewable energy to 30 percent of daytime peak load and to scale up renewable energy installation from 2 MW to 21 MW. For communication purposes, it is important to focus on increasing energy security and reducing the dependency on fossil fuels, improving renewable energy, conserving electricity, enhancing energy efficiency and retrofitting and upgrading existing infrastructure towards environment friendly clean energy sources.

Lead Agency responsible for the communication of these key themes: Ministry of Environment and Energy (Energy Department)

Co-Lead Agencies responsible for the communication of these key themes: Maldives Energy Authority, CSOs

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Priority	Key themes for communication	Relevant SDG Targets	Target Audience	Tools for Communication
	Energy security issue in the Maldives. Focus on the economic and environmental impacts of Maldives being heavily dependent on fossil fuels	7.1. 7.3	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
			Government	Policy briefs
			SOE	Discussion forums
	Renewable energy	7.2	Government	Discussion forums / workshops (on introducing positive incentives and subsidies)
				Policy briefs
			Private sector	Email communication
	Affordable energy	7.1. 7.3	Government	Discussion Forums / Workshops
				Policy briefs
	Save electricity	7.3	General public	Video and audio spots to be broad casted via broadcast and social media
				News articles (online and print media) on success stories
Social media				
Enhancing energy efficiency to reduce the cost of energy production and consumption	7.1, 7.3	SOE and utilities	Infographics, flyers, factsheets	
Retrofitting and upgrading	7.b	Private sector	Infographics, flyers,	

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	existing infrastructure for modern environment friendly energy sources		(tourism, fisheries)	factsheets
			SOE and utilities	Information sessions
			Government (incentives)	Policy briefs

Goal 08: Promote Sustained, Inclusive and Sustainable Economic Growth, Full and Productive Employment And Decent Work For All

An important part of economic growth is people have jobs that pay enough for them to achieve a decent living for themselves and their families. However, the job growth is not in pace with the growing labor force and we are having widening inequalities. This goal promotes policies that encourage entrepreneurs and job creation. It also aims to eradicate forced labor, slavery and human trafficking. The final goal is to have full and productive employment and decent work for all women and men by 2030. In 2014, the national labour force aged above 15 years was at 62.8%, where 37.2% of the population above 15 years was outside the labour force (NBS 2014a). There is also a growing number of expatriate labor forces that needs to be addressed nationally for their living conditions and migration status. Additional focus needs to be on encouraging entrepreneurship, participating in labor force through innovative methods and decreasing the economically inactive population.

Lead Agency responsible for the communication of these key themes: Ministry of Economic Development

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Finance (Fiscal Division), Ministry of Economic Development (Labour Division), Ministry of Tourism (Employment) Ministry of Youth and Sports (Employment), Ministry of Fisheries and Agriculture (Agriculture and Fisheries Businesses), Maldives Monetary Authority, (Finance Sector Diversification), President’s Office (Economic Department), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Safe and secure work environment for all	8.8	Public & private sector	Information sessions
				Infographics, flyers, factsheets
			Expatriate	Outreach activities on

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				weekends through CSOs
				Communication through embassy
			General public	Infographics, fact sheets, and posters
				Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media) on success stories
2	Labor rights	8.5, 8.7, 8.8	General public	Infographics, fact sheets, and posters
				Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media) on success stories
			Expatriate	Outreach activities on weekends through CSOs
				Communication through embassy
				Community theaters
			Private sector	Information sessions
			Employees associations	Discussion forums
3	Creation of productive	8.1, 8.2,	Youth	Job fairs

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	workforce	8.3, 8.6		Social media (success stories)
			Secondary and tertiary education	Vocational training programs
			General public	News articles (online and print media) on success stories
4	Promote small and medium enterprises	8.3	Youth	Job fairs
				Social media
			Women	Focus group information sessions
			General public	Video and audio spots to be broad casted via broad cast and social media
5	Encourage self-employment through, entrepreneurship, creativity and innovation	8.2, 8.6	Youth	Job fairs
				Social media (success stories)
			General public	Infographics, fact sheets, and posters
				Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media) on success stories

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			Financial institutions	Discussion forums
			Government	Policy briefs

Goal 09: Build Resilient Infrastructure, Promote Inclusive and Sustainable Industrialization and Foster Innovation

Investment in technology and infrastructure are crucial components economic growth and development. With the increase in the number of people living in urban areas and cities it is ever more important for investing in better transport, renewable energy and new industries such as information and communication technology. Growth in technology is important to all aspects of sustainable development, as are promoting sustainable industries, and investing in scientific research and innovation. While Maldives has a thriving and innovative construction industry, we need to focus on resilient infrastructure based on sustainability and environmentally sound technologies. With the increase in the population of youth, human resource remains one of the biggest resources in the Maldives. We need to use this opportunity to invest on the human capital and developing on human resource-based industries such as ICT, banking, insurance and developing on innovation and technology.

Lead Agency responsible for the communication of these key themes: Ministry of Housing and Infrastructure

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Economic Development (Entrepreneur, Infrastructure), Ministry of Tourism (Infrastructure), President’s Office (Technical, cooperate development, secretariat), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Development through sustainable infrastructure Keywords: Quality, Resilient, Affordable, Sustainable, Equitable	9.1	General public	Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media)

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				Infographics, fact sheets, and posters
			Government	Discussion Forums / Workshops (on identifying the possibility of integrating sustainability into the building code)
			Private sector (construction Industry)	Information sessions
4	Retrofitting and upgrading existing infrastructure: with modern environment sound technologies and encourages inclusivity and resiliency	9.4	Private sector (tourism, fisheries)	Infographics, flyers, factsheets
			SOE and utilities	Information sessions
5	Developing small scale industries	9.3, 8.3	Youth	Job fairs
				Social media
			Women	Focus group trainings
			General public	Video and audio spots to be broad casted via broad cast and social media
6	National innovation Aiming at increasing number of research and development workers and increasing spending on research	9.5, 9.b	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
			Academia	Public lectures
				Research conference
				Workshops/Discussion forums

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			Private sector	Private sector sensitizing workshops (on allocating funds for research)
			Students and youth	Science fair
				Youth Leadership Programme
7	Environmentally sound technologies	9.4	General public	Infographics, flyers, factsheets
			Private sector	Road shows / Exhibition
			Government	Policy brief (on introducing positive incentive and subsidies)

Goal 10: Reduce Inequality Within and Among Countries

The aim of the goal is to reduce the gap between people for opportunities and income. For communication purposes, firstly it is important to recognize the existence of gap and inequalities in the Maldives. The main areas of inequality include the discrimination against immigrants, lack of opportunities and facilities for persons with disabilities. For example, an estimate of 25% of expats live improper living conditions in labor quarter, buildings not intended for human habitation, boats and mobile units (NBS 2014b). There is an assumption of lack of income inequalities as there is a fixed income within civil service and government. However, in the private sector, there is an income gap where there is an advantage for locals compared to Bangladeshi laborers in the construction industry and local disadvantage where Europeans earn a better income than locals in the tourism sector. Additionally, the lack of proper education and access to facilities such as roads and transport needs to be highlighted as a form of equality during communication. It is also important to note the links between inequality and other goals such as, but not limited to, goal 8 on decent jobs, goal 9 on sustainable infrastructure and other social goals 1, 2, 3, 4 and 5.

Lead Agency responsible for the communication of these key themes: SDG Division (MEE)

Co-Lead Agencies responsible for the communication of these key themes: National Bureau of Statistics, Ministry of Gender, Human Rights Commission of the Maldives, CSOs

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Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Minimize the gap between the rich and poor. Awareness for introducing better policies	10.1, 10.2,10.3, 10.4	Parliamentarians/ Politicians	Lobbying and outreach through government and CSOs
			Government and private sector	Discussion forums / workshops
				Policy briefs
2	Inclusion and equal opportunities for all irrespective of age, sex, disability, race, nationality, economic or other status	10.2	Government, politicians, policy makers, private sector	Discussion forums
			General public	Social media
				News articles (online and print media)
3	Responsible migration and well-managed implemented policies on migrants	10.7	Government	Discussion forums / workshops
4	Rights of migrants	10.2, 10.7, 10.c, 8.5, 8.7	Government, politicians, policy makers, private sector	Discussion forums
			General public	Social media
				Video and audio spots to be broad casted via broad cast and social media
			Expats	Outreach activities on weekends through CSOs

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				Communication through embassy
				Video and audio spots to be broad casted via community theaters
			Private sector	Sensitizing sessions on human rights and human trafficking
5	Reducing migrant remittance cost	10.c	Government	Discussion forums / Workshops
				Policy briefs
6	Inequality inaccess to education and facilities such as roads and transport to persons with disabilities and elderly	10.2, 11.2	Government and private sector	Discussion forums / Workshops
			Parliamentarians/ Politicians	Lobbying and outreach through government and CSOs
			General public	Social media

Goal 11: Make Cities and Settlements Inclusive, Safe Resilient and Sustainable

There are three main cities in the Maldives namely Male', Addu and Fuvahmulah. Male' is the capital city of the Maldives where more than 1/3rd of the population with a resident population of 65,201 people per square kilometer (NBS 2014b). Male has surpassed the threshold population of 100,000 people in 2006 and the congestion in Male' continues to grow due to people migrating to Male' for education, employment and health care purposes. Sustainable development cannot be achieved without significantly transforming the way we build and manage our cities and urban spaces. Congestion in cities is often linked to poverty as cities struggle to accommodate and provide basic services to the increasing population. This goal aims to make cities sustainable by ensuring access to safe and affordable housing, upgrading slums settlements, creating green spaces and additional efforts to improve air quality and waste management in cities. It also involves investing inclusive public transport and applying a participatory approach towards urban planning and management. In the Maldives we need to focus on affordable public housing, inclusive public transport and safer roads. Additionally, protecting cultural and natural heritage sites, creating green spaces, improving air quality and waste management and engaging public for urban planning and management.

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Lead Agency responsible for the communication of these key themes: Ministry of Housing and Infrastructure

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Economic Development (Transport), National Disaster Management Center, President’s Office (Technical, Cooperate Development, and Secretariat) and CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	What is a sustainable city?	11.1, 11.3, 11.6, 11.7	General public	Video and audio spots to be broad casted via broad cast and social media
				Social media
			Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
2	Affordable and accessible transport for all	11.2	Private sector (transport)	Discussion forums
			Government	Policy brief (on introducing positive incentive and subsidies)
				Discussion forums / workshops (for developing guidelines for accessible transport)
3	Improving accessibility in the infrastructure for vulnerable groups of women, children persons with disabilities and elderly persons	11.2, 11.7	General public	Video and audio spots to be broad casted via broad cast and social media
				Social media
				Community theaters
			Government and	Discussion forums

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			private sector	
4	Engaging public for urban planning and management	11.3	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
			Government	Circular
			Private sector	Information sessions
5	Improving air quality walkability and bicycle usage should be encouraged and facilitated while discouraging usage of motorcycles and other fossil fuel dependent automobiles	11.6	Government	Discussion forums / Workshops (for developing vehicle emission standards)
6	Protecting cultural and natural heritage sites	11.4	General public	Video and audio spots to be broad casted via broad cast and social media
				Social media
				Posters (of important sites)
			Decision makers and parliamentarians	Sensitizing sessions
7	Cities that promote healthy lifestyle	11.6	General public	Video and audio spots to be broad casted via broad cast and social media
				Social media

Goal 12: Ensure Sustainable Consumption and Production Patterns

Changing our behavior and patterns of consumption and production and reducing the ecological footprint is essential to achieve economic growth and sustainable development. Efficient management of natural resources, reduction of food waste and proper disposal of toxic waste are important targets to achieve this goal. The goals also encourage industries, businesses and consumers to reduce, reuse and recycle waste and move towards sustainable consumption and production by 2030. Sustainable tourism, awareness on sustainable lifestyle, minimizing food waste and sound waste management are some of the key areas for communicating these goals nationally. Furthermore, promoting the 3R (Reduce, Reuse, Recycle) and incorporating sustainability in to the public procurement and national policies and plans are critical areas for consideration and action by 2030 to achieve sustainable development goals.

Lead Agency responsible for the communication of these key themes: Ministry of Environment and Energy (Waste Department and Environment Department)

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Economic Development, Ministry of Health, CSOs

Priority	Key themes for communication	Relevant SDG target	Target Audience	Tools for Communication
1	Sustainable lifestyles and education	12.1, 12.2, 12.6, 12.8,	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
				News articles (online and print media)
				Religious sermon
				Social media
2	3R (Reduce, Reuse, Recycle)	12.5	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and

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				posters
				News articles (online and print media)
				Religious sermon
			Government, policy Makers, private sector	Discussion forums
			Students	Curriculum
3	Circular economy	12.1, 12.2, 12.8	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
				News articles (online and print media)
			Government	Discussion forums / Workshops (on required policy changes and benefits of circular economy)
			Private sector	Information session
4	Sustainable public procurement	12.7	Government	Discussion forums / workshops (on required policy changes and benefits of green procurement)
				Circular
			Private sector	Information session (on the benefits of green procurement)

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5	Sound management of chemicals	12.4	Farmers	Information sessions
			Health sector	Infographics, fact sheets, and posters (on good practices of chemical management)
				Information sessions
			Students	Infographics, fact sheets, and posters (to be displayed on laboratories)
				Guidelines
			General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
				News articles (online and print media)
				Social media
			6	Minimizing food waste
Farmers, food and beverage sector/ supermarkets	Infographics, fact sheets, and posters (on good practices)			
General public	Video and audio spots to be broad casted via broad cast and social media			
	Infographics, fact sheets, and posters			

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				News articles (online and print media)
				Religious sermon
			Students	Curriculum
7	Sustainable building and construction		General public	Infographics, fact sheets, and posters (on good examples)
			Private sector (construction)	Information session on good practices
8	Sustainable tourism including eco-tourism	12.b	Tourism sector	Email communication
				Infographics, flyers, factsheets (on good practices)
9	Phase out negative subsidies hindering sustainable development , e.g fossil fuel subsidies	12.c	Politicians / parliamentarians	Lobbying and outreach through government and CSOs

Goal 13: Take Urgent Action to Combat Climate Change and Its Impacts

The Maldives being the lowest-lying nation in the world is extremely vulnerable to the effects and impacts of climate change. The most concerning impacts include damages due to extreme weather events, coastal erosion, coral bleaching and water security issues such as salt-water intrusion and prolonged dry spells. Climate change being one of the most concerning global crisis, the goal aims to mobilize financial resources for disaster risk management and provide funding to developing countries towards mitigation and adaptation of climate change. Additionally, the goal focuses on vulnerable regions such as island states and targets to raise awareness and capacity in these countries towards developing effective climate related planning and management. During communication, it is also important to relate the impacts of climate change to other goals such as, but not limited to, Goal 1 on poverty, Goal 2 on food security, Goal 14 and 15 on biodiversity and natural resources.

Lead Agency responsible for the communication of these key themes: Ministry of Environment and Energy (Climate Change Department)

Co-Lead Agencies responsible for the communication of these key themes: National Disaster Management Center, Maldives Meteorological Service, Environment Protection Agency, CSOs

Priority	Key themes for communication	Relevant SDG Targets	Target Audience	Tools for Communication
1	<p>Increase resilience and adaptive capacity to reduce risks and impacts from climate-related hazards and natural disasters</p> <p>Ensure that resilience encompasses the following key areas such as food security, energy security, renewable energy powered transport, water security</p>	13.1	Local councils, CSOs and WDCs	Training and information sessions
			Government	Policy briefs
				Lobbying and advocacy meetings
			General public	Social media (infographics, flyers, factsheets (on good practices))
			Island communities	Community based risk reduction programs
			Parliamentarians and political parties	Lobbying meetings by government and CSOs
			Students (school and university)	Curriculum
			Private sector	Discussion forums
2	<p>Impact reduction and early warning against natural disasters</p>	13.3	Local councils and WDCs	Training and information sessions
			Government	Policy briefs
				Lobbying and advocacy meetings

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			General public	Social media
				Video and audio spots to be broad casted via broad cast and social media
			Students (school and university)	Curriculum
3	Incorporate climate change into national policies and plans	13.2	Local councils WDCs, CSOs	Training and information sessions
			Government Private sector	Discussion forums / workshops
				Infographics, flyers, factsheets (On good practices)
			Parliamentarians and political parties	Lobbying meetings by Government and CSOs
4	Mitigation and adaptation measures	13.3	Government, private sector, CSOs	Discussion forums / Workshops
				Infographics, flyers, factsheets (on good practices)
			General public	Social media
5	Capacity building of vulnerable groups Women, Youth, and	13.4, 13. b	CSOs, Women, Persons with disability	Focus group discussion and training

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	marginalized communities		Elderly	Radio, religious sermons, focus group discussions
			Youth	Youth leaders training
			Students	Education curriculum
			General public	Social media
				News articles (online and print media)
			Government (local council and other offices)	Lobbying and advocacy meetings to provide opportunities
6	Science of climate change Communicate the findings of latest research on climate change such as IPCC in a simple language to all relevant stakeholders	13.3	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, flyers, factsheets
				News articles (online and print media)
				Social media
			Academia/ Universities	Public lectures
				Working sessions on simplifying the language of research publications, publications

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8	Impacts on human health due to climate change	13.2	General public	Video and audio spots to be broad casted via broad cast and social media
				Social media

Goal 14: Conserve and Sustainably Use the Ocean, Seas and Marine Resources for Sustainable Development

The coastal and marine ecosystems of the Maldives, especially, the coral reefs are globally significant. They form the seventh largest reef systems globally and the fifth most diverse reefs systems in the world. The ocean, seas and marine ecosystem is also highly significant to the economy of the Maldives as the two major economic sectors of the Maldives, tourism and fisheries are heavily dependent on these eco-systems. Therefore, achieving the targets of this goal is directly linked to the conservation of natural resources and sustaining our economy for future generations. This goal aims to reduce marine pollution, protect and conserve marine ecosystems, sustainable harvesting of fisheries resources, eliminating negative subsidies and research and technology development for marine management. At the national level, we need to focus on awareness on the areas of marine plastics and debris, marine managed areas and sustainable fisheries.

Lead Agency responsible for the communication of these key themes: Ministry of Fisheries and Agriculture and Ministry of Environment and Energy (Environment Department)

Co-Lead Agencies responsible for the communication of these key themes: Environmental Protection Agency, Marine Research Center, Ministry of Tourism (Environment Department), CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Reduction of single-use plastics	14.1	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
			Government CSOs and private sector	Discussion forums / workshops (to identify policy reforms)

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			Decision makers	Sensitizing sessions
			Students and teachers	Extra-curricular
			Private sector (Restaurants, café, supermarkets, etc)	Information sessions
			Manufacturers eg bottled water	Promote and implement EPR, training on circular economy, discussion forums, focus group discussions and lobbying and advocacy meetings
2	Protected areas Ecological and economic benefits of protected areas The importance of protected areas for climate change, and strengthening resilience of coral reefs	14.2, 14.5	Government	Information sessions
			Decision makers	Policy briefs, fact sheets
			General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
				News articles (online and print media)
			Private sector (Resource users)	Information sessions
				Social media, TV and radio
Local council and WDCs	Workshops and information sessions			
Private companies working in tourisms and fisheries sector	Workshops and information sessions			

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			Parliamentarians and political parties	Lobbying meetings by government and CSOs
3	Sustainable fisheries Sustainable management of fisheries resources and aquaculture development	14.4	Resource users	Training workshops
			General public	Infographics, fact sheets, and posters
				Video and audio spots to be broad casted via broad cast and social media
			Decision makers	Sensitizing sessions
4	Value adding to products through sustainable certification Promotion of value added fisheries products Market access through obtaining sustainable certification	14.7	Government	Discussion forums / Workshops
			Fisher folks	Discussion forums
			Private sector	Discussion forums
5	Enhancing research and science-based decision making	14.a	Politicians Parliamentarians Political parties	Lobbying and outreach through government and CSOs
			Academia	Research publications
			Universities CSOs	Research conference
6	Reform or eliminating negative subsidies, introduce positive subsidies supporting sustainable development	14.6	Government	Discussion forums / workshops (to identify policy reforms)
			Politicians Parliamentarians Political parties	Lobbying and outreach through government and CSOs

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				Sensitizing sessions
7	Strengthening technology in the fisheries sector	14.a	Government	Discussion forums / workshops
			Fisher folks	Trainings
			Private sector (fisheries companies)	Discussion forums
8	Impacts of pollution Areas for communication: marine debris, marine pollution nutrient pollution	14.1	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
			Fishermen and tourism sector	Information sessions
			Students	Extra-curricular activities
			Parliamentarians and political parties	Lobbying meetings by government and CSOs

Goal 15: Protect and Promote Terrestrial Ecosystems, Forests, Land and Biodiversity

A nation of small low-lying tropical islands in an archipelago of 26 geographic atolls less than 1 percent is land area covering approximately 227 square kilometers. More than 90 percent of islands are smaller than 0.5 square kilometer. In comparison to the rich marine biodiversity of the nation, the terrestrial diversity is limited and less studied. However, this goal has nationally relevant targets namely conservation of wetlands, restoring degraded lands, access and equitable sharing of genetic resources, ending illegal wildlife trade and minimizing impacts from invasive alien species. Additionally, the goal aims to incorporate biodiversity values national planning and accounting.

Lead Agency responsible for the communication of these key themes: Environment Department, MEE

Co-Lead Agencies responsible for the communication of these key themes: Environmental Protection Agency, Ministry of Tourism (Environment Department), Ministry of Fisheries and Agriculture, CSOs

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Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Habitat loss: Causes, effects and proposed solutions	15.5	General public	Social Media
			Decision makers and parliamentarians	Sensitization sessions / discussion forums
			Students (school and university)	School curriculum Awareness sessions
2	Wetlands and mangroves Awareness on the ecosystem services provided by wetlands and economic value of mangroves	15.1	General public	Video and audio spots to be broad casted via broad cast and social media
				Infographics, fact sheets, and posters
				Theme specific day celebrations
			Students (school and university)	School curriculum Awareness sessions
			Local councils and WDCs	Training and information sessions
			Decision makers parliamentarians	Sensitization workshops, policy briefs, factsheet, infographics
				Lobbying and outreach through government and CSOs
			Private companies / resorts	Discussion forums Lobbying and advocacy meetings

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3	Economic values of biodiversity	15.2,15.9	General public	Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media)
				Infographics, fact sheets, and posters
			Decision makers politicians parliamentarians	Sensitization workshops, policy briefs, factsheet, infographics
				Lobbying and outreach through government and CSOs
			Academia / CSOs/ Students	Public lectures
				Research publications
				Research conference
			4	Access and benefit sharing of genetic resources
General public	News articles (online and print media)			
Decision makers	Sensitization workshops, policy briefs, factsheet, infographics			
5	Illegal trafficking and poaching of wildlife	15.7	Custom officials and other relevant government institutions	Training workshops
			Private sector (animals and plant importers, souvenir shops)	Public announcements, infographics, information sessions

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			General public	Social media, TV, radio and newspaper
6	Invasive alien species: a threat to local flora and fauna	15.8	Custom officials	Training workshops
			Private sector (animals and plant importers, souvenir shops)	Public announcements
			General public	Social media
			Government and decision makers	Policy briefs, infographics

Goal 16: Promote Peaceful Societies, Accountable Institutions and Access to Justice for All

The goal is a new introduction to the developmental agenda where it aims for stronger governance and institution, reduce violence and crimes, reduce corruption, enhancing transparency through ensuring public access to information, participatory decision making and protecting fundamental freedoms. It also aims for peace, strengthening rule of law and promotes human rights. This important goal also includes targets on better legislations and calls for policies promoting sustainable development. Maldives being a country at the infant stage of democracy, the targets of these goals are essential to strengthen rule of law, democracy and human rights in the Maldives. Effective and inclusive governance remains a challenge to the Maldives and additional efforts need to be implemented while communicating this goal. The key messages for communication of this goal should focus on ending violence, strengthening rule of law, ending corruption, increasing transparency and access to information to the public, strengthening governance and institutions, and promoting and enforcing policies for sustainable development.

Lead Agency responsible for the communication of these key themes: Attorney General’s Office

Co-Lead Agencies responsible for the communication of these key themes: Ministry of Home Affairs (Crime), Maldives Police Services, President’s Office, Auditors General’s Office, Information Commissioner’s Office, Human Rights Commission of the Maldives, Department of Judicial Administration, Ministry of Gender (Violence, Rule of Law), CSOs

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Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Strengthen governance and institutions	16.6, 16.a	Government	Discussion forums / workshops
			Judiciary	Workshops and trainings Social media
			Parliament	Workshops and trainings
			General public	Social media
			CSOs	Workshops and trainings
2	Increase transparency and access to information	16.6, 16.10	Government	Discussion forums / workshops
			Media	Training workshops
			General public	Social media
			University students	Discussion forums
3	Uphold rule of law	16.3	Politicians / Parliamentarians	Lobbying and outreach through government and CSOs
			Government	Discussion forums / workshops
			Judiciary and lawyers	Workshops and meeting
			Security forces (MNDF, Police, Customs, Immigration)	Workshops and meeting
			Students (University and School)	Awareness sessions Research for college students

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5	End corruption and bribery	16.4, 16.5,	General public	Video and audio spots to be broad casted via broad cast and social media
				News articles (online and print media)
				Social media
			Government (all public institutions), private sector and CSOs	Information sessions
			Parliamentarians/ politicians	lobbying through government and CSOs, workshops for MPs, workshops and lobbying meeting with political parties
			Contractors, banks, investors	Workshops and meetings and social media
			Media and BROADCASTCOM	Workshops and sessions
Students and Parents (university, schools)	School curriculum Awareness sessions Research publications			
6	Create a safe and peaceful society	16.1	General public	Video and audio spots to be broad casted
			Youth	Social media
			Government	Information sessions
7	Legal identity for all including special ID cards for Person with disabilities	16.9	Vulnerable groups	Door to door visits
				Leaflets
			Government (special focus on immigrations)	Lobbying meetings with decision makers

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			and other relevant agencies)	Workshops
			General public	Video and audio spots to be broad cast media and social media

Goal 17: Strengthen Global Partnerships for Sustainable Development

The goal mainly focuses on the need for global partnership for success implementing of 2030 Agenda for Sustainable development. It has 19 targets, 25 indicators, and the targets vary from national and international resource mobilization, developmental assistance to developing countries, technology and knowledge transfer between nations, capacity building, trade between nations, policy and institutional coherence, multi-stakeholder partnership, and the need for data, monitoring and accountability for sustainable development. At national level, we need to advocate for continued political support and commitment for SDGs, stronger coordination among stakeholders including government, state agencies, private sector, developmental partners, local governments, CSOs and general public to work together to achieve the immense task of SDGs by 2030.

Lead Agency responsible for the communication of these key themes: SDG Division, MEE

Co-Lead Agencies responsible for the communication of these key themes: National Bureau of Statistics, Presidents Office, Ministry of Finance (Fiscal and Dept Division), Ministry of Foreign Affairs and CSOs

Priority	Key themes for communication	Relevant SDG Target	Target Audience	Tools for Communication
1	Need for continued political commitment for SDGs	17.14	Politicians Parliamentarians	Lobbying and outreach through government and CSOs
			Ministers	High Level Ministerial meetings on SDGs
2	Need for better data, monitoring and accountability The need for high quality, timely and reliable data, disaggregated by income,	17.18	Government Private sector CSOs	Workshops and discussion forums
			Academia/	Discussion forums

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	gender, age, migratory status, disability, geographic location and the importance of using this data for making policies		Universities	Research conferences and publications
				Research publications
3	Partnerships for technical and financial resource mobilization	17.1, 17.17	Developmental agencies	Workshops and discussion forums
			International donors	Email communications
				Investors forums
				Applying to international grants
				Establishing a fund for donations
			National donors / Private sector	Private sector sensitizing workshops
				Investment forums
Government CSOs	Workshop on identifying the resources needed and possible sources of funding (Resource mobilization workshops)			
4	Global partnerships and assistance	17.3, 17.6, 17.7, 17.16	Developmental agencies	Email communications
			IGOs	
				Workshops and discussion forums

7. TOOLS FOR IMPLEMENTATION

7.1 Institutional Set-Up

The lead agency for implementing this communication strategy is the SDG Division, within Ministry of Environment and Energy. For successful implementation, it is important to delegate the task of communication to an existing staff of the SDG Division or hire a communication and outreach officer to undertake the tasks detailed in the action plan. The list below highlights some of the priority actions that should be undertaken:

1. Appointment of a communications staff at SDG Division or assigning the implementation of this strategy to an existing staff
2. Conduct in-house communication training for SDG division staff and the focal points of Lead and Co-Lead Agencies to communicate the SDGs effectively to the relevant stakeholders
3. Identify existing advocacy programs carried out by the relevant institutions to find linkages and partnerships. For example, pre-marriage counselling session can be strengthened to include the key themes identified to be included, such as SRH and GBV
4. Developing key messages for the key themes identified
5. Launch a national campaign for SDGs advocacy
6. Seeking possible technical and financial resources for implementing this strategy

The awareness of specific goals will be led by the national lead agency of that specific SDG Goal detailed in the table below. SDG unit will monitor the progress of these activities and provide support and assistance requested by the lead agency.

	Goal	Lead Agency
1	No Poverty	SDGs Division, MEE
2	Zero Hunger	Agriculture Division, MOFA
3	Good Health and Well-Being	Ministry of Health
4	Quality Education	Ministry of Education
5	Gender Equality	Ministry of Gender and Family
6	Clean Water and Sanitation	Water and Sanitation Department, MEE
7	Affordable and Clean Energy	Energy Department, MEE

8	Decent work and economic growth	Ministry of Economic Development
9	Industry, Innovation and Infrastructure	Ministry of Housing and Infrastructure
10	Reduced Inequality	SDGs Division, MEE
11	Sustainable Cities and Communities	Ministry of Housing and Infrastructure
12	Responsible Consumption and Production	Waste Department, MEE Environment Department, MEE
13	Climate Action	Climate Change Department, MEE
14	Life below Water	Ministry of Fisheries and Agriculture Environment Department, MEE
15	Life on Land	Environment Department, MEE
16	Peace, Justice and Strong Institution	Attorney General's Office
17	Partnerships for the Goals	SDG Division, MEE

Table 1: Responsible Agency and Co-Lead Agency for Communication of Specific Goals, adopted from RIA to assess Maldives readiness to implement SDGs

7.2 Resource Need Assessment

7.2.1 FINANCIAL RESOURCES

The possible sources of funding to implement this strategy include, government annual budget, international donors, donations from private sector and individual donors. As lead agency for the implementation of this strategy is the SDG Division, they could be the responsible agency for mobilizing the financial resources through these potential sources. Moreover, these resources can also be mobilized by developmental partners and can be opted for cost-sharing mechanisms. Additionally, some of the activities in the action plan can be covered through on-going awareness activities and would not require additional funding.

7.2.2 TECHNICAL RESOURCES

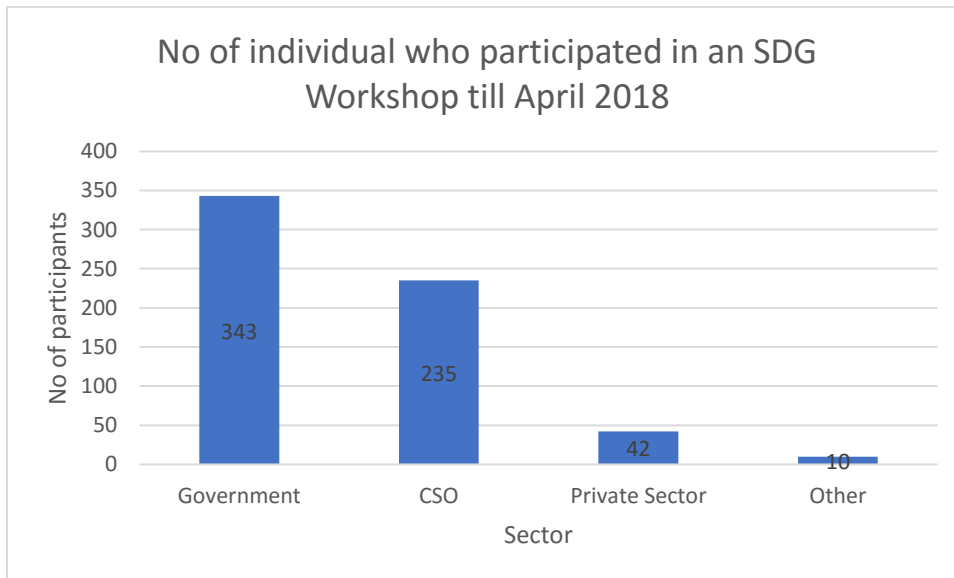
The existing technical experts within the government, developmental partners, CSOs, individuals need to be identified and a roster of them can be developed. Additionally, training for communication can be given to the focal points of lead agencies and an incentive can be given to the technical experts for their contribution to the implementation of this strategy and action plan. This would help to locate

the existing technical experts nationally. Additionally, training for trainers for SDGs communication can be held and these trainers can be mobilized to implement this strategy and action plan.

Using existing resources available internationally in the SDG Knowledge Hub and resources developed by developmental partners and international organisations where applicable can be used for communication to minimize repetition and minimize resource spent on developing new material.

7.3 Monitoring and Evaluation

Since the establishment of SDG Division in 2016, several activities has been carried out by the SDG Division to increase awareness on the SDGs in the Maldives. Several stakeholders were consulted during the preparation phase of the SDG implementation in the Maldives. Maldives has also completed the Voluntary National Reporting for the High Level Political Forum on Sustainable Development in 2017 and the Rapid Integrated Assessment (RIA) to assess the Maldives readiness to implement the SDGs via stakeholder consultations. Additionally, information sessions were carries out to different stakeholders including the government, CSOs, private sector and media. The bar graph below shows an estimate of the number of participants from different sectors who have participated in an SDG workshop or information session. Moreover, SDG unit has developed a partnership with STO to print posters on SDG and a video spot has been broadcasted via social media and broadcast media on SDGs.



The report recommends undertaking the following activities to monitor the baseline and progress of SDG awareness and outreach in the Maldives.

1. Carry out a baseline survey before the end of 2018, to monitor the existing level of outreach and awareness. A sample survey form is given in Annex 3.

2. Mid-term evaluation of this action plan in 2020, followed by development of new action plan based on existing knowledge gaps. The indicators given in section 5 can be used to track the progress of implementation.

7.4 Partnership Opportunities

The 2030 Agenda is fundamentally different from its predecessor, the Millennium Development Goals. The new agenda is universal and transformative, cutting across sectors and silos. To deliver on the promises made by governments, business as usual is no longer possible. An integrated agenda demands that communications and programme colleagues work together from the start to capitalize on communications and public advocacy as a key means of implementation. Therefore, forging partnerships and alliances will be essential to successful implementation of this strategy and action plan and overall achievement of SDGs nationally. Some of the potential partners and their roles are identified in the Table below:

Partners	Potential Role
SDG Division	Lead agency for implementing the Communication Strategy and Action Plan
Government Lead Agencies	Responsible for undertaking their respective goal level communication and outreach activities
Developmental Partners (UN Agencies in the Maldives)	Assisting in resource mobilization through donors and providing technical assistance and knowledge
Private Sector	Providing financial resources through CSR and providing technical assistance. Additionally, meaningful engagement of technical experts and development practitioners in the private sector is important.
CSOs	Participating in the TOT and acting as resource persons
Media	Developing materials for communication and broadcasting them on media

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ANNEX 1

List of Stakeholders Consulted during the preparation of this Communication Strategy

Name	Agency
Majid Hassan	Anti-Corruption Commission
Ahmed Saih	Attorney General's Office
Ali Mishal	Environment Protection Agency
Dr Abdul Malik	Indhira Gandhi Memorial Hospital
Fathimath Roona	JJU
Khadheeja Majidha	Ministry of Finance and Treasury
Shareefa Adam Manik	Ministry of Health
Ibrahim Fikry	Ministry of Tourism
Fathimath Naseema	National Social Protection Agency
Moosa Fathee	President's Office
Shaheeb	Ministry of Foreign Affairs
Noora Jaleel	STELCO
Mohamed Asif	Ministry of Environment and Energy
Ibrahim Humaid	Maldives Meteorological Services
Raufa	Ministry of Health
Muslima	Ministry of Health
Midhath Abdhuh Rasheed	Ministry of Environment and Energy
Ahmed Mohamed	Maldives Association for Physical Disability
Aishath Niyaz	Sustainable Development Consultant, Aishaniyaz consulting
Muruthaza Moosa	ARC
Ahid Rasheed	TM
Niumath Nafeeg	Maldives Girl Guide Association
Mohamed Rasheed	Water Care Integrity Maldives
Aishath Naaz	SHE
Aishath Rukhushana	ADDU Womens Association
Aishath Nuzuha	Hope for Women
Hussain Nashath	Jamiyyathul Falaah

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Ahmed Anwar	The Scout Association of Maldives
Shahidha Abdul Rahman	IOM
Aminath Sana Ibrahim	UNDP
Mohamed Yasir	UNICEF
Fathimath Hudha	WHO
Aminath Faiha	WHO
Tatiana Almeida	UNFPA
Makhdhooma Nazim	UNDP
Zaina	WHO
Shahula Ahmed	UNICEF
Yuko Oaku	UN RCO
Fathimath Zuhana	UN Women

ANNEX 2

Sample questionnaire to monitor the progress of SDG awareness

PART 1: GENERAL

<p>1. Are you a</p> <ul style="list-style-type: none"> a. Maldivian Citizen b. Someone who works / lives in the Maldives c. Visitor to the Maldives d. Other (.....) 	<p>1. Age</p> <ul style="list-style-type: none"> a. 8 to 18 b. 18 to 34 c. 35 to 55 d. Above 55
<p>3. Sex</p> <ul style="list-style-type: none"> a. Male b. Female 	<p>4. Education</p> <ul style="list-style-type: none"> a. < year 10 b. Finished 12 c. Bachelor d. Masters e. Phd f. Other (.....)
<p>5. Employment Status</p> <ul style="list-style-type: none"> a. Full – time b. Part –time c. Unemployed d. Self- employed e. Retired f. Homemaker g. Student h. Other (.....) 	<p>6. Area of work (If answer is a, b, d, e)</p> <ul style="list-style-type: none"> a. Social b. Economic c. Environment d. Infrastructure e. Governance f. Other (.....)

PART 2: SDG GENERAL

7. Have you heard about the Sustainable Development Goals?

- a. Yes
- b. No
- c. Have heard but unsure what SDGs are

8. If yes to (7) , where did you hear about SDGs?

- a. TV or Radio
- b. Social Media
- c. Through peers
- d. Attended a workshop/ forum on SDGs
- e. Other (.....)

9. If yes to (7) , How well do you know the following concept of SDGs?

	1 (Very Well)	2 (Fairly well)	3 A little	4 Names only	5 Not at all
Sustainable Development					
SDG 17 Goals					
SDG Targets					
SGD Indicators					

10. If yes to (7), Which area of SDGs are you most familiar with?

- a. Social
- b. Economic
- c. Environment
- d. Infrastructure
- e. Governance
- f. Other (.....)

11. What cluster of SDGs is most important to the Maldives (Rate 1 to 5)?

- a. Social
- b. Economic
- c. Environment
- d. Infrastructure
- e. Governance (honest and responsive governments)
- f. Other (.....)

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12. Prioritize the following SDG goals on importance and attainability. Please put number 1 to 17 ranking the importance of these Goals nationally, and number 1 to 17 on your views on which goals we will be most likely to achieve nationally.

	Importance	Attainability
Goal 1 : No Poverty		
Goal 2: Zero Hunger		
Goal 3: Good Health and Well-Being		
Goal 4: Quality Education		
Goal 5: Gender Equality		
Goal 6: Clean Water and Sanitation		
Goal 7: Affordable and Clean Energy		
Goal 8: Decent work and economic growth		
Goal 9: Industry, Innovation and Infrastructure		
Goal 10: Reduced Inequality		
Goal 11: Sustainable Cities and Communities		
Goal 12: Responsible Consumption and Production		
Goal 13: Climate Action		
Goal 14: Life below Water		
Goal 15: Life on Land		
Goal 16: Peace, Justice and Strong Institution		
Goal 17: Partnerships for the Goals		