



# Report from Director

## ExCo 14

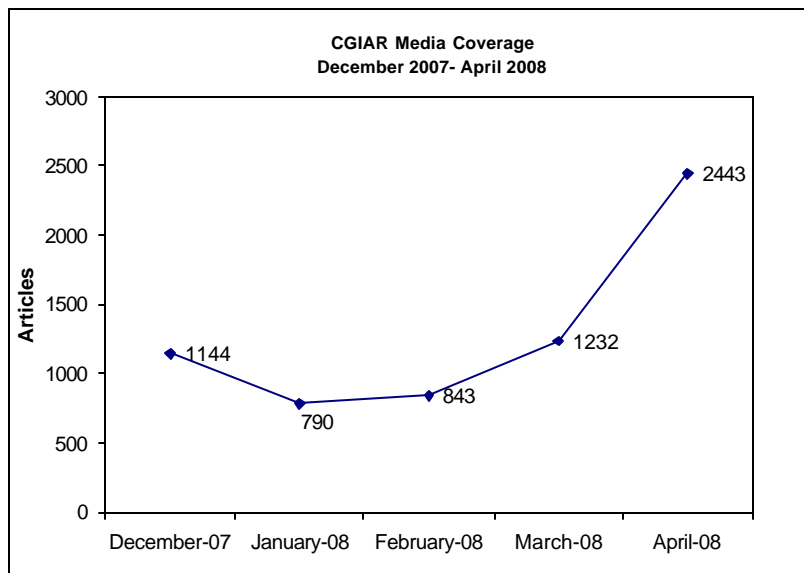
May 13-14, 2008  
Ottawa, Canada



## Update on Communications and Outreach (January – April 2008)

In January, a Collaborative CGIAR Communications Work Plan was developed in consultation with CGIAR Center communications and resource mobilization staff. The Work Plan was subsequently endorsed by Center Directors General. The items reported on below form part of this new work plan.

**Media:** Media coverage of the CGIAR reached new highs during this period from the AGM in December through April 2008, with well over 6,000 media stories featuring the CGIAR and the Centers. This coverage was largely driven by growing interest in agriculture due to rising food prices, the focus of outreach at AGM07. However, it also reflected the promotion of a few key stories, notably “avoided deforestation” at the Bali Climate Change Conference and the opening of the Svalbard Global Seed Vault, as well as stories on the effectiveness of seed aid and the rejection of patent claims for the Enola bean. The chart below tracks media coverage by article per month from December 2007-April 2007.<sup>1</sup>



Media outreach at AGM07 centered on a report on the world food situation, presented by the International Food Policy Research Institute (IFPRI). This resulted in substantive articles carried by influential publications around the world, including *Frankfurter Allgemeine Zeitung*, *The Guardian*, *Le Monde*, *Wall Street Journal Europe* and *Süddeutsche Zeitung*. Numerous wire service stories in more than seven languages resulted in online pick-up

by top media outlets, such as CNN Online, *New York Times* Online, TIME.com and *International Herald Tribune* Online. In addition, the AGM was extensively covered by Chinese media.

At the thirteenth Conference of the Parties (COP-13) to the UN Framework Convention on Climate Change (UNFCCC) in Bali, media work focused on “*Do Trees Grow on Money?*” a report by the Center for International Forestry Research (CIFOR) released in conjunction with Forest Day at the COP. CIFOR’s timely report on the hot topic of deforestation’s contribution to climate change and the potential for avoided deforestation to form part of the solution for mitigation in the post-2012 climate agreement became a high profile news story, receiving coverage in *International Herald Tribune*, *Financial Times*, *El Pais* in Spain, *Le Figaro* in France, *Jakarta Post* in Indonesia, and *Tagesspiegel* in Germany, just to name a few. Several wires such as Reuters, Associated Press (AP), and Agence France Press (AFP) and on-line news sources also carried the story.

Media promotion related to the opening of the Svalbard Global Seed Vault in February focused on the smoothly coordinated shipment of tons of seed of some 200,000 crop samples from CGIAR genebanks to the vault, which was built by the Norwegian government to serve as a safeguard of last resort for the genetic heritage of world agriculture. About 10 wire services wrote stories, and dozens of reports appeared in broadcast, print and online media. Because the

<sup>1</sup> Graph source: MeltWater News, an electronic media monitoring service.

release was heavily promoted with the Mexico City press pool and with other media in Latin America, coverage in that region was especially strong.

For the food price crisis, media coverage has largely focused on the drivers behind these unprecedented trends and the solutions that agriculture research can provide. To facilitate coverage, a series of press conferences is ongoing at the global and regional levels to respond to journalist demand for expert opinions on the situation. At least nine Centers will have participated in these press conferences that will continue through the end of May. Coverage on the topic has been extensive with radio broadcast coverage on Public Radio International's *the World*, National Public Radio in the US, and Radio Australia. Articles ran in the *Economist*, *New York Times*, *International Herald Tribune*, *Washington Post*, *Chicago Tribune*, *Financial Times*, *Le Monde* and many more. In addition, wires such as Associated Press (AP), Reuters, and Agence-France Presse (AFP) also ran stories which were picked up by several print and on-line media outlets.

**System wide capacity building and collaboration:** A Story Development Workshop was held in mid-April, bringing together 25 communicators from 10 Centers to identify and develop a new set of story ideas for promotion through 2008. A total of 18 potential stories were identified on topics ranging from increasing rice production in Africa to protection of date palms in Iraq to more refined mapping of the impact of climate change on specific crops. In addition, workshop participants honed their skills for writing press releases, pitching stories and creating media strategies. Participants also discussed opportunities for collective action in CGIAR communications and the development of a new thematic campaign on sub-Saharan Africa. The workshop was held at the International Livestock Research Institute (ILRI) Addis Ababa campus, with excellent support provided by the ILRI staff.

**CGIAR Presence at International Events:** The CGIAR has recently had exhibitions featuring our work on climate change and the value of agriculture research at the World Bank Sustainable Development Network Week and at the United Nations Commission on Sustainable Development. Several more exhibitions are on the horizon. A CGIAR exhibit at the Fourth Tokyo International Conference on African Development (TICAD IV) in Yokohama in late May will feature how agriculture research is benefiting Africa. At the Convention on Biological Diversity COP in May and the FAO High Level Conference on Food Security and Agriculture in June, Bioversity International is coordinating CGIAR exhibits on the topic of climate change and agriculture and how research can help agriculture adapt to more erratic weather patterns.

**CGIAR Director Presentations:** In January, CGIAR Director Ren Wang delivered a presentation to the World Bank's Committee on Development Effectiveness (CODE), a standing committee of the World Bank Board of Executive Directors. The presentation served as an update on implementation of the CGIAR research agenda. In April, the Director delivered a presentation at the Biotechnology and Agriculture Summit held in Beijing. In May, the Director delivered a presentation on the importance of agriculture research in the context of rising food prices at a retreat for the World Bank Executive Directors.

**Change Management Communications:** A communications strategy in support of the ongoing CGIAR Change Management Initiative was launched, including a website and newsletter on progress within the process.

**Parliamentarian Outreach:** Parliamentarian engagement consisted of a video conference briefing for African Parliamentarians on the findings of the 2008 World Development Report relevant to Africa. This activity was implemented in partnership with the Parliamentarian Network on the World Bank (PNoWB). Plans are underway for a similar parliamentarian video conference on food prices and implications of various policy responses in the coming weeks.

**Information Dissemination:** The CGIAR.org website has been updated with a few new features, including a newsroom with a newsfeed for all Center and system office press releases as well as a newsfeed of current media coverage of the top 20 stories updated every two hours. Publications included an edition of CGIAR eNews, a new corporate brochure and partnership booklets for CIDA and IDRC. On-line press briefing centers with background material and audio recordings have also been created in conjunction with press conferences on the food price crisis: [www.cgiar.org/news/worldfoodcrisis.html](http://www.cgiar.org/news/worldfoodcrisis.html)

# CGIAR Business Follow-Up

	Completed	On track	Delayed
<b>Change Management Process</b> <ul style="list-style-type: none"> <li>• Funding facility established</li> <li>• CST/WGs established</li> <li>• Kick-off retreat</li> <li>• Visioning retreat</li> <li>• Ottawa retreat</li> <li>• Visioning paper submitted to ExCo for discussion/ guidance</li> </ul>	 ✓ ✓ ✓ ✓ ✓ ✓		
<b>CGIAR External Review</b> <ul style="list-style-type: none"> <li>• Interim report submitted</li> </ul>	 ✓		
<b>Challenge Programs-Cycle 2</b> <ul style="list-style-type: none"> <li>• Development of full proposals</li> <li>• SC evaluation submitted to ExCo</li> </ul> <p>Note: HVC CP proposal to be submitted to SC in July and discussed at ExCo 15</p>	 ✓ ✓		
<b>CIAT EPMR Follow-up</b> <ul style="list-style-type: none"> <li>• ExCo ad hoc Committee on Finance established</li> <li>• Revised transition plan submitted by Center</li> <li>• Special meeting on CIAT</li> </ul>	 ✓ ✓	 ✓	

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<b>Performance Measurement System</b> <ul style="list-style-type: none"> <li>• SC/CGIAR Secretariat proposal on de-linking MTP output planning from PM System</li> </ul>		✓	
<b>Challenge Programs: Governance Guidelines</b> <ul style="list-style-type: none"> <li>• Paper on minimum set of governance guidelines/ principles for CPs</li> </ul>	✓		
<b>ICRAF EPMR Follow-up</b> <ul style="list-style-type: none"> <li>• BOT report received</li> </ul>	✓		
<b>CPWF CPER Follow-up</b> <ul style="list-style-type: none"> <li>• Phase 2 progress report submitted</li> </ul>	✓		