



GOAL 16 WORKSHOP COMMUNICATIONS GUIDE

A Resource for Stakeholders
Organizing a Workshop Around
the Goal 16 Advocacy Toolkit

www.tapnetwork2030.org/goal16



Transparency, Accountability &
Participation for 2030 Agenda

About the TAP Network

The Transparency, Accountability & Participation (TAP) Network is a broad network of civil society organizations (CSOs) that works to ensure that open, inclusive, accountable, effective governance and peaceful societies are at the heart of the 2030 Agenda for Sustainable Development, and that civil society are recognized and mobilized as indispensable partners in the design, implementation of and accountability for sustainable development policies, at all levels.

The TAP Network engages some of the foremost expert organisations on the issues around Goal 16 of the Sustainable Development Goals (SDGs): 'to promote peaceful, inclusive societies for sustainable development, to provide access to justice for all and to build effective, accountable and inclusive institutions at all levels'. TAP benefits from the invaluable expertise, experiences and unique perspectives of its members, all of whom come together to collaborate under the TAP Network umbrella. This work is underpinned by recognition that we maximize reach and influence when many stakeholders speak with a unified voice.

The TAP Network's Vision

TAP's vision for the 2030 Agenda is framed by notions of rule-of-law and the TAP principles of transparency, accountability and citizen participation, as well as respect for human rights. Effective governance and sustained peace in a Post-2015 world require transparent, participatory and inclusive institutions that are accountable to the very people that the 2030 Agenda has committed to engage.

The TAP Network is united in the belief that open, inclusive, accountable and effective governance and peaceful societies are both outcomes and enablers of sustainable and equitable development. The 2030 Agenda must promote openness, accountability and effective public institutions, build trust between states and their citizens, lay the foundation for peaceful and just societies and empower civil society to engage in the design, implementation and accountability of public policies at all levels.

TAP's work also reflects the will and impetus of the millions of citizens from around the world who voted for 'an honest and responsive government' as one of their top priorities in the MY World survey—a theme echoed in consultations around the world throughout the 2030 Agenda negotiation process.

For more information on the TAP Network, visit our website at www.tapnetwork2030.org.

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Authors and Acknowledgements

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Goal 16

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

16.1 significantly reduce all forms of violence and related death rates everywhere

16.2 end abuse, exploitation, trafficking and all forms of violence and torture against children

16.3 promote the rule of law at the national and international levels, and ensure equal access to justice for all

16.4 by 2030 significantly reduce illicit financial and arms flows, strengthen recovery and return of stolen assets, and combat all forms of organized crime

16.5 substantially reduce corruption and bribery in all its forms

16.6 develop effective, accountable and transparent institutions at all levels

16.7 ensure responsive, inclusive, participatory and representative decision-making at all levels

16.8 broaden and strengthen the participation of developing countries in the institutions of global governance

16.9 by 2030 provide legal identity for all including birth registration

16.10 ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

16.a strengthen relevant national institutions, including through international cooperation, for building capacities at all levels, in particular in developing countries, for preventing violence and combating terrorism and crime

16.b promote and enforce non-discriminatory laws and policies for sustainable development

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1. Purpose of this Communications Guide

THIS COMMUNICATIONS GUIDE IS DESIGNED TO ACCOMPANY TWO DOCUMENTS:

- 1) The TAP Goal 16 Advocacy Toolkit
- 2) The TAP Guidance note for civil society organisations (CSOs) organising a Goal 16 Advocacy Toolkit workshop

THIS COMMUNICATIONS GUIDE IS DESIGNED TO:

You can find these resources on the TAP Network website at: www.tapnetwork2030.org/goal16

- Help CSOs promote the workshops they are organising on Goal 16
- Help CSOs secure participation of civil society
- Help CSOs build media interest in the issues of Goal 16
- Help CSOs build civil society and public interest in the issues of Goal 16

LOGOS AND GRAPHICS

To help with your communications work, you can find all of the TAP Network graphics, images and logos, as well as fully editable resources and templates from this guide and others, on the TAP Network website at www.tapnetwork2030.org/goal16workshopresources

2. Template 'Save the Date' email

When organising such workshops, it is useful to send a 'save the date' as early as possible, to maximise the chance of people being available to participate. As such, you will find a template 'Save the Date' email below which we suggest you adapt and send to the relevant CSOs in your country. You will find guidance of which types of CSOs to invite on P6 of the Guidance note for civil society organisations organising a Goal 16 Advocacy Toolkit workshop.

We suggest that you attach the flyer (also below) to the email, having added in the relevant details.

SAVE THE DATE EMAIL*

Email subject: Save the Date! (Organisation's name) is organising a Goal 16 Advocacy Workshop on (date and time)

Dear [Add the name of the potential participant],

We are organizing an Advocacy Workshop on SDG16: Peace Justice and Strong Institutions, on (date and time). Please find attached (You can find these resources on the TAP Network website at: www.tapnetwork2030.org/goal16) a flyer with the basic details of the workshop, which will focus on the TAP Network's Goal 16 Advocacy Toolkit (www.tapnetwork2030.com/goal16).

The workshop aims to help build civil society capacity on Goal 16, using the Goal 16 Advocacy Toolkit (www.tapnetwork2030.com/goal16) to discuss how to engage with governments and other local, regional and international stakeholders to support the planning, implementation, follow-up and accountability of Goal 16. It also aims to explore the possibility of working together in a Goal 16 national coalition.

Please save the date! We hope you be able to attend. A full invitation will follow shortly.

Best regards

(Insert name and signature of relevant staff member)

For an editable version of this "save the date" template, visit www.tapnetwork2030.org/goal16workshopresources

Screenshot of example save the date email

Send

To...


Cc...

Subject **Save the Date! XXXX is organising a Goal 16 Advocacy Toolkit Workshop on XXXX**

Dear [Add the name of the potential participant],

We are organizing an Advocacy Workshop on [SDG16: Peace Justice and Strong Institutions](#), on (date and time). Please find attached a flyer with the basic details of the workshop, which will focus on the [TAP Network's Goal 16 Advocacy Toolkit](#).

The workshop aims to help build civil society capacity on Goal 16, by discussing how to engage with governments and other local, regional and international stakeholders to support the planning, implementation, follow-up and accountability of Goal 16.



Please save the date! We hope you be able to attend. A full invitation will follow shortly.

Best regards

(Insert name and signature of relevant staff member)

TIP Don't forget to contextualise the email by adding in the date, venue etc

3. Template flyer

TAP NETWORK
Transparency, Accountability & Participation for 2030 Agenda

Goal 16 Advocacy Toolkit workshop: Raising civil society awareness, capacity and influence on SDG 16

INSERT DATE
INSERT TIME
INSERT VENUE

This workshop is designed to help civil society organisations working on topics such as exploitation, trafficking, violence against children, rule of law and access to justice, illicit flows of finance and weapons, organised crime, corruption and bribery, accountable and transparent institutions, inclusive, participatory and representative decision making, legal identity, public access to information, non-discriminatory laws and policies, to engage with their governments in planning, implementation, follow-up and accountability of SDG 16.

SPEAKERS:

XXXX, organisation XXXX
XXXX, organisation XXXX

**FOR FURTHER DETAILS OR TO INDICATE YOUR PARTICIPATION,
CONTACT XXX**

www.tapnetwork2030.org [your website] [partner's website]

4. Template Invitation

To secure strong participation in the Goal 16 Advocacy Toolkit workshop, you should send invitations to CSOs at least two weeks before the date of the workshop. You will find a template invitation below, which we suggest you adapt and send to the relevant CSOs in your country. You will find guidance of which types of CSOs to invite on P6 of the Guidance note for civil society organisations organising a Goal 16 Advocacy Toolkit workshop.

Depending on how well you know the individual, you may prefer to send the invitation in the text of an email, as an attachment or by post.

TIP

Don't forget to contextualise the email by adding in the date, venue etc

Dear [Insert the name of the potential participant],

In September 2015, world leaders agreed on the Sustainable Development Goals (SDGs) – a set of 17 Goals and 169 targets to guide global development. These goals are universal and potentially transformative in nature.

The 2030 Agenda reaffirms the wealth of evidence that 'there can be no sustainable development without peace and no peace without sustainable development'. It also recognizes that good governance and strong and accountable institutions underpin development and peace-building efforts.

The focus around the SDGs has now shifted towards implementation, particularly at the national and local level. It is time for our governments to implement the SDGs in a participatory manner, and crucially, to implement Goal 16 and its targets.

To help (insert the adjective about your country, i.e. Cuban) civil society understand the issues pertaining to Goal 16, (insert name of your organisation) is pleased to invite you to participate in a TAP Network Goal 16 Advocacy Toolkit workshop we are organising on (insert date and date) at (insert venue). The workshop has the following objectives:

- 1) To build civil society capacity on Goal 16, using the TAP Network Goal 16 Advocacy Toolkit to help organisations engage with and influence the relevant processes at the local and national level.
- 2) To strengthen networks and identify ongoing opportunities for national level collaboration around advocacy on Goal 16
- 3) To identify key entry points at the national level
- 4) To develop a basic advocacy plan and advocacy messages around specific Goal 16 targets.
- 5) To explore the possibilities of a national Goal 16 coalition.

If you would like to participate, please register via this link [See page 6], or contact us on (insert email address of the person responsible for the guest list)

Yours sincerely,
(Insert name and signature of relevant staff member)

You might like to create a Google form and provide the link for people to register directly. Google forms are an excellent way to track participants in workshops. See here for a step by step guide on how to create your google form. See below for a standard sign up form

TAP Network Goal 16 Toolkit Workshop - Attendance

This form is dedicated to register the contacts of TAP Network colleagues WHO WILL ATTEND the Goal 16 Toolkit Workshop which will take place on XXXX 2016, in XXXX

*** Required**

Will you be attending the Goal 16 Toolkit Workshop? *

- Yes
- Maybe
- No

Name *

E-mail *

Organization *

Location *

Submit

Never submit passwords through Google Forms.

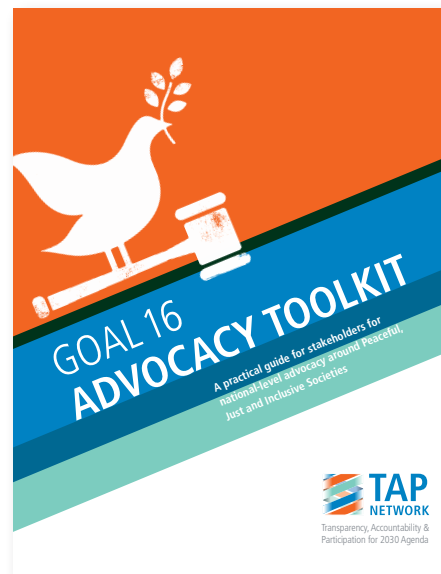
5. Template social media posts

OBJECTIVES

- To promote the Goal 16 Advocacy Workshop
- To encourage CSOs to participate in the Goal 16 Advocacy Workshop
- To promote the TAP Goal 16 Advocacy Toolkit
- To build public interest in Goal 16 issues
- To build media interest in Goal 16 issues

SAMPLE TWEETS

- 1) *Join us for a workshop on #Goal16 Advocacy Toolkit to plan engagement w/ + influence on nat gov on date + venue <http://bit.ly/232Y47u>*
- 2) *Work on #participation, #accountability or #transparency? Join us 4 #Goal16 Advocacy Toolkit workshop on date + venue <http://bit.ly/232Y47u>*
- 3) *Interested in the #SDGs? Participate in a workshop on #Goal16 Advocacy Toolkit on date + venue <http://bit.ly/232Y47u>*
- 4) *How can #civilsociety contribute to #Goal16 at national level? Join our workshop on @TAPNetwork2030 Advocacy Toolkit on date + venue*
- 5) *Time for the government to implement #Goal 16. Help make this happen at our workshop on @TAPNetwork2030 Advocacy Toolkit on date + venue*
- 6) *How should our government implement #Goal 16? Join the conversation at #Goal 16nameofyourcountry <http://bit.ly/232Y47u>*
- 7) *Check out the@TAPNetwork2030 #Goal16AdvocacyToolkit for #SDGnational civil society. Join our workshop to learn more! <http://bit.ly/232Y47u>*
- 8) *How can #civilsociety contribute to #Goal16 at national level? Find out in @TAPNetwork2030's new Toolkit <http://bit.ly/232Y47u>*



TIP

Be sure to attach the graphic of the front cover of the Goal 16 Advocacy Toolkit to your tweets, as in the sample tweet about the toolkit from the TAP Network. To download this graphic and others, visit the TAP Network website at www.tapnetwork2030.org/goal16workshopresources

TIP

Don't forget to contextualise the tweets, adding the date and venue, etc

OBJECTIVES

- To promote the Goal 16 Advocacy Workshop
- To encourage CSOs to participate in the Goal 16 Advocacy Workshop
- To promote the TAP Goal 16 Advocacy Toolkit
- To build public interest in Goal 16 issues
- To build media interest in Goal 16 issues

SAMPLE FACEBOOK POST

In September 2015, world leaders (including our President / Prime Minister etc) agreed on the Sustainable Development Goals (SDGs) – a set of 17 Goals and 169 targets to guide global development, universal and potentially transformative in nature.

The 2030 Agenda reaffirms that ‘there can be no sustainable development without peace and no peace without sustainable development’. It also recognizes that good governance and strong and accountable institutions underpin development and peace-building efforts.

The focus around the SDGs has now shifted towards implementation, particularly at the national and local level. It is time for our governments to implement the SDGs in a participatory manner, and crucially, to implement Goal 16 and its targets. The TAP Network’s Goal 16 Advocacy Toolkit is a key resource to help civil society ensure that the government implements Goal 16.

Civil society is strong when we are together. Will you join us for a workshop on the @TAPnetwork2030’s #Goal16 Advocacy Toolkit, to discuss and plan engagement with governments and other local, regional and international stakeholders to support the planning, implementation, follow-up and accountability of Goal 16, and to explore the possibility of working together in a Goal 16 national coalition, on (Insert date + venue)?

TIP Don't forget to contextualise the Facebook post, adding the date and venue etc

6. Sample Press Releases

In order to build public and media interest in Goal 16 issues, we recommend sending out a press release to journalists with an existing interest in governance and development issues, both before and after the event.

THE PRESS RELEASE BEFORE THE EVENT SHOULD INCLUDE:

- Date
- Time
- Name of speakers
- Context

THE PRESS RELEASE AFTER THE EVENT SHOULD INCLUDE:

- Attendance
- Representation from different CSOs
- Representation from government or UN, if appropriate
- Quotes

Below you will find standard press releases for the events. However, each press release will need to be highly context specific, so we strongly suggest that you adapt the press release to your national context.

For further guidance on working with the media, we suggest looking at the following resources:

- Beyond 2015 media guide¹
- Engaging with the Media: Civicus / Stakeholder Forum / UN DESA²

1. <http://www.beyond2015.org/sites/default/files/B2015%20Media%20guide%20to%20support%20Policy%20to%20Action%20shift.pdf>

2. <http://www.stakeholderforum.org/fileadmin/files/Engagingwiththemedial.pdf>

PRESS RELEASE TO SEND BEFORE THE EVENT

(Insert your logo)

(Insert headline): e.g. Civil society mobilises in favour of peace, justice and strong institutions.

(Insert your city, date) – In September 2015, world leaders (including our President / Prime Minister etc) agreed on the Sustainable Development Goals (SDGs) – a set of 17 Goals and 169 targets to guide global development, universal and potentially transformative in nature. The 2030 Agenda reaffirms that ‘there can be no sustainable development without peace and no peace without sustainable development’. It also recognizes that good governance and strong and accountable institutions underpin development and peace-building efforts.

(Insert a paragraph on what progress your government has made around the implementation of Goal 16 at the national level.)

On (insert date and venue), civil society will come together to plan effective engagement with our government, with the aim of supporting the planning, implementation, follow-up and accountability of Goal 16, aiming to create a more peaceful, more just (insert country name) with stronger, more accountable, more transparent institutions. We will also explore the possibilities of working together in a Goal 16 national coalition.

*Notes: (Insert your organisation’s name) is (insert a line or details about your organisation)
www.yourwebsite.com @yourtwitterhandle*

The Transparency, Accountability and Participation (TAP) Network (www.tapnetwork2030.com) is a broad network of CSOs that works to ensure that open, inclusive, accountable and effective governance is at the heart of Post-2015 sustainable development agenda, and that civil society are recognized and mobilized as indispensable partners in the design, implementation of and accountability for sustainable development policies, at all levels.

The TAP Network’s Goal 16 Advocacy Toolkit was launched in April 2016, and workshops have been organized around it to support civil society efforts in XX countries.

The meeting on XXXX is organised by (insert names of organising partners)

Contacts:

Name, position, organisation, email address, phone number, twitter handle

For an editable version of this Press Release template, visit www.tapnetwork2030.org/goal16workshopresources



Don't forget to contextualise the press release, adding the date, venue, quotes etc

PRESS RELEASE TO SEND AFTER THE EVENT

(Insert your logo)

(Insert headline: E.g. Civil society calls on government to end the scourge of corruption)

(Insert your city, date) – In September 2015, world leaders (including our President / Prime Minister etc) agreed on the Sustainable Development Goals (SDGs) – a set of 17 Goals and 169 targets to guide global development, universal and potentially transformative in nature. Today, civil society organisations came together to plan effective engagement with our government, with the aim of supporting the planning, implementation, follow-up and accountability of Goal 16.

(Insert short paragraph on attendance – provide details of influential CSOs, government, UN officials. Provide numbers and if appropriate, geographical spread of participants.)

The 2030 Agenda reaffirms that ‘there can be no sustainable development without peace and no peace without sustainable development’. It also recognizes that good governance and strong and accountable institutions underpin development and peace-building efforts.

(Insert name of the CEO of your organisation) said: “The focus of the SDGs is now primarily on the national and local level. It is time for our governments to implement the SDGs in a participatory manner, and crucially, to implement Goal 16 and its targets.”

(Insert one or two key outcomes of the meeting.)

(Insert a short quotation from another CSO.)

(Insert, if appropriate, short quotation from a government or UN official.)

The adoption of the SDGs in September 2015 was is historical, but today’s event was a reminder that much work needs to be done at the national level. Civil society stands ready to work for a strong implementation of Goal 16 in (insert country) and calls on the government to (insert key ask)

Notes:

Your organisation is XXXXXX www.yourwebsite.com @yourtwitterhandle

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The TAP Network’s Goal 16 Advocacy Toolkit (www.tapnetwork2030.com/goal16) was launched in April 2016, and workshops have been organized around it to support civil society efforts in XX countries.

The meeting on XXXX, was organised by (insert names of organising partners)

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TIP

Don’t forget to contextualise the press release, adding the date, venue, quotes etc



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 @TAPNetwork2030