

## CGIAR System Office Main Service delivered in 2003

### Public Awareness and Resource Mobilization

	Service delivered	actual input in \$ '000	Outputs produced
<b>FHF</b>	Raise PA & funding for agriculture/research as a pillar for sustainable dev.	<b>199</b>	Establishment of Ecoagriculture and Monterrey Bridge Secretariat, policy events in Mexico (costs noted excludes percentage of salaries devoted here)
<b>FHF</b>	Raise public awareness of the work of centers and the CGIAR system	<b>29</b>	Dozens of media items, features, news stories, plus advice to Centers and events (costs noted excludes percentage of salaries devoted here)
<b>FHF</b>	Raise funds to enhance capacity to deliver services and fulfill mandate	<b>38</b>	Funds raised include some 75k for Monterrey Bridge Coalition, 30K for Ecoagriculture, 46 K for media/general programs
<b>FHF</b>	Assist with resource mobilization strategies for centers and projects	<b>0</b>	This is encompassed in the raise funds to enhance capacity to deliver services and mandate.
<b>CG Sec</b>	Develop PA initiatives to communicate role/impact of CG system	<b>418</b>	McNamara Ministerial-level Seminar and lobbying efforts, Japan; Canadian Parliamentary briefing; Indian Parliamentary briefing; Contributions to International Fair, Tokyo; Support the ComPlus Initiative
<b>CG Sec</b>	Produce CG corporate brochures, reports, presentations, etc.	<b>400</b>	Powerpoint presentations (7 external and 4 internal); CG Annual Report 2002; CGIAR News - March, July, November; Partnership Booklets - CG & Germany, CG & Japan, CG & EC in English/French + reprint, CG & EC in English/Spanish, CG & USA, CG & Canada in English/French; Corporate brochures - English, Arabic, Chinese, French, German, Japanese, Russian, Spanish; 2003 Crawford Lecture; Nourishing the Future Panel Brochure + Japanese; Corporate Display - event-specific for Sacramento, Canada; Exhibit panels - Tokyo exhibition; Parliamentarian Magazine, Corporate gifts
<b>CG Sec</b>	Develop & implement integrated CGIAR communications strategies	<b>150</b>	Integrated RM & Communications strategy produced & approved and implementation commenced; contribution to Stakeholders Survey; Management of AGM Survey
<b>CG Sec</b>	Coordinate & facilitate CG representation at public events/conferences	<b>150</b>	Sacramento Ministerial Meeting; JIRCAS 10th anniversary, Japan; TICAD III, Japan; AAAS Annual Meeting, Denver, Colorado; 3rd World Water Forum, Tokyo; Support for Water & Food Baseline Conference; Biofortification CP Launch; Support for CIFOR Bonn Conference
<b>CG Sec</b>	Plan and execute membership expansion program	<b>138</b>	One new member admitted at AGM 03; Ongoing work with 10 potential members
<b>CG Sec</b>	Anchor Resource Mobilization Network (RMN) & administer list-server	<b>69</b>	regular briefing of RM staff at Centers
<b>CG Sec</b>	Maintain active Member contact including updating Member profiles	<b>50</b>	briefing material for CGIAR senior management; correspondence with membership
<b>CG Sec</b>	Provide professional development opportunities for center communications staff	<b>10</b>	Hosted two-month work/study visit for Sanjini de Silva Dias, IWMI, to CG Secretariat.

**Table 1c**

<b>G&amp;D</b>	Represent G&D in CG events and other conferences	<b>28</b>	Participation in the CGIAR AGM 2003
<b>CDC Sec</b>	Write articles for CGIAR news and other publications on CDC activities/outputs	<b>6</b>	Contributed article for CGIAR News, produced special report in follow-up to CDC retreat, began initial work to establish the CDC Sharepoint site.
<b>CIO</b>	ICT/KM Representation in CG Events and Other Conferences	<b>78</b>	Participated in AGM, IM meeting, IT managers meeting, 1 workshop, 4 conferences and 3 meetings. Visited 13 centers in coordinating, communicating and promoting ICT-KM activities as well as providing support to CG centers and communities of practice.
<b>CAS</b>	CGIAR representation in External International Meetings	<b>5</b>	Presentations; New contacts entered into database