



## CGIAR Communications 2008 Work Plan

In 2007, the Directors General of the Centers supported by the CGIAR agreed to support a streamlined CGIAR Communications Unit. Fourteen of the Centers committed US\$10,000 each toward this end. Along with the CGIAR Secretariat's contribution, these resources will be invested in media coverage of the System and communication activities throughout the year.

The following next steps were agreed for this streamlined initiative:

- Draft work plan circulated 1/08
- Final work plan circulated 2/08
- Periodic virtual meetings with Directors General, or delegate, to endorse the 2008 work plan.

### **Activities:**

1) **Issue based campaigns.** Building on the success of the 2006 desertification campaign and the 2007 climate change campaign, the issue based approach will continue. This year, the issue based campaign will focus on sub-Saharan Africa and the CGIAR's work on agriculture and NRM in that region.

2) **Presence at international conferences & events.** In 2008 there will be a number of event-driven opportunities to communicate our messages to key audiences either directly or through the media. A coordinated CGIAR presence at these events, including media, exhibits, publication launches and side events, will raise our profile and contribute to a better understanding of the CGIAR's work. See the annexed calendar for a preliminary list of events (Annex 1).

3) **Strong media presence and media capacity building.** In partnership with Burness Communications, the CGIAR Communications Unit will provide strategic media advice and deliver drafting and promotional support for major stories on CGIAR research, with a priority on multi-Center stories which reinforce key messages. Burness will also facilitate two story development workshops (in March in Ethiopia and in September, location tbd) designed to support CGIAR communications staff in identifying, writing and promoting strong media stories.

4) **Information dissemination through publications, the web and databases.** The Communications Unit will continue to publish a range of products in 2008: the 2007 CGIAR Annual Report (working title "Research within Reach"), E-News, partnership briefs, CGIAR briefs, corporate publications, and stories of the month. The website is expanding and a "RSS Newsroom" will be launched in February that will bring together all Center news releases. A new feature on the website is a feed of CGIAR in the media. Databases for decisions and the core collection will also be maintained.

5) **Parliamentarian outreach.** To date, the partnership with the Parliamentarian Network on the World Bank (PNoWB) has resulted in two country visits (Kenya and Cambodia) that allowed parliamentarians to see our work first hand and learn directly from beneficiaries on how we are making a difference. In 2008, the collaboration will

continue with a Video Conference for African Parliamentarians on the World Development Report 2008, *Agriculture for Development*, and another country visit. The mid-term goal of this work is to establish a global chapter of parliamentarians focused on agriculture.

Our outreach to parliamentarians is broader than the partnership with PNoWB and also includes presentations in key parliaments. Visits to the European Commission and Belgian and UK Parliaments are envisioned for 2008. A series of policy briefs for parliamentarians is also under development.

6) **Expanded civil society communications.** Outreach to CSOs is expanding through increasingly interactive use of the internet, online dialogues, blogs, consultations and innovative programs to ensure effective end user input into programs and policies in conjunction with ICT/KM. More joint activities with GFAR will be pursued.

7) **Support for the marketing group.** The marketing group community of practice will be supported at a minimum through the provision of high quality ICT tools to facilitate productive information exchange and coordination throughout the System.

8) **Capacity building opportunities for communications staff.** Opportunities for staff to enhance their communications skills will be available through two story development workshops to help hone media skills as well as through staff exchanges to support collaborative projects. Additional professional development workshop on other topics such as strategic communications may also be offered.

9) **Communicating the emerging change management dialogue.** A coordinated approach to sharing information on the change management dialogue throughout the System is essential for providing transparency on the process. An outreach strategy will be developed in the near term.

10) **New outreach opportunities.** In 2008, the CGIAR will also have several innovative outreach opportunities. For example, the CGIAR will co-produce an exhibit on the Future of Agriculture that will open at the London Science Museum in the Fall. In addition, the production of a TVE documentary on agrobiodiversity will be explored to coincide with International Biodiversity Day. The CGIAR will also remain an active partner within the COM+ Alliance of Communicators for Sustainable Development while exploring new partnering possibilities.

11) **Delivering on Climate Change Initiative.** At UNFCCC COP-13 in Bali, the CGIAR launched a new climate change initiative that calls for a doubling of CGIAR investment in research related to climate change adaptation and mitigation, currently about US\$80 million. A resource mobilization campaign needs to be launched to deliver on this goal of annual investments of \$140 million for this Initiative. Development of a vision paper on the CGIAR as a life line for securing world farming against climate change is one proposed idea, with a side event at COP-14 to launch the paper. A conference co-organized with the IPCC is another proposed activity.

Annex 1: CGIAR Communications Calendar 2008			Notes
<b>2008</b>	<b>International Year of the Potato</b>		
<b>2008</b>	<b>International Year of the Reef</b>		
<b>January</b>			
30	<b>CODE Briefing</b> Annual briefing to the World Bank Committee on Development Effectiveness (CODE).	Washington	
<b>February</b>			
7 - 9	<b>Delhi Sustainable Development Summit (DSDS) 2008:</b> Sustainable Development and Climate Change	Delhi	
19-29	<b>World Bank Sustainable Development Network Week:</b> CGIAR Participation in agriculture and rural development events. Special event for key Bank and CG staff.	Washington	
21	<b>Agriculture &amp; Development in Africa – Messages from WDR:</b> Videoconference with parliamentarians organized by PNoWB to focus on agriculture, specifically investment in research.	Nigeria, Uganda, Ethiopia, South Africa, DC, EC, France, UK, (tbc)	
Feb 26	<b>Opening of the Svalbard Global Seed Vault</b>	Svalbard, Norway	
<b>March</b>			
4-6	<b>Washington International Renewable Energy Conference:</b> on energy security, climate change, air quality, and sustainable development, including <b>agriculture and rural development</b>	Washington	ICRISAT/OASIS contribution
10-15	<b>Story Development Workshop</b>	Ethiopia, ILRI Addis Campus	ICRISAT has proposed stories
25-28	<b>Potato Science for the Poor: Challenges for the New Millennium</b>	Cuzco, Peru	
<b>April</b>			
<i>Tbd</i>	<b>Parliamentarian presentations:</b> CGIAR overview presentations for European, British and Belgian parliamentarians	Brussels, London	
<b>May</b>			
5-16	<b>UN Commission on Sustainable Development 16:</b> Focus on agriculture, rural	New York	ICRISAT/OASIS

19-30	development, land, drought, desertification and Africa. <b>CBD COP-9</b> Agriculture biodiversity work plan will be reviewed.	Bonn, Germany	contribution BIOVERSITY priority
22	<b>International Biodiversity Day 2008:</b> Theme will be "Biodiversity and Agriculture"	Bonn, Germany	BIOVERSITY priority
30	<b>Tokyo International Conference on African Development</b>	Tokyo	WARDA Priority
<i>tbd</i>	<b>CGIAR Private Sector Committee Event</b>		
<b>June</b>			
3-5	<b>High Level Conference on World Food Security and Challenges of Climate Change:</b> Organized by the FAO and CGIAR, the third day will focus on science.	Rome	
<b>July</b>			
7-9	<b>G-8 Summit under Japanese Presidency:</b> Focus on environment broadly and climate change more specifically.	Hokkaido Toyako, Japan	
<b>September</b>			
Tbd	<b>Story Development Workshop</b>	CIAR, ICRISAT and IWMI offered to host Portugal	
11	<b>Committing Science &amp; Technology to Global Development</b>		
<b>October</b>			
tbc	<b>Opening of CGIAR Exhibit at Science Museum in London:</b> The exhibit will subsequently tour through Europe and Africa	London	
Tbd	<b>PNoWB Parliamentarian Visit</b>	Tbd	
1-2	<b>ExCo</b>	Portugal	
5-14	<b>IUCN World Conservation Congress</b> <b>Theme:</b> A diverse and sustainable world Sub-themes: a new climate for change, Healthy environments – healthy people, and Safeguarding the diversity of life		CIFOR involved
<b>December</b>			
Tbd	<b>CGIAR AGM:</b> Possibly organize communications campaign development workshop in conjunction with AGM	<b>Tbd</b>	

1-12

**UNFCCC COP 14 and Kyoto Protocol MOP 4**

Possible side events at COP 14/2008 to release White Paper/Vision Paper on securing world farming against CC – position CG as life line for poor farmers

Poznan, Poland

ICRISAT,  
CIFOR