

REPORT OF FIRST MEETING OF THE WORKING GROUP ON COMMUNICATION & OUTREACH 2017

Venue: Through Skype Time:17:00 GMT

1. A virtual meeting of the working group on Communication and Outreach for IGF 2017 was held on the 25 May, 2017 17:00 GMT through Skype. The meeting was coordinated by Segun Olugbile assisted by Israel Rosas, the coordinator of the group.
2. The meeting had few members of the group participated, with special thanks to Israel Rosas for initially facilitating the meeting arrangement through Webex which unfortunately could not be sustained due to some technical hitches. Special thanks also to Ginger Paque, Marilyn Cade, Zeina Bou Harb, and all the members of the WG for their commitment to the progress of the WG.
3. The main goal of the meeting was to look at how we can plan implementing the TOR while focusing on the main theme of WGCO. Important issues were discussed in line with the meeting agenda and to help fast-track the group action plan in line with the revised and approved Term of Reference. (*please see the Appendix A for the Agenda*)
4. WGCO is expected to return to the MAG with specific activities to be approved, especially if resource is needed from the Secretariat and feedback reporting to the full MAG.
5. WGCO members agreed on the revised ToR and discussed further how WGCO can support awareness on fund raising. It was agreed that the current effort of the MAG Chair and Secretariat should be supported with outreach in line with current direction. WGCO requested for more information and data on IGF funding status while MAG members should help reaching out to their countries.
6. **A suggestion was made on preparing briefing papers on "How the IGF is contributing to your job" for each stakeholder to help communicate IGF values and inspired stakeholders' response to IGF funding. It is further clarified the role play by the hosting country which usually bears the major funding for organizing the IGF. (Please download information on IGF Multi-donor trust fund from here. All MAG members are requested to access the document.**
https://www.intgovforum.org/multilingual/index.php?q=filedepot_download/4229/507
There's call on MAG members to invite colleagues/contacts/gov'ts who are not on the list to collaborate with IGF
7. **It was suggested working with the host country on how WGCO can help improve outreach and awareness (especially to the technical community, financial service community and host of others finding out what they want)** as the key issue, learning from Mexico approach. In addition, making materials available to stakeholders group with a set of generic message that can be more broadly understood. A material that tells such a compelling story: Why the IGF happens, what it is, and why YOU need to participate [attend] etc. and support etc.
8. The group re-emphasized the importance of continuous engagement by identifying new groups that should be engaging, attending, contributing and also contributing to IGF.

9. **On specific ways WGCO can support the secretariat and the MAG chair on communication and share messages, suggestions were made on improving IGF website (compare with WSIS forum website), with testimonial statements from past host countries, redefining IGF value in plain language across different sectors, inviting host country through their respective embassy to make short speeches, with some compelling but well founded key messages and issues an invitation with a short IGF video presentation. (Please note, host country can share their IGF video presentation with WGCO members for this purpose).**
10. **A task was given to Marilyn Cade to help prepared a draft outline for key messages, PP, FAQs, current pictures of real people participating, and testimonials, starting with former host countries. However, a reference was made to Elon University for sourcing useful materials for this purpose. Other suggested action plan framework include the following:**
- Speaking roles at CSTD Intercessional, ECOSOC High Level meeting, with brief materials to distribute during the CSTD WG on Enhanced Cooperation in September and other related IGF event.
 - Regular informal meetings with key IG and IGO organizations.
 - Develop a “focal” point relationship within key UN organizations in Geneva
 - Organized a voluntary pizza and wine/beer party for colleagues from ITU, WIPO, WTO, UNCTAD, etc. as well as any MAG members available in a more formal engagement.
11. **On remote participation, suggestions included integrating with Youtube videos, continuous improvement as we move upward, monitoring comments, input, statistics to improve RP, and helping to address actual local link side of the remote access.**
12. **On sharing of responsibility, Israel Rosas volunteered to serve as co-facilitator, which was approved by the members. Ginger Paque offered to assist with the Diplo’s Webex or Adobe Connect support.**
13. Others related issues on the agenda were postponed for further consideration in the next meeting, while members agreed to address the need for more participation by the WGCO in the future meeting.
14. The next physical meeting of the group is scheduled to take place in Geneva during the next Open Consultation & MAG meeting.

End of Document.

APPENDIX A

1st WGCO VIRTUAL MEETING AGENDA

1. Brief on the revised ToR.
2. Harmonise on the following Priorities
 - WGCO support for enhancing IGF donor funding
 - Communication link/interaction with Host country, IGF Secretariat, Syndication & promotional templates for IGF on Web, Social media, translation, blogging, etc)
 - Identification of new target groups.
 - Collaboration & Synergy with IGF related groups and organization
 - Support for the Secretariat & MAG Chairs – sharing messages, distribution to networks & feedback mechanism.
 - Communication approach for sharing past and current IGF outcomes
 - Linkages with related global events for IGF visibility, awareness and value presence.
3. Template for Multi-year integrated action plan
4. Remote Participation Mechanism & diversification
 - Considering Ginger's submission on RP improvement
5. Assignment of roles and responsibilities.
6. Please add more (If any)
7. Any other business.