Paper 6: Outreach and Communications Update

The following report is written in two parts:

- **Part 1** provides an update on the **outreach** activities delivered against members' agreed priorities set at the last Steering Committee meeting in December 2015 and outlines the future opportunities and priorities for consideration by the Members' Assembly.
- **Part 2** provides an update on the **communications** activities delivered since the start of Y3 in September 2015 and outlines the future opportunities and priorities for the remainder of 2016.

It should be noted that planned future activities support the delivery of IATI's draft vision and mission (see Paper 2), and strategy (see Paper 3), which are all subject to approval by the Members' Assembly (Sessions 2 and 3, Day 1). In addition, future activities are subject to the Members' Assembly agreeing their inclusion in the IATI work plan (see Paper 4C) and receiving funding from the IATI budget (see Paper 4C), both of which are to be decided on by the Members' Assembly (Session 4, Day 1) .

The IATI Secretariat is responsible for the delivery of all IATI outreach and communications activities, including those outlined in this paper, with IATI Secretariat Member, Development Initiatives (DI) responsible for the management of IATI communications (including all IATI communications channels).

Part 1 - Update on outreach activities

Priorities agreed at Steering Committee meeting, December 2015

Since December 2015, the IATI Secretariat has undertaken outreach activities to deliver the priorities as agreed by members when they last met at the IATI Steering Committee meeting. After examining papers on opportunities for 2016, members agreed on the importance of IATI to be present and active at the World Humanitarian Summit (WHS) and to use the opportunity to demonstrate IATI's potential value in facilitating the coordination of financial flows in humanitarian emergencies. The meeting also provided a clear steer that the upcoming High Level Meeting (HLM) of the Global Partnership for Effective Development Co-operation (GPEDC) in November 2016 is a point at which to make a fresh political commitment to transparency, potentially focussed on data use, and in this context there was a specific proposal for IATI to formulate wording to feed into the outcome document for that meeting.

Over the last six months, the following activities have been undertaken to deliver these agreed priorities, along with additional opportunities to promote IATI and engage its key stakeholders:

Outreach activities delivered (December 2015 - present)

Date	Event/activity	Aim(s)	Details
February - May 2016	Negotiating the inclusion of a commitment to IATI in the Grand Bargain on humanitarian finance, (ahead of the World Humanitarian Summit)	Humanitarian financing to be published to IATI	Ongoing engagement with Grand Bargain Sherpas to advocate for the inclusion of IATI in the Grand Bargain during their negotiations since February 2016 and support to IATI members to influence their colleagues and other Sherpas in the Grand Bargain negotiations. IATI Secretariat representative from DI attended a meeting in Washington DC (15 April 2016) at the invitation of the Grand Bargain Sherpas to brief them on IATI and its value in the humanitarian context. IATI was included in the final text of the Grand Bargain as presented at the World Humanitarian Summit in May.
25 - 26 April 2016	Meeting of EU members States' Experts. EU Commission's Directorate - General for International Cooperation and Development (DG DEVCO), Brussels	Increase number of IATI publishers Improve IATI data quality	Presentation from IATI Secretariat member Sida on IATI national data coordination and visualisation in Sweden. The meeting looked at the EU's preparations for the upcoming GPEDC HLM and the EU's positioning on future transparency commitments. Expert participants from across the EU learned about the benefits of committing to development cooperation transparency and publishing IATI data.
23 - 24 May 2016	World Humanitarian Summit, Istanbul	Humanitarian financing to be published to IATI	Co-hosted a side-event to promote the use of IATI in humanitarian crises with Development Gateway, Development Initiatives, UN-OCHA, Publish What You Fund, Transparency International and UNICEF. Produced a written political and technical briefing on the case for publishing humanitarian activities to IATI.
27 May 2017	Response to zero draft of the outcome document for the Second GPEDC HLM, Nairobi (November, 2016)	Increase number of IATI publishers Improve IATI data quality	Submitted a response to the zero draft that included: • an update on the contribution made by IATI to monitor the delivery of the 2011 Busan Partnership Agreement • the progress on improvements made on data quality by Busan signatories • the increase of IATI publishers from a wider range of development organisations

			• the need to focus on increasing the use of IATI data
30 - 31 May 2016	Capacity building workshop on ODA reporting for emerging donors in Europe and CIS held by UNDP Regional Hub for Europe and the CIS, Bucharest	Increase number of IATI publishers Improve IATI data quality	An IATI Secretariat representative from Sida attended the capacity building workshop and delivered a presentation as part of a dedicated training session on IATI reporting and transparency standards. EU New Member States and emerging donors gained information on how to publish to IATI and the benefits of publishing. Useful contacts were also established with participants.
16 June 2016	European Development Days session on IATI in the context of delivering the Sustainable Development Goals (SDGs)	Increase IATI data use	Representatives from both the IATI Governing Board (Bond) and IATI Secretariat (Sida) were included on the session's panel. The session focused on how IATI serves as the fundamental building block to achieve the SDGs and the recommendations set out in the Data Revolution Report.
21- 22 June 2016	Global Partnership Initiative (GPI) workshop, Barcelona	Increase number of IATI publishers Improve IATI data quality	Written report submitted to the GPI on the progress and statistics from the IATI component of the Global Partnership Transparency Indicator, used to monitor the delivery of the 2011 Busan Partnership Agreement. An IATI Secretariat representative from DI attended the workshop to discuss the delivery of the 2011 Busan Partnership Agreement and planning for the upcoming HLM2 GPEDC meeting in Kenya.

Upcoming opportunities for outreach and engagement

The following events and activities are subject to discussion by members at the Members' Assembly *Day 2, Sessions 6 and 7: Outreach and Communications* and *Positioning of IATI in preparation for global events and processes*.

Date	Event/activity	Background
27 - 29 June 2016	Engagement with the United Nations Economic and Social Council (ECOSOC) Humanitarian Affairs Segment to promote the publication of humanitarian financing to IATI	Work with IATI members to support them to promote the publication of humanitarian financing to IATI at the Humanitarian Affairs Segment meetings (which coincide with the Members' Assembly).
6 - 7 October 2016	International Open Data Conference (IODC), Madrid	As discussed at IATI's last Steering Committee meeting in December 2015, the IODC provides an opportunity for IATI to promote its achievements, make vital contacts and stimulate discussion and action within the open data community to create solutions to meet the future strategic aims of IATI, particular around increasing the use of the IATI data. IATI representative(s) could attend the main conference and be involved in relevant pre-conference meetings that will be held in Madrid on October 3, 4 and 5 by government and civil society open data groups.
October/November TBC	IATI Technical Advisory Group (TAG) meeting	The TAG meeting provides an opportunity for the broader IATI community, including members, to come together and share experiences of producing and using IATI data, collaborate and learn, as well as to inform and participate in IATI's newly agreed strategic priorities. For example, the TAG could be used to gain valuable insight and commitment from IATI's technical experts on increasing the future use of IATI data.
28 November - 1 December 2016	Second High-Level Meeting of the GPEDC, Nairobi	As discussed at IATI's last Steering Committee meeting in December 2015, the attendance and engagement in the Second HLM provides an opportunity to secure a political commitment to IATI in the outcome document (see response to zero draft in table above: *Outreach and engagement activities delivered (December 2015 - present)*).
7 - 10 December 2016	Open Government Partnership (OGP) Summit, Paris	Attendance will provide the opportunity for IATI to raise awareness, make vital contacts and build support amongst OGP's global community who are committed to promoting the principles of open and transparent government. OGP are currently requesting proposals from participants in a number of formats (including round-tables, workshops, pitches).

Ongoing	Implementation of the commitment to IATI in the Grand Bargain as agreed at the World Humanitarian Summit	IATI to engage with, and provide technical support to, the signatories of the Grand Bargain and other humanitarian actors to meet the commitment made for humanitarian financing to be published to IATI within two years

Part 2 - Update on communications activities

Communications activities delivered - Q1, Year 3 (September 2015) to present

Last year, IATI Secretariat member DI took responsibility of managing communications, and recruited IATI's Communications Adviser at the start of Year 3 (September 2015). As well as providing communications support to the above outreach activities, IATI's other key activities were promoted through our existing communications channels.

Activities promoted through IATI Communications

The following table lists IATI activities that have been communicated through IATI channels since the start of Y3 in September 2015, including IATI's website, social media, regular e-newsletters, the online discussion forum, *Discuss* and bespoke e-communications campaigns.

IATI Technical activities	• Informing users of Aidstream upgrade - Sept 2015 • Informing publishers of IATI version 2.02 upgrade - October 2015 • Informing users about further AidStream upgrade including new userguide - April 2016 • Celebrating IATI reaching 400 publishers - April 2016 • Promoting the IATI Dashboard to data users - May 2016 • Informing publishers about IATI Registry Upgrade - May 2016 • Promoting new IATI publishers (including tweeting) - ongoing • Engaging publishers in the Global Partnership Transparency Indicator (e- communications) - ongoing • Creating the IATI Technical Team web page
IATI Outreach and engagement	• IATI membership & launch of Joined-up Data Alliance announcement - Sept 2015 • Joining-up data standards post-OGP15 - November 2015 • IATI involvement in Global Partnership for Effective Development Co-operation - January 2016 • World Humanitarian Summit - May 2016 • G7 2016 Progress Report highlights IATI - May 2016 • European Development Days IATI session - June 2016

IATI Governance	• IATI Steering Committee meeting, December 2015
	• Producing IATI Annual Report, December 2015
	• Governing Board elections communications - March 2016
	• Meet new Governing Board - March 2016
	• Updating IATI communications materials with new IATI Governance arrangements - March 2016
	• Members Assembly Meeting, June 2016
	• Creating IATI finances pages
	• Promoting new members: Republic of Korea UNIDO, FAO, UNEP, IDLO
Promoting stakeholder organisations' IATI activities	• Akvo RSR: Supporting use of Open Data - Sept 2015
	• ATLAS: Oxfam Novib's Open Data in Action- Sept 2015
	• Managing for Results in Timor-Leste with the IATI Standard - October 2015
	• Interaction blog on publishing - Nov 2015
	• Steven Flower (Open Data Services Co-operative) project on traceability - February 2016
	• IATI Data use in Liberia - February 2016
	• Data use in Bangladesh - February 2016
	• Development Gateway Data use programme in five countries - March 2016
	• Open Ag Initiative Launch - March 2016
	• Publish What You Fund Aid Transparency Index 2016 launch - April
	• Development Gateway new open source tools launched - May 2016
	• IATI Studio launched - June 2016

IATI communications key statistics (September 2015 - June 2016)

The following statistics are provided for IATI's main communications channels. Since the beginning of IATI Year 3 (September 2015), there has been substantial increases in audience size and engagement for each channel compared to the same period in the previous year.

Communications channel	Output	Audience	Change from same period in previous year
IATI website: www.aidtransparency.net	*News stories posted (including blogs, events , announcements and other information)*: **52**	*Sessions (user is actively engaged with website e.g. screen views, events, ecommerce, etc)*: **40,359**	**+43%**
		Users (users that have had at least one session): **25,620**	**+30%**

		Page views (*the total number of pages viewed. Repeated views of a single page are counted*): **25,620**	**+30%**
Twitter @IATI_aid	*Tweets: 200*	*Tweet Impressions* (*views of @IATI_aid tweets*): **34,7900**	**+ 97%**
		Profile visits to @IATI_aid: **12,318**	**+112%**
E- newsletters	**Technical Advisory Group (TAG) newsletter**: **18** (fortnightly)	*Subscribers*: **713**	**+10%**
	Members' Assembly Bulletin (*formerly Steering Committee Bulletin*):	*Subscribers*: **268**	**+21%**
Media coverage		IATI mentioned in **38 news articles** (source: googlenews)	**+27%**

Planned communications activities

Led by Secretariat member DI, the following communications activities are based on IATI's existing priorities, and future priorities set by the new strategy and work plan (which is subject to approval by the Members' Assembly).

Strategic aim	Communications/outreach activities
Promoting data use (the communications activities will be informed by the findings of a planned research project on IATI data use and a new data use strategy (see IATI work plan, Paper 4C),	• A detailed mapping exercise will be undertaken to establish the most effective communications channels to reach each type of data user (e.g. partner country officials, local CSOs, donor offices, etc). A survey with data users will be undertaken if required. • A key messaging framework will be developed for each type of data user to ensure that communications content remains focused and effective. • Existing IATI tools that meet the needs of IATI data users will be actively promoted. IATI channels, including social media, news posts, blogs and links in IATI's newsletters, will be used, along with the newly identified channels (as above).

	• New communications materials/activities to meet the needs of data users will be tested and developed. Subject to funding, these may include a data use manual, data use videos and an interactive webinar series.
	• Examples of good practice from IATI data users will be developed as case studies and promoted through IATI channels.
	• IATI communications will actively promote AIMS providers supporting the use of data by partner country governments.
	• IATI communications will work with relevant members and other IATI stakeholders to influence and support data users.
	• IATI data use will be promoted at key regional and international conferences.
	• Metrics will be established to monitor and evaluate the effectiveness of communications delivered to increase IATI data use.
Improving IATI data quality, breadth and depth	• Support communications of the upcoming IATI Registry upgrade with publishers, including targeted e-communications, through Discuss, website, Twitter, and e-newsletters.
	• Continue to communicate the latest information surrounding the recent AidStream upgrade to publishers, including through blogs, updating the user guidance, Twitter, e-newsletters, and providing content on messaging for organisations in the AidStream working group to share with their audiences.
	• Support the IATI Technical Team with communicating the planned decommissioning of CSV2 IATI, including through targeted e-communications, through Discuss, website, Twitter, and e-newsletters.
	• Promote the new OECD-DAC purpose codes to support partner country budget mapping to IATI publishers. Communications support on providing clear written guidance and promoting the new purpose codes through the website, Discuss, Twitter, and e-newsletters
	• Promote the use of the IATI Dashboard to publishers through reviewing its existing guidance, producing a further blog, and considering future targeted e-communications

	• Develop publisher factsheets on using IATI to publish information on the SDGs and humanitarian activities.
Maintaining and improving the IATI Standard	• IATI communications to support IATI stakeholder input into the future consultations on IATI Standard upgrades. This includes supporting the drafting of information, discussion content, producing surveys etc. IATI communications will help promote the consultations' outcomes through all our communications channels • Develop a communications plan for the implementation of future IATI Standard upgrades, including reviewing lessons learned from previous upgrades.
IATI Communication Development	• *IATI website project:* We will consolidate all IATI websites and create a single user interface, enabling users to access all tools and applications via one entry point, making it much simpler for all IATI stakeholders to engage with the initiative online. During 2016, IATI Secretariat member UNOPS will undertake project planning and budgeting, in preparation for project implementation in 2017. • *IATI brand project:* As agreed by members at the last Steering Committee meeting in December 2015, IATI will undertake a review of its brand to ensure that it supports the delivery of IATI's vision, mission and strategy. Over the next year, IATI Secretariat member UNOPS aims to establish a brand project brief, budget, working group and recruit a brand consultant. • *Communications and outreach strategy*: In 2016, a full communications strategy will be developed to support the delivery of the new IATI strategy as agreed at the Members' Assembly. The strategy will identify and describe how IATI will target priority audiences, and outline clear metrics to evaluate the strategy's success.
IATI Outreach activities	Support all IATI outreach activities through generating media coverage, and promoting IATI's involvement through our communications channels. Future opportunities are outlined in the above table *Upcoming opportunities for outreach and engagement.*
IATI Governance	• Produce the IATI Annual Report 2016, including in translated versions, and promote the report to IATI members and key stakeholders through all IATI communications channels. • Publish IATI's new financial statements and produce graphs (if required) for the website.

	• Continue to promote new IATI members through interviews and news stories on the website, tweeting, and encouraging new members to promote their membership through their own communication channels. • Keep Members' Assembly meeting section on IATI website updated with all relevant information including minutes. • Keep Governing Board section on IATI website updated with all relevant documents including meeting notes.

Further information:

For further information or to make suggestions on outreach and communications activities undertaken by IATI please contact Rohini Simbodyal, IATI Communications Adviser rohini.simbodyal@devinit.org