



Nation Branding and the SDGs

Narrative PR Summit 2018

Cairo, Egypt

October 28, 2018



Mahmoud Mohieldin
Senior Vice President
World Bank Group



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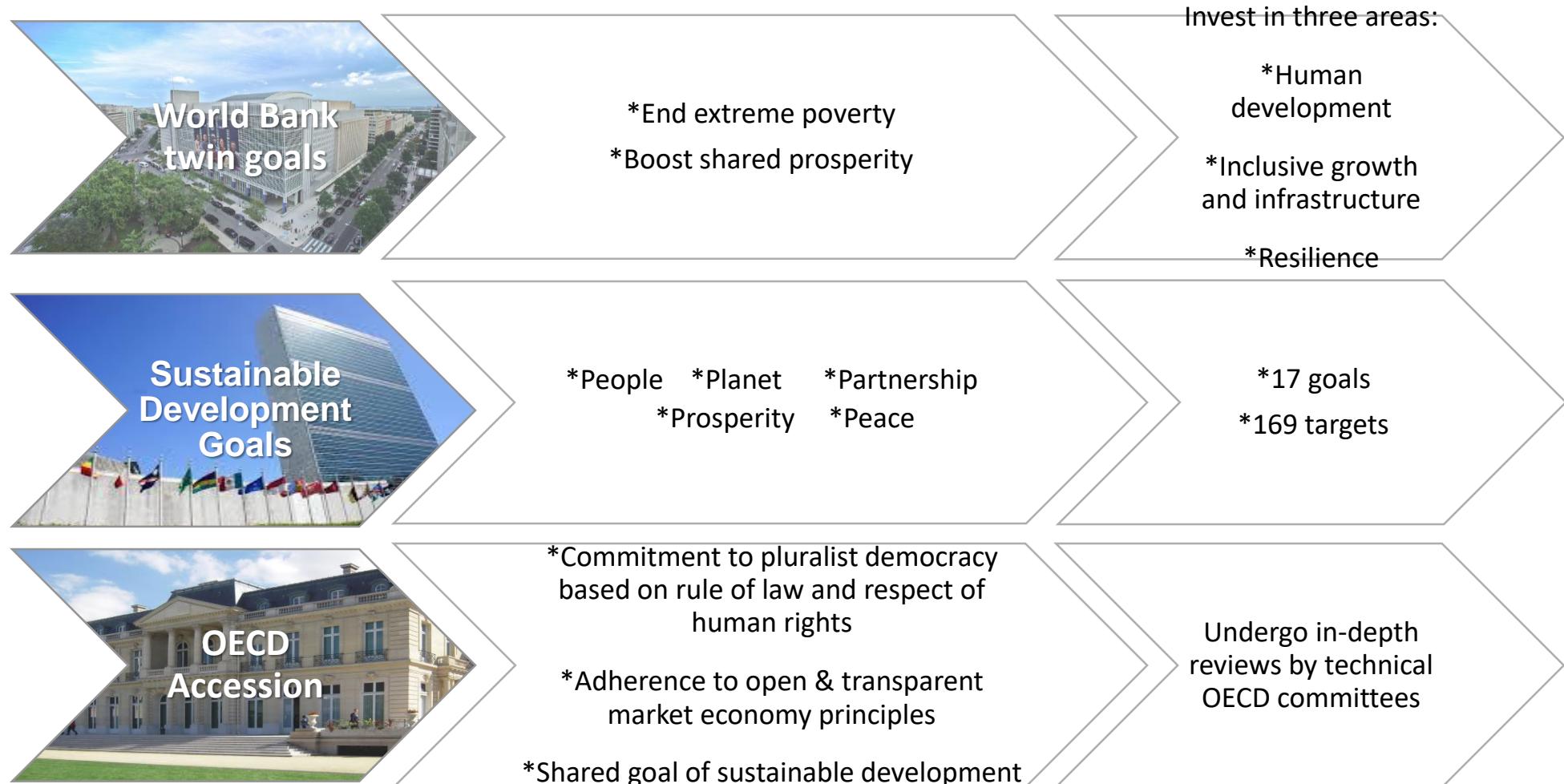
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The SDGs present a major opportunity for substantive transformation and progress

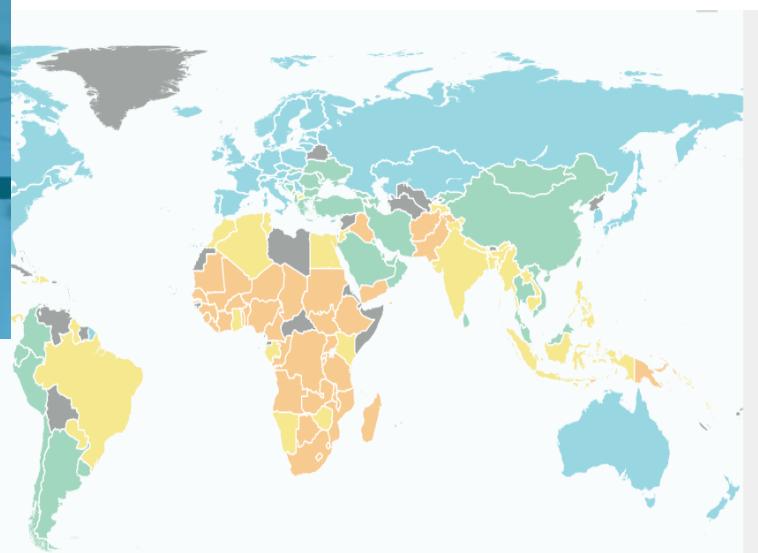


Global development agendas serve as a guide for countries to determine their national development path

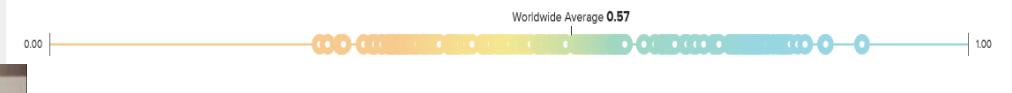
There are multiple paths of sustainable development



Global Indices: Benchmarks to Sustainable Development



Human Capital Index, for Girls and Boys, Worldwide





The SDGs in action:

Country-led, country-owned

Colombia

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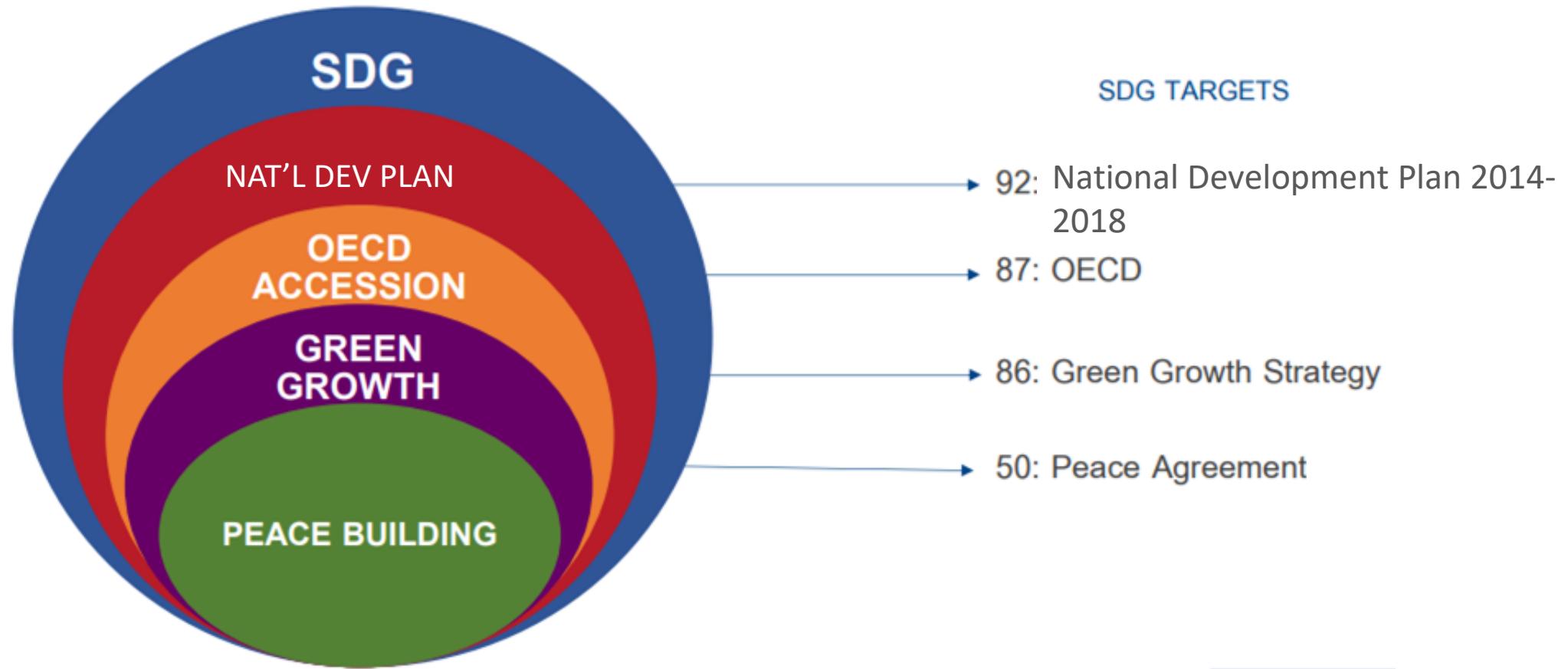
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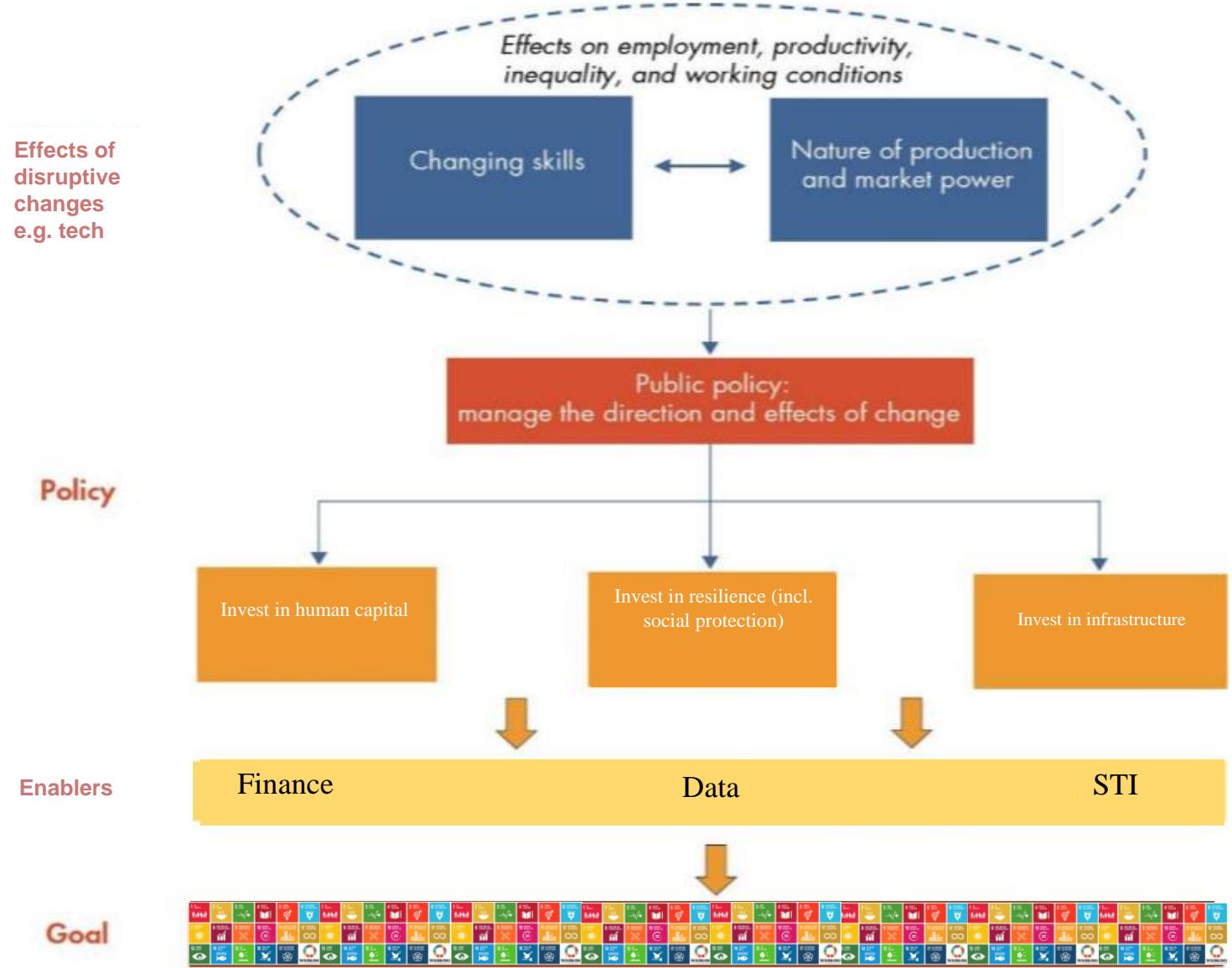
Coordination of development agendas

The Colombian Example



Active national agendas determine actions related to at least 146 SDG targets - 86%

Harnessing the impact of disruptive changes requires a comprehensive policy framework

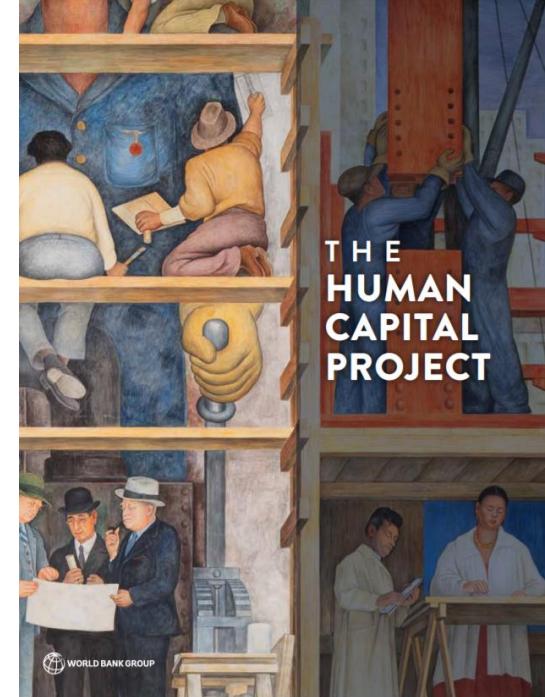


Investing in Human Capital

Launched in October during World Bank Group Annual Meetings

Building blocks of the human capital:

- Survival – Will kids born today survive to school age?
- School – How much school will they complete and how much will they learn?
- Health – Will kids leave school in good health and be ready for further learning and/or work?



HUMAN CAPITAL INDEX

Rank	Economy	Lower bound	Value	Upper bound	Rank	Economy	Lower bound	Value	Upper bound	Rank	Economy	Lower bound	Value	Upper bound
157	Chad	0.28	0.29	0.31	103	Honduras	0.47	0.49	0.50	50	Ukraine	0.67	0.65	0.68
156	South Sudan	0.27	0.30	0.33	102	Nepal	0.48	0.49	0.50	49	United Arab Emirates	0.64	0.66	0.67
155	Niger	0.30	0.32	0.33	101	Dominican Republic	0.48	0.49	0.51	48	Vietnam	0.65	0.67	0.68
154	Mali	0.29	0.32	0.34	100	Cambodia	0.47	0.49	0.51	47	Bahrain	0.65	0.67	0.68
153	Liberia	0.31	0.32	0.33	99	Guyana	0.48	0.49	0.51	46	China	0.66	0.67	0.68
152	Nigeria	0.32	0.34	0.36	98	Morocco	0.49	0.50	0.51	45	Chile	0.66	0.67	0.69
151	Sierra Leone	0.33	0.35	0.37	97	El Salvador	0.49	0.50	0.51	44	Bulgaria	0.65	0.68	0.70
150	Mauritania	0.32	0.35	0.39	96	Tunisia	0.50	0.51	0.52	43	Seychelles	0.65	0.68	0.71
149	Côte d'Ivoire	0.33	0.35	0.37	95	Tonga	0.50	0.51	0.53	42	Greece	0.67	0.68	0.69
148	Mozambique	0.34	0.36	0.38	94	Kenya	0.50	0.52	0.53	41	Luxembourg	0.68	0.69	0.70
147	Angola	0.33	0.36	0.39	93	Algeria	0.51	0.52	0.53	40	Slovak Republic	0.68	0.69	0.71
146	Congo, Dem. Rep.	0.35	0.37	0.39	92	Nicaragua	0.51	0.53	0.54	39	Malta	0.69	0.70	0.71
145	Yemen, Rep.	0.35	0.37	0.38	91	Panama	0.52	0.53	0.54	38	Hungary	0.69	0.70	0.72
144	Burkina Faso	0.35	0.37	0.38	90	Paraguay	0.51	0.53	0.55	37	Lithuania	0.70	0.71	0.73
143	Lesotho	0.35	0.37	0.39	89	Tajikistan	0.51	0.53	0.55	36	Croatia	0.71	0.72	0.74
142	Rwanda	0.36	0.37	0.39	88	Macedonia, FYR	0.53	0.53	0.54	35	Latvia	0.71	0.72	0.74
141	Guinea	0.35	0.37	0.39	87	Indonesia	0.52	0.53	0.55	34	Russian Federation	0.68	0.73	0.77
140	Madagascar	0.35	0.37	0.39	86	Lebanon	0.52	0.54	0.55	33	Iceland	0.73	0.74	0.75
139	Sudan	0.37	0.38	0.39	85	Jamaica	0.53	0.54	0.56	32	Spain	0.74	0.74	0.75
138	Burundi	0.36	0.38	0.40	84	Philippines	0.53	0.55	0.56	31	Kazakhstan	0.72	0.75	0.77
137	Uganda	0.37	0.38	0.39	83	Tuvalu	0.53	0.55	0.57	30	Poland	0.73	0.75	0.76
136	Papua New Guinea	0.36	0.38	0.40	82	West Bank and Gaza	0.54	0.55	0.56	29	Estonia	0.73	0.75	0.76
135	Ethiopia	0.37	0.38	0.40	81	Brazil	0.55	0.56	0.57	28	Cyprus	0.74	0.75	0.76
134	Pakistan	0.37	0.39	0.40	80	Kosovo	0.55	0.56	0.57	27	Serbia	0.74	0.76	0.77
133	Afghanistan	0.38	0.39	0.40	79	Jordan	0.54	0.56	0.58	26	Belgium	0.75	0.76	0.77
132	Cameroon	0.37	0.39	0.42	78	Armenia	0.56	0.57	0.58	25	Macao SAR, China	0.75	0.76	0.76
131	Zambia	0.37	0.40	0.42	77	Kuwait	0.56	0.58	0.59	24	United States	0.75	0.76	0.77
130	Gambia, The	0.37	0.40	0.42	76	Kyrgyz Republic	0.57	0.58	0.59	23	Israel	0.75	0.76	0.78
129	Iraq	0.38	0.40	0.41	75	Moldova	0.57	0.58	0.59	22	France	0.76	0.76	0.77
128	Tanzania	0.39	0.40	0.41	74	Sri Lanka	0.57	0.58	0.59	21	New Zealand	0.76	0.77	0.78
127	Benin	0.38	0.41	0.43	73	Saudi Arabia	0.57	0.58	0.60	20	Switzerland	0.75	0.77	0.78
126	South Africa	0.40	0.41	0.42	72	Peru	0.57	0.59	0.60	19	Italy	0.76	0.77	0.78
125	Malawi	0.39	0.41	0.42	71	Iran, Islamic Rep.	0.57	0.59	0.61	18	Norway	0.76	0.77	0.78
124	eSwatini	0.38	0.41	0.43	70	Colombia	0.58	0.59	0.61	17	Denmark	0.76	0.77	0.79
123	Comoros	0.36	0.41	0.44	69	Azerbaijan	0.58	0.60	0.62	16	Portugal	0.77	0.78	0.79
122	Togo	0.39	0.41	0.43	68	Uruguay	0.59	0.60	0.67	15	United Kingdom	0.77	0.78	0.79
121	Senegal	0.40	0.42	0.43	67	Romania	0.59	0.60	0.62	14	Czech Republic	0.77	0.78	0.79
120	Congo, Rep.	0.39	0.42	0.44	66	Ecuador	0.59	0.60	0.67	13	Slovenia	0.78	0.79	0.80
119	Botswana	0.40	0.42	0.44	65	Thailand	0.59	0.60	0.62	12	Austria	0.78	0.79	0.80
118	Timor-Leste	0.41	0.43	0.45	64	Mexico	0.60	0.61	0.67	11	Germany	0.78	0.79	0.81
117	Namibia	0.41	0.43	0.45	63	Argentina	0.60	0.61	0.62	10	Canada	0.79	0.80	0.81
116	Ghana	0.42	0.44	0.45	62	Trinidad and Tobago	0.59	0.61	0.63	9	Netherlands	0.79	0.80	0.81
115	India	0.43	0.44	0.45	61	Georgia	0.60	0.61	0.63	8	Sweden	0.79	0.80	0.81
114	Zimbabwe	0.42	0.44	0.46	60	Qatar	0.60	0.61	0.63	7	Australia	0.79	0.80	0.81
113	Solomon Islands	0.43	0.44	0.45	59	Montenegro	0.61	0.62	0.62	6	Ireland	0.79	0.81	0.82
112	Haiti	0.42	0.45	0.47	58	Bosnia and Herzegovina	0.61	0.62	0.63	5	Finland	0.80	0.81	0.82
111	Lao PDR	0.43	0.45	0.47	57	Costa Rica	0.61	0.62	0.63	4	Hong Kong SAR, China	0.81	0.82	0.83
110	Gabon	0.43	0.45	0.48	56	Albania	0.61	0.62	0.63	3	Japan	0.83	0.84	0.85
109	Guatemala	0.44	0.46	0.47	55	Malaysia	0.61	0.62	0.63	2	Korea, Rep.	0.83	0.84	0.86
108	Vanuatu	0.45	0.47	0.48	54	Oman	0.61	0.62	0.63	1	Singapore	0.87	0.88	0.90
107	Myanmar	0.46	0.47	0.49	53	Turkey	0.61	0.63	0.64					
106	Bangladesh	0.47	0.48	0.49	52	Mauritius	0.60	0.63	0.65					
105	Kiribati	0.45	0.48	0.50	51	Mongolia	0.60	0.63	0.65					
104	Egypt, Arab Rep.	0.47	0.49	0.50										

Source: World Bank staff calculations.

HCI < 0.40

0.40 ≤ HCI < 0.50

0.50 ≤ HCI < 0.60

0.60 ≤ HCI < 0.70

0.70 ≤ HCI < 0.80

0.80 ≤ HCI

Digital Technologies Are Impacting All Sectors, creating new opportunities and risks

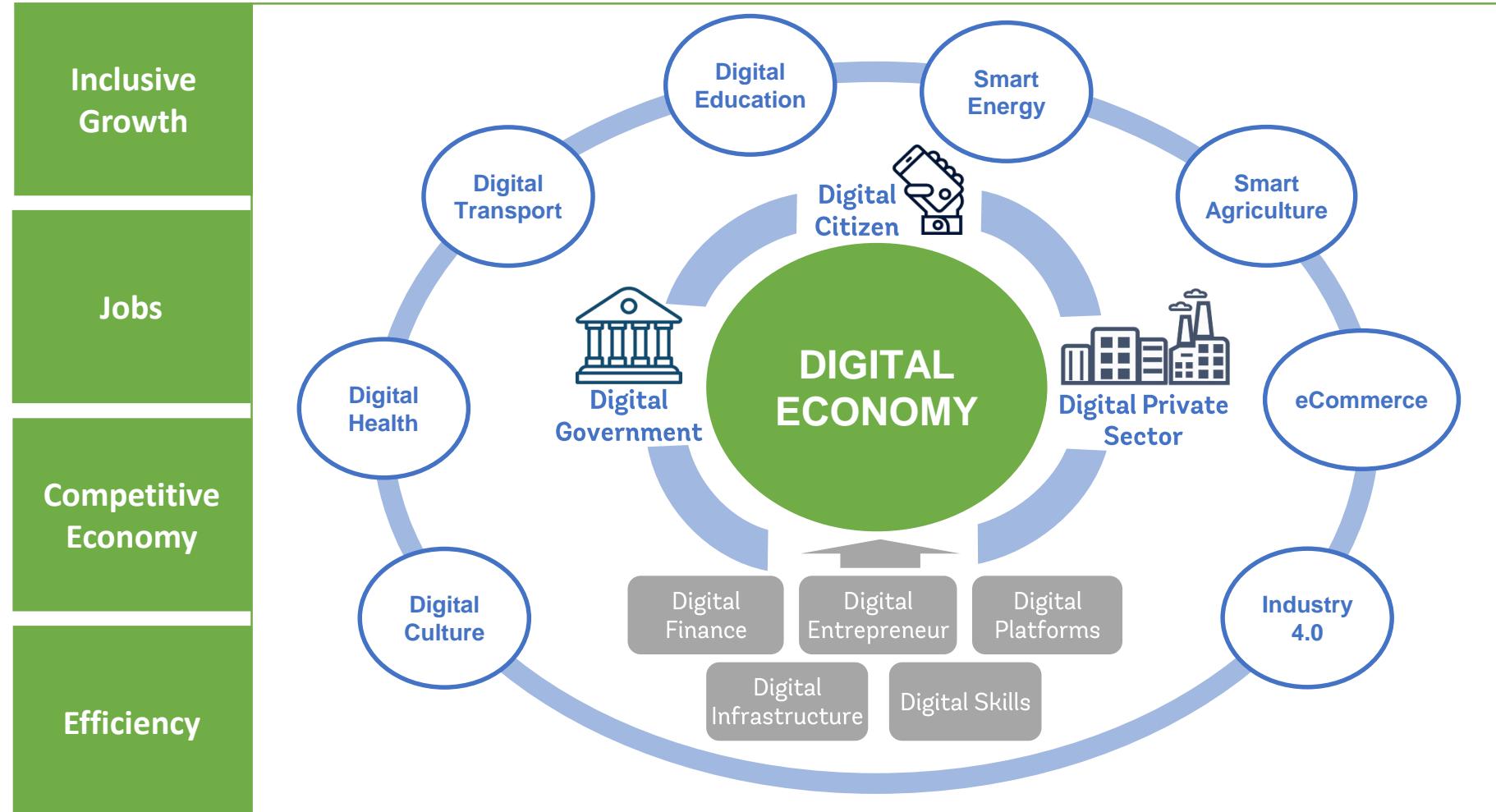
Digital economy can help achieve UN Sustainable Development Goals (SDGs) and WBG's twin goals

The scale and speed of disruption is affecting traditional sectors.

Changing how we collect, store, access, analyze and present data.

Improving production techniques to increase efficiency, affordability, and speed.

Transforming how we interact with the world and deliver/ receive services.



Digital economies require safeguards to ensure robust job markets, and possible downside risks

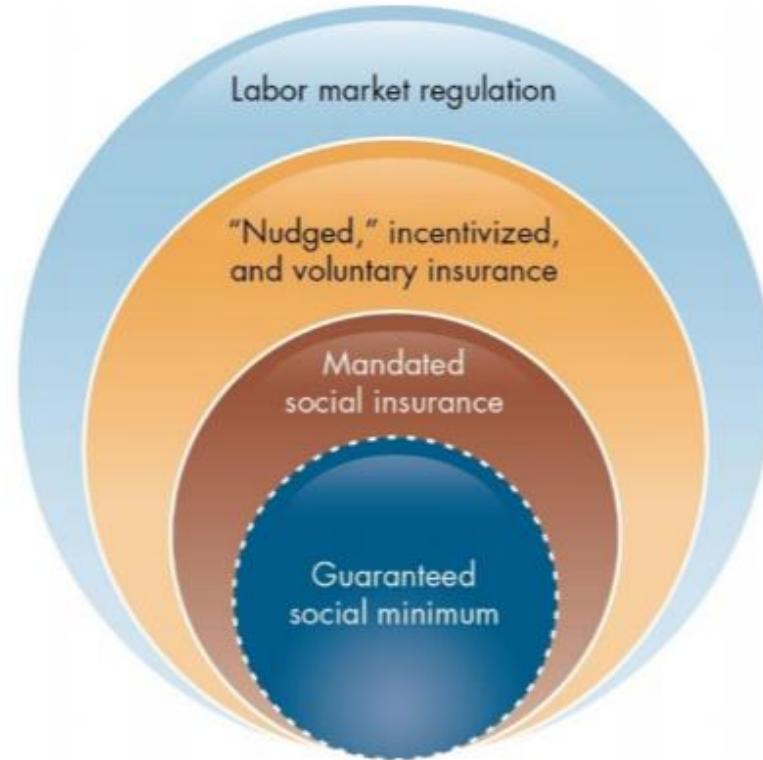
A Digital Economy Moonshot



Every Individual, Business and Government to
be Digitally Enabled by 2030

Investing in Resilience

**Social protection
and labor
regulation can
help manage
labor market
challenges**



Source: WDR 2019

A large, light-colored pyramid is set against a hazy city skyline. A semi-transparent blue triangle is overlaid on the pyramid's face, divided into four horizontal sections by thin white lines. The word "WISDOM" is centered in the top section, "KNOWLEDGE" in the second, "INFORMATION" in the third, and "DATA" in the bottom section.

WISDOM

KNOWLEDGE

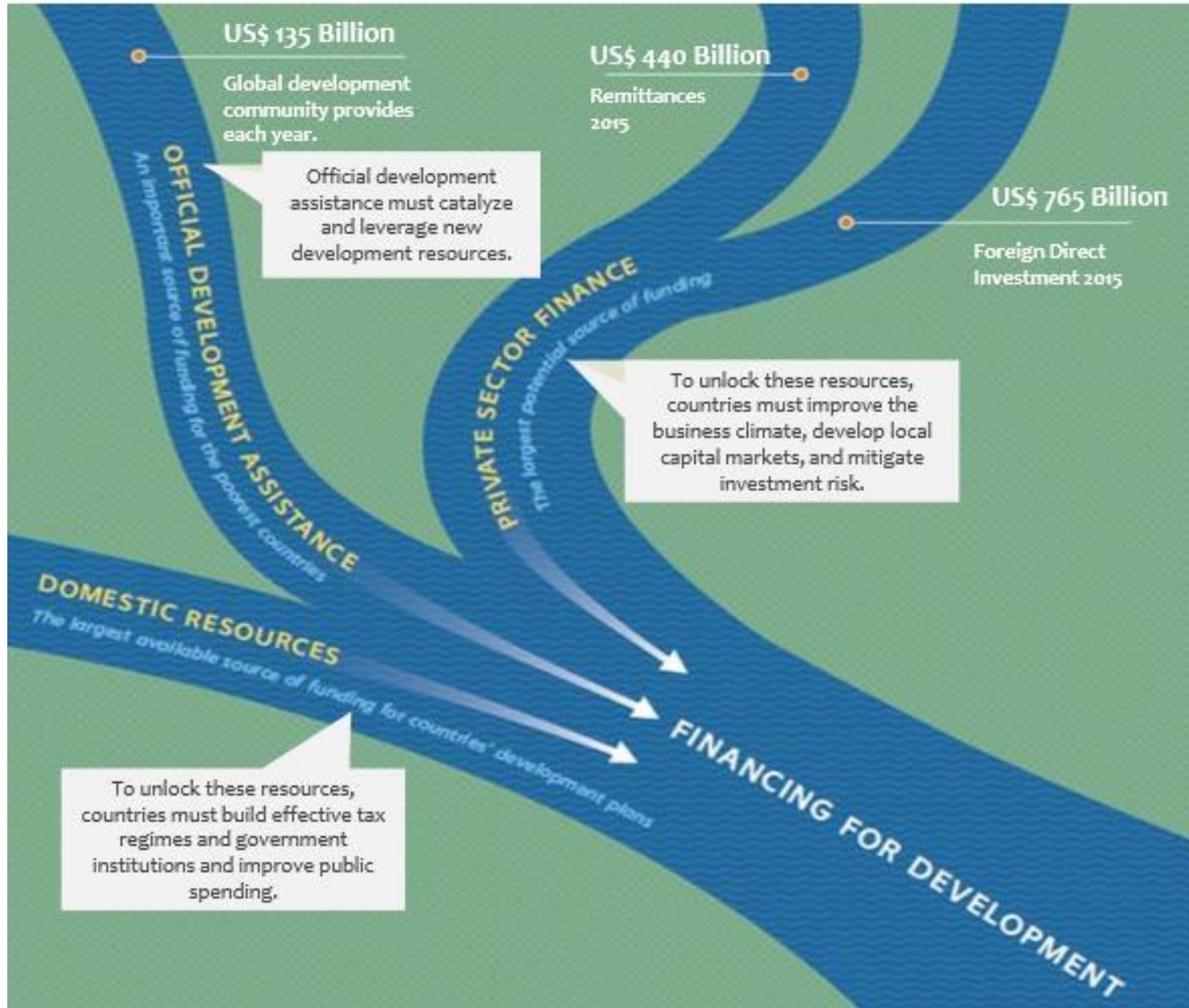
INFORMATION

DATA

Data is the new oil



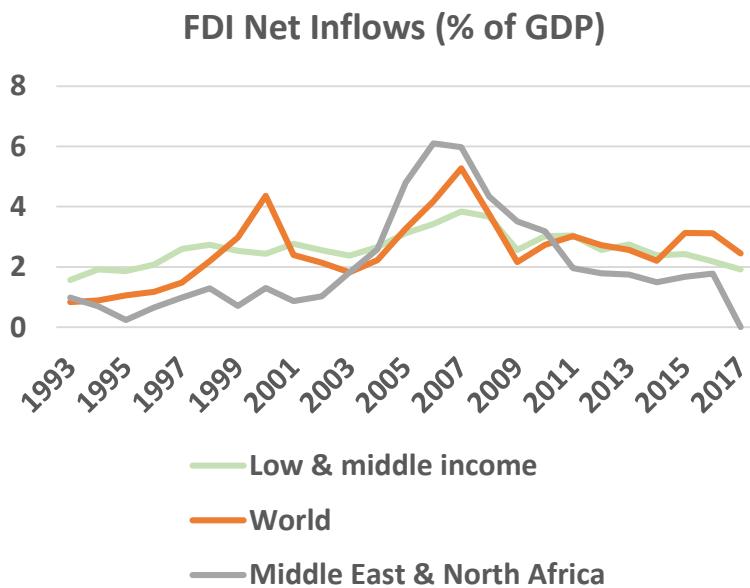
David Parkins



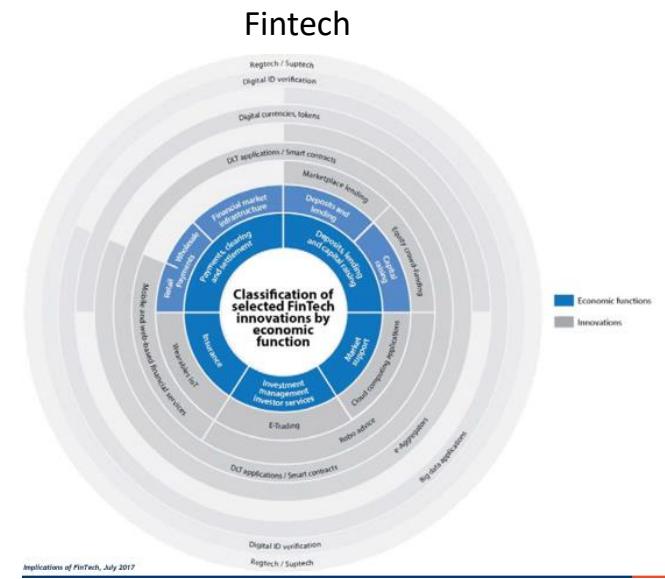
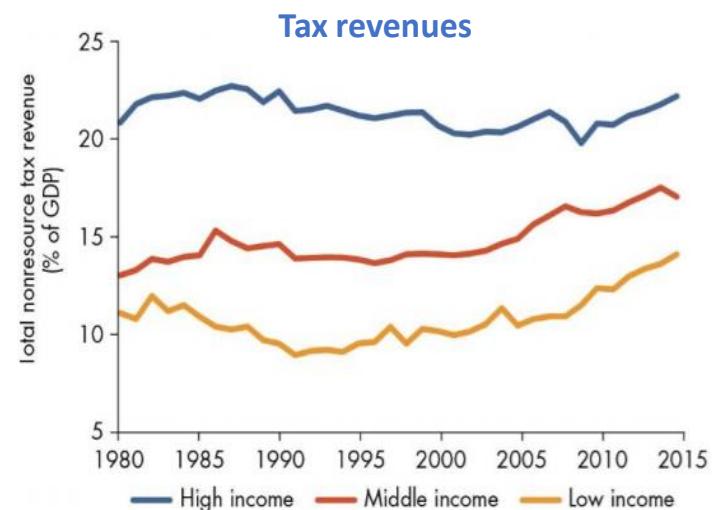
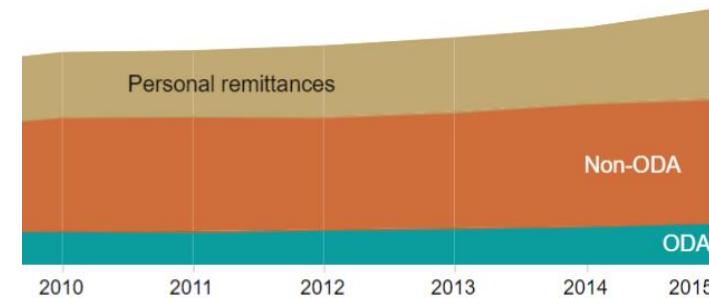
Finance will need to come from all sources



Finance will need to come from all sources



Big picture of developing countries' total resource receipts



Financing sustainable development

Opportunities for the private sector



The SDGs open up US\$12 trillion of market opportunities in four economic systems:

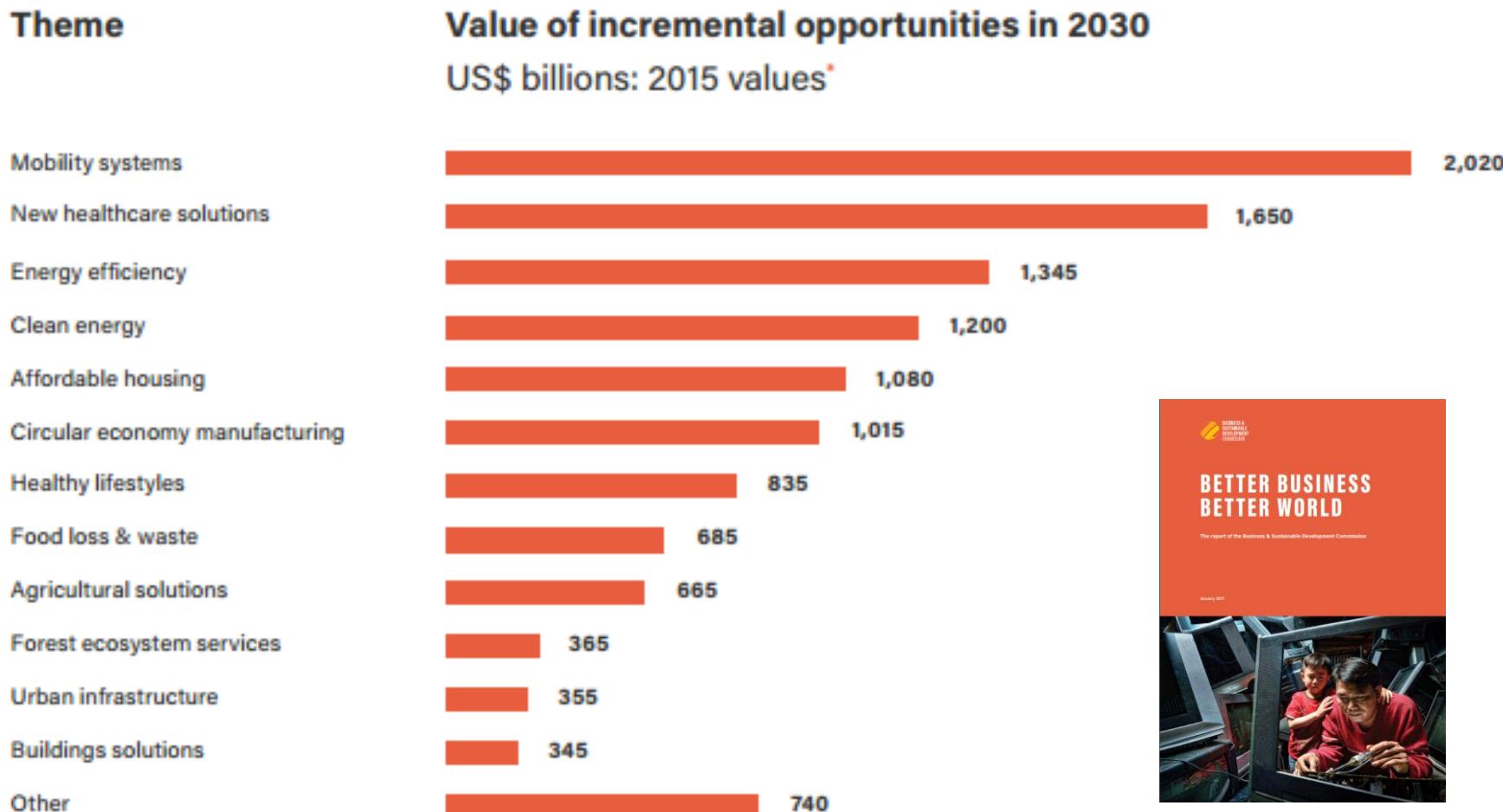


- These economic systems represent around 60 percent of the real economy and are critical to meeting the SDGs.
- To capture these opportunities in full, businesses need to pursue social and environmental sustainability as avidly as they pursue market share and shareholder value.
- If a critical mass of companies joins us in doing this now, they will become an unstoppable force.
- If they don't, the costs and uncertainty of unsustainable development could swell until there is no viable world in which to do business.

Financing sustainable development

Opportunities for the private sector

12 largest business themes in a world economy heading for the SDGs



US\$ billions: 2015 values*





SDGs' Implementation through Local Governments

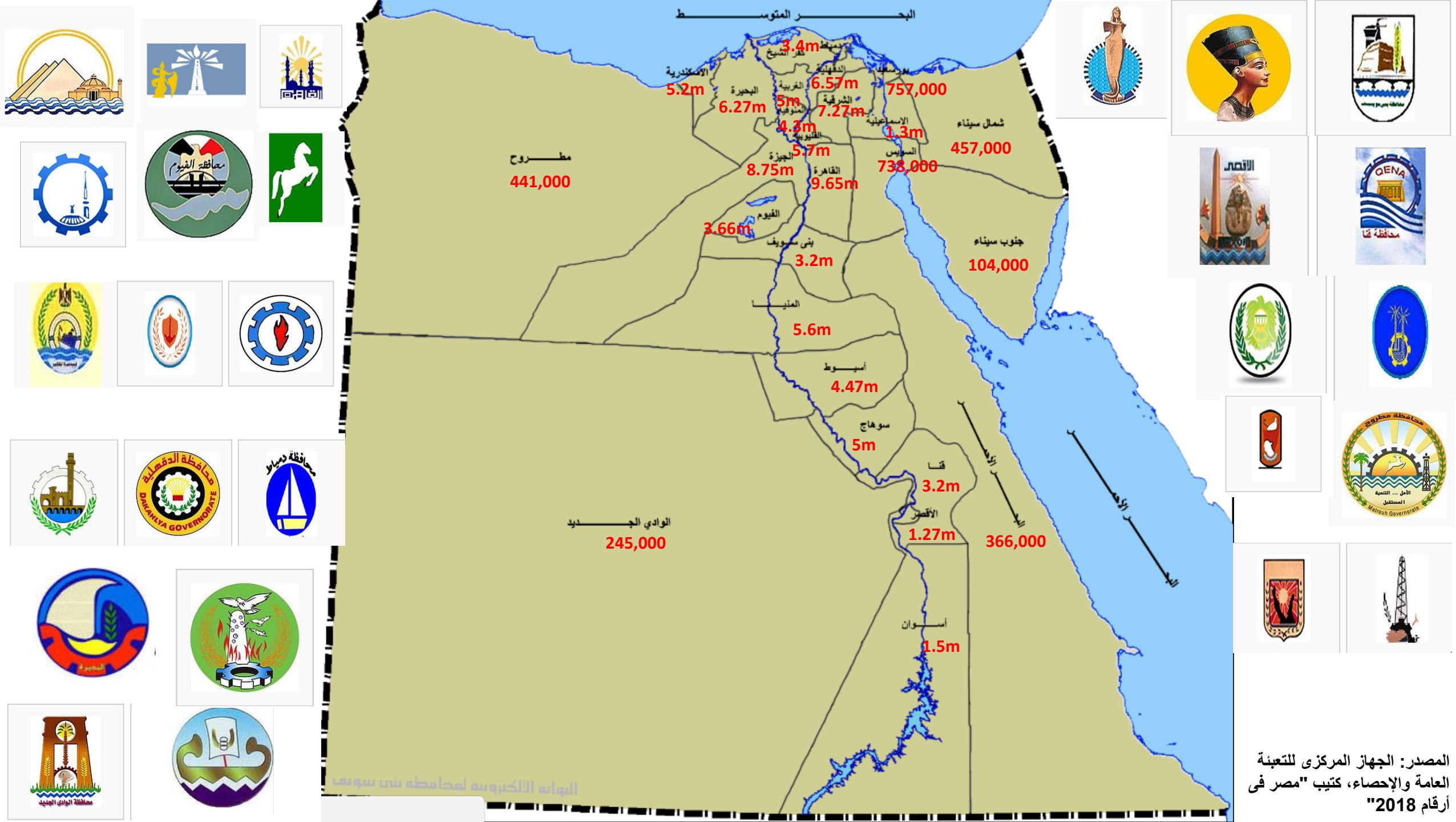


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الهيئة الكهربائية لمحافظة سوهاج

المصدر: الجهاز المركزي للتعبئة العامة والإحصاء، كتيب "مصر في 2018"



HIGH-LEVEL POLITICAL FORUM
ON SUSTAINABLE DEVELOPMENT

VOLUNTARY NATIONAL REVIEWS

Voluntary National Reviews Database

As part of its follow-up and review mechanisms, the 2030 Agenda for Sustainable Development encourages member states to "conduct regular and inclusive reviews of progress at the national and sub-national levels, which are country-led and country-driven" (paragraph 79). These national reviews are expected to serve as a basis for the regular reviews by the high-level political forum (HLPF), meeting under the auspices of ECOSOC. As stipulated in paragraph 84 of the 2030 Agenda, regular reviews by the HLPF are to be voluntary, state-led, undertaken by both developed and developing countries, and involve multiple stakeholders.

The voluntary national reviews (VNRs) aim to facilitate the sharing of experiences, including successes, challenges and lessons learned, with a view to accelerating the implementation of the 2030 Agenda. The VNRs also seek to strengthen policies and institutions of governments and to mobilize multi-stakeholder support and partnerships for the implementation of the Sustainable Development Goals.

This online review platform is dedicated to compiling information from countries participating in the voluntary national reviews of the High-level Political Forum on Sustainable Development ([scroll down](#)).

FEATURED

- [UPDATED Voluntary common reporting guidelines for voluntary national reviews at the high-level political forum for sustainable development \(HLPF\)](#)





Thank You

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Atlas of Sustainable Development Goals
2018 From World Development Indicators



Financing for
Development
at the World Bank Group

*Our support to the Financing
for Development (FFD) agenda*

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2018

Implementing the

2030
AGENDA
2018 UPDATE

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SUSTAINABLE
DEVELOPMENT
GOALS and HER



WORLD BANK GROUP

Mahmoud Moieldin
Senior VP