

Communications Activities Update

Global Partnership Steering Committee
The Hague, Netherlands, 19-20 January 2015

This document provides an update on the communications approach for the Global Partnership for Effective Development Co-operation and suggestions for how Steering Committee members can continue to promote the Global Partnership and its achievements.

The document outlines what the communication efforts aim to achieve and how the Steering Committee can contribute to this.

This document is shared with Steering Committee members *for information*.

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INTRODUCTION

1. This paper provides an update to the Steering Committee on communication activities and tools for the Global Partnership for Effective Development Co-operation (GPEDC). It outlines how the Co-Chairs and the Joint Support Team (JST) are approaching communication with key partners and the broader community. It also provides suggestions as to how Steering Committee members can actively promote the Global Partnership and its key messages and achievements. The approaches are regularly reviewed to ensure they are responsive to the strategic direction of the Global Partnership.

COMMUNICATIONS

2. Global Partnership Communications efforts aim to:

- Supply and share country and regional results, success stories and initiatives to implement the Busan principles by all Global Partnership stakeholders.
- 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, and other countries alike, to contribute to the debate and advocate for effective development co-operation in their own countries and internationally.
- Foster a vibrant community of practice through practitioners' networks, virtual platforms for exchanges as well as a helpdesk on monitoring the Busan commitments.
- Provide a platform for feedback and dialogue on effective development co-operation.

ACTIVITIES BY THE STEERING COMMITTEE AND CO-CHAIRS

3. Steering Committee members are in a unique position to promote the Global Partnership. The Global Partnership mandate foresees that they act as 'ambassadors' of the Partnership to other international and regional processes, ensuring that priorities and key messages of the Global Partnership are reflected in relevant discussions taking place in other fora. Their leadership roles and media profiles provide opportunities to promote the Global Partnership and discuss its achievements. Steering Committee members are continually invited to:

- 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 (for example, speeches interviews and social media) and ensure that those opportunities and products are linked to Global Partnership communication channels.
- Undertake independent communication and outreach activities in support of the Global Partnership.

COMMUNICATION WITHIN THE STEERING COMMITTEE - STAKEHOLDER ENGAGEMENT

4. Communication within the network of the Co-Chairs, the Steering Committee and the Joint Support Team needs to be regular and efficient. It supports the Co-Chairs' and the Steering Committee's work in developing a sense of ownership and community among the Global Partnership's stakeholders and constituencies.

5. The Joint Support Team maintains the central up-to-date contact list for the Steering Committee and their support/contact points as well as for the Monitoring Focal Point Network and BB/VI focal points. These are useful channels for the Co-Chairs and Steering Committee to share information with their constituencies. The Joint Support Team is able to facilitate communication and provide the latest contact details for *ad hoc* or bilateral contacts. The email address info@effectivecooperation.org is checked regularly and is a useful way for stakeholders to share content for the newsletter, provide updates on their activities to the Joint Support Team and request clarification on any issue or item.

6. Further development of other Focal Point Networks will evolve as initiatives around Busan implementation advance and evolve.

COMMUNICATIONS WITH THE BROADER PARTNERSHIP

7. External communications that promote the achievements of the Global Partnership to the development community and the public are focused around the website www.effectivecooperation.org, supported by an active social media presence with regular contributions to social media platforms such as Facebook, Twitter, LinkedIn and YouTube. The Global Partnership's online presence is used to publicise events and specific campaigns as well as being an avenue to share documents, publish blogs and perspectives on relevant key development topics.

8. The JST will produce an email newsletter every month but its exact timing depends on content being provided by the Co-Chairs, Steering Committee members, the Building Blocks and the Voluntary Initiatives as well as broader Global Partnership stakeholders. Regular blogs play an important role in raising awareness about the Global Partnership, building its analytical contribution and providing an important opportunity to build contacts with key development thinkers.

9. Communications plans for specific events are developed when required. This may include a media kit and information packages tailored for the event.

10. The UNDP *Teamworks* platform hosts a password-protected Global Partnership space. Its purpose is for Global Partnership stakeholders to share, download and comment on documents. It also serves as a tool to disseminate information, for example, minutes of Steering Committee meetings, the monitoring exercise and voluntary initiatives and to facilitate the more technical and thematic discussions. The platform has also hosted several thematic e-discussions.

11. The following section provides more detailed information on all these different communications tools and how stakeholders can actively contribute content and use these tools for their own communications and outreach activities.

OVERVIEW OF COMMUNICATION TOOLS FOR ENGAGING WITH BROADER STAKEHOLDERS

What	Why	Who	When	How
Event Promotion	Encourage participation and raise awareness.	Event organisers Co-Chairs Steering Committee Global Partnership stakeholders BBs, VIs JST	Lead-up to the events During the event Post-event	<p>Joint Support Team engages in social media, newsletter, blogs, website, news items/ articles for other publications and websites, twitter chats and other channels.</p> <p>Event organisers develop content, in collaboration with the Joint Support Team, which can also be forwarded/shared by Global Partnership members within own networks.</p> <p>All stakeholders take the initiative to share information via info@effectivecooperation.org about relevant events, publications etc, for the JST to disseminate via outreach channels.</p> <p>Stakeholders use info@effectivecooperation.org which serves both as a helpdesk for questions from the broader membership of the Global Partnership and as a tool for the sharing of stories, case studies, good practices, news, events and other information for broader dissemination.</p>
Updates on Building Blocks, Voluntary Initiatives and stakeholder-led initiatives	Strengthen the community, raise awareness about the plans, progress and results from BBs and VI and facilitate collaboration and synergies among initiatives.	Building Blocks, Voluntary Initiatives Co-Chairs Steering Committee JST	As updates and progress are available.	<p>JST engages in social media, newsletter, blogs, news items/ articles, website,</p> <p>Co-Chairs/ Steering Committee promote their activities through their communication.</p>

What	Why	Who	When	How
Messages from the Co-Chairs	Provide leadership, raise political awareness, encourage broad participation.	Co-Chairs	After Steering Committee meetings and in connection to key events as relevant	<p>Co-Chairs prepare public letters, social media, blogs, published articles, Twitter chats opinion pieces and interviews.</p> <p>Stakeholders share public messages through their communication channels.</p>
Newsletter	Broad information sharing, raising awareness.	All GPEDC stakeholders produce content, Joint Support Team assembles and disseminates	Monthly depending on the availability of content.	<p>Joint Support Team prepares newsletter drawing on input from Co-Chairs, Steering Committee Building Blocks, Voluntary Initiatives and broad Global Partnership membership. It is emailed to over 2 000 development professionals.</p> <p>Stakeholders provide input to the JST. They also share the newsletter and distribute it to their networks</p>
Major milestones and development debates (eg post-2015 agenda)	Influencing political debates Raising awareness, contributing Global Partnership perspectives to key development debates, publicising events, documents, blog posts, etc.	Co-Chairs Steering Committee	As opportunities arise.	<p>Co-Chairs organise activities individually or jointly.</p> <p>Joint Support Team promotes them though newsletters, website, blogs, social media and a biannual call for development co-operation case studies. It also maintains relations with networks such as DevEx, Restless Development. +SocialGood to publicise events and organize online events</p> <p>Co-Chairs, Steering Committee members and key partners maintain a contact point network among their communications offices of to share key messages to publicise.</p> <p>Steering Committee and other Global</p>

What	Why	Who	When	How
				Partnership stakeholders provide inputs and support depending on the specific activity and complementing other promotional efforts.
Technical / thematic discussions	Provide space for sharing documents and having in-depth e-discussions on targeted, topical themes.	Initiative and content from all GPEDC stakeholders, including Building Blocks/Voluntary Initiatives focal points, national monitoring focal points etc. JST facilitates.	As relevant to support the GPEDC work programme, and as topical themes and opportunities arise.	<p>All stakeholders can access the Community Space on UN <i>Teamworks</i>.</p> <p>Stakeholders who have signed up to the space can freely post and share technical documents or works in progress</p> <p>Anyone can organise e-discussions, post contributions or ask for advice.</p>

OVERVIEW OF COMMUNICATION TOOLS WITHIN THE STEERING COMMITTEE

What	Why	Who	When	How
Regular updates to the Steering Committee from the Co-Chairs	<p>Keep Steering Committee members engaged between meetings.</p> <p>Facilitate updates from Steering Committee members to their broader constituencies.</p> <p>Request regular feedback.</p> <p>Provide a mechanism for the Steering Committee representatives to consult with their constituencies</p>	Co-Chairs	Monthly	<p>JST assembles and co-ordinates Co-Chairs' updates and emails to Steering Committee contact list, providing updates on:</p> <ul style="list-style-type: none"> - outreach activities, - key messaging on strategic direction - recent and upcoming activities - requests for engagement. <p>Steering Committee members consult with their constituencies and provide feedback to the Co-Chairs and Joint Support Team.</p>

What	Why	Who	When	How
	and report back to the Co-Chairs and Joint Support Team.			
Stakeholder engagement requests	To seek engagement by a Steering Committee member or a stakeholder from their constituency on a specific request.	Steering Committee members, Co-Chairs and Joint Support Team	As relevant	JST facilitates bilateral contact (using central up-to-date contact list). Steering Committee engage directly with each other.
Monitoring - contacts list and online help desk	Develop and strengthen the practitioners' community at country and providers' HQ level. Secure interest and participation for future rounds of monitoring.	Joint Support Team	Quarterly news and updates.	Regular emails exchanges. JST provides Email updates to the focal points as required leading-up to the monitoring round. JST Facilitate bilateral contacts, also within the community, using community platforms such as <i>Teamworks</i> , Google+.
Updates to Building Blocks and Voluntary Initiatives	Regular updates on the work of the Building Blocks and Voluntary Initiatives as inputs are provided to the Joint Support Team, to ensure their achievements are captured and promoted and maintain momentum amongst practitioners.		Quarterly	Email request for inputs to list of focal points. Bilateral follow-up as appropriate.