



**Global  
Partnership**  
for Effective Development  
Co-operation

# UPDATING THE GPEDC STRATEGIC COMMUNICATIONS FRAMEWORK FOR 2015-2016

Global Partnership for Effective Development Co-operation Steering Committee meeting  
3-4 September 2015, Mexico City, Mexico

This document presents an updated communication strategy and guiding framework for the GPEDC's communications, covering the period October 2015 - December 2016.

This document is shared with Steering Committee members for feedback and endorsement under agenda Item 6 of the 8th Steering Committee meeting

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DOCUMENT 6

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1. This document reads as an updated strategic overview and guiding framework for the Global Partnership for Effective Development Co-operation's (GPEDC) communications covering what has worked to date, where can we improve, focus areas moving forward, target audiences, updated messaging, and digital strategy. Additionally, a budget and high-level work plan is proposed at the end of this document for feedback and endorsement at the Steering Committee meeting in Mexico City.
2. To support the second GPEDC High Level Meeting in November 2016 (HLM2), a specific communications action plan – building on and referencing this strategy – will be developed in consultation with the Host, the Co-Chairs and Steering Committee members. This plan will be shared when ready and can be considered by the Steering Committee at the next SC meeting in early 2016. While this broader communications strategy is intimately tied to raising awareness of HLM2 and building up to the event, an HLM2-specific communications plan will be more event-oriented and have its own set of activities, timelines, deliverables and success measurements. Both documents are directly tied to the proposed budget moving forward. Shorter communications action plans will also be considered for side events and other key meetings.
3. This update builds on the Global Partnership Communication Strategy and Action Plan that covered the period of May 2013 to March 2014, the outreach and engagement plan designed for HLM1 that took place in April 2014 in Mexico, the Global Partnership Survey Responses from January 2015, and the outcomes of the January 2015 Brussels workshop. To learn more about the outcome and impact of the previous communications strategy, including digital metrics over time, please see Addendum 1. Additionally, in order to capture the latest thinking and perspective from key GPEDC audiences on how they perceive the GPEDC, and how updating communications activities and tools can lead to greater impact, the JST has interviewed a number of internal and external stakeholders including SC members, foundations, civil society organisations and other partners, through July and August 2015.
4. **Next step:** this document will be updated to reflect any additional input and feedback provided by Steering Committee members, after which an HLM2-specific communications plan will be developed. Steering Committee members are also invited to review the proposed resource request for communications activities outlined in Annex 1.
5. *While this strategic communications framework covers just over 1 year—from October 2015 to December 2016—it is strongly recommended that once adopted by GPEDC leadership, this document serve as the foundation for communications through 2017 to ensure continuity in thinking, planning, execution and evaluation.*
6. *This document is shared with Steering Committee members for feedback and endorsement under agenda item 4 of the Steering Committee meeting to be held in Mexico City on 3-4 September, 2015. All suggested activities in the budget proposal are contingent on a firm commitment of resources.*

## 1. ACHIEVEMENTS AND LESSONS LEARNT

7. The main objectives of the 2013-2014 Communications Strategy focused on engaging the GPEDC Steering Committee, policy-makers and practitioners in an evidence-based conversation about improving development co-operation, particularly at the country level. This goal was greatly supported by the 1st High Level Meeting (HLM1) in April 2014.
8. The event gathered more than 1500 participants from over 130 countries. 38 Voluntary Initiatives were launched by governments, business, private foundations and civil society to push forward effective development co-operation. Due to extensive media outreach, the meeting was covered by more than a dozen international media outlets.
9. The previous communications strategy also sought to build the credibility of the GPEDC as the forum that supports both progress on the ground and high-quality discussions on the effectiveness of development co-operation. In addition to HLM1, since 2013, 10 regional and global workshops have been held to bring together participants from government, business, civil society and development practitioners to explore the regional and national context, provide a platform for learning, and increase South-South and Triangular Co-operation.
10. The communications strategy supported these forums by creating the space for the GPEDC to broaden and deepen stakeholder engagement at the various events, as well as continuing the dialogue via e-discussions and virtual activities such as Twitter chats. The GPEDC also leveraged its digital platforms for high-level side events such as major World Bank and UNGA meetings. Using such platforms allowed the GPEDC to further engage with policy-makers and practitioners and link event discussions and recommendations with broader development audiences.
11. Also, the Joint Support Team communications group launched a multi-stakeholder case study competition in November 2014, resulting in over a dozen submissions. Finalists presented at the 7th SC meeting in The Hague in January 2015.
12. The previous strategy also advocated encouraging thought and opinion leaders to write about the work of the GPEDC as a concrete and essential contribution to the changing development co-operation landscape. To fulfil this goal, the Effective Development Co-operation blog was launched in September 2013. Former USAID Administrator Rajiv Shah, UK Secretary of State Justine Greening, State Minister for National Development Planning Armida Alisjahbana and Nigerian Finance Minister Ngozi Okonjo-Iweala have been among the more than 95 guest contributors so far. Contributors have also included approximately ten guest authors from steering committee representatives and a media partnership with the international development news outlet, Devex. This has increased the reach of our blog posts by co-publishing them on the Devex website and promotion via Devex's popular social media channels and email distribution lists - leading to greater activity and engagement with GPEDC's Twitter presence.

### **Opportunities to improve communications**

13. Feedback from the GPEDC membership survey, the Brussels workshop outcome document, and recent interviews with leadership, partners and friends of the GPEDC suggested that there needs to be stronger communication tying the GPEDC to the “how” of effective implementation of the new SDGs and the broader post-2015 development agenda. This requires specific communication activities that support the GPEDC's visibility in this context, such as presenting issues papers, sharing country experiences (story telling) with others, and active interaction with the Global Partnership Initiatives (GPIs). Additionally, there needs

to be increased engagement in international events, regional events and technical fora, as well as a stronger focus on progress at the country level. To support these efforts, Steering Committee members need to act as ambassadors and advocates of the GPEDC and GPEDC focal points should be identified at the country level.

14. In order to spark behavioral change, it is crucial that the GPEDC conducts more outreach to policymakers at the national level with analytical evidence. At the same time, the GPEDC needs to better surface and spotlight existing and new innovative and impactful partnerships, relying more on the Steering Committee and other members to engage their constituencies in documenting and sharing best-practices through the GPEDC's platform and Monitoring Framework.
15. While communication channels and products to date - including the website, newsletter, social media, event support, Teamworks and beyond - have served their purpose given resource constraints, it was made clear that communications is absolutely core to the success of the GPEDC platform and that the digital platforms need to be upgraded. Current challenges to navigating the website, as expressed through member feedback and other user experiences, include the difficulty in finding key documents easily; the need for a more accessible events calendar explicitly outlining entry points for GPEDC engagement; a lack of dynamic, multimedia content to reinforce the power, potential and impact of the GPEDC; and a too-basic design that needs professionalisation. Another concern raised about the website includes the lack of multiple languages.
16. The GPEDC has a presence on Facebook, Twitter, LinkedIn, and YouTube, all of which are separate from the Teamworks collaborative, community space. Followers have steadily grown across channels, particularly when tied to major events and related activities, but now is the time to double-down and hone in on the highest-leverage platforms that support the goals and mission of the GPEDC.

## **2. MOVING FORWARD: 4 KEY AREAS**

17. In preparation for HLM2 in Kenya in 2016, the GPEDC needs to invest in a comprehensive, strategic and forward-looking communications strategy that focuses on four key areas:
  - building broad awareness amongst all development actors about the work and role of the GPEDC as a means to improve stakeholder co-operation in the post-2015 landscape.
  - targeting key audiences—internally and externally—with tailored messaging, engagement and resources;
  - disseminating country-level learning, experiences and progress rooted in evidence;
  - and harnessing a more accessible, interactive and engaging digital presence.

### 3. GPEDC POSITIONING

18. The GPEDC's unique value-add stems from its multi-stakeholder character, and is tied to its ability to provide monitoring and accountability for the implementation of development effectiveness principles and commitments; to support learning on development effectiveness by serving as a knowledge hub, learning network and platform for global dialogue; to identify scalable, innovative approaches to development from the country-level; and to serve as a center of excellence for effective development in relation to implementing the broader SDG and FfD agendas.
19. To ensure the broad recognition of the GPEDC by the international development community, it is essential to position the GPEDC in the current Post-2015 agenda, highlighting the distinctiveness and complementarity of its work on development effectiveness with other international platforms, such as the UNDCF and OECD Development Assistance Committee. The GPEDC is also broader than and more inclusive of other development actors, which distinguishes it from the OECD or G20. Compared to the UNDCF, the GPEDC is focused on action on the ground and has flexibility outside the UN system. Indeed, the GPEDC is explicitly mentioned in the AAAA FfD and the Post-2015 SDG documents, and therefore plays a complimentary role to existing mechanisms.
20. Another way for the GPEDC to demonstrate its relevance, build awareness, spotlight its leadership and share success stories is by plugging into other relevant international and regional events such as the Post 2015 UN Summit, the upcoming Climate Conference in Paris, the World Bank Annual Meetings, the World Economic Forum in Davos, and regional political meetings like those organised by the African Union. Moreover, the GPEDC needs to strengthen its ties with technical forums such as the Asia Pacific Development Effectiveness Forum and the Africa Platform for Development Effectiveness in order to continually generate evidence and build networks of learning and collaboration. This is an important entry-point for the GPEDC and if Steering Committee members are attending said events, their communications teams should coordinate with the JST in order to highlight their participation online and via other digital GPEDC channels.

### 4. INTERNAL COMMUNICATIONS AND ROLES

21. Internally, communications work involves the Co-Chairs, the Steering Committee, the JST, the Monitoring Advisory Group, and the GPI community. One of the main concerns that arose through GPEDC member feedback was whether or not all of the constituencies were being informed of and updated on the GPEDC's work. The experience from some suggested that only those directly involved with the Steering Committee were up to date on its plans and progress, but others sitting just outside this inner circle were not informed.
22. There is also a need to maintain more frequent communication between the JST and the SC members directly, as well as between JST communications and Steering Committee communications staff—the latter being very minimal to date. Building these relationships will indeed help streamline the contribution of articles to the GPEDC blog, spotlight Steering Committee participation in relevant events—which can be leveraged and promoted through GPEDC communications channels—and ensure key information is being shared on a regular basis.
23. Building on the structure of the GPEDC, and given the broad range of actors involved, it is crucial that the responsibilities and roles of all GPEDC stakeholders are clearly identified and agreed upon by Members. Building on the structure of the Global Partnership, and given the broad range of actors involved, it is crucial that the responsibilities and roles of all GPEDC stakeholders are clearly identified and agreed upon by Members.

#### a. Roles and responsibilities

- *Co-Chairs and Steering Committee:*
    - engage in strategic high-level activities
    - promote the role of the GPEDC in international fora and regional/constituency fora
    - actively showcase and share their own progress in implementing and supporting the development effectiveness principles through GPEDC communication channels
    - support GPEDC communications initiatives through their own channels (for e.g. in speeches, interviews and social media) and ensure that those opportunities and products are linked to GPEDC communication channels
    - outreach and engagement with Steering Committee constituency members
  - *Global Partnership Initiatives*
    - provide GPEDC visibility in activities
    - provide regular substantive content for GPEDC communications activities
  - *Role of the Joint Support Team:*
    - communicate on key events and positioning of the GPEDC in global discussions
    - build relevant communication channels and products to engage target audiences
    - develop key messages on the active contribution of the GPEDC to the Post-2015 and FfD agendas, with a focus on country-level experience
    - produce and disseminate monitoring evidence
    - gather and share inputs provided by Global Partnership Initiatives
    - produce biannual reports assessing communication progress around digital activity, social media engagement, media monitoring, event participation, and other relevant topics.
24. Many of these roles and responsibilities were outlined in the “Communications Activities Update” of January 2015.

#### b. Internal community of practice

25. Additionally, the GPEDC needs to continue engaging at a substantive and technical level with the stakeholders sitting just outside the GPEDC’s constituency. These include former Steering Committee members and other development effectiveness stakeholders. The GPEDC needs to continue growing this community and strengthening GPEDC’s ties with key policymakers and technical leaders to keep expanding the aid-effectiveness community.



## 5. TARGET AUDIENCES (EXTERNAL)

26. Based on the 2013-2014 communications strategy, along with recent feedback from GPEDC members sharing the same sentiment, the target list of external audiences remains intact.
- Politicians and other leaders: Ministers, heads of organizations, CEOs, philanthropic executives, and other leaders from traditional donors, South-South co-operation partners, and recipient countries.
  - The international development community: policymakers, practitioners, international institutions, civil society organisations including women's organisations, parliamentarians, the private sector, academics, youth, labour organisations and other related entities.
  - Influencers and opinion-makers: thought leaders of development, relevant media institutions and key journalists, publicists, think-tanks and major advocacy CSOs.
27. However, the GPEDC has faced a particular challenge in realising its full potential to create and share interesting and appealing content for some constituencies, in particular the private sector, the philanthropic community, and the BRICS. Moving forward, and in close collaboration with Steering Committee members and/or constituencies, the GPEDC needs to tailor its messaging, listen and outreach to these different sectors in a strategic manner, including more targeted messaging, storytelling, materials and resources. At the same time, in supporting the principle of country ownership, GPEDC messaging and activities should clearly reflect the priorities of developing countries and amplify their voice.

## 6. OPPORTUNITIES FOR ENGAGEMENT AND OUTREACH

28. Despite progress made over the last two years to promote the GPEDC to the development co-operation community, more efforts are needed to position it as complementary to existing organisations, platforms and forums. To achieve this, it is crucial for the GPEDC to reinforce the incentive for key sectors and audiences (described above) to engage in the GPEDC via in-person activities and online efforts.

### ***Country-level focus***

29. The GPEDC needs to regularly surface and spotlight evidence and stories of progress—with a focus on the country-level—that are both compelling and strongly rooted in evidence. Indeed, to allow the GPEDC to become a true network for learning and genuinely deepen the dialogue, it is important that such stories show a learning curve, outline lessons learned, and are candid in their challenges to change. This will motivate policymakers and development practitioners to take interest in the GPEDC's work. To achieve this, the GPEDC will need to solicit stories, blogs and other materials from GPEDC members across sectors on a more frequent basis, and proactively create compelling multimedia content to support the work and vision of the GPEDC. At the same time, the GPEDC needs to ramp up its outreach and dissemination strategy to allow for content and materials to reach key external audiences around the world.
30. Moreover, many examples of success and progress within country briefs and GPI updates could serve as the basis for compelling content both online and when GPEDC members participate in external events. In terms of communications, such stories, key facts and figures could be compiled into an executive brief for GPEDC stakeholders to integrate into their own speeches, written material and social media activity.



## ***Event participation***

31. A comprehensive calendar of key milestones and events leading up to the second High Level Meeting of the GPEDC has been collaboratively developed and will serve as a basis for GPEDC communications with regard to which events are most relevant to the GPEDC's work and warrant substantive communications plans. This list includes GPEDC and Steering Committee meetings, member-led consultations and events and relevant, high-level international events.

## **7. STRENGTHENING THE GPEDC'S ONLINE VISIBILITY TO THE INTERNATIONAL COMMUNITY**

### **a. Digital strategy**

32. The current website, blog and social media efforts have, given limited resources, served their original purpose of beginning to build awareness and engagement across sectors in support of the GPEDC. However, moving forward, an overhaul of the digital footprint across all GPEDC platforms is required to be more accessible and user-friendly to key audiences, to more strategically organise resources in support of becoming a knowledge-hub and learning network, and to offer more interactive and engaging content that supports a "global-light, country-heavy" approach.
33. Furthermore, a new and updated digital presence would explicitly take into account the need to raise the visibility of GPEDC leadership, profile and spotlight stories of progress from the country-level, better capture and disseminate GPI activities, share best practices and lessons learned to the broader development community in a variety of forms—articles, infographics, videos, publications and social media—and allow for more virtual dialogue and multimedia panel discussions around key issues in effective development (or effective SDG implementation).

### **b. Communications channels**

- i. **Blog:** to increase and improve the GPEDC's outreach to target audiences around the world, there is a need to broaden the content and media partnerships work. Future collaborations may include the Guardian's Global Development forum, IRIN News, the Social Good Summit, the Global Philanthropy Forum and other international platforms. In pursuing a redesign of the GPEDC's digital presence, the blog platform will be integrated into the main GPEDC website to streamline communications to *one* main hub of activity, leading to more serendipitous exploration of content and other resources.
- ii. **Social Media:** the JST will dedicate time to the management of GPEDC's social media accounts, including Facebook, Twitter, LinkedIn, and YouTube to continually raise the GPEDC's profile, share best practices, connect with leaders directly, and participate more frequently in online opportunities of real-time discussion.
- iii. **Teamworks:**  
*Functions:*
  - Ensure that country-level dialogue is filtered up to the global level through the management of e-discussions on topics of substantive interest to the GPEDC;
  - Act as a repository of country-level good practices, bottlenecks and evidence on implementation of the Busan commitments on the ground.

*Needs:*

- Reduce redundancies between Teamworks and GPEDC external sites to ensure each has a clear role and targeted constituency.
- iv. **Newsletter:** being one of the core communications tools of the GPEDC, it is crucial to review its design and content in order to make it more dynamic and attractive to its readers. This could take the form of a less-heavy text version, favoring graphics and videos; a recurrent section on a success-story at the country level. Steering Committee members, Co-Chairs and partners should take advantage of the newsletter as an important avenue for seeking consultation, publicising new reports, and sharing information about upcoming events. Indeed, the broad GPEDC community should be more contributory to the newsletter.

## 8. KEY MESSAGES

34. The messaging of the GPEDC must be updated to reflect a more forward-looking posture, one that while anchored in aid and development effectiveness commitments, speaks to the realities and demands of the new development agenda. Additionally, the GPEDC needs to better capture evidence on the ground and channel it to the broader development community. A critical piece of becoming a “network of networks” requires the GPEDC to draw more heavily on the country-experience of its partners.
35. The core narrative and messaging of the GPEDC needs to be simplified to its essence. This includes focusing on the true value-add of the platform to the development world and its relevance to the Post-2015 agenda. In particular, SDG 17 (“Strengthen the means of implementation and revitalize the global partnership for sustainable development”) is intimately tied to the ambition and vision of the GPEDC, and we must position ourselves to that end to ensure current and future relevance.

### a. GPEDC Core Messaging:

- The GPEDC helps nations, businesses, civil society and others work better together to end poverty.
- The GPEDC helps nations, businesses and organisations learn from each other and work better together towards sustainable inclusive development.
- The GPEDC was founded on four principles: country ownership, focus on results, inclusive development partnerships, and transparency and mutual accountability.
- The GPEDC provides a marketplace that brings together supply and demand in terms of expertise, networks and investment with a focus on the country level.
- The GPEDC brings governments, private companies, civil society and others together to ensure funding, time and knowledge produce maximum impact for development.
- The GPEDC can help drive progress and support the implementation of the new Sustainable Development Goals and the broader Post-2015 development agenda.
- The GPEDC is a forum for advice, shared accountability and shared learning to support the implementation of the development effectiveness principles, endorsed at the Fourth High Level Forum on Aid Effectiveness in Busan, Korea in 2011, and to stimulate behavioral change for effective development co-operation.
- The GPEDC works with partners to complement existing efforts that strengthen effective development co-operation. These include the UN Development Co-operation Forum, the Development Working Group of the G20, and the UN-led process to create the Post-2015 development agenda.

- The GPEDC builds on a range of international efforts including: the Monterrey Consensus (2002), the Rome Declaration on Harmonisation (2003), the Paris Declaration on Aid Effectiveness (2005) and the Accra Agenda for Action (2008).
- The GPEDC is an inclusive, multi-stakeholder partnership which is helping to improve the quality, effectiveness and impact of development co-operation.
- The work of the GPEDC is based on evidence and informed by data and experience on the ground.
- The GPEDC identifies innovative solutions and best practice, and fosters exchange and mutual learning towards enduring implementation.
- Development co-operation is more effective when developing countries lead the planning and management of all forms of development finance.
- For development finance to deliver results it must be more predictable, transparent and aligned to developing countries' systems and priorities.

36. For multi-stakeholder platforms to succeed it is important to create an inclusive, enabling environment for all development co-operation actors, facilitating the participation of each actor and promoting mutual learning for results.

#### **b. Specific Messaging to Target Audiences (External) in Addition to Core Messages**

- **Traditional donors**
  - The GPEDC helps to boost development results by supporting behavior change towards increased development effectiveness on all assistance provided.
  - The GPEDC works to improve the transparency of development co-operation.
  - In the spirit of the universal SDGs, the GPEDC provides a platform where countries, NGOs, the private sector and others learn from each other.
- **Developing countries**
  - The GPEDC helps nations, businesses, civil society organisations and other stakeholders learn from each other and work better together to accelerate sustainable development and break the cycle of aid dependence.
  - The GPEDC brings together supply and demand in terms of expertise, networks and investment with a focus at the country level.
  - The GPEDC helps ensure the availability and predictability of development finance.
  - The GPEDC puts developing nations in the driver's seat, ensuring donors align support with national priorities and plans.
  - The GPEDC is a partnership of equals, with high-level leaders from countries at all levels of development.
  - The GPEDC helps boost self-sufficiency through work on domestic resource mobilization.
- **Partners involved in South-South Co-operation and Triangular Co-operation**
  - The GPEDC provides a platform where all development stakeholders can learn from recipient countries, non-state actors and each other.
  - The GPEDC is inclusive and invites partners involved in South-South co-operation to share their best practices and lessons learned.

- The GPEDC acknowledges the unique nature and value of South-South and Triangular co-operation, and of the experience and expertise of South-South partners.
- The GPEDC supports the sharing of knowledge and experience through global networks for policymakers and practitioners.

*It is important to note that the GPEDC should better engage the BRICS through specific messaging that counters the pushback of not being a UN process, or the fact that said countries do not want such principles to govern their cooperation, among other hesitations.*

- **Business and Philanthropy**

- The JST will start to work with Member representatives to produce targeted language for these audiences. Such messages should address the unique value-add of the GPEDC to said audiences, why they should collaborate with the GPEDC, and what could be achieved together.

37. *The messaging above, in part, is drawn from Document 7 and Document 8 for the Mexico Steering Committee meeting (“GPEDC: implementing FfD and the post-2015 development agenda” and “Key Messages for the 70th UN General Assembly”), which contain additional proposed, updated messaging concerning the GPEDC’s main attributes, effective development co-operation, GPEDC monitoring, how the new SDGs and targets relate to the work of the Global Partnership, and broader post-2015 language.*

## 9. COMMUNICATION AND OUTREACH BUILDING TOWARDS HLM2

38. HLM1 attracted a tremendous amount of interest, support and high-level participation from around the world. To capitalise on this kind of attention next year in Kenya, the GPEDC needs to invest in efforts to cultivate key journalists, establish more content and media partnerships, orchestrate a major press conference on-site, and schedule interviews with journalists at the event, among other event-oriented work. To ensure proper coordination and execution, it was suggested at a Preparatory meeting with the Host in July 2015 to design a communication plan for HLM2, delineating roles and responsibilities among GPEDC stakeholders. The communication plan will propose key activities and a detailed timeline to ensure strong participation from the international development community.
39. In the preparations leading to HLM2, Co-Chairs and Steering Committee members, as well as broader GPEDC stakeholders, together with the JST, will join forces in raising awareness about the meeting in key international settings, articles, events and forums.
40. A fully resourced, comprehensive communications strategy is critical to the success of HLM2. The GPEDC needs to engage with a variety of stakeholders through different mediums, and in doing so, it needs to continually reaffirm its inclusive, voluntary and participatory character in an interactive and dynamic way that allows for two-way communications. The success of this strategy also requires leadership and engagement from the Co-Chairs and the Steering Committee in reaching out to their own constituencies, both informing them and inviting their feedback.
41. *It is important to recognise that the core communications plan for the GPEDC will contribute to generating interest in HLM2, and will surface lessons, experience and content that can be highlighted at HLM2. At the same time, there is a need to develop a specific communications and media strategy that is more action-oriented to ensure a successful HLM2.*

42. **Next Step:** Based on feedback from SC members, this document will be updated to reflect any additional input, after which an HLM2-specific communications plan will be developed. SC members are also invited to review the proposed resource request for communications activities outlined in Annex 1.

### QUESTIONS FOR DISCUSSION

43. Steering Committee members are invited to propose feedback on the above strategy and framework, and guidance on the following questions. Feedback will be incorporated into this document and/or the upcoming HLM2 communications plan.
- What are the key gaps in key GPEDC messaging? (Reference: 8a and 8b)
  - Beyond those identified, what other constituencies that require additional, targeted messaging? (Reference: 8b)
  - How could the GPEDC more attractively position itself to BRICS, Foundations and CEOS?
  - Given the evolving nature of the development effectiveness agenda, should the GPEDC refer to “development effectiveness” or “effective development co-operation” commitments in its materials and messaging, rather than “Busan” commitments?
  - What can the JST/Co-Chairs do to better enable SC members to engage in GPEDC communications activities?

## ANNEX 1: BUDGET REQUEST AND TIMELINE FOR ACTIVITIES

*To realise the communications vision for October 2015 to December 2016, below is a two-page resource proposal that outlines 5 top-level communications activities to take place over the next 15 months. This includes some communications activities that fall within the GPEDC's current budget, and also includes a specific budget for HLM2 event-oriented communications efforts.*

### **Digital Redesign, Maintenance and Translation (\$125,000)**

- This entails a freshly designed, user-friendly and professional digital presence that is customized across all our online platforms (effectivecooperation.org and devcooperation.org, as well as social media channels and email templates). This new space will better spotlight knowledge-sharing from the country-level and better target our key audiences with more timely, relevant, interactive content and other resources. Funding also includes translation of basic website content and technical support through 2016.
  - Breakdown
    - \$75,000 – Digital overhaul including multiple websites (core English) and basic Arabic, Spanish, French, Chinese and Portuguese, as well as redesigning English social media platforms and newsletters
    - \$30,000 – Translation of core GPEDC content post-redesign into Arabic, Spanish, French, Chinese and Portuguese
    - \$20,000 – Ongoing basic technical/digital support and maintenance
  - Timeline
    - November 2015 – Source external digital firm and begin redesign plan
    - February/March 2016 – Complete redesign
    - April 2016 – Re-launch digital presence and platform on side of 2016 WB Spring Meetings

### **Updated Publications for Targeted Messaging + In-person and Online Discussions Leading to HLM2 (\$50,000)**

- This entails revamping communications materials online and in-print to reflect an updated narrative to the core messaging of the Global Partnership that describes its current and future relevance in the context of implementing the post-2015 agenda. Funding will be used to develop targeted and more customized communication materials for our key audiences (political leaders, business leaders, philanthropic leaders, civil society and other actors) on how they can best engage with and contribute to the Global Partnership. In terms of outreach and engagement, we will organize a series of small roundtables & virtual discussions with target audiences leading up to HLM2 focused on in-country experience and progress. Such discussions could be tied to regional workshops or segmented by region and theme, and would reflect the multi-stakeholder nature and country-heavy approach of the Global Partnership. These discussions would also serve as opportunities to promote new monitoring and progress reports.
  - Breakdown
    - \$15,000 – Design custom communications materials/brochures for each key target audience
    - \$25,000 – Organize and facilitate 2 intimate roundtable dialogs with national/international participants at UNDP HQ, as well as host/co-host 4 online discussions with target



audiences to promote learning, exchange, collaboration in the context of the upcoming HLM2

- \$10,000 – Securing national/international media partnerships and content collaborators to attract key audiences to participate in said discussions both in-person and online
- Timeline
  - November 2015 – Source external design firm (potential the web firm sourced above)
  - January 2016 – Complete design of targeted communications materials for key audiences
  - Spring 2016 – 1 in-person roundtable discussion; 2 online discussions
  - Fall 2016 – 1 in-person roundtable discussion; 2 online discussions

### **High-level Video Series with SC, Co-Chairs and Partners, Editing HLM1 Videos, Media Promotion (\$75,000)**

- This entails producing 5 professional videos explaining the Global Partnership and its place in the post-2015 development agenda, which will include video interviews with GP leadership and partners about innovative impact stories of development partnerships at the country level, as well as an animated explainer video of the GPEDC. Funding would also cover targeted media and influencer outreach to promote and disseminate the series, as well as travel for film crew and GPEDC communications staff.
- Editing HLM1 panel discussions to produce a series of short, 2-3 minute videos spotlighting key issues in conversation, which we can use through 2016 to promote HLM2.
  - Breakdown
    - \$30,000 – Filming, production and editing of 5 professional videos including one animated explainer—topics TBD—(\$6,000 each)
    - \$20,000 – Travel for small film crew and GPEDC communications to interview SC members and other partners at reunion events (SC meetings), and to collect compelling video footage from the field
    - \$15,000 – Editing down 10+ hours of HLM1 video footage into bite-size, compelling video clips of highlights
    - \$10,000 – Promoting videos to key audiences via media partnerships and targeted outreach
  - Timeline
    - October/November 2015 – Source filming, production and editing company, series planning
    - December/January 2016 – Complete editing of HLM1 videos
    - Spring 2016 to Fall 2016 – Shooting interviews and field footage + ongoing promotion

### **Increasing Social Media Activity + Leveraging SC members/Co-Chair Participation at GPEDC-related Events (\$40,000)**

- This entails highlighting, promoting and sharing country-level progress, SC member/Co-Chair activity and key messaging of the GPEDC and GPEDC-related events more frequently via social media and other digital channels to increase visibility, followership and newsletter subscriptions. This will help us continually raise awareness of the GPEDC's role and impact, and both broaden and strengthen key relationships with friends, partners and the media.



- Breakdown
  - \$40,000 – Hire a full-time social media/digital community expert to lead this effort
- Timeline
  - October/November 2015 – Source expert digital consultant
  - December 2015 or January 2016 – Consultant begins for a period of 1 year

### **HLM2 Global Media Outreach and Participation, Live-Streaming and HLM2 Video Interview Series (\$110,000)**

- This entails targeted outreach and cultivation of key journalists and media institutions both regionally and internationally for HLM2 participation, orchestrating a press conference on site in Nairobi, travel costs for a handful of top-tier global journalists and content/media partners, as well as a handful of influential bloggers to cover the event. This also includes digital capacity and support to film + live-stream key plenaries of the HLM2 to an online audience. Finally, funding includes interviewing a number of high-level delegates, GPEDC leadership and partners at HLM2 for outreach and engagement for 2017.

- Breakdown
  - \$15,000 – Travel, lodging and support for film crew to participate in Nairobi HLM2
  - \$30,000 – Filming, editing and producing a series of videos capturing key highlights, as well as individualized interview pieces discussing key issues, impact and progress of the GPEDC
  - \$35,000 – Travel, lodging and support for up to 10 top-tier international journalists, media partners and influential bloggers to cover HLM2 in Nairobi.
  - \$20,000 – Digital capacity and support to film and live-stream key plenaries
  - \$10,000 – Organize high-level press conference on-site in Nairobi—space, equipment, live-stream, printed publications and press kits.
- Timeline
  - Spring/Summer 2016 – Identify top-tier media and bloggers for HLM2
  - Summer 2016/Fall 2016 – Secure media and blogger participation in HLM2
  - Fall 2016 – Produce media/press kit for journalists and bloggers attending HLM2
  - Winter 2016 @HLM2
    - Film crew participates on-site and conducts interviews with high-level delegates
    - Journalists and bloggers participate on-site
    - Key plenaries are filmed and live-streamed
    - Press conference is executed on-site
  - January 2017 – HLM2 video interviews and highlight clips are finalized and used for engagement and advocacy through 2017

**Total budget for core communications activities: \$400,000.**