

**MAG Working Group on Outreach, Engagement & Communications (WGOEC) Virtual Meeting: 9 September 2021**

1. The MAG WGOEC's September follow-up meeting was held virtually on Thursday 9 September, 2021. The meeting was moderated by MAG member Mr. Amado Espinosa and supported by the IGF Secretariat, represented by Mr. Chengetai Masango and Ms. Eleonora Mazzucchi. The following MAG members participated: Ms. Afi Edoh, Ms. June Parris and Ms. Courtney Radsch.
2. After Mr. Espinosa welcomed participants, Ms. Mazzucchi gave an overview of the draft communications strategy that had been circulated to the group for comment approximately a week and a half prior. The strategy is the culmination of the group's discussions since forming at the beginning of this year, with additional Secretariat inputs. Ms. Mazzucchi explained that the document tried to address three key points raised in the group: that responsibility for communication activities was diffuse and at times unclear; that there should be more consideration given to whom communication efforts are directed; and that any strategy should be rooted in concrete and achievable aims. The resulting draft lays out a series of communication objectives that takes into account available resources and capacities. These are meant to be enacted continuously (routine IGF communication activities), and/or through three phases: before, during, and after the 2021 meeting in Katowice. Crucially, each objective specifies a singular or shared responsibility between the Secretariat and other actors, like the MAG or wider UN Department of Economic and Social Affairs (DESA), as well as who the target audiences are. The latter have been defined relative to their closeness to the IGF's work, as existing IGF community members; those who are not in the community but are knowledgeable, work in or are decisionmakers in digital policy; and the public at large.
3. Ms. Mazzucchi shared that the document had received feedback at the most recent virtual MAG meeting, where it was briefly previewed, on the group's email thread, and in the draft itself, including from a MAG member, Ms. Rose Ofianga, who had expressed interest in rejoining the WGOEC.
4. On the subject of target audiences and taking forward communication activities, Mr. Espinosa suggested a mapping exercise in which the group could look at a database of IGF contacts and identify potential gaps in outreach. With those it could send out targeted messages, inviting stakeholders to participate in the IGF. The Secretariat informed that such a list would have to be compiled, as its contacts are extensive, and with due sensitivity to data privacy, but that for the purpose of identifying gaps it could find a creative solution.
5. Ms. Parris emphasized that any outreach emerging from this exercise should also be aimed at segments of the general public who are not yet familiar with the IGF and be as inclusive as possible.
6. In line with what was previously agreed, and having found the draft strategy to be in a good state, the group decided it would pass the document on to the wider MAG for a period of review of one week (the deadline is now set to 21 September).

**The following short Action Points were agreed:**

- a. **The Secretariat will explore internally the feasibility of a database for the outreach mapping exercise.**
- b. **Working Group facilitators will transmit the draft strategy to the rest of the MAG.**
- c. **The Group will aim for one more meeting before the face-to-face MAG meeting in Geneva on 29 September-1 October.**