

Awareness raising & Advocacy

As the closest level of government to the people, local and regional governments are well-placed to raise awareness about the importance of the SDGs and their relevance to local communities.

Why does localizing matter?

All of the SDGs have targets directly related to the responsibilities of local and regional governments, particularly to their role in delivering basic services.



Awareness raising: what for?

to increase the engagement of citizens and local communities and empower them in order to promote their sense of ownership of the Agenda and their participation in the achievement of the SDGs at local level.

to foster the involvement of civil society organizations, the private sector (micro, small and medium enterprises), academia and other community-based organizations.

Locally elected leaders, in particular, have a democratic mandate to lead local development and can be held accountable by citizens if they fail to do so.

Local and Regional Governments:

- Embrace the SDGs as their own policy framework
- Elaborate a strong awareness-raising and communication campaign
- Involve both existing and new platforms
- Reach all sectors of society
- Harness the power of culture to make the SDGs engaging
- Take advantage of the power of education
- Include a gender perspective
- Promote champions to maximize efforts

The role of Local and Regional Government Associations

Local and regional government associations and networks can carry out awareness-raising campaigns to mobilize their members to understand their role in the achievement of the SDGs.

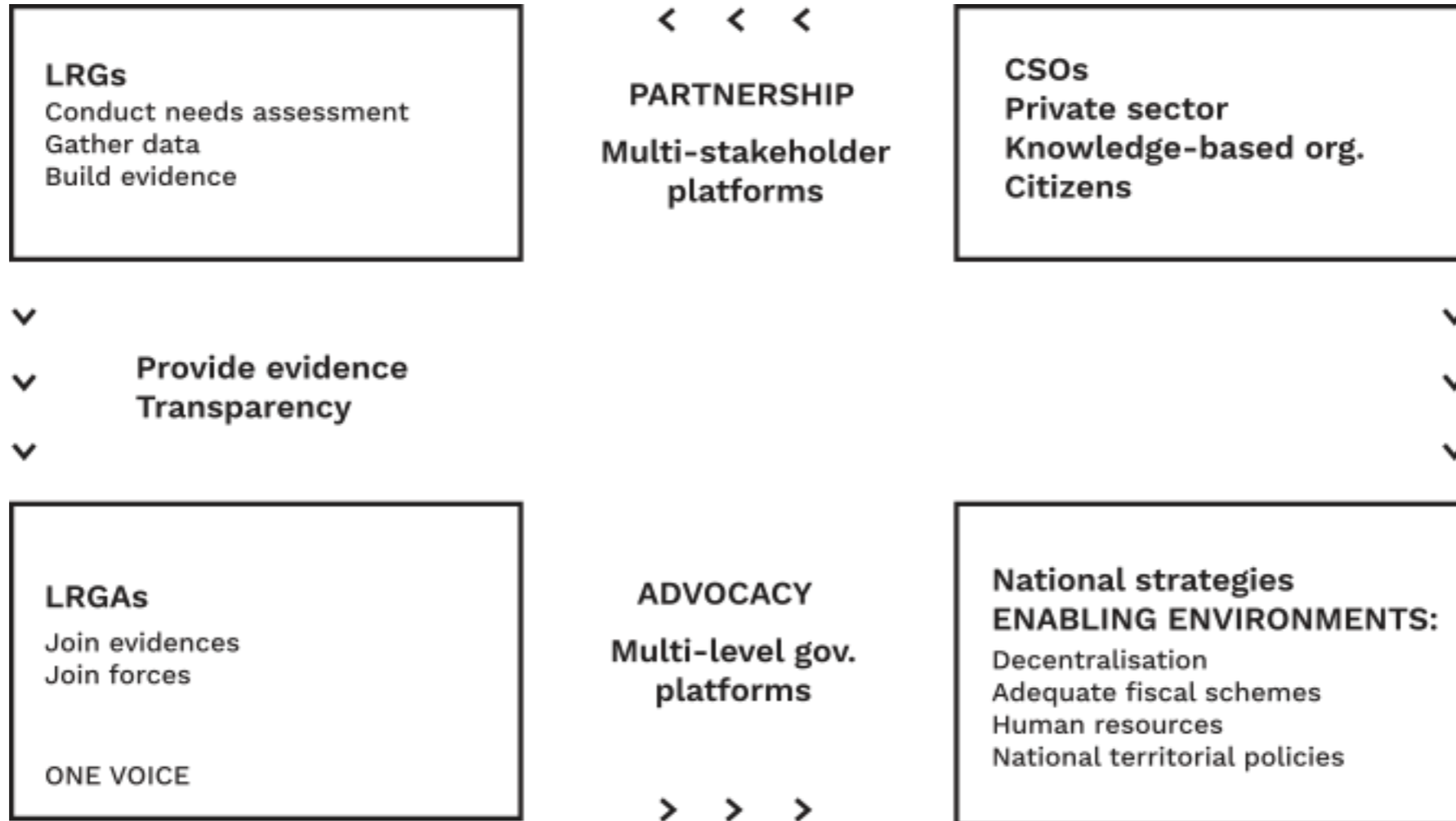
The awareness-raising and communication campaigns of local government associations are a relevant tool to support their national and international advocacy work.

SDGs can be a fresh start to engage with a broader cross-section of actors, and to launch new forms of collaboration and participation.

Advocacy: what for?

1. Building national consensus from a bottom-up approach
2. Building enabling environment for localization

Bottom-up approach to build national consensus



Networking
Joining forces

**Transparency
& accountability**
Building alliances
with stakeholders

**Knowledge
& data**
Building
evidence

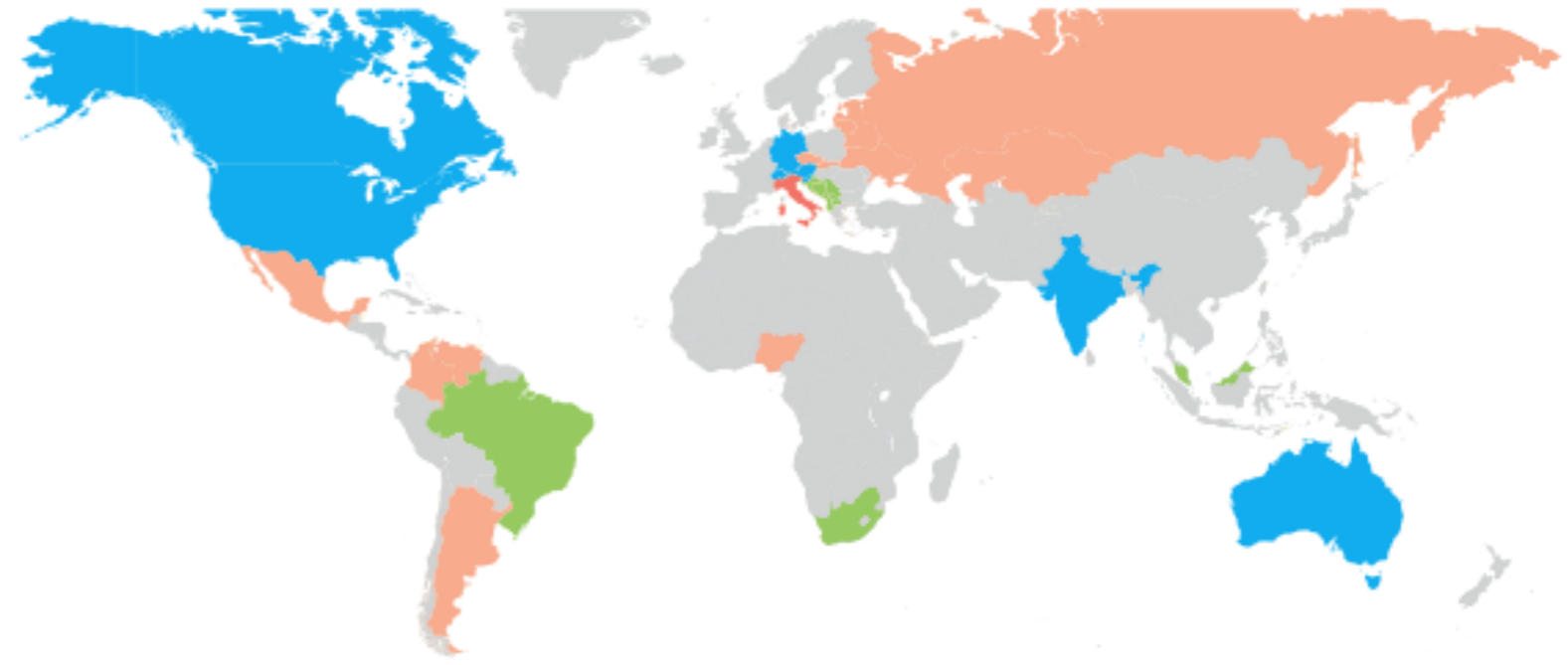


**Multi-level
governance**
Building alliances
with other levels
of government

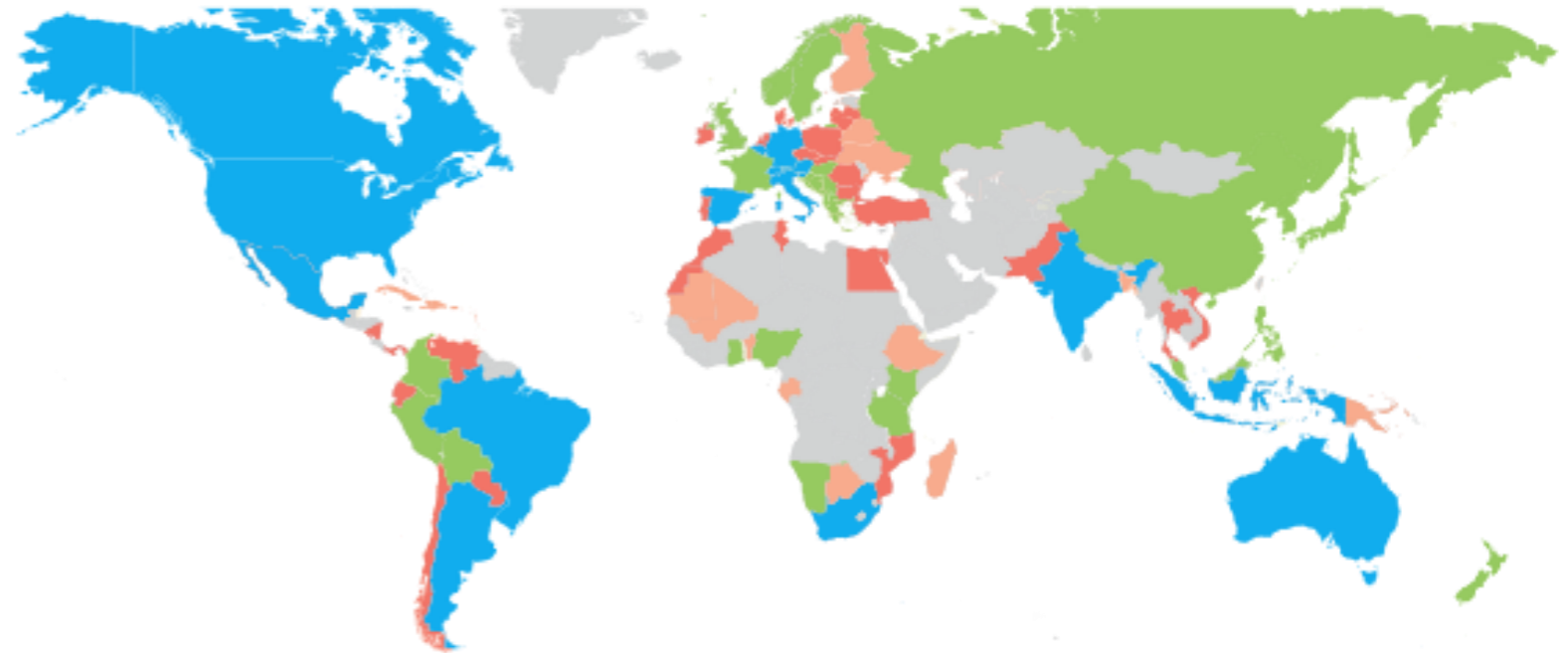
Communication
Making
evidences
visible

Forms of state and decentralization, 1970-2016

Level of decentralization by country, 1970



Level of decentralization by country, 2016



Devolution indices

- Centralized country
- Low level of centralization
- Medium-low level of decentralization
- Medium-high level of decentralization
- High level of decentralization



SDG 11 is the lynchpin of the localizing process.

Its inclusion in the 2030 Agenda is the fruition of the advocacy work of the broad urban community.

Linking SDG 11 up with the urban and territorial dimensions of the other 16 goals is an essential part of the localization of the SDGs.