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## **Outreach and Communications Strategy GPEDC's 2019 Senior-Level Meeting (SLM)** (In the margins of the 2019 High-Level Political Forum)

The targeted outreach and communication activities/products outlined in this document are meant to give the GPEDC Co-Chairs, Steering Committee members and Joint Support Team concrete tools and outreach ideas to advocate for, strengthen political engagement around and publicise the first GPEDC Senior-Level Meeting (13-14 July, New York) in the margins of the 2019 UN High-Level Political Forum.

## STRATEGY & OBJECTIVES

This proposed outreach and communications strategy runs from **April to July 2019** and outlines how the communication messages of the GPEDC will be disseminated in the lead up to and during the GPEDC's 2019 Senior-Level Meeting (SLM). Set to take place in New York on 13-14 July, the SLM is strategically positioned in the margins of the UN High-Level Political Forum. The SLM, bridging the 2016 Nairobi High-Level Meeting and the next High-Level Meeting, will seek, as its core objective, to galvanise governments, civil society and other actors into the 'gear change' needed to accelerate SDG implementation at the country level and globally.

The SLM will underscore that the effectiveness agenda represents the third cornerstone to realising sustainable development. The 2030 Agenda for Sustainable Development sets out ambitious, universal goals and commitments, for which the means of implementation are outlined in the Financing for Development processes. The globally-agreed effectiveness principles (*country ownership, focus on results, inclusive partnerships, and transparency and mutual accountability*) are instrumental in multiplying the potential of each dollar spent to implement the 2030 Agenda.



This simple, yet important, message will guide the development of subsequent messages to be shaped by Steering Committee members in the lead up to the SLM. The development of these messages, related to specific work-streams, deliverables and SLM themes, will be facilitated through the Core Group for the SLM and the thematic working groups for each of the SLM sessions. The timing of subsequent messages will be developed in line with work-stream milestones as needed.

Noting that messaging *content* will be further developed in the coming months, this strategy focuses on how these messages will be *delivered*. Having a clear outreach and communications plan is critical given the size and level of expected participation at the SLM, its proximity to the 2019 UN High-Level Political Forum and the importance of engaging all actors with a stake in development co-operation. Through (1) possible advocacy opportunities for the Steering Committee members and GPEDC stakeholders-at-large, and (2) a communication plan for mass publicity, this outreach and advocacy strategy aims to:

**Publicise the SLM and its key objectives** amongst those participants attending, building political momentum around the SLM and;  
**Incentivise broader participation** from those not attending, offering opportunities to participate in the shaping of the SLM.

**1.**  
Outreach & Advocacy

**2.**  
Communications & Mass Publicity

By the end of the SLM, the key processes, activities and products outlined below will help promote, amongst governments and other actors, a shared understanding of how *effectiveness* is integral to meeting the goals set out in the 2030 Agenda.

## 1. OUTREACH AND ADVOCACY

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As a ‘global-light’ forum, the success of the GPEDC’s advocacy and outreach efforts depends on the full engagement and active participation of its stakeholders. Steering Committee members and other partners have a critical role to play in advocating for development effectiveness informed by compelling evidence and in highlighting the GPEDC’s added value through strategic engagement in global processes.

For a shared understanding of the SLM and its objectives, it will be critical for the Steering Committee to be ‘champions of effectiveness’. The members are uniquely positioned to promote effectiveness in light of the 2030 Agenda, i.e. in addition to the ‘what’ we need to achieve (the SDGs) and the means by which we achieve it (the financing for development framework) comes the ‘**how**’ to **best work together to achieve these goals (effective development co-operation)**.

### Key Engagement Opportunities

In the lead-up to the SLM, Steering Committee members have an opportunity to **engage in several high-level events** with large audiences – an opportune time to promote effectiveness as a cornerstone for the 2030 Agenda.

The following is a schedule of relevant events that members could consider engaging in:

Event	Date	Location	Description
1 BAPA + 40 UN Conference on South-South Co-operation	20-22 March	Buenos Aires, Argentina	<p>The High-Level Conference will provide momentum to spur concerted and collaborative actions by developing countries, through partnerships involving all stakeholders, to bolster the role of South-South co-operation and triangular co-operation in the implementation of the 2030 Agenda for Sustainable Development.</p> <p><i>Relevant Side Events:</i></p> <ul style="list-style-type: none"> <li>• <i>Triangular Co-operation in the Era of the 2030 Agenda for Sustainable Development: Launch of GPI Report and the Voluntary Guidelines for Endorsement</i></li> <li>• <i>Engaging Private Actors to Achieve the 2030 Agenda: Learning from South-South and Triangular Co-operation</i></li> <li>• <i>Ensuring Effective South-South Co-operation to Accelerate Achievement of the 2030 Agenda</i></li> <li>• <i>Measuring Development Effectiveness of South-South Co-operation: Recipients Perspectives</i></li> </ul>
2 ECOSOC Partnership Forum	11 April	New York City, NY	<p>This yearly forum brings together some of the most influential leaders from government, the private and non-profit sectors, and civil society to share the latest innovations on how partnerships can best advance international development.</p>
3 World Bank/International Monetary Fund Spring Meetings	12-14 April	Washington, DC	<p>These Spring meetings discuss progress on the work of the World Bank and International Monetary Fund, focusing on the state of the global economy, international development, and the world's financial markets.</p>
4 ECOSOC Forum on Financing for Development	15-18 April	New York City, NY	<p>The FfD Forum is an intergovernmental process with universal participation mandated to review the Addis Agenda and other financing for development outcomes and the means of implementation of the Sustainable Development Goals.</p> <p><i>GPEDC Side Event:</i></p> <ul style="list-style-type: none"> <li>• <i>Trends and Progress in Effective Development Co-operation</i></li> </ul>
5 SDG Investment Fair	15-17 April	New York City, NY	<p>The SDG Investment Fair was established in 2018 to facilitate direct informal interaction among representatives of governments of developing countries, the private sector and financial intermediaries with a view of accelerate the mobilisation of investment for the SDGs. In 2019, the SDGI Fair will be scaled-up further to increase its impact towards the closure of the SDG investment gap.</p>
6 European Development Days 2019	18-19 June	Brussels, Belgium	<p>The European Development Days (EDD) bring the development community together each year to share ideas and experiences in ways that inspire new partnerships and innovative solutions to the world's most pressing challenges. EDD 2019's overarching title is "Addressing inequalities: building a world which leaves no one behind".</p>
7 G20 Summit	28-29 June	Osaka, Japan	<p>This annual gathering of heads of states, representing more than 80% of the global GDP, focus on resolving a wide range of global issues which have immense impacts on the global economy, such as development, climate change and energy, health, counter-terrorism, as well as migration and refugees.</p>
8 20 <sup>th</sup> Session of the High-Level Committee on South-South Co-operation	June TBD	New York City, NY	<p>The main policymaking body on South-South Co-operation in the United Nations system is this High-Level Committee, a subsidiary body of the UN General Assembly that was originally comprised of representatives of all countries participating in the UNDP.</p>
9 High-Level Political Forum 2019	9-18 July	New York City, NY	<p>The High-Level Political Forum is the UN's central platform for follow-up and review of the 2030 Agenda for Sustainable Development with this year's theme being 'empowering people and ensuring inclusiveness and equality' with goals 4,8,10,13,16,17 under review this year.</p>

## Proposed Products

### Advocacy Notes

While networks and associations of different stakeholders engage in the work of the GPEDC and are represented on the Steering Committee, a clear understanding of how different groups can use the Partnership to strengthen their development activities – and their engagement – remains limited. As such, and as discussed during the [16<sup>th</sup> Steering Committee meeting](#) and agreed in the [Global Advocacy and Outreach Strategy](#), the Joint Support Team will support the development of targeted messaging ('advocacy notes') that elaborate the specific value addition of the GPEDC and make policy guidance meaningful for the day-to-day operations of diverse constituencies. These products should also help identify the key needs of each stakeholder group and help define how they can concretely benefit from engagement with the GPEDC, ensuring a better understanding of the value of effective development co-operation at all levels and by all constituency groups. Draft notes will be reviewed and endorsed by the relevant constituency representative in the Steering Committee.

Though the JST will support the production and circulation of these notes (e.g. through social media, promotional interviews with Steering Committee members, etc.), the Steering Committee will 'own' the products and should decide when and how they are appropriate to use.

### Event Briefs

In the lead-up to the SLM, the JST will provide Steering Committee members event briefs for all relevant, high-level international fora such as the ECOSOC Forum on Financing for Development. Previously provided for the Development Co-operation Forum, International Labor Conference, and 2018 High-Level Political Forum, briefs for 2019 events will provide targeted messaging, e.g. on effectiveness, GPEDC and the upcoming SLM, for Steering Committee member-led outreach.

## 2. COMMUNICATIONS AND MASS PUBLICITY

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In addition to targeted outreach by Steering Committee members as mentioned above, the JST also proposes a communication plan for mass publicity of the SLM beyond those in the development co-operation community. It is a three-part plan, each with its own set of communication activities and products.

### Run-up to the SLM

(April - July 2019)

### Activities during the SLM

(13 - 14 July 2019)



### Publicity before the SLM

(June - July 2019)

## I. Run-up to the SLM (April – July 2019)

In the months leading up to the SLM, key activities and products that will be utilised to promote communications around the SLM are as follows:

### Activities

#### Key Online Outlets for General Audiences

With close to **15,000 per month views on the website, 12,000 Twitter and Facebook followers and 7,000 subscribers to the GPEDC and GPI newsletters**, GPEDC's online outlets will be a key avenue for information dissemination to the general public. In the run-up to the SLM, a content calendar will help with sending out key tailored messages covering all constituency groups. This will include promoting the advocacy notes and blogs, as well as engaging participants in activities on the Knowledge Platform (mentioned below).

#### Knowledge Platform for Practitioners

To ensure an inclusive and demand-driven SLM, the GPEDC can use the forthcoming digital Knowledge-Sharing Platform to encourage key practitioners from all around the world to **join the one-stop digital portal for information, training, peer learning and networking** on effective development co-operation. The Platform, with dedicated pages for each constituency group, plans to launch many features that will allow practitioners from diverse fields to contribute their tested solutions and good practices on effectiveness. For example, a series of online, global consultations hosted on this Platform could help to define or validate emerging 'frontier effectiveness issues' and shape / feed into substantive sessions at the SLM, thereby ensuring inputs from all regions and constituencies are considered at the SLM and in the next GPEDC programme of work.

### Products

#### A Series of Blogs

To raise awareness of the SLM and what it means as well as its relation to the HLPF and the SDGs, **a series of 10 blogs are scheduled** to be published on GPEDC's own blog platform in the run-up to July. Authors will include Steering Committee members, friends of the GPEDC, and development co-operation practitioners. The blogs will elaborate on key topics related to ongoing work in effectiveness including monitoring, private sector engagement, effectiveness in fragile and conflict-affected states, as well as on sessions planned in the SLM programme. The blogs will also be strategically published in the margins of key events including, but not limited to, BAPA + 40 and ECOSOC Forum on Financing for Development, and potentially cross-posted on more popular websites e.g. Devex.

## II. Publicity before the SLM (June – July 2019)

A month before the SLM, the JST will publicise and create excitement around the upcoming SLM through the following activities and products:

### Activities

#### Press Conference

To ensure that the wider development community knows about the SLM, **a timely press conference featuring the Co-Chairs as well as a press release** before or during the event is very important (as is a news article after the SLM). To make sure that the SLM gets wider coverage in print and online media outlets, it is important to alert and invite journalists. News of such a press conference is to be shared with all media outlets in advance to ensure media attendance, and press release distribution. A number of journalists are based in New York (Full list of UNCA journalists can be found [here](#)).

### Products

#### Key Op-Eds

A month before the SLM, the GPEDC plans to identify three high-level officials, such as country ministers and/or UN Assistant Secretary Generals, to **author timely op-eds on topics related to effectiveness**. The questions addressed in the op-eds will be finalised in the coming months, based on evidence coming from GPEDC's current programme of work. These opinion pieces will be pitched to key online outlets such as The Guardian Global Development Blog, Devex, and New York Times. GPEDC has already compiled list of pre-identified online outlets.

#### A Public Relations Video: 'From Paris to Nairobi and Beyond'

To visually speak to the importance of effective development co-operation and the SLM, the GPEDC proposes making **a short 2-3-minute PR video to be used as a marketing tool** online as well as in GPEDC and global events leading up to the SLM. The video could show:

- The events of Paris, Accra, Busan, Mexico, Nairobi and then New York with the SLM, highlighting the increasing number of stakeholders involved;
- The evolution from aid effectiveness to effective development co-operation;
- The role of effectiveness (and the SLM) as the third side of the 'magic triangle' of sustainable development, other two being the SDGs and the financing agenda.

*[Estimated Cost of Video: USD 10,800]*

#### Social Media Toolkit

A social media toolkit will be developed with **a set of key messages, profiles and briefs, as well as draft tweets and posts**. This will be shared amongst Steering Committee members and promoted online, so participants and the general public can help promote the SLM.

### III. Activities during the SLM (July 2019) – Resource Contingent Activities

In addition to the above, the JST proposes the following key activities and products for the SLM in July. *These activities will have resource implications.*

#### Activities

##### Interactive Activities

The GPEDC may **organise exercises that will allow participants to engage with each other and with GPEDC products during the SLM.** This will include setting up tables outside the venue – showcasing the GPEDC Monitoring Dashboard and the Knowledge-Sharing Platform – and a live Twitter wall. This may also include setting up a magnetic board outside the venue, allowing participants to respond to a question - the answers to which can be announced at the end of the event.

*[Estimated Cost of Board: USD 1,080]*

#### Products

##### Photography and Videography

Other activities with resource implications include **photography and videography** during the event. Videography is especially important for institutional memory and inclusivity, especially for those that may not be able to attend the SLM. All key discussions and sessions will be made available online.

*[Estimated Cost: USD 8,640]*

##### Signage and Printing

The JST has also estimated the need for **roll-ups, signage, production of folders and other materials** that will be required for all 500+ participants attending the SLM.

*[Estimated Cost: USD 6,480]*