UNDERSTANDING SOCIETY

April 2018

RESEARCH, DATA
AND SUSTAINABLE
DEVELOPMENT
PUTTING PEOPLE IN THE PICTURE

Foreword

Welcome to this international edition of Ipsos Social Research Institute's Understanding Society – Who Matters for Sustainable Development.

As sustainable development becomes ever more embedded in government and corporate practice, the world of research has increasingly shifted its thinking to economic, social and environmental impacts. Being in a unique position of having Ipsos offices in 89 countries around the globe, we understand how data and evidence can better underpin effective action. Moreover, the Sustainable Development Goals (SDGs) are now an organising principle for many of Ipsos' clients in the development sector and beyond. This is what we had in mind when establishing the Ipsos Sustainable Development Research Centre (SDRC) in 2017.

A year on from its launch, we bring together some of the leading voices in sustainable development, along with Ipsos experts from all over the world. **Jonathan Glennie**, Head of the Ipsos SDRC, and **Jessica Bruce**, Associate Director at Ipsos, give an overview of how SDGs were born. While targets and results are the order of the day, there is also now a focus on inclusivity, and ensuring that all voices are heard in the sustainability debate. Getting the balance right between hard evidence and the softer forms of perceptions research is at the heart of the SDG challenge.

This view is echoed by **Claire Melamed**, Executive Director of the Global Partnership for Sustainable Development Data. Melamed argues that "operational" data is needed, but governments are often more moved by people's priorities and comparative data across countries. Political calculation, in other words, is as important as scientific analysis in government decision making.

We are delighted to have a keynote interview with economist **Professor Abhijit Banerjee**. Famous for setting the high Random Control Trials bar in evidence for sustainable development, and for

co-authoring the international bestseller *Poor Economics*, Banerjee tells us about the challenges of translating people's perceptions to policy and action – as well as the world worries that keep him up at night.

We examine gender equality, an increasing focus for Ipsos. **Alison Holder**, Director of Equal Measures 2030, discusses how evidence gathered with Ipsos shows there is still a long way to go in embedding progressive attitudes to women and girls among policymakers around the world. Similarly, **Meghann Jones** of Ipsos US, sets out a new approach to measuring Women's Economic Empowerment, with a strong emphasis on self-perception and context.

We examine two crucial geographies for SDG achievement, Africa and India, calling on our Ipsos colleagues **Virginia Nkwanzi** and **Tripti Sharma**, to share their analysis of the challenges and opportunities. Nkwanzi contrasts the impressive economic growth to be found across the continent of Africa with worryingly persistent poverty. Sharma comes to a similar conclusion for India. National programming in India is an example of 'what looks good' when government aligns with SDG priorities, but a big part of that is to make sure it filters down to the regional and local level as well.

Is optimism the missing factor in achieving change? **Solitaire Townsend**, co-founder of Futerra, explains the paradox of people wanting to act on climate change, but being held back by pessimism. **Antonia Dickman** and **Alexandra Palmqvist Aslaksen,** from Ipsos' Energy and Environment team, delve into the differences in attitudes between emerging and developed economies, and propose that clean energy and new technology could be the common denominator inspiring climate action around the world. Again, as always, the key is listening to people and starting from their reality.

Sunny Sharma details how ground-breaking work in Zambia and Zimbabwe is leading to new insights into the task

of persuading men to go through with voluntary circumcision - a key plank of the countries' ongoing fight against AIDS. **Derek Laryea**, Head of Research and Communications for Ghana Telecoms Chamber, sets out how working together on the crucial area of mobile technology, public and private sectors can further change.

Finally, we look at the NGO campaigning sector with **Jamie Drummond**, CEO and founder of the high-profile ONE campaign. He reflects on the three things campaigners need to remember as they build pressure for change: inclusive coalitions, a modern message, and accountability.

The content here may be innovative and reflect a rapidly changing world, but the message is an old one, and one we would do well not to forget. When we put people's own experience and views at the heart of policies and projects, we are much more likely to achieve something that is truly sustainable.

We remain committed to understanding society from the broad range of social and public polling research we and others conduct, in the belief that this leads to better politics, policy and practice. If you would like to discuss any of the research here, please get in touch.

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17 GOALS

Who matters

Are we getting the right balance of evidence?

Jonathan
Glennie

Jessica
Bruce

The Sustainable Development Goals [SDGs] were born at a moment of change and, to some extent, crisis. Today's global context is unrecognisable from 15 years ago when their predecessors, the Millennium Development Goals, were launched. They are both an expression, and a driver, of fundamental changes in international political economy, with the Global South on the march and the Global North facing new economic and political challenges.

The scope and ambition of the SDG agenda can be seen either as heady optimism or naïve idealism. Either way, they are an inspiring call for a fairer and greener planet, with all sectors and all citizens playing their part.

This combination of a rapidly evolving context and an ambitious new roadmap has deep consequences for international development and cooperation. In particular, scrutiny of spend and impact is at an all-time high as, on the one hand, the media and taxpayers in donor countries demand to know how their money is being spent in more austere times and, on the other, recipient countries and communities insist on more participation and control over how aid agencies operate and allocate resources.

In this exciting but challenging context, it is appropriate to ask the question, "Do research and evidence hold the weight they ought to as the basis of policy and action?"

The world of international development is a busy hive of activity, as the SDGs help mobilise people across the globe to demand their 17 bundles of rights; and the world of research and

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data, in turn, is busy constructing pillars of weighty evidence. But how often does this action and this evidence meet in the middle? By most accounts, the relationship between good evidence and good policy remains fleetingly weak, perhaps particularly in countries where populism has swept more cerebral heads from the tables of government (as Abhijit Banerjee implies in his interview for this publication).

At the same time, in a world that has never had more data, there is, paradoxically, a realisation that we don't have nearly enough, which is why there are ongoing calls for the "data revolution" to which a number of authors in this edition allude.

For development practitioners and data wonks, these challenges present an opportunity for us to reflect on how we can do better to demonstrate the impact of international cooperation. How do we tip the balance so that evidence does indeed influence policy as much as politically possible? Is the world on track to achieve the SDGs, and if not, what can we do better? Do we have the evidence we need to deliver effective interventions? What is working well in aid? What isn't?

What type of evidence?

Taking a step back, what do we mean by "evidence"? In recent years, discussions on data in development have largely focussed on proving evidence of impact, led largely by the vigorous "results agenda". With an ambitious set of goals to be achieved by 2030, maximising positive, long-term impacts is crucial, especially in the context

of public pressure on aid spend.

Randomised control trials (RCTs) have emerged as the "gold standard" for understanding development impact, but they've also come under fire for being too costly, too difficult to implement, and because of the ethical implications of excluding potential beneficiaries from an intervention. They are also simply inappropriate for a large proportion of development spending.

Is the current focus on RCT-quality data appropriate for the complex world of development? Other forms of evidence of impact can also be meaningful, such as qualitative approaches that take into

account other contextual factors, shed light on unforeseen or negative impacts, and uncover the *why* and *how* of impact. New technologies and techniques are also making headway, such as behavioural science and big data analytics.

Whose evidence?

As Professor Banerjee suggests in his interview in this magazine, while a focus has been placed on good quality, quasi-

> **The SDGs have helped mobilise people to demand their 17 bundles of rights across the globe. The world of research, in turn, is busy constructing pillars of weighty evidence. But how often does this action and this evidence meet in the middle?**

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objective, impact evidence, we haven't had the same emphasis on listening to the voices of beneficiaries, despite evidence that participatory approaches secure greater gains. This is particularly important at the design stage, far before we can think about measuring impact.

There are 230 indicators to track the 169 targets of the 17 Sustainable Development Goals.[1] And of these 230 indicators, only four require asking people for their opinions. How do you feel about your life? Your job prospects? Your security? Do you think people in power are being held accountable? Is your government listening to you? Is anyone listening to you!? Are you happier? What spending would you prioritize given our limited resources?

All these things are important. They are the fundamental stuff of human progress. Yet, none of these questions will be asked as part of the formal tracking process of the SDGs. That is not only a problem— it's a hole at the heart of the 2030 sustainable development agenda.

We all know listening to people is important. But why? Subjective perceptions data matters as much as objective, "factual" data. First, it matters for its own sake. To listen to someone is to respect them. International development can be done *to* people instead of *with* them. Listening bestows dignity.

But that is not the only reason it matters. Because, second, listening leads to better results. And that's important to emphasise if we are going to persuade hard-nosed budget-holders and decisions-makers of the importance of investing in perceptions data. We are the experts on our own lives, not just academics and researchers. The people telling us what is best for us are not always right. Their graphs and statistics sometimes tell a story we don't

In the climate of increasing scepticism, those of us who produce data have a responsibility to communicate it clearly to policymakers, campaigners, and to the public so that we can continue to build on existing evidence and drive progress in the future.

recognise. Even the research we do have on this kind of thing have a long way to go before they are inclusive and relevant. A recent OECD report notes that global surveys are 20 times more likely to cover high-income than low-income countries, and are more likely to focus on people's attitudes rather than their actions and motivations.

This is not about romanticising the wisdom of crowds. As Ipsos' Perils of Perception series[2] has frequently demonstrated, there are many issues

where general perceptions cannot be trusted. But just as often, people's perceptions can offer a valuable counterpoint to the "reality" being communicated by official statistics. Understanding perceptions can also help experts reframe their messages and design programmes that will engage with their audiences and address their felt needs. For example, Sunny Sharma's article shows how Ipsos is using innovative research techniques to understand barriers to accessing a health

intervention in Zimbabwe and Zambia, such as cultural norms and fear of pain.

At Ipsos, we gather objective data and it is a vital part of our work, a critical foundation for sustainable development. But we want to play a role in bringing people's voices to the table as well. We want the whole range of evidence to be available when policy is made.

A careful balance of evidence

As this publication goes to press, the development sector is being rocked by numerous scandals, which threaten to deepen public scepticism of aid. And while these events must be addressed directly and immediately, they also point to deeper issues within development that we cannot gloss over. Too often, aid is still driven from the top-down, with donors setting priorities, and implementers – sometimes far removed from beneficiaries – designing programmes in response to those priorities, without properly consulting communities. Perhaps stories of grave abuses by development practitioners would have been heard – and stopped – earlier if there had been more active listening.

Of course, there will always be political and institutional incentives to plan from the top-down. But at a time when there has never been more data and when digital technologies make it easier for us to reach remote and marginalised communities, we need to make sure we're finding ways to emphasise participation and understand public attitudes. Aid will ultimately produce better results if we invest in doing so.

As we survey the state of international development in the era of the SDGs, researchers cannot fail to see opportunity. Action must be tied to evidence – both of impact and of need – and despite the numerous challenges we face, we are better equipped than ever before to measure results, to provide beneficiaries with channels to communicate their wants and experiences, and to untangle those classic realist evaluative questions: what works, for whom, and under what circumstances.

In the climate of increasing scepticism about aid, those of us who produce data have a responsibility to communicate it clearly to policymakers, campaigners, and to the public so that we can continue to build on existing evidence to drive progress in the future. It's not enough to make a moral case for aid; we must also show what can be done and how.

This report offers examples of ways in which development practitioners are using classic and innovative research techniques to tackle new and persistent development challenges alike. Development practitioners can expand on these successful evidence collection strategies to deliver more impactful interventions, which better take into account the voices of the people they're intended to help.

Jonathan Glennie is Head of the Ipsos Sustainable Development Research Centre.

Jessica Bruce is Associate Director at Ipsos Social Research Institute.

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Making data great again

The importance of what we think and how this can drive government to make changes

Claire
Melamed

Dr Claire Melamed is the Executive Director of the Global Partnership for Sustainable Development Data, headquartered in Washington, DC. She is based in London and was previously a Managing Director at the Overseas Development Institute, has worked for a number of international NGOs, the United Nations, and taught at the University of London and the Open University

For the people who are tasked with delivering the Sustainable Development Goals, "We need better data for X" is a constant refrain. Better data for decision-making, for accountability, for proving which health and education services are improving lives and which are failing to deliver.

Good data is a cornerstone of progress in policymaking, and when used effectively, it has the power to turn the SDGs from aspiration to reality.

The Global Partnership for Sustainable Development Data believes that better data can make better decisions, leading to better lives. It's the bread and butter of the work we do, and many of our partner governments, including Colombia, Ghana, Kenya, the Philippines, Senegal, Sierra Leone, and Tanzania, are making ambitious plans to improve national statistics, to improve their systems for registering births and deaths, and to encourage the use of data in decision-making in all sectors.

There's also a plethora of experimentation with the use of new data sources – our partners are working together to use real-time data from mobile phones to track the likely spread of epidemics, to use images from satellites to detect new water sources, or drawing on data provided by communities mapping their own areas to assess where electrification projects should be located.

But even the most enthusiastic embracers of the data revolution would do well to acknowledge what data cannot do, as well as what it can.

This kind of operational data cannot transform governments who do not care about delivering the SDGs into ones who do. Governments have to want to invest in the SDGs before they will invest in the new opportunities available thanks to the data revolution.

Government is fundamentally a political process, not a technical one. Other factors, from public opinion, electoral cycles and financial backdrop, are what influence governments' decisions about tax policy, or whether to invest more in health at the expense of transport. Data can be used to model the effects of different choices, but the decisions are for the voters, not the statisticians.

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Can better data make it more likely that governments will care about the SDGs at all?

The experience of the SDGs and their predecessors - the MDGs - suggest that some data does influence government priorities, often in surprising ways.

Data can give governments an insight into what people want. This has been the bread and butter of opinion surveys for many years, but was traditionally a rarity in international negotiations. However, during the two years leading up to the agreement of the SDGs in 2015, the UN, together with Ipsos and the Overseas Development Institute, ran a global survey on what people's priorities were for themselves and their families.[3]

As a good example of impact, the 'MY World' survey, as we called it, got just under 10 million responses worldwide, mainly from people in remote parts of the globe. The key priorities were fairly consistent across men and women, different parts of the world, different ages and different levels of income. The top four, almost everywhere, were good healthcare and education, jobs, and, as something of a surprise, 'an honest and responsive government'. This strong call from millions of people worldwide, communicated effectively and at the right moment for negotiators to hear it, was used as a critical piece of evidence for those arguing for a goal on governments and institutions, and is part of the reason why we now have an SDG 16 on peace, justice and strong institutions.

The simple innovation of asking people to express their priorities in numbers, proved important in the creation of the SDGs themselves and the exercise in global prioritisation that this represented.

It's too early to know if the excitement around data will create more political commitment to the SDGs as a whole. But there are clues.

Zambia is a rare success story in bringing down maternal mortality rates in Sub-Saharan Africa, with a 61% reduction from 1990 to 2015.[4] There are many reasons for this, as the geographer Dr. Alice Evans of King's College London notes, but her research suggests that data played a role – though not the role you might expect.

It was not the programmatic data that seems to have made the difference, but instead the international data that showed that Zambia was lagging behind its regional neighbours. The impact was two-fold – the negative effect of not wanting to be seen to be falling behind, and the positive effect of showing that rapid change was possible. Both contributed to a political climate more receptive to maternal health.

All governments care about what their populations think and about how they look internationally. Data on both can influence decision-making.

The SDGs bring attention to the sheer scale of the data that is needed to power progress and to monitor results. But the right data, delivered at the right time and in the right way, can also be a powerful tool for building political support for the SDGs themselves. It's important to remember this as we continue with the "data revolution". As well as being a critical part of the machinery that governments need to arrive at the SDGs, data can be one of the drivers to make them want to set off on the journey in the first place

Even the most enthusiastic embracers of the data revolution would do well to acknowledge what data cannot do, as well as what it can. It cannot transform governments that do not care about delivering SDGs into ones that do.

17 GOALS

SDGs: The people's agenda?

Jonathan
Glennie

Jonathan Glennie interviews Professor Abhijit Banerjee, economist and author of bestseller Poor Economics. Banerjee is founder of the Abdul Latif Jameel Poverty Action Lab (J-PAL). In 2011, he was named one of Foreign Policy magazine's top 100 global thinkers. Banerjee is currently the Ford Foundation International Professor of Economics at MIT.

The world looks very different to when you started J-PAL in the early 2000s, and even to when you wrote Poor Economics.[5] On the one hand poverty continues to fall globally, but on the other new political, environmental and distributional challenges have emerged, some hardly imaginable a few years ago. What are the greatest threats on the horizon that are keeping you up at night?

Climate change is a looming worry. Researchers say we are going to miss the pledge to prevent global temperatures from rising more than two degrees. They have decided to increase it to four degrees.[6] I have no idea what four degrees will do to agriculture in the developing world – and our ability to mitigate these effects.

Another challenge - which I feel is maybe less of a worry now than a year ago - is the breakdown of the international system and channels. For example, there are a whole range of policies that the US government is about to take on, which could be damaging. But I am heartened to see they are still not walking away from the whole development agenda. A trade war between China and the US is an immediate concern – and it will have consequences for everyone else.

A big danger is governments' ability to hold back the tide of populism. You see this in India. I'm not particularly against certain kinds of political redistribution – but right now I feel there is a growing feeling in India that we are being held hostage to political pressures. We saw this happen in Latin America in the late 70s and early 80s – and it ruined growth in these countries for a long time. I'm not saying that fast growing countries like India and Bangladesh are quite there yet, but you can see political pressure building.

It is interesting you mention populism. You are famous for emphasising good quality evidence-based policymaking. Apart from being a theoretical economist, you are very engaged in policy discussions with regional and national governments. Do you think this departure from the norm, and what others call the 'rise of populism', is changing the way evidence is used in political decisions? It feels like we are moving away from evidence and "experts".

I'll be honest, I haven't seen that happen yet, but these things change slowly. I am hopeful because some of the people who are in leadership positions now still show a growing interest in making evidence-based decisions. More generally, the good news is that there is more awareness of the key issues in the world than there was ten years ago.

The problem is that globally, we have enjoyed fast growth for a while, and now growth rates are faltering. As growth falters – and you saw this happen in Latin America – governments start making decisions that are, in the long run, counter-productive. And that's the worry here. Governments think they are responsible for growth – to be honest, I don't think they have much effect one way or another. But when growth starts slowing, countries start to fall back on irresponsible schemes. There is a fragile equilibrium where people are getting richer and less likely to engage in populist ideas.

So, you think there is a direct link between growth and use of evidence? It makes sense that when growth is high, politicians are under less pressure to make policy decisions quickly and based on little evidence.

Yes, when the going is good, there is a certain amount of slack that the political system has access to. And that might be tighter now. Think of Brazil. Here is a country that did extremely well economically for a long time. Simultaneously, they did a pretty good job of designing good policies to deal with social issues like poverty and inequality.

But now that growth is slowing in Brazil, I see more flailing around in terms of policymaking. There is a danger of decisions being made that are less productive but sound good.

Randomised Control Trials (RCTs) are generally intended to influence decisions about how to spend money.

But you have been criticised for not putting enough emphasis on politics in your analysis of persistent poverty. Sometimes you need to decide which political trends or campaigns to support. Is there evidence available to help decide what kinds of campaigning and pressure best address poverty?

We have conducted lots of RCTs and the evidence shows that you can do some stuff to improve political outcomes. Some of the things you would expect – giving people information, encouraging them to be involved , as well as briefing the media clearly. These are key strategies.

In the midst of large political shifts, of course academics, researchers and evidence people are not entirely unaffected by it. But we have always said that politics is not something that we can really fix. Also, I have always opposed the view that politics should be fixed first, and then everything else fixed after – we should not be sitting on our hands.

Do you think political campaigning and pressure are an important part of progress against poverty, or are they a side-show? How can you generate good evidence on the role of political organising in achieving change, particularly as we've just been discussing how one of the biggest threats is politics?

It's not that we evidence people think politics is not important or irrelevant. But trying to be, as you suggest, politically strategic about responding to campaigns is something that we've resisted. I just don't feel that we can play the game well enough.

I tend to take the view that even governments that are not well-run can benefit from good information and advice. Whatever the state of the power structures and political pressures, there is always scope for change. After all, governments want to be popular, so you can usually get them to do stuff that is useful.

In your book, Poor Economics, you credit the "three Is" as main reasons for failing policies and ineffective aid – Ideology, Ignorance, Inertia. What would be your suggested remedies for these ailments? Listening to poor people and the beneficiaries of interventions is a central focus of Ipsos' Sustainable Development Research Centre. Studies shows that when you listen to people, you are more likely to have success. Are these voices used in policymaking, or is there a danger of policymaking become too target-driven?

We emphasise in *Poor Economics* that it's important to test your theories by listening, before intervening. You can't imagine the world to be the way you think it is. We have observed behavioural patterns – what kind of jobs are people looking for, what do people run out and buy when they get money, why would the man in Morocco who doesn't have enough to eat buy a television?

You don't always need to run RCTs to get these answers, you just need to ask good questions. This is extremely important in framing what policies are sensible. So, there shouldn't be an opposition between listening to people and designing good policy.

However, once a policy has been implemented, bureaucracies have difficulty in accommodating any other

Before intervening, it's important to test your theories by listening. This is extremely important in framing what policies are sensible. You don't always need RCTs to get these answers – you just need to ask good questions.

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way of thinking – and voices can be ignored. Systems are biased towards single methods and stick to simple mechanical rules. This is partly why we wrote this book – we wanted to tell a story about what's happening rather than focussing on interventions for their own sake.

There is one caveat – social media. And I see this particularly in India, social media can do a lot of damage...

I notice you're not on Twitter.
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Yes, that's deliberate! Social media can be damaging in some contexts such as the spread of misinformation, but you do get to see a cacophony of voices. It makes it harder for institutions to cover things up. In 1943, the media were instructed to not to print Churchill's dismissive reaction to the Bengal famine. That kind of thing couldn't happen very easily in the 21st century. You can't ignore voices anymore to the same extent.

Moving on to the SDGs, you were on the original panel setting out the first draft of the SDGs and you came up with 12 goals – those 12 became 17. You wrote in 2014 that the list needed to be kept short: "What is needed now is a clear, concise set of objectives. Without them, the entire project is in very real danger of failing."[7] Well – your concerns weren't heeded. What do you think about the SDGs now? Are they likely to help or hinder the fight against poverty?
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I think the Millennium Development Goals (MDGs) served a very clear function – they outlined what was unacceptable. When there were 8 goals and 19 targets, you could do that. But now that there are over one hundred, I think it's less compelling.

At the same time, politically shaming countries is much less effective with the SDGs. If you say, Country X has missed X number of targets, I don't know what that is achieving or how that is helping to drive policy.

The MDGs were very good for highlighting and defining certain issues. For example, reducing maternal mortality is an important aim, and we haven't forgotten that. The question we are asking is, what is the condition of a good human life? The MDGs served an important function in answering that.

Clearly the SDGs are not a great priority list. So how would you advise governments and others to use the SDGs? Are they useful for emerging and as well as established   countries?
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Countries need to create consortiums and choose their priorities from the list. The West Africa Development Consortium[8] is a great example – they announced that they would consider their SDGs to be absolutely binding, if they could choose which ones they want to hit. You choose your areas of focus, and then explain to your voters why you have picked them.

It's a starting point for countries – to focus on their own priorities and create consortiums that encourage joined up thinking.

Poverty continues to decrease (according to per capita income), but inequality may be on the increase in many countries. Do you see this as a problem? Is there evidence that we should tackle poverty and inequality in different ways?
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The rise of inequality needs to be tackled with inequality tools. It's not

The whole architecture of the financial structure needs to be examined. When we figure out how to tax the rich, it will create fiscal space for sustainable development and anti-poverty policies.

the same thing as poverty. Most of the inequalities we look at are extreme, and we won't solve them until we deal with things like tax shifting and hidden accounts – the whole architecture of the financial structure needs to be examined. We know that most of the inequality comes from very rich people and the task is to figure out how to tax them. The very rich simply move their capital around from places like Panama, Maldives and Switzerland. So, we need mechanisms to deal with that.

Ultimately, it makes people resent market economics for its unfairness, and it's not sustainable.

When we figure out how to tax the rich, it will create fiscal space for sustainable development policies in countries – developing and developed. It will aid anti-poverty measures and political stability. At the moment, though some leaders agree, many have cold feet and are not willing to take on the agenda. It's in the SDGs, but it's not anything anyone is taking the lead on.

Ipsos' work on the Perils of Perception highlights that most people, especially in the Global North, are ignorant about the progress being made on poverty.[9] Does the evidence support an optimistic or negative outlook? Are you optimistic about progress against poverty?

I'm generally an optimistic person. If you ask me why – I will have to say it's because I feel that we are making progress on the inequality agenda. Evidence shows that we can see people responding to it.

But I still worry that I am optimistic without really having good enough reasons to be optimistic. I will leave it at that!

Glints of hope

Prioritising gender equality

Alison
Holder

Alison Holder is Director of Equal Measures 2030– a cross-sector partnership of global, regional and local civil society organisations, as well as the private sector, which is working to connect data and evidence with advocacy and action to achieve the gender equality goals laid out in the SDGs.

If the Sustainable Development Goals (SDGs) are achieved by 2030, the lives of girls and women will be forever changed. The goals contain transformative promises on gender equality: from equal access to quality education to increased participation in the labour force, to ending the scourge of gender-based violence. But tackling gender equality should not just be seen as one of many aims in a long list of SDG goals and targets; gender equality is critical to driving progress towards most of the 17 goals and 169 targets.

There are proven synergies between securing the rights of girls and women and wider economic, social and environmental challenges[10]; women with more schooling, for example, tend to have smaller, healthier families.[11] When women have greater voice and participation in government, public resources are more likely to be allocated towards investments such as child health, nutrition and access to employment.[12] A number of studies indicate that women are more likely to acknowledge ecological problems and risks, express higher levels of concern and engage in activities beneficial to the environment.[13]

The theoretical arguments are clear, but what does this mean in practice? Are we moving towards the interconnected and intersectional vision for gender equality laid out in the SDGs? The short answer is that there are both glints of hope and cause for despair.

The speed and fervour with which the #MeToo movement grew demonstrates starkly the reality. One in three women globally suffer from gender-based violence in some form in their lifetime[14] (captured in SDG 5 on gender equality, and SDG 16 on peaceful and inclusive societies). It also reveals the power of collective voice and solidarity to bring attention to an issue that has long been hidden from public view.

There are also inspiring examples of rapid progress on issues central to the gender equality agenda: the number of

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women dying in childbirth has fallen by nearly 44% globally since 1990[15], and the global share of girls out of lower secondary school has dropped from 28% to 16% (now equal to boys) since the year 2000, in part because of the attention and funding brought to these issues through the Millennium Development Goals (MDGs).

But the outlook for change on gender equality in line with the ambitious goals set out in the SDGs is by no means rosy. In too many countries we have seen recent roll-backs on fundamental legislation, aimed at controlling and limiting women's decisions over their bodies and lives. In the Russian Federation, campaigners failed to stop the decriminalisation of some forms of domestic violence. Afghanistan has seen strong political movements against any protection for women experiencing violence[16] And in the United States, there have been a series of roll-backs on women's sexual and reproductive health rights under the Trump Administration. For example, new rules allow insurance companies to refuse to cover the cost of birth control by seeking religious or moral exemptions.

A big challenge in gauging whether we're doing anywhere near enough of the right things to reach the SDG gender equality goals is that we don't have enough of the right data and evidence about the lives of girls and women, and the issues that affect them. Only 13% of governments dedicate regular budget to collecting gender data.[17] Data is often not broken down by dimensions such as race, ethnicity, religion, age, or disability, making it impossible to understand which groups of girls and women are being left behind.

And even where data on gender equality does exist, research done by Equal Measures 2030 and Ipsos raises concerns about whether policymakers are readily equipped with (and

sufficiently using) the basic information required to drive action towards the SDGs. When asked to estimate the scale of several key issues relevant to girls and women in their country, policymakers in Equal Measures 2030's survey were largely not confident in their knowledge of the facts. Fewer than three in ten policymakers thought they knew the relevant figures on maternal mortality or the percentage of women that are in the labour force. And just 1 in 8 thought they knew the proportion of girls married before the age of 18.

We also found that male and female policymakers differed in their perceptions of whether their country was making progress on gender equality: While nearly eight in ten men thought that progress had been made on gender equality in the past five years, only 55% of women agreed this was the case. More than twice the number of women than men felt the situation had not changed or worsened.

If more than 75% of parliamentarians across the world are men, and men are far more likely to think that gender equality is already on track or have little to no shared understanding of the scale of challenge in their country, will there be sufficient political will to drive forward transformative change for women and girls? This is one of the challenges Equal Measures 2030 is working to solve.

We believe that with the growing energy behind the gender equality issues present in most of the SDGs, the momentum amongst the general public to talk about issues affecting girls and women, coupled with efforts to ensure that better gender-related data and evidence gets in the hands of the advocates and decision-makers who can really make change, the glints of hope on gender equality can overtake despair long before the SDG deadline of 2030.

A big challenge in gauging whether or not we are doing near enough to achieve the SDG gender equality goals is that we don't have enough of the right data about the lives of girls and women, and the issues that affect them.

Meghann Jones

GOAL 8: ECONOMIC GROWTH

Measuring women's economic empowerment

How WEE works

While WEE must be tracked at the macro level (for example, through female educational attainment, the number of women in the workforce, women's earnings, number of women banked), those delivering interventions intending to empower women "on the ground" need to track change at the beneficiary and community levels to be able to understand whether, how, and why their investments are having an impact.

Early approaches to measuring WEE interventions have focused primarily on economic outcomes. This includes business growth, income earned, access to financial services, and financial decision-making in the household. Ipsos studies in the WEE field have produced powerful feedback on the success of programs from this perspective. For example, Ipsos' evaluation of Coca-Cola's 5by20 Program in South Africa found that women increased their business revenue an average of 44% after receiving business skills training[19] through the program.

However, we have learned that while focusing on economic indicators may offer answers on a macro-level, it is essential to look at empowerment in a broader context if we are to conduct a meaningful assessment. To offer an example: a woman may generate income, but if household or cultural norms dictate that she immediately hands this income over to her husband, does this constitute economic empowerment?

WEE is not the result of a chronological chain of events where, for example, access to loans coupled with training leads to income generation, which leads to financial decision-making,

Women are the cornerstone of global development. Communities progress when women have influence over financial decision-making in their households, and GDP increases as more women formally participate in the economy – and there is good evidence to prove it. A report by McKinsey Global Institute finds that by advancing women's equality, $12 trillion can be added to the global economy by 2025.[18]

Therefore, it's in the interest of institutions in both the public and the private sectors to support the empowerment of women across the globe. In particular, the private sector is uniquely positioned to impact women's participation in the economy, with the capacity to reach all the corners of the world via global employee networks, supply chains and customer bases. The sector calls this women's economic empowerment (WEE).

16.

	ARENAS OF EMPOWERMENT		
	INDIVIDUAL	**HOUSEHOLD**	**COMMUNITY**
HER OBJECTIVE REALITY	**A woman's individual circumstances:** Her education, skills and work status, her access to technology and financial services, and her individual legal rights.	**A woman's role within her household:** Her influence over financial and non-financial decisions and assets, how she is regarded and treated, her ability to move freely and safely.	**A woman's role in her community:** Her participation in community activities, how she is regarded and treated, her ability to move freely and safely.
HER SELF-PERCEPTION	**How does she feel about herself?** Does she believe in herself? Does she have confidence in her abilities? Is she satisfied with her circumstances and the possibilities for the future?	**How does she feel about her role and responsibilities?** Does she feel confident in her ability to make decisions on behalf of her household? Does she feel heard and respected? Are her rights taken seriously?	**How does she feel about her role and responsibilities?** Does she feel confident that she is able to participate in community activities? Does she feel heard and respected? Are her rights taken seriously?
THE CULTURAL NORMS OF HER COMMUNITY	**How should women be treated as individuals?** Should women be educated and have access to employment? Should women have equal access to technology and financial services? Should women be treated equally by law?	**What should be the role of women in the household?** Should women be an equal participant in household decision-making? Should she be safe from harm, and able to express her opinions freely?	**What should be the role of women in the community?** Should women participate in community decision-making? Should she be respected, and able to move freely without harassment?

which leads to economic empowerment. Rather, it is multi-dimensional and non-linear. WEE is dependent on structural circumstances within the community, the household, and the individual herself, as well as on perceived realities and cultural norms.

An intervention in one area may impact multiple empowerment dimensions, which may prevent the intervention from having any impact at all. Furthermore, women may go through multiple stages of empowerment such as building confidence and learning and applying skills, before experiencing economic empowerment.

To expand on the example above, as the result of an intervention, a woman may acquire knowledge, access resources, and gain the confidence to begin to grow vegetables to sell. However, it may be her husband who takes the vegetables to market and collects the income from them. The woman may or may not acquire some authority within her household to make financial decisions as a result of her contribution. And because she doesn't participate in the market herself or receive the income into her own account, she is still not visibly, or formally, participating in the economy.

The complexity of these various dimensions of WEE can be seen in the framework above. We developed this framework to provide a flexible yet comprehensive basis for analysing how WEE would work in the specific circumstances of each intervention. The framework is currently being tested in multiple impact studies around the world.

18.

A woman may generate income, but if household or cultural norms dictate that she immediately hands this income to her husband, does this constitute economic empowerment?

Rolling out the WEE framework through metrics

There are many essential components of measuring impact. You have to understand whether change can be attributed to the program in question, and you have to ensure that evaluation is efficient and offers good value for money. However, operationalizing a shared concept of WEE via a concise set of context-specific indicators and metrics is a critical starting point.

With that in mind, there is a significant advantage to agreeing a common approach to measuring WEE. It would allow the combining of datasets, the comparing of interventions, and the "rolling-up" of interventions to assess broader impact.

The challenge has been to create a set of metrics that covers all relevant aspects of WEE, while remaining concise and flexible to each context: our clients do not have the time or budget to wait for studies based on hundreds of questions and survey instruments that take hours to implement with unwieldy samples of beneficiaries. Rather, they need efficient yet robust proxies for understanding whether their program has moved the needle on WEE.

Based on the multidimensional WEE framework above, our team has produced a set of 45 indicators, with associated metrics,[20] which take approximately 25 minutes to field with WEE program beneficiaries. We are currently using these metrics to assess WEE on projects including the Mondelēz Cocoa Life program, and in partnership with USAID and Coca-Cola through the Water and Development Alliance [WADA][21] in seven countries - Cote d'Ivoire, Dominican Republic, Ghana, Indonesia, Nigeria, Rwanda, and Swaziland. We expect to have initial results returned in mid-2018.

Ipsos is committed to sharing the methodological outcomes of these studies: how the WEE framework, indicators and metrics adapt to context, whether the indicators and metrics indeed offer meaningful proxies for WEE, and how various analytical approaches can enable us to understand how the different aspects of WEE interact. The aim is to test, refine and perfect our approach with others working in this field. It serves as a reminder that gender equality is for the collective, not just the individual.

Megann Jones is Senior Vice President at Ipsos US.

GOAL 10: REDUCED INEQUALITIES

Is African progress inclusive?

How investment in young people can overcome the challenges of income disparities, gender inequalities and poor governance structures

Virginia Nkwanzi

Most African countries are growing at a rate of between 4-6% per annum[22], but can we guarantee that this growth is supporting the SDGs? In Africa, the core target sectors for the SDGs are health, education, agriculture, energy, infrastructure and environment[23], and while all countries have geared up to align with the SDGs in ensuring economic growth, social inclusion and environmental sustainability, we cannot ignore the challenges this presents.

The region still struggles with widespread poverty, a huge disease and epidemic burden, limited access to energy and infrastructure, and increasing environmental stress. While the region has been earmarked by many multinationals as an investment destination on account of its growth statistics, widespread income disparities, gender inequalities, unemployment, poor governance structures and power struggles remain pervasive[24]. The African Development Report points to the fact that the number of poor people has actually increased in absolute terms (although not as a proportion of the population).[25] In other words, economic growth is not leading to poverty elimination, let alone a reduction in inequality, which is a central theme of the SDGs. Why?

Take domestic violence, perhaps the most extreme expression of the continued gender gap, and of which a substantial proportion of African women are victims. Despite expected under-reporting, surveys reveal that women in Uganda (46%), Tanzania (60%), Kenya (42%) and Zambia (40%) report regular physical abuse. In a Nigerian survey, 81 percent of married women report being verbally or physically abused by their husbands, almost half in the presence of their children[26].

Economic growth is not leading to poverty elimination, let alone a reduction in inequality, which is a central theme of the SDGs. Why?

19.

While efforts have been made by governments and partners to reduce the challenge of domestic violence, they have met with little success, perhaps because of underlying cultural and religious beliefs. Yet its persistence has far reaching consequences not only for women, but for the next generation of Africans. Can the new emphasis on SDG implementation break through cultural bottlenecks to deliver inclusion and equality? How?

Or take young people. Addressing poverty in the face of widespread unemployment is yet another obstacle for the SDGs to overcome. Close to half of the African population is young. According to the UN Population Facts report[27], youth numbers in Africa are growing rapidly. In 2015, 226 million African young people (aged 15-24) accounted for 19% of the global youth population. By 2030, that number is projected to have increased by 42 per cent. Africa's youth population is expected to continue to grow throughout the remainder of the 21st century, more than doubling from current levels by 2055. According to World Bank statistics, unemployment among young people aged 15–24 years old in Sub-Saharan Africa has hovered between 12% and 14% since the global financial crisis of 2008. This is higher than the 9–10% in South Asia over the same period[28].

That is why many countries are taking youth-centred approaches to development, focusing on job creation through vocational training and business development skills. This is a positive move towards poverty reduction, if well implemented. The challenge, however, is that most of the policies are designed without the inclusion of the beneficiaries (youth) which is necessary to make them relevant. Kenya, Uganda and Tanzania, for example, have opened funds for young entrepreneurs. But is this need-driven? Have the youth been involved? In some cases, such initiatives are construed as attempts by those in power to pursue their own interests using the rhetoric of

Many programs in education and community rehabilitation do not sustain their benefits when the project comes to an end, which means that the right people are still not being involved in their design and management.

youth empowerment.

In Africa, there is plenty of optimism despite these challenges, and growth is expected to continue in the coming years[29]. Such growth should be lead to better quality of life by resolving economic and social challenges, but the fact that many programs in education, sanitation & hygiene, food aid and community rehabilitation do not sustain their benefits when the project comes to an end implies that the right people are still not being involved in their design and management. We need to gather the right evidence to trigger the right action.

SDG implementers need to emphasise community involvement and consultations, as a catalyst for ownership, empowerment, restoration of dignity, and confidence of the marginalized, which will ultimately lead to sustainability in development programs. For example, Africa has seen an exponential growth in

financial inclusion both formally and semi-formally, and there has been extensive support of the informal sector by donors. This transformation in the financial sector has paved the way for new demands in technologically-advanced financial products and services. How did this change come about? Partly because donors targeted already existing community structures such as the Village Savings and Loan Associations (VSLAs) and other small groups.

Sustainable progress is possible when the power and knowledge of the community – the beneficiary – is leveraged. It's about recognising a problem, and empowering the community to solve it. And that means not just asking what evidence there is, but whose it is as well.

Virginia Nkwanzi is Director of Public Affairs at Ipsos Sub-Sarahan Africa.

GOAL 11: SUSTAINABLE CITIES

Focus: India

Collective effort, inclusive growth?

Tripti Sharma

With a population of more than 1.2 billion, India is the world's largest democracy, and it has emerged over the last decade as global economic and political powerhouse, the world's fourth largest economy. However, India ranked at only 62nd among emerging economies on the World Economic Forum's (WEF) Inclusive Development Index, much below China (26th) and Pakistan (47th).[30]

These two realities represent India's development paradox and highlight the challenge that India faces to achieve development for all. Decades of prioritizing economic growth over social equity have led to historically high levels of wealth and income inequality. The WEF report notes that most citizens evaluate their country's economic progress not by published GDP growth statistics, but by changes in their household's standard of living. This is a multidimensional phenomenon that encompasses income, employment opportunity, economic security, and quality of life. The SDGs could be viewed as an expansion of this concept, and there is no doubt of the challenges India faces.

But the Indian Government is planning to align policies and programmes to prioritize the SDGs. If it succeeds, it could help accelerate achievement of the SDGs at the national level and, given the sheer size of its population, that could have a huge impact on SDG progress globally.

The challenge for government

The expression "Sabka Saath Sabka Vikas", which translates as "Collective Effort, Inclusive Growth"[31], has been the guiding principle for various flagship programmes and polices initiated by

21.

22.

It can be safely assumed that, barring development professionals, most people are not aware of this huge global effort.

the Indian government to help align its strategy with the SDGs. This commitment to the SDGs is evident from a variety of measures initiated since they were adopted in New York in September 2015.

- The National Institution for Transforming India (NITI Aayog), India's top planning institution and think-tank, has been assigned responsibility for overseeing SDG implementation[32].
- A detailed mapping[33] of the 17 Goals and 169 targets has been carried out to link them to central ministries and major government initiatives.
- The Ministry of Statistics & Programme Implementation has developed a list of draft national indicators building on the global SDG indicators.
- A Voluntary National Review Report on SDG implementation has been submitted to the UN.[34]

Furthermore, a range of specific programmes has been launched to support the implementation of the SDG agenda. For example many other programmes and policy initiatives which regularly feature the SDG agenda in their introduction, objectives, and reporting.[35]

Action:

The Beti Bachao Beti Padhao scheme focuses on challenging deep-rooted patriarchy, advancing girls' education and women's empowerment.

The Smart Cities Mission is an urban renewal and retro-fitting program whose mission is to develop 100 cities across the country making them citizen-friendly and sustainable.

Deen Dayal Antyodaya Yojana (DAY) aims to uplift the urban poor by enhancing sustainable livelihood opportunities through skill development, and a focus on Made in India.

The Digital India Programme is a flagship programme whose vision is to transform India into a digitally empowered society and knowledge economy.

The Atal Innovation Mission (AIM) is a government endeavour to promote a culture of innovation and entrepreneurship by serving as a platform for world-class Innovation Hubs, Grand Challenges, Start-up businesses and other self-employment activities.

A local effort?

For a country as diverse as India, the most important step is turning guiding principles and frameworks into individual implementation plans. While policies are formulated at the national level, their implementation, monitoring, and reporting are responsibilities of state and district executing agencies. There is thus a need to orient and engage with state machineries. This is essential, not only to inform the policies, but to align them and coordinate reporting on SDG progress. Most sub-national governments[36] have carried out a mapping to the national mapping in their respective states.

Evidence to underpin action

One major national initiative is the Liveability Assessment, launched in January 2018 by the Ministry of Housing and Urban Affairs to change the urban planning paradigm in 116 cities. The first round of this survey is currently in progress and it is viewed as a first step towards the systematic collection of data on 79 SDG indicators, from the institutional to the economic to the social. The methodology requires engaging with local urban commissioners and other concerned departments to inform them of work being done and how the evidence generated can capture different aspects of urban living.

The engagement of stakeholders (policymakers, executive agencies, non-governmental bodies, corporates) and partnerships is going to be essential for delivering the SDGs and sustaining their achievements. But what of citizens themselves?

Though there is no comprehensive study at the national level to shed light on how informed citizens are on the SDGs, surveys in other countries indicate a very low level of awareness. Moreover, SDG awareness does not necessarily translate into knowledge. Glocalities (2016) finds that, across 24 countries, only around 1 in 100 citizens know the SDGs 'very well', while 25% say they know the name only. According to the latest Eurobarometer (2017), just over 1 in 10 Europeans know what the SDGs are. It can be safely assumed that, barring development professionals, most people are not aware of this huge global effort.

There needs to be a much wider discourse between not only bureaucrats and frontline staff but citizens too, who should be sensitised about the SDGs and how they relate to national priorities. Existing platforms need to be tapped to maximise the potential for citizens to learn, engage, and contribute. Without their involvement and partnership, the goal of no-one left behind will be a big ask. While passive engagement of citizens is often attempted, for instance, during evaluations of projects, engagement should go beyond just seeking feedback to focus on understanding citizens' views on what development means to them. The SDGs provide a perfect framework to start, or in some cases continue, this dialogue.

Tripti Sharma is Associate Director at Ipsos India.

There is no comprehensive study at national level to shed light on how informed citizens are on the SDGs, but surveys in other countries show a very low level of awareness.

GOAL 13: CLIMATE ACTION

The need for climate optimism

What kind of message will mobilise the public on climate change?

Solitaire Townsend

Solitaire is co-founder of the sustainable development agency Futerra, and author of The Happy Hero (2017). Solitaire advises governments, charities and brands like Danone and Vodafone, serves as a member of the UN Sustainable Lifestyles Taskforce, and was named 'Ethical Entrepreneur of the Year' in 2008.

There's a quote, attributed to Henry Ford, that reads: "Whether you think you can or think you can't, you're right". Ironically, the father of the petrol car might be spelling out the answer to climate change. Whilst in the 1900s this was little more than a catchy truism, today researchers are proving that we humans really do have a measurable tendency to succeed when we are optimistic about our ability to do so[37] and
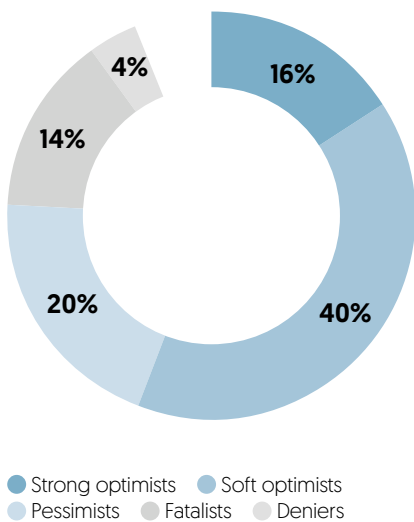
to fail when we expect to.

This means that when it comes to climate change, our attitude could be more important than the bickering of politicians, corporate commitments or inventions by technologists.

Futerra has been working on climate campaigns for more than 15 years. We created the UK's first climate communications strategy in 2005 and published unique research on the New

24.

Figure ONE.

We can reduce climate change

- ● Strong optimists   ● Soft optimists
- ● Pessimists   ● Fatalists   ● Deniers

16%

40%

20%

14%

4%

Base: Ipsos online panel 21,030 online adults aged 16-64, 25th August - 8th September 2017

Twenty-two percent of those aged 16-34 agree that it is now too late to stop climate change. A staggering 39% of under 35s in India are climate fatalists.

Climate Message[38] for the global COP15 conference in Copenhagen. But over the years, we've become increasingly concerned that whilst most climate communicators focus on overcoming climate denial, there may be a deeper challenge: climate fatalism.

Together with the Climate Group,[39] we decided to confront this challenge head on. We approached Ipsos to investigate how optimistic or pessimistic people are when it comes to climate change. They polled adults aged 16–64 in 26 countries. What they found surprised me.

Notice the deniers in Figure ONE? Whilst they might be loud and often aggressive, they represent the smallest segment of the global public. And I'm very encouraged that the majority of people think we have the ability to, and may have the willpower to, reduce

climate change. People in emerging economies are especially likely to be hard or soft climate optimists, with 71% of these respondents believing we can address it if we take action now. Countries with high numbers of optimists include Brazil, Chile, China, Colombia, Mexico, India, Peru and South Africa. China has the most optimists of any country, with 79% believing it is within humanity's power to reduce climate change.

But it's the climate fatalists who are the real news - those who think we can no longer do anything to reduce climate change. Until now, they have been a relatively hidden cohort. Because, of course, those who believe we can't do anything about climate change have no reason to shout or tweet about it. They are quiet because they have given up.

Also, a shocking number of the climate fatalists are young people. Twenty two percent of those aged 16-34 agree that it is now too late to stop climate change – 30% in Brazil, 27% in Spain and Sweden, 29% in the United States and a staggering 39% of under-35s in India are climate fatalists.

Why so many young fatalists? Our survey found that young people hear much more about the problems of climate change than the potential solutions. As many as 61% agree "I hear much more about the negative impacts of climate change than I do about progress towards reducing climate change." That needs to change.

Climate Action is the 13th Sustainable Development Goal, and over the next 18 months, this goal is going to receive a great deal of attention. President

25.

Figure TWO.

Percentage of people that now believe it's too late to stop climate change

50-64 year olds	**16%**
35-49 year olds	**18%**
Under 35 year olds	**22%**
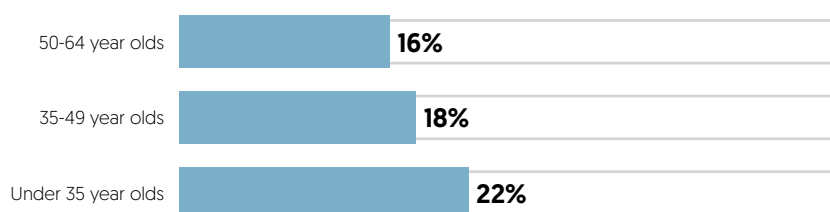
Base: Ipsos online panel 21,030 online adults aged 16-64, 25th August - 8th September 2017

Emmanuel Macron of France is already speaking about a follow up to his One Planet Summit.[40] Governor Jerry Brown of California is planning a Global Action Summit[41] with Michael Bloomberg in September, and China is working on a carbon trading scheme due to cover 1,700 power companies and over 3 billion tonnes of CO2 emissions.[42] Vast numbers of companies are also busy on their new carbon targets to replace the ones that expire in 2020.

All these commitments are heading in the right direction. But if voters, citizens and consumers around the world, especially the young ones, are increasingly fatalistic, will leaders have enough followers to guarantee real change?

Who will be the future low carbon inventors? Tomorrow's climate entrepreneurs? The next leaders in building a sustainable future? If too many young people give up, then we truly will have an intractable problem. Our new Climate Optimist campaign[43] seeks to reverse that trend. By giving people reasons for hope, and a community of other optimists, we are seeking to interrupt the fatalist message. The

heart of the campaign is promoting the solutions, the inventions and the progress we have made.

We've based this approach on a revelation in the Ipsos survey - that twice as many people believe in the power of new technologies to solve climate change as believe business or regional government are leading the way. People in emerging economies are most excited about the role of new technology.

In emerging economies like Colombia, 79% of people identify new technologies as proof we can reduce climate change. We need to tell that solution story, and make the solutions to climate change as exciting, compelling and convincing as the problem.

As that great optimist Henry Ford said: "Don't find fault, find a remedy".

Young people hear much more about the problems of climate change than the potential solutions — 61% say this. That needs to change.

GOAL 7: CLEAN AND AFFORDABLE ENERGY

Old issue, new challenges

How to build an inspiring global consensus on climate change? Listen to people's concerns

Alexandra
Palmqvist
Aslaksen

Antonia
Dickman

Despite the occasional claim to the contrary from some political figures, people believe in and are worried by climate change. 80% of people across 22 countries (and a majority in all countries) believe climate change is largely the result of human activity, and 81% believe it is an important issue for them personally. Beyond the figures lie trends with important implications for businesses leaders and policymakers.People also believe we are heading towards an environmental disaster unless we change our habits quickly – 78% world-wide believe this (see Figure THREE).
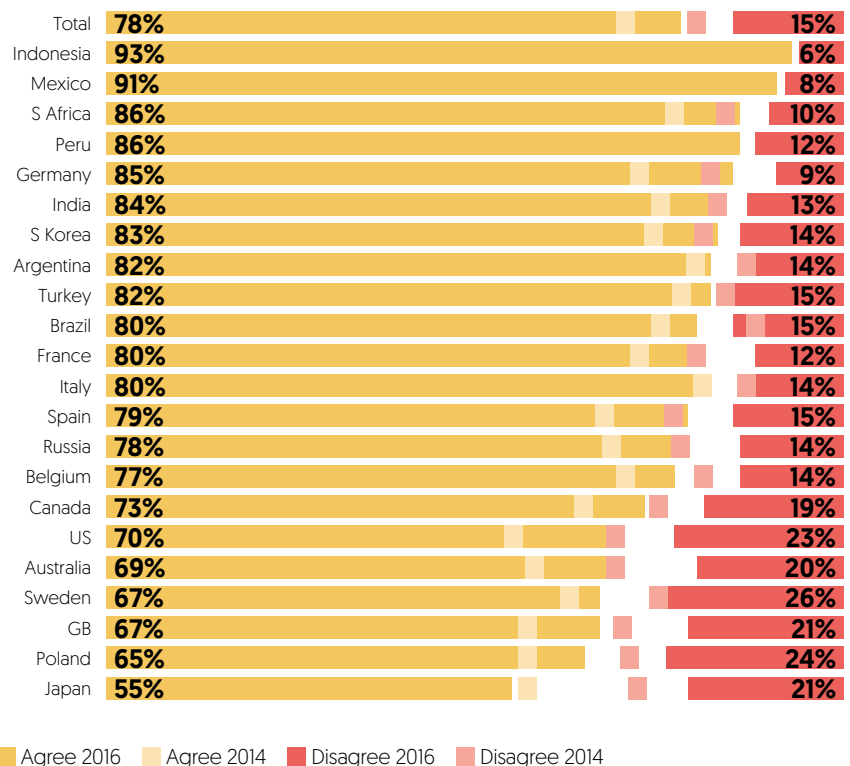
The battle for attention

Given these figures, why does political action on climate change remain so tepid? One of the problems is the battle for attention that climate change faces. Just as humans get overridden with commercial information from ads trying to grip our minds, the social issues which get our attention are the ones which are most relevant to us here and now. Believing the impact of climate change will be catastrophic in the future, but not now, may mean it is struggling to win this battle for attention.

The importance of environmental and climate change related problems diminish when people are faced with multiple concerns. Ipsos' "What Worries the World" data show that out of 17 issues, people in 25 countries rank "threats to the environment" and "climate change" at 14th and 15th respectively. In the UK, Ipsos Issues Index shows that the proportion of people stating "environment/climate change" as the most important issue has varied between 5% and 12% since the

late 1990s. Compared to Brexit, the NHS, and immigration, which have reached 30-50% in recent years, climate change is a relatively small issue occupying peoples' minds.

Furthermore, while 81% of people worldwide say climate change is important to them personally, only 63% believe it is important to the average person in their country. A study of four European countries tells a similar story; people tend to think that being environmentally friendly is an important part of who they are individually (64% agree in the UK, 77% in Norway, 54% in

Germany, and 83% in France) but not an important part of what it means to be British (45%), Norwegian (57%), German (44%) or French (53%). This matters. Social psychology tells us we act to conform with what other people believe – so our actions will be dragged up or down depending on our perceptions of the people around us.

Figure THREE.

We are heading for environmental disaster unless we change our habits quickly

	Agree 2016	Disagree 2016
Total	78%	15%
Indonesia	93%	6%
Mexico	91%	8%
S Africa	86%	10%
Peru	86%	12%
Germany	85%	9%
India	84%	13%
S Korea	83%	14%
Argentina	82%	14%
Turkey	82%	15%
Brazil	80%	15%
France	80%	12%
Italy	80%	14%
Spain	79%	15%
Russia	78%	14%
Belgium	77%	14%
Canada	73%	19%
US	70%	23%
Australia	69%	20%
Sweden	67%	26%
GB	67%	21%
Poland	65%	24%
Japan	55%	21%

■ Agree 2016   ■ Agree 2014   ■ Disagree 2016   ■ Disagree 2014

Base: 17,179 adults across 22 countries, online, 12th Sep – 11th Oct 2016

Emerging

27.

Consensus on the disastrous impact of climate change is particularly strong in emerging economies.

economies are more worried about climate change...

Consensus on the disastrous impact of climate change is particularly strong in so-called developing countries, with countries like Indonesia, Mexico, Peru and South Africa topping the poll. China is the only country polled which rates "threats to the environment" as a top worry (a huge 43%, against a global average of 9%) and the same is true for climate change particularly (20% of Chinese rate it as their primary concern, compared to a global average of 8%). Psychological distance may explain the lower levels of concern in developed countries. There is evidence that suggests the public in developed countries believe climate change will have greater consequences in other countries. In a survey of attitudes to climate change in Europe countries, a majority in three of the four countries polled agreed that the impacts of climate change are mostly felt in other countries.

optimistic that we can solve it.

As well as being most concerned about climate change, developing countries are the most optimistic about being able to solve it. In particular, they are much more likely to agree with the statement "new technologies, for example wind power, solar power, and electric vehicles, are showing that we can reduce climate change".

As well as being the country most concerned about climate change, China is also the most likely to say humans can successfully reduce it. Ipsos' data from a 22-country study about climate optimism shows that half (52%) of the Chinese population think humanity can successfully reduce climate change, compared to the global average of 16%.

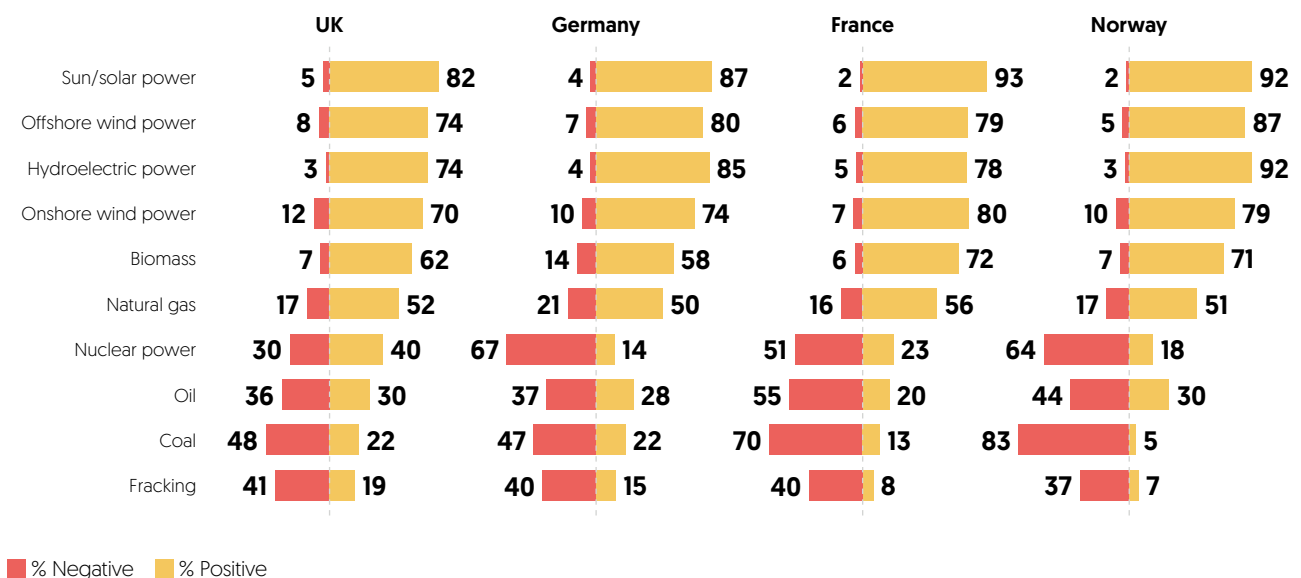This optimism about solutions to climate change presents an opportunity for policy makers in developing countries to advance on climate policies, as citizens are more likely to support action. It also presents a business opportunity as consumers are most likely to be receptive to making pro-environmental choices if offered to them with a clear link to mitigating the effects of harmful climate change.

...but also more

We all

Figure FOUR.

What is your general opinion about the following methods of energy generation?

	UK		Germany		France		Norway	
	Negative	Positive	Negative	Positive	Negative	Positive	Negative	Positive
Sun/solar power	5	82	4	87	2	93	2	92
Offshore wind power	8	74	7	80	6	79	5	87
Hydroelectric power	3	74	4	85	5	78	3	92
Onshore wind power	12	70	10	74	7	80	10	79
Biomass	7	62	14	58	6	72	7	71
Natural gas	17	52	21	50	16	56	17	51
Nuclear power	30	40	67	14	51	23	64	18
Oil	36	30	37	28	55	20	44	30
Coal	48	22	47	22	70	13	83	5
Fracking	41	19	40	15	40	8	37	7

🟥 % Negative   🟨 % Positive

Base: Adults aged 15+, interviewed face-to-face in Germany (1,001), UK (1,033), France (1,010), and by telephone in Norway (1,004), June 2016

agree: new technology and renewable energy are the way forward.

But this optimism about new technology is not only found in developing countries. In fact, while support is higher in the Global South, virtually no-one opposes increasing renewable energy: 65% of people world-wide are positive about new technologies. In the European four-country study, renewable energy sources were all highly favoured (see Figure FOUR).

A substantial 70% of the British public support using public money to subsidise renewable energy sources. As seen below, people also support spending public money to prepare the country for the impacts of climate change more generally, as seen in the Figure FIVE below .

Local contexts,

global consensus

So what do we know? It seems that the nearer you are to the effects of climate change the more you want to do something about it, which makes sense. But there is also a well of support in developed countries that perhaps is not being successfully tapped; people concerned about climate change are worried that their peers are not, and they distance themselves from the issue, seeing it as a future problem for other countries.
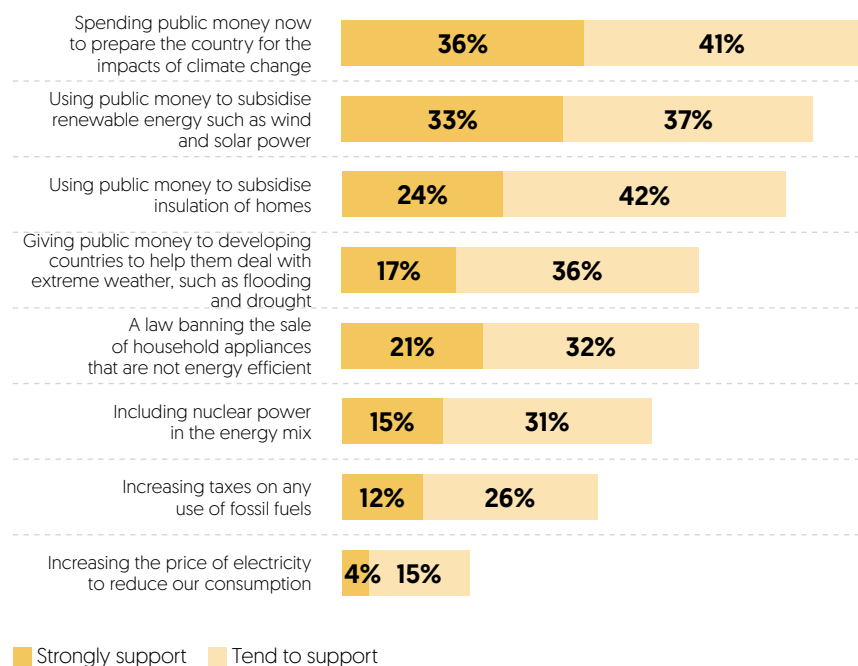
The main problem for world leaders and businesses is that climate change is

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The main problem for world leaders and businesses is that climate change is a global problem, but it demands national and local initiatives that the public support.

Figure FIVE.

To what extent do you support or oppose the following policies in the UK?

Policy	Strongly support	Tend to support
Spending public money now to prepare the country for the impacts of climate change	36%	41%
Using public money to subsidise renewable energy such as wind and solar power	33%	37%
Using public money to subsidise insulation of homes	24%	42%
Giving public money to developing countries to help them deal with extreme weather, such as flooding and drought	17%	36%
A law banning the sale of household appliances that are not energy efficient	21%	32%
Including nuclear power in the energy mix	15%	31%
Increasing taxes on any use of fossil fuels	12%	26%
Increasing the price of electricity to reduce our consumption	4%	15%

▮ Strongly support   ▮ Tend to support

Base: Adults aged 15+, interviewed face-to-face in UK (1,033) June 2016

a global problem, but demands national and local initiatives that the public support. So how can we capitalise on high levels of concern in developing countries, and on a general optimism that we can solve climate change? And what can be done to increase the level of optimism in developed economies?

Building a social consensus[44] is important. Enhancing positive social norms may confirm in the minds of doubters that people are concerned, and inspire collective action towards reducing climate change. And it seems we have an issue that can spur consensus across the world – renewables and technology.

In established economies this may mean linking the whole thing back to energy, traditionally a finite resource. In many developed countries, future energy sources and suppliers is rated as one of the top environmental issues in the country – half of UK consumers rate energy as a top-three environmental concern.

While their concerns are different and

context-specific, people everywhere are concerned about climate change. Capitalising on these concerns can drive policy change, and solutions need to reflect local attitudes. It seems that no matter where you live on the planet, new technology and renewable energy inspires optimism. Whatever else we do, let's put that at the heart of advocacy and communication on climate change.
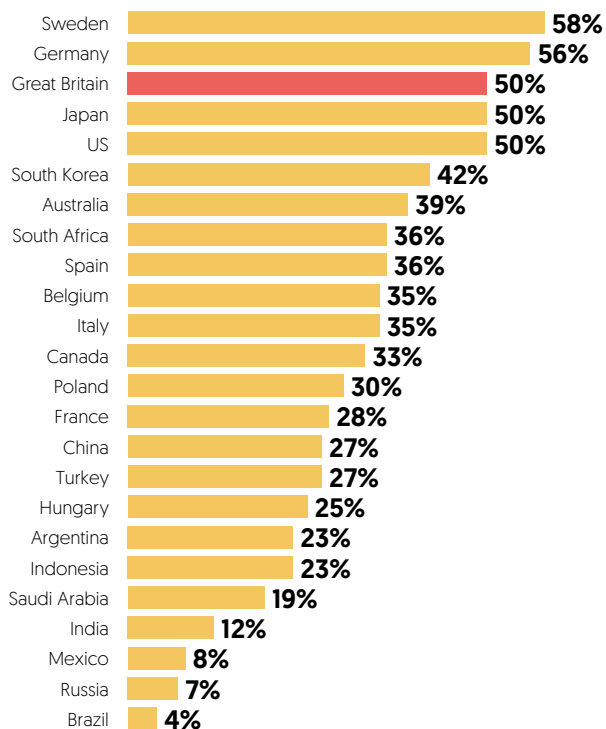
Antonia Dickman is Head of the Energy

and Environment team at Ipsos Social Research Institute.

Alexandra Palmqvist Aslaksen is a Research Executive at Ipsos Sweden.

Capitalising on concerns about climate change can drive policy change, but the solutions need to reflect local attitudes.

Figure SIX.

% of consumers who rate future energy sources and supplies as one of the top three

Country	%
Sweden	58%
Germany	56%
Great Britain	50%
Japan	50%
US	50%
South Korea	42%
Australia	39%
South Africa	36%
Spain	36%
Belgium	35%
Italy	35%
Canada	33%
Poland	30%
France	28%
China	27%
Turkey	27%
Hungary	25%
Argentina	23%
Indonesia	23%
Saudi Arabia	19%
India	12%
Mexico	8%
Russia	7%
Brazil	4%

Base: Ipsos Global @dvisor - Between 500 - 1010 respondents per country, 2nd - 14th February 2011

GOAL 3: GOOD HEALTH & WELLBEING

Focus: Zimbabwe and Zambia

A holistic approach to Voluntary Male Medical Circumcision

Sunny
Sharma

Health campaigns have traditionally focussed on trying to influence behaviour through communication. Take smoking for example. The risks of smoking have been known for some time.

But it's not just government communications that have contributed to falling numbers of smokers – prohibitively expensive prices via tax rises and an understanding of triggers, bans and leading to the use of different packaging, has also helped. Taking a holistic view of the smoker has yielded results.

Underpinning the discipline of Social Behaviour Change is a holistic view of the target population and their lives. That means well-designed research coupled with an understanding of behavioural principles and building on the evidence of prior research.

To highlight this, we bring a case study from Sub-Saharan Africa, where research underpinned the intervention design and scaling up of a crucial intervention in the fight against HIV/AIDS; Voluntary Male Medical Circumcision, or VMMC.

Three clinical trials conducted in Sub-Saharan Africa demonstrated that medically performed circumcision can reduce a man's chance of becoming infected with HIV from vaginal intercourse by up to 60%. Medical circumcision, a relatively safe and inexpensive HIV prevention intervention, has become a critical response in the fight against HIV in 15 priority Eastern and Southern African countries with traditionally low circumcising communities and stubbornly high prevalence of HIV.

Fifteen countries pledged to reach a circumcision target of 80% of its sexually active males, aged 15-29, through a programme of voluntary circumcision which opened up a significant marketing challenge... convincing an adult man to go for elective surgery on his penis.

Zambia and Zimbabwe are two countries which adopted VMMC and had success with early adopters of the programme. However, as demand began to stagnate far short of the 80% target, it became clear that the traditional and standardised approaches to focussed on public health messaging alone were no longer salient. A new user-centred approach was needed to help public health programmers (government and partners) in those countries tailor their interventions to the man's underlying needs.

A survey conducted by a social marketing organisation Population Services International (PSI) in 2013 found that approximately two in three men stated that they intended to circumcise in Zimbabwe but only around 10% were eventually going through with it. This became known as the 'intent-action gap'.

Using financial support from the Bill and Melinda Gates Foundation (BMGF), a consortia of companies led by Ipsos was assembled including Human Centred Design firm Upstream Thinking and Behavioural Science specialists Final Mile.

The aim of the project was to provide a better understanding of the target audience, their motivations and aspirations. Our first step was to gain a deep understanding of what variables were influencing behaviour and plot them in a way which local health programmers could relate to and work with.

We began by creating behavioural frameworks specific to VMMC. Based on robust evidence, the behavioural frameworks offered us structure in which to organise and understand the relative

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It became clear that the traditional and standardised approaches focussed on public health messaging alone were no longer salient, and a new user-centred approach was needed.

importance of various "constructs"[45] to a desired behaviour.

We plotted the evolution of a journey to circumcision from a man's perspective, from becoming aware of VMMC, to internalising those benefits, committing to VMMCs, scheduling the procedure and going through with it, and finally advocating to his peers.

We used a combination of private sector market research methodologies, including the 'journey', gamified behavioural research, and quantitative behavioural and attitudinal segmentation, recognising that drivers will hold different salience with some groups over others. Underlying our thinking was the Integrated Behaviour Model (IBM) which we adapted to plot over the course of a journey. The IBM breaks intent into 'attitudes', 'perceived norms' and 'personal agency' as well as mental models, and contextual and emotional factors to determine what drives behaviour.

We grouped findings into six 'barrier themes', which represent challenges to overcome to help a man along his journey to circumcision:

The barrier themes we identified were:

1. **Lack of benefit relevance:** Finding a benefit (emotional and functional) which resonates with him
2. **Anticipated pain:** Helping him overcome the fear of pain through effective communication
3. **Anticipated loss:** Helping him cope with issues such as abstinence from sex, loss of wages, worry over loss of tribal alignment etc.
4. **Distrust:** Challenging distrust of circumcised men under/over representing pain and distrust of partner.
5. **Uncertainty:** Helping him feel well informed of the procedure and healing steps.
6. **Anticipated shame:** Helping him overcome anticipated shame at

procedure and when talking about VMMC with others

Using a quantified segmentation approach, target men were clustered into groups with their own distinct drivers and barriers, and a "tying tool"[46] was made to help health workers quickly identify what segment the many men were interacting with belonged to and tailor their intervention and messaging to his actual need. Segments were profiled based on their underlying attitudes, position along the journey and magnitude of the barrier themes for that particular man.

We worked together with local health programmers to design new interventions, test them and use them at scale in Zimbabwe and Zambia ranging from mass communication, changes to service delivery and 1-on-1 communication with health community workers.

Examples include: the 'pain-o-meter', a tool designed to address anticipated pain by equipping workers to have honest and specific conversations about pain with target men; 'procedure walk through' to address uncertainty to help potential men understand what will happen in the clinic; and the '60% jar' to address and help men understand the HIV prevention benefits of VMMC to address a lack of benefit relevance.

Independent studies are taking place across the world, looking at the impact that innovative approaches have yielded. Local partners are reporting highly encouraging numbers. They suggest that the changes made on the back of the research have been positive and action-enabling. As such, this type of evidence/action interaction could be a building block for achieving many other SDG targets.

Sunny Sharma is an Associate Director at Ipsos.

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GOAL 17: PARTNERSHIPS FOR THE GOALS

Focus: Ghana

Lessons in private-public cooperation from the mobile industry in Ghana

Derek Laryea
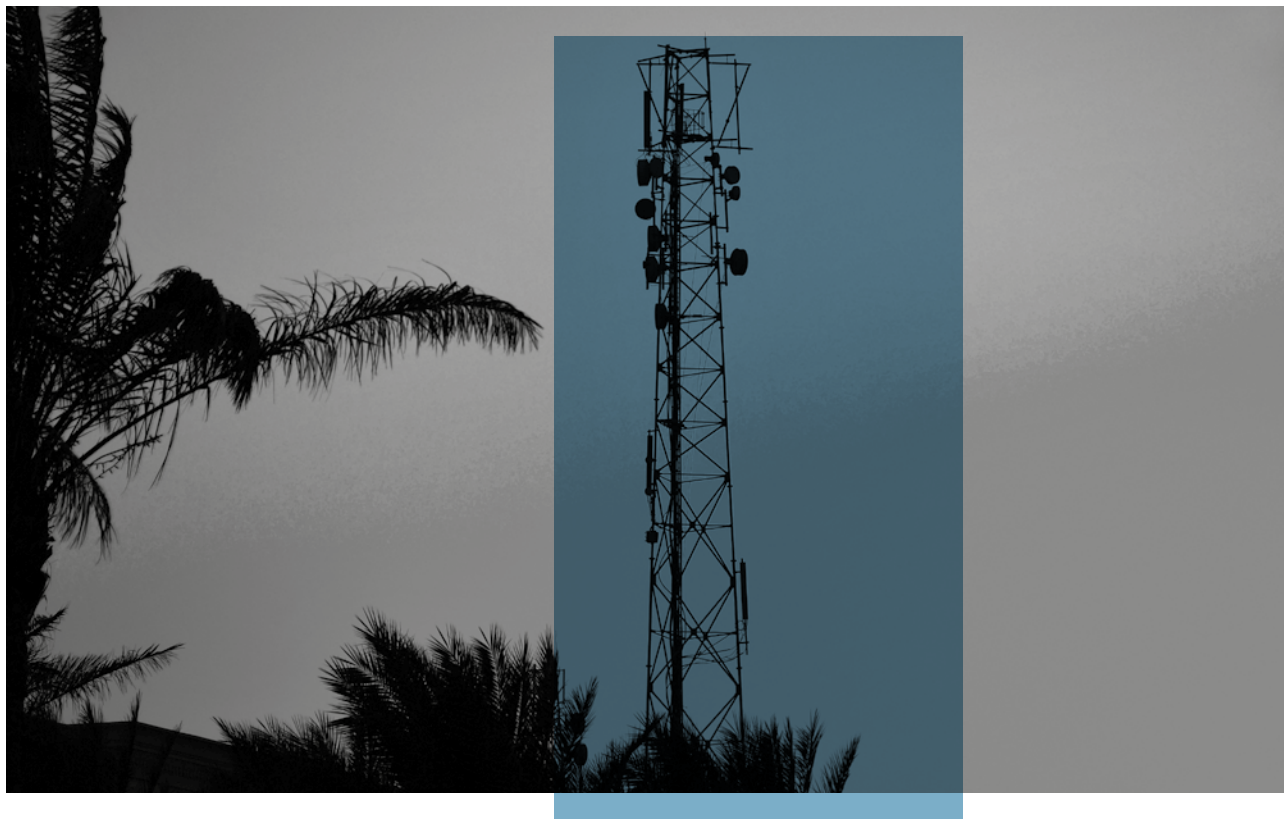
Derek Laryea is the Research & Communications Manager at the Ghana Chamber of Telecommunications.

Goal 17 of the SDGs - "Revitalize the global partnership for sustainable development" - recognizes that governments alone cannot achieve the SDGs. It is well understood that countries like Ghana require a significant investment from the private sector to build infrastructure and create jobs, but Goal 17 envisages a partnership that goes further and is based on a shared commitment to the values and vision of the SDGs. There's no clear road map for achieving this, but the mobile industry in Ghana is leading the way.

In the last ten years, Ghana's economy has recorded an impressive 7% growth per year, and the country is trying to play a proactive role in the delivery of the SDGs. The goals have been incorporated into Ghana's national development agenda (established in 2016), with progress being tracked by a committee that the President oversees.

But income inequality continues to increase. In 2016, UNICEF concluded in its analysis report on Ghana, that "the growth recorded in the country has benefited the wealthy disproportionately more than the poor and cannot be termed inclusive". An important way to address this gap is to look at the substantial disparities in access to new technologies.

The mobile industry plays a significant role in supporting the SDG commitments in Ghana. Established 26 years ago, it connects approximately 19 million Ghanaians representing 67% of the population, with nearly 50% of the population also connected to the internet through their mobile phones.

Mobile is important. It is the first information and communication technology to reach across geographies and income levels, extending the benefits of connectivity to many Ghanaians. Anyone with access to a phone has access to financial and health services, regardless of whether they are rich or poor, urban or rural. Beyond core connectivity from mobile network operators, the mobile industry has succeeded in enabling access to services

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where traditional bricks and mortar failed.

To help achieve all 17 goals, we are looking for more partnership from government. For example, we must meet the challenge of network rollout in rural areas where the business case for investment is not strong.

There are clear areas where we can work together in partnership. Mobile operators are registering our customers, using our network of distributors and local offices. This helps us know what services we should be delivering and where, and it has benefits for government who can use the data to aid social planning. We can do more to work together.

Putting Goal 17 into effect in Ghana

The mobile industry is therefore leading the way to develop partnerships with government. In October 2017, at a National Dialogue meeting in Accra, government and private sector participants agreed that such partnerships would have to be made in order to accelerate implementation of the SDGs. This first dialogue is only a starting point, and we hope to continue the conversation. It helped all of us understand how the mobile industry and government can work together to accomplish Ghana's National Development Agenda, specifically through the following:

- **Closing the infrastructure gap:** Mobile operators need the Ghanaian Government to work with us to tackle the lack of network coverage in rural areas and to address together how

to enhance the business case for enhanced rural coverage and policies which support infrastructure sharing.
- **Accelerating digital identity:** The ability to prove 'you are who you say you are' is critical to accessing a wide range of services such as healthcare, education, energy, clean water, employment, financial services and voting. Further collaboration will enable Ghana to expand its birth registration services and support its National ID rollout using mobile operators' agent network and local shop footprint.
- **Closing the mobile gender gap:** There is a gender gap of approximately 16% in mobile phone ownership in Ghana, which can be resolved if stakeholders work together towards accessibility, affordability, usability and skills, safety and relevant policies and content which meet the needs of Ghanaian women and men.
- **Increasing financial inclusion:** Mobile Money is relevant to 11 of the SDGs. Mobile money is one of the most dynamic innovations in the industry and has had significant social and economic benefits for users. Today there are over 11 million active users in Ghana, but more can be done to extend this service.
- **Supporting start-ups and entrepreneurship:** Mobile operators and government can work together to provide Ghanaian youth with meaningful reasons to tap into the rich opportunities that a digital society offers. Mobile operators need to open their APIs to start-ups and allow local innovation to thrive.

Using evidence to bring partners to the table

Preparing for the dialogue and putting together a report for the government has been a learning process for the industry as well. We learned that it is important to measure how our industry directly affects the people; that is something that has been carefully embedded in our thinking process now. Going forward, more emphasis needs to be placed on measuring the interventions that the sector makes to drive the SDGs.

It can be difficult in markets like Africa to get everybody to sit around the table together – because of bureaucracy, and because everyone wants to drive the conversation on their own. But industries should work together better to gather data and engage the government in dialogue. Bringing donors into the conversation can also help bring attention to the issue. We would see more traction on achieving the SDGs if we had these conversations everywhere.

Historically, governments have often acted alone on development priorities, but Goal 17 recognizes a need to strengthen partnerships. The private sector is often the sector that really drives changes. In the mobile sector we have seen collaboration work, and we invite other sectors to consider using an ever more collaborative approach.

Turning the 2030 deadline into a lifeline

Three ways we can prioritise the SDGs

Jamie Drummond

Jamie is an advocacy entrepreneur who co-founded the ONE campaign with Bono and other activists, which seeks to transform developing economies and campaigns against extreme poverty. Previously Jamie was the global strategist for Drop the Debt (which helped cancel $110bn of debt) and co-founded DATA. org, which helped double smart aid for the health sector and fight against AIDS.

You don't just achieve change with technical fixes. The evidence suggests that you need to organise political pressure that carries an appropriate sense of urgency, jeopardy – and opportunity. To help ensure the SDGs are achieved, we need to build a renewed movement, drawing from the best of what we already know works – with new partners, new messages, and some

new policies. We need to focus on three key success factors: building inclusive coalitions; modernising the message; and balancing finance with accountability. We need to empower citizens the world over to actually own the universal message of the SDGs.

Building inclusive coalitions

The core public constituencies required for effective coalitions for sustainable development are: faith, youth, women, private sector and the military. If there are effective outreach efforts with these groups, especially in marginal constituencies key to winning elections, then the SDG coalition will be strong.

This is easier said than done. In many cases these are unusual bedfellows. But differences are precisely what makes a coalition strong politically. It will require leadership in civil society and effective philanthropy-for-advocacy to build this coalition, and in many countries civil society is not well enough organised and philanthropic foundations are not bold or effective enough in their support for civil society. Both must do better. Without investments in building political coalitions, both within and between developed, emerging and developing country partners, then the rest of what we write about sustainable development is a waste of time we do not have.

The good news is that support for international cooperation and development remains intact in the major countries, as our research with Ipsos last

year showed (see Figure EIGHT).

Developing country leadership is by far the most important factor in all this. If the African Union can live up to its own vision statement – of "an Africa driven by its own citizens" - then the job of sustainable development (at least in Africa) is done. The international community must prioritise being the best partners they can be, so that citizens in countries like Nigeria, Senegal and Tanzania are better able to hold government accountable and drive their own destiny. And citizens in the so-called "developed" world also want to hold their leaders accountable for better delivery. The SDG agenda truly is global, we are all in this together, and the campaign must reflect that potential for solidarity.

Plainly we need winning majorities of public support within key countries at the multilateral tables, including G7 and G20, OECD, African Union and others, so that we can win multi-country agreements to progress the SDGs. This is much more work than ten years ago when a winning majority of support from within the G7 could lead to meaningful multilateral policy change. This is progress in that it is more democratic and reflects shifting geopolitics. But it also means much more investment by enlightened philanthropy and civil society into building the informed network of citizens ready to hold government to account globally, and to reward or punish the private sector through the marketplace.

Modernising the message

A deep challenge to building this coalition currently is that in some key

Without investments in building political coalitions, both within and between developed, emerging and developing country partners, the rest of what we write or like to think about sustainable development is a waste of time that we do not have.

countries, global development has allowed itself to be positioned by its critics as the primary interest of elites in a bubble, who care not for their own people, but for "others". This permits a situation where the marginalised of the developing world are pitted against the marginalised of the developed world – instead of being in solidarity with each other. The political coalition needs to work hard therefore at making a case not of "us for them", but that "we are all in this together". We are one. This might sound like self-pleading from a group called ONE (!) but it is practically evident in our campaigns and policy work.

For example, we have been investing

in this approach especially through our Poverty is Sexist campaign, which aims to draw connections between women's campaigns for equality in the UK and USA with those of women the world over who, especially in the poorest countries, experience inequality and discrimination even more acutely.

But there are tensions. Sometimes powerful short term arguments carry longer term risks. For example, policymakers are deeply interested in questions of migration, population growth and security, and it is reasonable to try to present investments in sustainable development as solutions. However, this may further feed that

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Efforts must focus far more on the science of delivery through real feedback from citizens. The promise of technology is often too lazily hyper, but if truly put in service of improving public services responsiveness, it can justify some excitement.

potential fear of "the other", worsening prospects for a successful global coalition in the long run.

Campaigns for delivery in health have delivered great results in terms of lives saved – in 2016, 8,000 fewer people died each day compared to 2000. But there are still nearly 16,000 children dying every day from treatable diseases in the most marginalised communities. Where has the outrage about these avoidable mass deaths gone? This campaign must bring it back.

Balancing finance with accountability

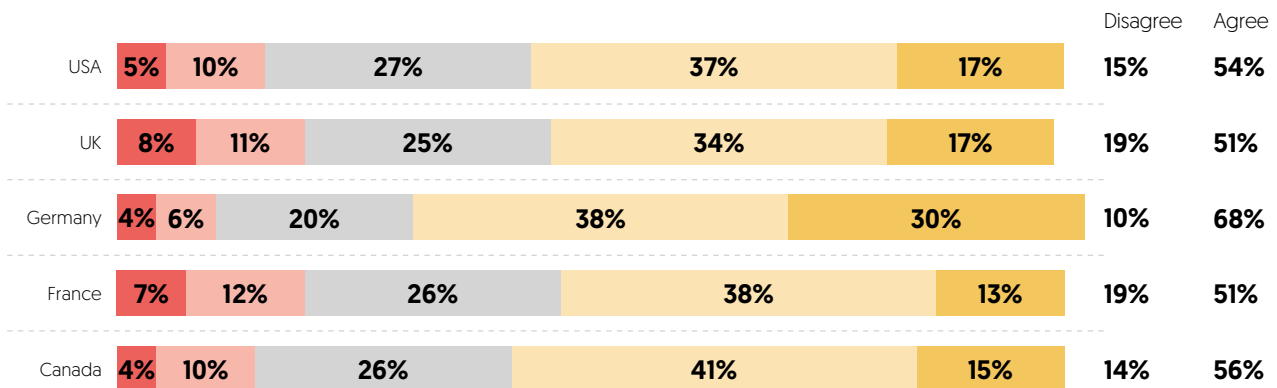Delivering sustainable development globally will cost trillions, with estimates between $3-$7 trillion. So it will require much more than the creative use of scarce aid; it is also about smart leverage and direction of private (especially pension) funds towards sustainable development infrastructural needs. Above all it is about increasing revenues through taxes collected in developing countries and minimising the loss and leakage through corruption. Perhaps it is time for another financing summit to force faster implementation of much of what was agreed in theory, but left largely unimplemented, at the Addis Ababa summit of 2015.

But big global promises of cash certainly won't win this SDG campaign alone. Far more focus must go towards building the supply of and demand for good governance through open government and accountable service delivery, underpinned by an increasingly digital data revolution. Development efforts succeed or fail not at UN or G7

Figure EIGHT.

It is important that [COUNTRY] gives development aid to the world's poorest people.

						Disagree	Agree
USA	5%	10%	27%	37%	17%	15%	54%
UK	8%	11%	25%	34%	17%	19%	51%
Germany	4%	6%	20%	38%	30%	10%	68%
France	7%	12%	26%	38%	13%	19%	51%
Canada	4%	10%	26%	41%	15%	14%	56%

■ Strongly disagree ■ Tend to disagree ■ Neither agree or disagree ■ Tend to agree ■ Strongly agree

Base: Adults aged 15+, interviewed face-to-face in UK (1,033) June 2016

summits, but in those places far from capital cities, in the dusty municipal office buildings, where local government officials work on inconsistent and inadequate salaries for sometimes indifferent political masters. Global development efforts must focus far more on the science of delivery in such places, through boosting capacity and above all being open to real feedback from the citizens they serve. The promise of technology is often too lazily hyped, but it can justify some excitement if truly focused on improving public service responsiveness to citizens.

The core to success or failure in development policy going forward will be a clearer cascading set of measurable deals and handshakes between global and national financing and real accountable local delivery. Citizens need to be encouraged to raise their expectations in the realisation that other citizens in similar settings get far better services than they do.

2020 Vision: Deadline for a lifeline

The most radical thing about the SDGs is that there is a real deadline for delivery. 2030. To be on track for that means far more radical accountable action frontloaded now, and certainly by 2020, than policymakers and publics are currently contemplating. We have no time to lose.

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45. A construct is a hypothesised cause for the observed behaviour

46. A tying tool is an algorithm used to determine what segment a man belongs to based on a reduced number of questions from the original questionnaire (losing some accuracy but still strong enough to be useful). A community healthcare worker can ask a man 4 questions and know what segment he is likely to belong to and tailor communications appropriately.

FIGURE References

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About the Ipsos Sustainable Development Research Centre

In 2015, the international community, led by the United Nations, adopted 17 Sustainable Development Goals [SDGs]. They will provide the framework for international development and cooperation for the next fifteen years. That's why Ipsos has established a new global Sustainable Development Research Centre [SDRC]. The Centre will draw together the company's expertise across a range of themes and geographical regions. We believe that by consolidating our already expansive work on sustainable development globally we can help clients and partners shape the sustainability agenda.

The Centre has four strategic objectives:

1 Track progress towards the SDGs

2 Make development cooperation more effective

3 Help governments improve their policies and services

4 Help private companies become more sustainable

At Ipsos we want to make sure that top quality primary data underpins the decisions that shape our world.

And, crucially, we want to put people's voices at the heart of sustainable development, helping make it an inclusive and accountable process. We invite you to join us as we engage in this important work.

About Ipsos Social Research Institute

The Social Research Institute works closely with national government, local public services and the not-for-profit sector.
Its 200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector,
ensuring we have a detailed understanding of specific sectors and policy challenges. This, combined with our methodological
and communications expertise, ensures that our research makes a difference for decision makers and communities.
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