

Global Partnership Communication Strategy and Action Plan

This document covers the period 31st May 2013 – 31st March 2014

Third meeting of the Global Partnership Steering Committee
25-26 July 2013, Addis Ababa, Ethiopia

This document provides an overview of potential aims, messages and actions for Global Partnership communications. It outlines specific actions planned by the joint team and offers ways in which Steering Committee members can further support Global Partnership communication activities in the run up to the first Ministerial-level meeting and beyond.

The document is shared with Steering Committee members *for information* under agenda item 7 of the third meeting of the Steering Committee (25-26 July 2013).

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Summary

This communication strategy and action plan covers the period 31st May 2013 to 31st March 2014.

It builds on the initial Global Partnership communication strategy note shared at the first Steering Committee meeting in December 2012 and feedback from the second Steering Committee meeting. It will be further revised and include a more detailed timeline and deliverables once a host for the Ministerial-level meeting of the Global Partnership is identified.

The plan sets overall communication objectives for the period, identifies key target audiences, offers key messages and a core narrative, and details the existing communication activities and platforms. It also sets out a range of communication activities for the period for the joint team and opportunities for Steering Committee members and other stakeholders to promote the Global Partnership.

Networked communication

For Global Partnership communications to work effectively, communication activities must act as the central link, filter and facilitator of an active global 'network of networks'.

Communications should draw and share success stories, articles and information on events from the structures that support the Co-Chairs' offices, Steering Committee members and the joint support team.

Communication activities should cultivate a global community of practice for policy-makers and practitioners to share knowledge, insights and experience.

The Co-Chairs offices and Steering Committee members and their constituents are supported by ministries, development agencies, a range of civil society organisations working in development co-operation on the ground, country offices and partners that should provide information on events and progress in implementing the Busan principles.

All stakeholders should actively gain and share information from their own and their constituents' networks with the wider Global Partnership through the joint team.

All stakeholders should actively use their own networks and tools to promote the Global Partnership. All members of the Global Partnership have a role to play in communication.

Resources

Not all joint team communication activities suggested in this document will be possible with the resources currently available to UNDP and the OECD (please see separate document).

Full resourcing would ensure rising interest and engagement in the run up to the first Global Partnership Ministerial-level meeting, help make it a success and help carve a unique niche and brand for the Global Partnership, as befits an international, multi-stakeholder, Minister-led initiative.

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1. Introduction

This communication strategy and action plan offers a vision for Global Partnership communications, including key messages and actions to undertake from 31st May 2013 to 31st March 2014, including building up to the first Ministerial meeting. It also offers suggestions on ways the Global Partnership Co-Chairs and Steering Committee members can support communications activities through their own networks.

This document builds on the initial Global Partnership communication strategy note shared at the first Steering Committee meeting in December 2012 and feedback from the second Steering Committee meeting in March 2013.

1.1 How is the Global Partnership perceived today?

The Global Partnership represents a historic step forward in effective development co-operation.

Yet it is starting almost from scratch in raising awareness, with a small core audience of committed politicians, practitioners, bloggers and high-profile journalists.

Since Busan the development world's attention has focused primarily on the post-2015 development agenda, which the Global Partnership seeks to influence.

Due to varying levels of engagement with the Global Partnership, different groups require unique, tailored engagement.

A communications survey was undertaken at the beginning of 2013. 108 individuals responded. A key finding was the need to renew and consolidate contacts with developing countries and emerging economies. The majority of respondents also thought that the Global Partnership should have a strong social media presence.

2. Aims

2.1 Main objectives

The following objectives have been refined since December 2012 based on feedback from stakeholders and the first Global Partnership communication survey.

- 1) Engage the Steering Committee, policy-makers and practitioners and Global Partnership members at large, in an evidence-based, fresh and relevant conversation on how to improve development co-operation, particularly at the country level.
- 2) Build the credibility of the Global Partnership as the forum that supports both progress on the ground and high-quality discussions on the effectiveness of development co-operation, including as an enabler for a post-2015 development framework.
- 3) Encourage thought and opinion leaders to write about the work of the Global Partnership as a concrete and essential contribution to the changing development co-operation landscape.

The following things should happen in the medium term that would constitute a communication success:

- 1) The media and the wider development community take a renewed interest in the Global Partnership and see its contribution to the post-2015 development agenda as crucial.
- 2) The Ministerial-level meeting of the Global Partnership is a success, securing high-level attendance and showcasing progress on the Busan commitments with significant media, social media and substantive interest.
- 3) The Co-Chairs:
 - Use the 'mainstream' media and other channels to advocate publicly for the Global Partnership.
 - Highlight their own Ministry's / agencies work in boosting effective development co-operation through their own channels and those of the Global Partnership.
- 4) Steering Committee members:
 - Actively showcase and share their own progress in implementing and supporting the implementation of the Busan principles through Global Partnership communication channels.
 - Support Global Partnership communications initiatives through their own channels (ministerial speeches and similar opportunities, success stories and social media etc) and link back to Global Partnership communication channels.
 - Undertake independent communication activities in support of the Global Partnership.
 - Development co-operation policy-makers and practitioners actively share and showcase progress and challenges through the Global Partnership community space and where relevant, external communication channels.
 - Global political actions on effective development co-operation are based on evidence from country experience and developing countries and South-South partners play an important role in shaping the global agenda on effective development co-operation.

3. Target audiences

- 1) **Leaders and Politicians:** Business leaders, Ministers and other leaders from countries and organisations that endorsed the Busan agreement. It includes both Northern donors, South-South co-operation partners and developing countries, with a specific set of messages tailored to each sub-group. Developing countries require special attention to ensure the success of the Global Partnership.
- 2) **The development co-operation community:** policymakers and practitioners, diplomats, officials of international institutions, civil society organisations and parliamentarians.
- 3) **Influencers and opinion makers:** includes expert journalists, the printed media, TV/radio channels, social networks, academia, think tanks and major advocacy CSOs.
- 4) **The concerned public:** concerned taxpayers and individuals interested in development.



4. Messaging

4.1 Key message

The Global Partnership helps nations, business and organisations work better together to end poverty.

4.2 Core narrative

The Global Partnership helps nations, business and organisations work better together to end poverty.

It brings governments, private companies, civil society and others together to ensure funding, time and knowledge produce maximum impact for development.

The Global Partnership is led by three high profile co-chairs:

- Armida Alisjahbana, Minister of State for National Development Planning, Indonesia;
- Justine Greening, Secretary of State for International Development, United Kingdom; and
- Ngozi Okonjo-Iweala, Coordinating Minister for the Economy and Minister of Finance, Nigeria.

The Global Partnership can help drive progress and support the implementation of the global development agenda that will follow the Millennium Development Goals target year of 2015.

It is a forum for advice, shared accountability and shared learning and experiences to support the implementation of principles that form the foundation of effective development co-operation:

- ownership by developing countries;
- a focus on results;
- inclusive development partnerships; and
- transparency and accountability to one another.

The principles were endorsed at the Fourth High Level Forum on Aid Effectiveness in Busan, Korea in 2011.

160 governments and 45 organisations have endorsed the Busan agreement.

The Global Partnership works with partners to complement existing efforts that impact on effective development co-operation. These include the UN Development Co-operation Forum, the Development Working Group of the G20 and the UN-led process of creating a global development agenda for after 2015.

The Global Partnership builds on a range of international efforts, including those begun in the Monterrey Consensus of 2002, the Rome Declaration on Harmonisation (2003), the Paris Declaration on Aid Effectiveness (2005) and the Accra Agenda for Action in 2008.

4.3 Tailored messages for particular audiences

The following three audiences have been identified as requiring uniquely tailored messages.

Developing countries

- The Global Partnership helps nations, business and organizations work better together to break the cycle of aid dependence.
- It helps ensure the availability of development finance and that it is predictable.
- It puts developing nations in the driving seat; ensuring donors align support with national priorities and plans.
- It is a partnership of equals, with high-level leaders from countries at all levels of development.
- It aims to ensure the unfinished business from Paris and Accra gets done.
- It helps boost self-sufficiency through work on domestic resource mobilization.
- All countries that endorse the Busan agreement are welcome to join the Global Partnership.

Partners involved in South-South and triangular co-operation

- The Global Partnership is an open global association to improve the effectiveness of development co-operation.
- It reflects the world of today and tomorrow, including leaders from partners involved in South-South co-operation and other developing and developed countries.
- It acknowledges the unique nature and value of South-South co-operation and of the experience and expertise of South-South partners.
- It supports the sharing of knowledge and experience through global networks for policy-makers and practitioners.
- Any countries that endorse the Busan agreement are welcome to join the Global Partnership.

“Traditional” donors

- The Global Partnership boosts the impact and value for money of development co-operation.
- It helps increase the quality of aid, boosting returns on all assistance provided.
- It brings governments, business, civil society and others together to ensure funding, time and knowledge produce maximum impact for development.
- It works to boost the transparency of development co-operation.

5. Concept

5.1 Networked communication

Global Partnership communications should showcase progress on the ground and foster increased political interest.

Communication actions must function as the central link, filter and facilitator of an active global ‘network of networks’ that leverages this information.

This cannot happen if stakeholders do not actively contribute.

The Co-Chairs' offices, Steering Committee members and their constituents are supported by Ministries, development agencies, a range of civil society organisations working in development co-operation, country offices and partners that should provide information on events and progress in implementing the Busan principles.

Stakeholders should begin sharing information on events, outreach activities and success stories with the joint-team.

Communications activities run by the joint-team should draw on and share success stories, articles and information on events from the structures that support the Co-chairs offices, Steering Committee members and the joint team.

Members of the Global Partnership should actively gain and share information from their own and their constituents' networks with the wider Global Partnership through the joint team.

A positive self-reinforcing cycle of increased sharing and interest could be set in motion in the run up to the first Global Partnership Ministerial if stakeholders contribute.

All members of the Global Partnership have a role to play in communication. Active participation will secure good communication results.

Civil society organisations, included as equals in the Global Partnership, can also play vital roles in advocating for and sharing examples of effective development co-operation in developing countries.

Communications efforts should:

- Supply and share country and regional results, success stories and initiatives to implement the Busan principles, including by donors.
- Share key media articles, blog posts and other media related to effective development co-operation.
- Raise the profile of the Global Partnership in post-2015 related media, social media and other communication activities.
- Encourage and support journalists in developing countries to contribute to the debate and advocate for effective development co-operation in their own countries.
- Foster a vibrant community of practice through practitioners' networks, virtual platforms for exchanges (primarily the community space) as well as a helpdesk on monitoring the Busan commitments.
- Provide an "unedited" platform for feedback and dialogue on effective development cooperation.
- Facilitate broader stakeholder engagement in the substantive discussions in preparation of agenda items for the Ministerial-level meeting.

6. Existing platforms and communication tools

6.1 Public platforms and tools

www.effectivecooperation.org serves as the digital face of the Global Partnership. It provides media and public friendly key information on the Global Partnership, the Co-Chairs, news, events and key resources. Where possible, the website links to external websites for specific content, so acts as a main hub for all Global Partnership related activities worldwide. Social media is being integrated. The website was launched in late March 2013 and is being developed and refined.



A basic social media presence includes Twitter, Facebook and YouTube. These are being maintained at a minimum due to resource / capacity constraints. The team produced two short video interviews at the Bali Steering Committee meeting in March 2013.

A Global Partnership email newsletter is shared with the broad membership of the Global Partnership about every six weeks.

The Busan building blocks are separate entities that will not be featured heavily on the main Global Partnership website. Yet content showcasing progress from these could help foster an image of momentum through social media, which is why a networked approach to communications is key.

The Global Partnership has a logo and visual branding guidelines.

6.2 Password protected platforms

The community space (temporary address: <https://one.unteamworks.org/GPEDC>) provides a password protected space for the Global Partnership.

All relevant documents in support of Steering Committee meetings, a virtual helpdesk for practitioners and a space for peer-learning and exchange among global development effectiveness policy-makers and practitioners are hosted on the community space.

Communities of practice of development effectiveness professionals share articles, best practice examples in a similar way to updating their status or sharing articles on Facebook.

The community space should bring to life a vibrant global community of practice and facilitate the engagement of a broader range of stakeholders in forward looking discussions around the Global Partnership. It should link global monitoring efforts to progress on the ground and between countries and regions.

Regular input should be shared by policy-makers and practitioners in countries, regional centres and globally to help countries develop their own solutions.

Country success stories shared on the community space can be filtered for use on the public website and social media as per the diagram.



7. Actions

7.1 Actions by the joint team

A number of 'quick win' activities will help give an initial boost. By the end of July 2013 the joint team will:

- Produce a video and written success story in Ethiopia that showcases the Busan Principles in the run up to the third Steering Committee meeting. This will part of a media package which will be sent to Steering Committee members after the meeting, so that they can disseminate it to their target audiences.
- Produce a leaflet on the Global Partnership for distribution by the Co-Chairs offices Steering Committee members and other stakeholders.
- Produce key factsheets for each target audience for the Co-Chairs offices and Steering Committee members to use in advocacy and outreach.
- Produce a presentation for stakeholders use in their outreach efforts.
- Provide a set of pre-packaged social media updates that Global Partnership stakeholders can send out through their own channels.
- Produce a list of blogs, media outlets, think tanks and research organisations working on effective development co-operation and the four workstreams.
- Develop a roadmap for hosting a series of e-discussions on topics related to the Global Partnership in the run-up to the 2014 Ministerial, to be moderated by Steering Committee members, representatives from civil society, academia or the private sector.

The following are suggested actions for the 31st of July 2013 to 31st of March 2014 (including the potential run up to the Ministerial). These represent the ideal situation and are subject to funding (please see the attached note on resources).

- Provide guidance and support for stakeholders wishing to create success stories, opinion pieces or other communications products the showcase effective development co-operation and the Global Partnership.
- Encourage substantive input from developing countries onto the community space ensuring it is well run, easy to use and has rich material that is constantly updated.
- Approach a couple of authoritative think tanks (at least one of them should be from the South) to gauge their interest in doing an independent study on the impact of Busan at the country level, or on the synergies between effective development cooperation and a workstream, e.g. knowledge sharing by Southern providers.
- Produce an information pack for journalists in developing countries to obtain collective evidence and stimulate the debate on effective development co-operation in their own countries.
- Create a series of video and written interviews for use in the Global Partnership Newsletters and social media.
- Support the production of opinion pieces for communications champions and press releases surrounding key milestones.
- Develop and implement a specific communications plan for specific milestones (steering committee meetings and related events that provide advocacy opportunities).
- Select the most representative success stories at country level and develop multimedia packages around them, e.g. upload the full research on the community space and concise summaries on the website; publicise the research in the printed and social media; produce a video or interview around it.
- Help generate fresh content by involving young journalists and students from developing countries through a video or social media competition on a relevant Global Partnership topic.
- Emphasise the links between Busan and the post2015 development agenda by ensuring regular high-level participation of Global Partnership members in relevant workshops and symposia and by getting members to organise similar initiatives in their own country or network.
- Explore the full potential of the community space and the social media to give a voice to countries and communities of practice who usually do not get heard, e.g. engage CSOs or private sector leaders in e-discussions or Twitter chats on the contribution of the private sector to development cooperation.
- Sharpening and improving a unique brand for the Global Partnership. This means promoting our key global message, added value, and sub-messages for developing countries, providers of South-South co-operation and traditional donors to our members; organising a social media contest on the key messages to get fresh views from the concerned public.
- Identify opportunities to showcase the Global Partnership around post-2015 development events, milestones and discussions. Joint opinion editorials / blog posts and social media chats could be some outputs.
- Develop the website with greater social media integration, regular content (to also come from all stakeholders) and further use of graphics and powerful images.
- Monitor and evaluate the impact and quality of communications action on a regular basis.

7.2 Activities by the Co-Chairs, Steering Committee members and other stakeholders

The Co-Chairs' offices and Steering Committee members have a key role to play in Global Partnership communication activities. The joint support team can provide assistance within its capacity and depending on the level of resources made available by members. In particular, the Co-Chairs and the Steering Committee can:

- Provide feedback on the key messages and the core narrative in this document to serve as a content base for all Global Partnership communication products.
- Agree to be interviewed as part of the Ethiopia success story (possibly Minister Okonjo-Iweala) at the third Steering Committee meeting.
- Share a number of prepared social media updates (including on the Ethiopia success story) through all communication channels.
- Identify themselves as potential 'communication champions' for the Global Partnership to engage the creation of success stories, opinion pieces and interviews.
- Take every opportunity to talk about the Global Partnership in public engagements and share the transcripts and related communications products with the joint team.
- Create webpages on the Global Partnership on their primary public websites, including information on your own and your constituent's efforts to implement the Global Partnership principles. Share the webpage with the joint team.
- Keep the joint team fully up to date on events or activities you are planning surrounding the Global Partnership and effective development co-operation with the joint team.
- Forward (retweet) messages from the Global Partnership Twitter and Facebook accounts. Actively promote the Global Partnership accounts and effective development co-operation through their social media channels. On twitter, use hashtag: #GPEDC.
- Contribute opinion editorials and or blog posts on the Global Partnership. The joint team may be able to set up a blog subject to resources (please see separate document on resources). Encourage all to actively contribute to the e-discussions hosted on the Global Partnership community space.

7.3 Potential media partners

An extensive list of media partners, journalists and other media opinion leaders will be created when the communication specialist joins the team. An initial list includes:

- Guardian Global development (<http://www.guardian.co.uk/global-development>)
- Inter-press service news (<http://www.ipsnews.net/>)
- Devex (<https://www.devex.com/en/>)
- Euractiv (<http://www.euractiv.com/>)
- AllAfrica.com (<http://allafrica.com/>)
- IRIN humanitarian news (<http://www.irinnews.org/>)
- Project syndicate (<http://www.project-syndicate.org/>)
- Think Africa Press (ThinkAfricaPress.com)
- Brokeronline (<http://www.thebrokeronline.eu/>)