

# UNESCO Communication strategy for SETI for SDGs in Asia and the Pacific

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## 1. UNESCO

In Asia and the Pacific region and globally, people can choose not to do science but they cannot choose to ignore it as products of science are in every aspect of their lives. Indeed, without any understanding of the relevant science, it is difficult for anyone to take private and/or public decisions in people's daily life on daily issues for instance on personal and public health so relevant during this current COVID19 pandemic, pollution, environment and nature or climate change (Fischloff, 2013). Fischloff (2013) defines "Effective science communications inform people about the benefits, risks, and other costs of their decisions, thereby allowing them to make sound choices". Moreover, UNESCO recognized science communication as an essential component of development strategies.

There is a need to progress and strengthen a multi-level communication strategy in which each actor of the SETI ecosystem have a role to play:

### **Communication to the general public   Communication to the Decision-makers   Communication to the Actors of the SETI ecosystem**

This shall support and mutually reinforce bridges between science and society to accelerate the transition of Member States to a knowledge-based society and economy and sustainable growth in the region and in a longer-term sustain and/or increase the number of youth pursuing careers in STEM/SETI (Science Technology Engineering Mathematics/ Science Engineering Technology Innovation) sectors and continue develop science knowledge and their application. especially through accelerating the delivery of SDG 9, 13 and 17 on one hand and also 4 and 5.

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