

Case study for *Road Map on statistics for SDGs 2.0***Poland: Digital SDG Reports “Poland on the way to SDGs”****Description**

For users looking for information in the form of ready-made analysis/synthesis based on statistical data, Statistics Poland offers digital SDG Reports, which summarize Poland's achievements in implementing the Sustainable Development Goals.

The 1st digital Report in this series (titled "Report 2020. Poland on the way to SDGs") was published on the occasion of the 5th anniversary of the 2030 Agenda, in September 2020, as the 1st digital, interactive publication by Statistics Poland. Thus, the report was in line with the assumptions of sustainable development and global trends related to communicating statistics.

The innovative form of the report has increased its accessibility for users, especially during the pandemic, when the Internet became the main communication tool and attracted new recipients/data users. The reports are published annually, and their topics concern selected aspects of sustainable development (economic growth supporting inclusion and elimination of regional and social inequalities, state of the environment and what affects it, gender equality and the situation of women in Poland).

The reports are concise, interactive, rich in both content and graphics that facilitate the visualization of the issues raised, and are meant to present information in the form of ready-made analysis/synthesis based on statistical data.

Advantages

1. Promoting statistical issues of the 2030 Agenda and SDGs.
2. Expanding the group of users/recipients of statistical data.
3. Building a positive image of the official statistics based on innovations.
4. Presenting the challenges faced by Poland, in relation to the SDGs, in a comprehensible format, suitable for audiences without specialized knowledge in the area.

Challenges

1. Adapting the presented content to multiple target groups (including decision-makers, the scientific community, students, entrepreneurs and general public); Reports are designed to present statistical data in a way that is easy to understand, while not omitting important details. This may result in one or all target groups being dissatisfied with the information received.

Future steps

1. Exploring novel subjects and employing innovative visualisations to keep up with new trends.

More information

The SDG Reports are available on <https://raportsdg.stat.gov.pl/en/index.html>