

Communication and Resource Mobilization

Subgoals	Unit(s)	Service Offering in 2004	Input in '000 US\$	Actual Input in '000 US\$	Outputs to be achieved in CY 05	Actual outputs achieved in CY 05
To strengthen internal systems and capacity among RM and Communications practitioners across the CGIAR	CG Sec	Exchange investor trends and information with Centers including sharing RM&C databases, tools, impact information	48	48	Reglar briefings on investor trends, information on contacts, membership and institutional partnerships available	Regular briefings took place as requested, plus substantive briefings at AGM
	CG Sec	Exchange best practice, information and experience and provide professional development opportunities for center communications staff, related to traditional donors	48	48	2 professional development workshops supported, 1 workshop on best practice facilitated	MAGNET development with Centers- MG website now functional and as use increased- became best mechanismism for best practice exchange. Best practice briefings held AGM MG mtg
	SC Sec/ CGIAR Sec	Support the communication of CGIAR Science Council work and CGIAR Impact	11	11	CG Sec: General Comms Team support for SC. SC signage & identity developed & produced. 2 SC Briefs produced, SPIA website linked to CG website, impact information integrated in all communications	Signage and 'look provided 1 SC brief and 2 SPIA /SC breifs distributed AGM, SC report launched AGM, Impact brochure Series established - impact continuing focus of comms. SPA and Sc sites integrate dwith CG site. SC Chair regular column CG News
	FHAO	Strengthen collective identity of Centers	36	20	Based on an evolution of the existing indenties, create a clear graphic and written identity for the Alliance of Future harvest Centers of the CGIAR and for the FHAO. The identity to clearly show positioning in the CGIAR.	Raised awareness of the collective work of the Centers, with special assistance to the AE. Quarterly e-newsletter began in June; Newsletter released with the CGIAR Chair and Directors quarterly <i>Letters to Members</i> ; Joint listserver established; Slide presentations prepared for ESSD Forum (June), JIRCAS meeting in Tokyo (July) and CGIAR Private Sector Meeting (Sept.)
	SO	Communicate SO activities by using existing mechanisms	5	5	Articles in CG news, SO annual report , SO presence at AGM, website coverage	Regular FHAO column in CG News, articles included in CG News, SO booths developd & designed for AGM, positive response to all request for quotes etc, FHAO section included in Chairman's Letter
To strengthen support from and relationships with current member countries and cosponsors	CG Sec	Conduct targeted campaigns to promote the CGIAR Centers and Challenge Programs to key decision makers in investor countries and to Cosponsors (in collaboration with the MG)	202	202	3 Effective Activities/Campaigns conducted in conjunction with the MG; including Robert McNamara Seminar Tokyo	Japan Forum, represented CG in conjunction with AE, Sweden CGIAR Day included center representation and new publication, ESSD Forum, Paris included AE rep
	CG Sec	Coordinate & facilitate CG representation and contribution at key international events/conferences (in collaboration with MG)	74	74	CG representation at 3 international events, including European Forum Switzerland	Initiated and coordianted CG side event at UN special session on MDGs, FARA General Assmly, EFARD, GFAR / CIDA mtg, Crawford conference Australia, World Fish Summit
	CG Sec	Conduct AGM to maximize stronger relationships and support for the CGIAR	212	212	AGM, Exhibition, Science Forum, Farmer's Dialogue, AGM Media Program	Largest AGM to date, included strong NARS presence, science focus. Initated Science posters exhibit- additional exposure for all Center and CPs, maximised SO booth and extensive regional coverage, developd media workshop
	CG Sec	Produce CGIAR System Annual Report (with Centers)	64	64	CGIAR Annual Report 2005	CGIAR Annual Report 2005
	CG Sec	Produce targeted, relevant materials that meet investor perceived needs – including brochures, booklets and video	202	202	6 corporate brochures updated and translated, 4 editions CG News and eNews produced and distributed on time; 3 partnership booklets produced and distributed in conjunction with campaigns, Hands On video production complete	7 corporate brochures updated , translated, 4 editions CG and eNews, UK, France and Sweden partnership booklets published, 5 Hands On programs shot. In addition: CWANA regional booklet, Good News on the CG, Scientists of the CGIAR book, & Achieving the MDGs brochure produced
	CG Sec	Media relations - produce positive opportunistic media coverage in investor and host countries	53	53	1 Media and message training course delivered	Harvard leadership course delayed to 2/06
	CG Sec	Member support and development	53	53	CGIAR member visits; briefings; new members; profiles updated, new members briefing at AGM 05	New members briefings at ExCo 8 & 9; negotiated periodic funding increase by 10 current members; cleared arrears of 3 members
	CG Sec	Explore and take advantage of new opportunities and mechanisms for RM	16	16	alternate/new sources of funding	raised additional funds for CAC Program and from Cheung Kong Foundation; Membership agreement with Turkey finalized
	G&D	Represent G&D in CG events and other conferences	41	46	AGM 05	AGM 05 , SO meeting, 2 conferences: fully achieved
	CIO	Represent ICT-KM program in CG events and other conferences	35	36	AGM, SO meeting, 3 conferences	<ul style="list-style-type: none"> Represented CGIAR ICT-KM Program in CG events and other conferences within and outside the CGIAR (AGM, SO Workshop, IMs Annual Meeting, IT Managers Meeting, FAO Expert Consultation, WSIS 2005, Inter-RAIS Workshop). Frequent visits and interactions with FAO Visited 4 centers
CIO	Produce promotional materials including annual report, brochures, e-news	16	21	Monthly e-news, AGM annual report, program brochure produced and distributed on time	<ul style="list-style-type: none"> Production of ICT-KM Monthly E-News, Quarterly E-Newsletter, AGM Annual Report, Investment Plan 2006, Project Brochures, Promotional Gifts 	

Annex 1

Table 1c

	CAS-IP	Provide informational articles on CGIAR-IP issues	35	3	2 News articles published; Revise CAS Website, Reinstate publication of CAS Newsletter	One article published in the CG-News
	FHAO	Write articles for CGIAR news and other publications on CDC activities/outputs	6	10	two articles written in CGIAR news or similar venue	Four articles produced for the AB and AE Chairs in <i>CGIAR News</i> , with contributions to the CGIAR Annual Report, regular contributions to <i>Letters to Members</i>
To strengthen alliances with civil society organizations and NARS which share the CGIAR's mission	CG Sec	Further develop opportunities to strengthen relations with CSOs	74	74	1 effective joint CSO event held, CSO dialogue expanded	CSO events at the a number of global meetings, including Hong Kong Fair Trade Fair (WTO Meeting), EFARD, Japan Forum and Worldfish summit
To explore opportunities with non-traditional investors (= outside CG membership)	FHAO, CG Sec	Improve communication of CGIAR Centers and CGIAR news via relevant websites and, where appropriate, the press (in collaboration with MG)	30	40	work with the Centers and Secretariat, including via the MG, to upgrade and update the information on the CG website and on other collective websites as appropriate to ensure that the total work of the CG is available worldwide	FHAO: Study of the Future Harvest website by consultant, including recommendations for improvement;Collaboration web site with over 150 people with access to the site; Important Alliance documents housed on site, including Collaboration Calendar, fed into the CGXchange program.