



Meeting of IATI Steering Committee Members and Observers – 1-2 June 2015  
The Shaw Centre, 55 Colonel By Drive, Ottawa, Ontario

**Paper 4: Outreach and communications workshop sessions C3/D3**

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Moderators: Rupert Simons, Craig Fagan

Notetakers: Carolyn Culey, Yuko Suzuki

The purpose of this session is to assess the strengths and weaknesses of IATI's outreach and communications work to date as a contribution to the evaluation. The session will also identify future priorities, with the conclusions from this session feeding in to the Steering Committee's discussion on outreach the next day. The expected outcomes of this session are:

- A clear assessment of IATI's outreach and communications work to date.
- Identification of priorities to be included in IATI's future work-plan.

*The output of this workshop session will be one of the sources available to the Evaluation Team for inclusion in the overall evaluation of IATI.*

**Guiding questions:**

**1) What have we got right?**

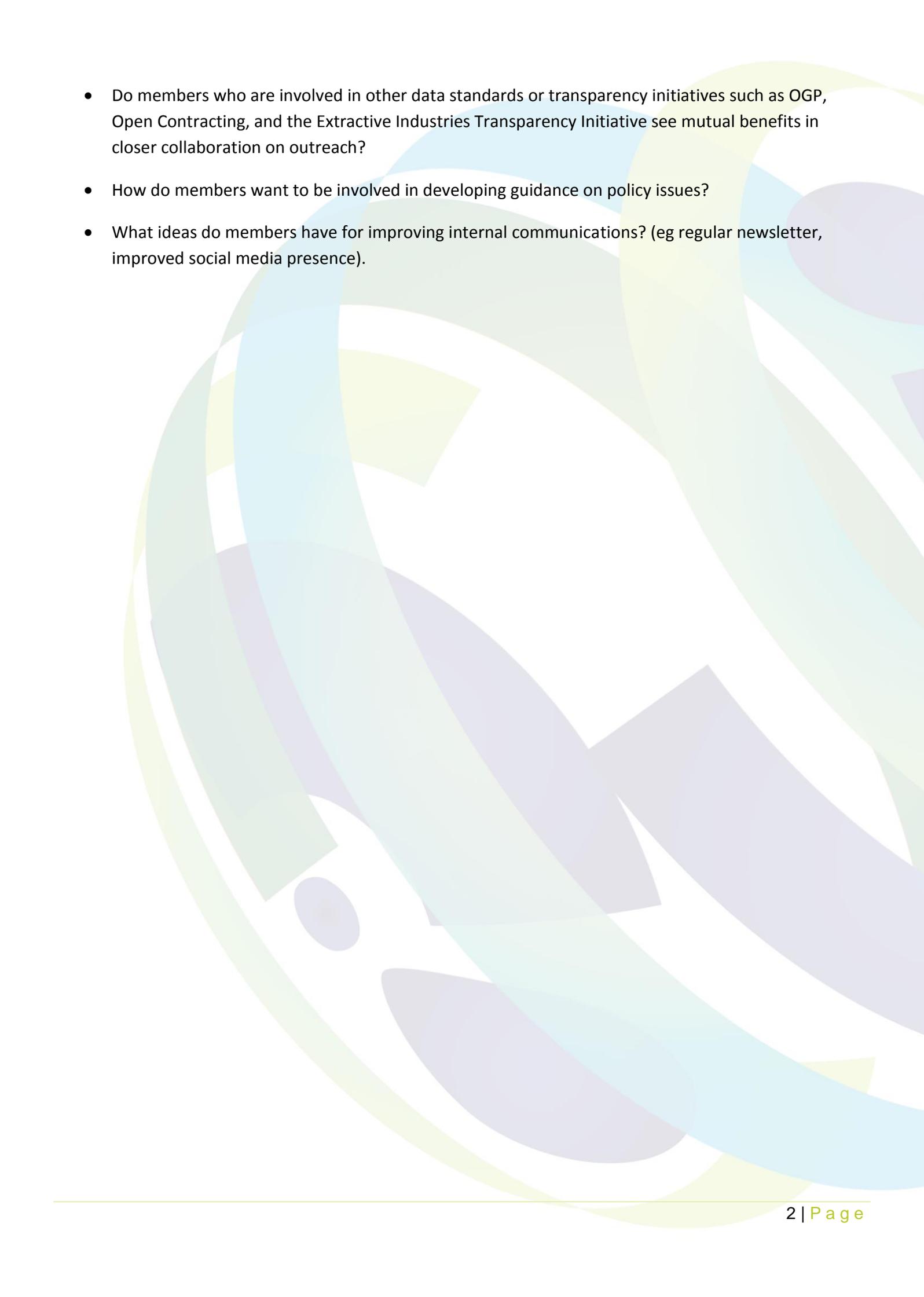
- What would members identify as the main strengths of IATI's outreach work to date?
- The response to the Speakers' Kit materials has been positive – what additional communications materials would members like to see added to this to support their own outreach efforts?

**2) What have we got wrong?**

- What do members see as the main weaknesses/critical gaps in IATI's current outreach and communications work?
- Do members feel that outreach efforts have adequately involved all three stakeholder constituencies? If not, how can this be improved?
- IATI's low visibility at country level has previously been identified as a weakness - what ideas do members have for improving this, and how could they contribute to this themselves (eg through regional offices, embassies, partners etc)?

**3) What should we do differently in future?**

- Which countries/organisations/developments actors/processes should IATI prioritise in its future outreach work, and what key messages should IATI take to them?

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- Do members who are involved in other data standards or transparency initiatives such as OGP, Open Contracting, and the Extractive Industries Transparency Initiative see mutual benefits in closer collaboration on outreach?
  - How do members want to be involved in developing guidance on policy issues?
  - What ideas do members have for improving internal communications? (eg regular newsletter, improved social media presence).