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IFAD HQ, Via Paolo di Dono, 44, 00142 Roma RM, Italy

Paper 5: IATI Outreach and Communications update

Introduction

The following report is written in two parts:

- **Part 1** provides an update on the **outreach** activities delivered against members' agreed priorities set at [Members' Assembly 2016](#) and outlines future opportunities and priorities for the initiative to engage in.
- **Part 2** provides an update on the **communications** activities delivered since the Members' Assembly 2016 and outlines the future opportunities and priorities over the next.

The IATI Secretariat is responsible for the delivery of all IATI outreach and communications activities, with Development Initiatives (DI) responsible for the management of IATI communications.

This paper is provided for information of members, with no decisions requested.

Part 1 - Update on outreach activities

Priorities agreed at Members' Assembly 2016

Since July 2016, the IATI Secretariat has undertaken outreach activities and promoted those undertaken by IATI's community to deliver the priorities agreed by members at the Members' Assembly 2016 meeting in June. Over the year, the Secretariat and Governing Board secured a political commitment to IATI at the Second High Level Meeting (HLM2) of the Global Partnership for Effective Development Co-operation (GPEDC) in November 2016. The Secretariat has also worked hard to attract 10 new members including governments and private sector organisations since the last Members' Assembly. As agreed by members, the initiative has also supported the implementation of the Grand Bargain commitment made at the World Humanitarian Summit 2016 for signatories to publish humanitarian data to IATI.

Outreach activities/outputs delivered (July 2016 - August 2017)

Output/activity	Details
10 new organisations joined IATI	Joining IATI shows a clear commitment to transparency and open data in development, and the following new members now have an important stake in the initiative's governance: France - Agence Française de Développement (AFD), Italy - Agency for Cooperation and Development (ACIS), International Finance Corporation

	(IFC), International Organization for Migration (IOM), World Health Organization, government of Mali, Akvo and Synergy International Systems.
IATI at the High Level Political Forum on Sustainable Development (United Nations Secretariat, 18 July 2016)	At the High Level Political Forum on Sustainable Development , a side-event was held to raise awareness on how IATI and other open data standards can track the Sustainable Development Goals (SDGs). The event was organised by the governments of Bangladesh, Canada, Sweden and the United Kingdom in collaboration with the IATI Secretariat, Publish What You Fund, Transparency International and UNDP.
Second High-Level Meeting of the GPEDC (HLM2) (Nairobi, 28 November - 1 December 2016)	At HLM2, IATI held a side-event, produced a briefing, a new video and launched new updates to d-portal.org at the market-place. IATI's attendance and engagement in HLM2 secured a significant endorsement in the Nairobi Outcome Document . Development partners pledged to increase the transparency of development cooperation and endorsed IATI as an open data standard for development actors to rely on. The outcome document also emphasised the need for all actors to increase data use. HLM2 was also used as an opportunity to attract new members, with many opportunities for bilateral discussions in the sidelines of the main event.
IATI Technical Advisory Group (TAG) meeting (Dar es Salaam, 6-9 March 2017)	With almost 70% of this year's TAG participants attending their first IATI meeting, the initiative was able to engage and raise awareness among many newcomers. The meeting in the African region for the first time (Tanzania) and attracted record number of data users who engaged in workshops and interviews to discuss their needs. Opening remarks were made by Deputy Permanent Secretary (Public Finance Management) Amina Shaaban, from the Government of Tanzania.
Implementation of the Grand Bargain commitment to IATI (ongoing)	IATI has provided technical support and engaged with signatories of the Grand Bargain to meet their commitments to publish humanitarian assistance to IATI within two years (as agreed at the World Humanitarian Summit).
Other events led by IATI's community	<ul style="list-style-type: none"> ❖ International Open Data Conference (IODC), Madrid 6 - 7 October 2016 The IODC provided an opportunity to promote IATI to the global open data community, from governments to civil society groups. The IATI Secretariat helped promote the Initiative for Open Ag Funding's workshop on improving agriculture funding data using the IATI Standard. ❖ Open Government Partnership (OGP) Summit, Paris 7 - 9 December 2016 The OGP provided the opportunity for IATI to raise awareness, make vital contacts and build support amongst OGP's global community who are committed to promoting the principles of open and transparent government. IATI's Secretariat helped promote the side-event: Follow the Money: Using Open Data to Track SDG Funding

	<p>and Results organised by Publish What You Fund in partnership with Development Gateway and Oxfam France.</p>
<p>Other key reviews and political commitments to IATI</p>	<ul style="list-style-type: none"> ❖ US Foreign Aid Transparency and Accountability Act, July 2016 The US passed a law last year to bring greater transparency and accountability to US foreign aid programs and the act included the requirement for the government to the publish ata on their activities to IATI. ❖ UK's Department for International Development bilateral and multilateral development reviews, Nov 2016 The UK's Department for International Development (DFID) reinforced its commitment to IATI in its 2016 bilateral and multilateral development reviews and also announced plans to improve traceability, by requiring all organisations receiving and spending their funds through the delivery chain to publish to IATI. ❖ UN OCHA Global Humanitarian Overview 2017 December 2016 UN OCHA encouraged organisations who report their humanitarian assistance to the Financial Tracking Service to use the IATI Standard. ❖ ECOSOC Forum on Financing for Development follow-up meeting (22 – 25 May 2017) IATI was referenced in the Inter-agency Task Force on Financing for Development (IATF) report, presented at the ECOSOC forum to review the implementation of the Addis Ababa Action Agenda. ❖ Secretary-General report on the quadrennial comprehensive policy review of operational activities for development of the United Nations system (QCPR), June 2017 The draft report includes a firm commitment to “transparency on agency-specific expenditures and results through system-wide enrolment into IATI”.

Outreach and engagement in Year 5 (Sept 2017 - August 2018)

IATI's outreach and engagement activities will prioritise promoting the use of IATI data in decision making and accountability to achieve sustainable development (see IATI Data Use Strategy Y5 September 2017 - August 2018 for full details).

Event/activity	Details
Promoting IATI data use	<p>Over the next year IATI's Secretariat will work with members and the wider community to improve the use of IATI data across user groups. Communications activities listed in the next section such as the new website and content will contribute to strengthening data use by different user groups. The following includes highlights from the full Data Use Strategy:</p> <ul style="list-style-type: none"> - Partner countries: Support partner countries through delivery of training, awareness raising and encouraging peer-peer support - Raise awareness amongst country offices: Support agencies to raise awareness with their country offices/missions to help staff better understand what IATI is and how it affects/benefits their work - Development Partner Forums: Encourage the engagement in Development Partner Forums by members as a key focus for awareness and use of IATI data - Expanding reach: Secretariat will continue and expand representation at events that reach and influence data users - CSOs and other organisations: Support this constituency to raise awareness and delivery training activities/sessions on using IATI data
New members	IATI's Secretariat will continue to encourage organisations to join the initiative from across IATI constituencies, with a new focus on private sector organisations.
Technical Advisory Group	IATI's Secretariat and Board will use the next TAG meeting as an opportunity to engage with new members of IATI, as well as encouraging new members to join. The Secretariat will also use the meeting to establish feedback on the data use support that has been delivered (up to the date of the meeting).
Implementation of the Grand Bargain	IATI will continue to support efforts to encourage the signatories of the Grand Bargain and other humanitarian actors to publish their humanitarian assistance to the IATI Standard.
Upcoming global/regional events	IATI will continue to raise awareness and sustain political commitment to the initiative by attending and engaging in relevant global events/fora. IATI's Secretariat will also continue to work in collaboration with IATI members and its community to promote their own activities relating to the initiative over the next year.

Part 2 - Update on communications activities

Communications activities delivered - July 2016- August 2017

The Secretariat creates communications plans for key projects, manages existing communications channels and promotes the technical and non-technical activities of the initiative. This work is led by DI.

Brand and website project update

Since February 2017, the Secretariat has been working with an external communications agency, [WeareSnook](#) to identify options to improve the initiative's website and brand to create a better experience for publishers and data users. This work was scheduled and budgeted for in [IATI's Sept 2016 - Aug 2018 workplan](#) and agreed at the Members' Assembly 2016. This year, the project has worked on:

- **Research** - IATI and WeareSnook have held focus groups, usability testing sessions, workshops and interviewed 100+ participants (see [IATI Insight Report](#) for the full findings). This phase also involved a mapping exercise of IATI's stakeholders.
- **IATI's name** - A poll has been undertaken with members to resolve the issue raised at the [2015 Steering Committee](#) for the Board to consider "re-naming and re-branding IATI in the interests of supporting outreach to a more diverse range of development actors".
- **IATI's brand** - the core components describing the initiative's brand (including values, personality, language etc) has been developed based on IATI's vision and mission (agreed at Members' Assembly 2016).
- **Review of IATI's support desk requests** - an analysis has been undertaken on requests received for help to both publish and use IATI data.
- **Publishers and data user journeys** - detailed mapping exercises have been undertaken to map publishers' and data users across IATI websites.

By spring 2018 IATI will have:

- A new brand with a refreshed visual identity (including a new logo and colour palette) and brand guidelines to inform the creation of communications assets (including the new website).
- A new website delivering clear written content, guidance and better sign-posting of IATI and 3rd party organisations' tools

Activities promoted through IATI Communications

The following table lists activities that have been communicated through IATI channels since the Members' Assembly 2016 until August 2017, including IATI's [website](#), social media, regular e-newsletters, the online discussion forum, [Discuss](#) and bespoke e-communications campaigns.

Topic	Communications/outreach activities
IATI data use	Africa Open Data Conference (August 2017) Spotlight on IATI data use - Yemen (August 2017) Spotlight on IATI data use - Nigeria (August 2017) Spotlight on IATI data use - Liberia (August 2017) Spotlight on IATI data use - Bangladesh (July 2017) Finding results in d-portal (April 2017) Reaching the potential of IATI data - Development Initiatives report launch (March 2017)

	<p>d-portal's new search function: Find development and humanitarian activities easily (November 2016)</p> <p>Can you help increase IATI data use? Following up on pledges made at MA 2016 (August 2016)</p> <p>Putting IATI data to use in Bangladesh: moving from data collection to development effectiveness (August 2016)</p>
<p>IATI technical activities</p>	<p>org-id.guide launched (August 2017)</p> <p>Join miniTAG in Rome August 2017</p> <p>Update: CSV2IATI decommissioning (June 2017)</p> <p>London miniTAG on traceability (June 2017)</p> <p>miniTAG top tips (June 2017)</p> <p>Consultation on IATI v2.03 (started May 2017)</p> <p>TAG 2017 – what next...? (March 2017)</p> <p>TAG 2017: Solving problems together (March 2017)</p> <p>IATI Registry upgrade - important changes to API (August 2016)</p> <p>IATI publishing tool CSV2 to be decommissioned (July 2016)</p> <p>Identify-org launched (October 2016)</p> <p>New publishers</p> <p>World Health Organization becomes a new IATI publisher (June 2017)</p> <p>FAO publishes to IATI (May 2017)</p> <p>UN pooled funds now published to IATI (May 2017)</p> <p>USAID becomes separate IATI publisher (May 2017)</p> <p>500 IATI publishers reached (December 2016)</p> <p>Republic of Korea becomes IATI's latest publisher (August 2016)</p> <p>Humanitarian</p> <p>Improving humanitarian transparency with IATI and FTS (July 2017)</p> <p>DI report reviews humanitarian publishing to IATI (June 2017)</p> <p>Humanitarian data workshops – register now (April 2017)</p> <p>Webinar: Publishing humanitarian data to IATI (February 2017)</p> <p>Guidance on reporting on Hurricane Matthew to IATI</p>
<p>IATI Outreach and engagement</p>	<p>New members</p> <p>Mali joins IATI (July 2017)</p> <p>US commitment to IATI is on track to become law (July 2016)</p> <p>IATI at the High Level Political Forum on Sustainable Development (July 2016)</p> <p>IATI in Financing for Development follow-up report (May 2017)</p> <p>International Organization for Migration joins IATI (May 2017)</p> <p>Italian Agency for Cooperation and Development joins IATI (March 2017)</p> <p>Netherlands Enterprise Agency becomes an IATI member (February 2017)</p> <p>IFC joins IATI (January 2017)</p> <p>Agence Française de Développement becomes a member of IATI (December 2016)</p> <p>Akvo becomes a member of IATI (November 2016)</p> <p>WHO's Director-General announces membership of IATI (October 2016)</p> <p>Synergy joins IATI (September 2016)</p> <p>HLM2 communications</p> <p>Commitment made to IATI in Nairobi Outcome Document at HLM2 (November 2016)</p>

	UK's development reviews renew commitment to IATI (November 2016) What is IATI? video launched at HLM2 (November 2016) Bangladesh blog on IATI achievements ahead of HLM2 (November 2016) HLM2 IATI briefing (November 2016) Join IATI at HLM2 side-event (November 2016)
IATI Governance /general	Members' Assembly 2017 meeting (July 2017) IATI Annual Report 2016: \$146 billion of development spending reported (February 2017) IATI thanks outgoing Vice-Chair (January 2017) IATI workplan out now (January 2017) End of year review of progress made in 2016 (December 2016) IATI Community is moving to Discuss! (October 2016) Chairs' blog: IATI's future shaped at first Members' Assembly (August 2016)
Promoting IATI community activities	Join Initiative for Open Ag Funding virtual meeting (May 2017) Linking aid and contracting (Open Contracting Partnership/ Open Data Services Co-operative) (April 2017) Netherlands Enterprise Agency: why we're publishing results data (January 2017) Attend transparency and open data event at OGP (December 2016) Why Omidyar Network are publishing to IATI (November 2016) Following the money: the UK's groundbreaking plans on traceability (November 2016) Join Open Ag Funding workshop at IODC 2016 (October 2016) Netherlands and UNFPA lead new multi-stakeholder traceability pilot (September 2016) MapAfrica 2.0 launch (September 2016) Defining Humanitarian Emergencies: a joined-up approach' (Joined-up Data Standards) (August 2016) Initiative for Open Ag Funding: IATI's role in agricultural funding data (July 2016) How can we better collect, share and use results data? (Development Gateway) (July 2016)

Planned communications activities (September 2016 - August 2017)

The following communications activities are based on IATI's priorities as included in Year 5 of [IATI's Sept 2016 - Aug 2018 workplan](#) as agreed at Members' Assembly 2016.

Strategic aim	Communications/outreach activities
Promoting data use	<p>IATI's communications will play an important role to improve data use through:</p> <ul style="list-style-type: none"> • Delivering a new website with better signposting of data use tools and easier to understand content. • Providing improved documentation to support the use of data (guidance, training and support materials). • Developing at least 5 data use case studies to maintain and build credibility and momentum amongst potential data users.

	<ul style="list-style-type: none"> Continuing to raise awareness of IATI data use tool d-portal.org.
Improving IATI data quality, breadth and depth	<ul style="list-style-type: none"> Support communications on IATI's Python Library to both technical and non-technical audiences. Support the IATI Technical Team with communicating the planned decommissioning of IATI conversion tool CSV2 IATI. Continue to promote org-id.guide to encourage publishers to use the tool to create organisation identifiers Continue to promote the use of the IATI Dashboard to publishers
Maintaining and improving the IATI Standard	<ul style="list-style-type: none"> Continue to communicate and engage IATI's community in the Standard upgrade to version 2.03 through all IATI communications channels.
IATI Outreach activities	<ul style="list-style-type: none"> Support all IATI outreach activities (as outlined above) to reach target audiences.
IATI Governance	<ul style="list-style-type: none"> Produce and promote the IATI Annual Report 2017, including in translated versions. Publish IATI's new financial statements and produce graphs for the website. Continue to promote new IATI members through interviews and news stories on the website and encourage new members to promote their membership through their own communication channels. Keep Members' Assembly information on IATI's website updated with all relevant information including minutes. Keep Governing Board section on IATI website updated with all relevant documents including meeting notes. Support the Board in communications over the year on IATI's long term institutional review.

Further information:

For further information or to make suggestions on outreach and communications activities undertaken by IATI please contact Rohini Simbodyal, IATI Communications Adviser: rohini.simbodyal@devinit.org.