



Workshop on outreach and communications

Points for immediate action

- 1) Communicating better about IATI within member organisations is a priority – people need to know what the data is/could be used for. Specific materials should be developed for partner countries, donors and CSOs to support this, with “IATI champions” identified to take this forward.
- 2) Linked to that, improving IATI’s visibility at country level is a top priority for promoting data use, and for tackling the perception of IATI as a donor-led initiative. It was proposed that we could focus on developing a community for IATI in two or three focus countries in the first instance, based around the development partners’ forums. USAID indicated in plenary their willingness to work with others in taking forward the recommendations from their country pilots, Sweden committed to working with its own country offices to inform them on IATI, and it was proposed that UN agencies could come together in a few key countries and arrange discussions/a forum to promote IATI.
- 3) Encourage greater commonality in the development of donors’ open aid portals in order to tell a more powerful story on IATI – d-portal could potentially play a role here. Sweden offered to work with any partner country who was interested to provide information from all of their IATI donors at country level (similar to d-portal, but bespoke to meet local needs). It was also proposed that we should have a simple way of presenting all of the tools that have been developed on the basis of IATI data.
- 4) Speakers’ Kit materials are good but we need more differentiation for different audiences, plus it needs to include additional materials:
 - A non-technical introduction to IATI for newcomers;
 - A “cook book” on how IATI can be used and integrated with country systems, drawing on the AIMS manual that has been drafted.
- 5) d-portal is a useful way of introducing people to IATI data – we should capitalise on this more in our communications, and develop a communications strategy for d-portal.
- 6) Change the way we talk about IATI – frame it in terms of open data, open governance, open development rather than aid transparency/effectiveness. Members were also encouraged to engage with the open data community in their own countries.
- 7) There was support for a regular newsletter, available in French as well as English, though we need to clearly identify the audience and purpose; done well, this could be a good tool for outreach within member organisations.
- 8) The Secretariat was asked to re-circulate the briefing sent round on FFD, and partner countries were encouraged to work within G77 to retain the reference to IATI in the outcome document.

9) It was proposed that the Secretariat should develop a core script on IATI's contribution to the post-2015 agenda, as has been done for FFD – the contribution of member organisations, especially CSOs, in helping to develop core messages was recognised.

10) There was a request for alternative ways of engaging in the conversation about IATI for those who don't use Twitter, and can feel excluded as a result;

11) The need for high-level political buy-in for IATI was identified – one suggestion for promoting this was for a letter from Helen Clark to the presidents/ heads of all IATI member agencies, flagging progress to date/data available etc.

12) The scope for IATI to identify and participate in more regional forums was raised.

13) CSOs reiterated their willingness to work through their own networks to promote IATI, eg Concord, national platforms, CSO OGP network and southern CSO networks.

14) It was proposed that we should (re)constitute an outreach working group.

15) Everyone was encouraged to go home and talk to people in their own open data community, who might be able to solve problems/support data use.

Medium-term action

16) Make the website easier to navigate and less off-putting for a non-technical audience. Country pages were also suggested.

17) Rather than hiring a new communications post, it was proposed that the money could be used to create an innovation fund so that communications staff/infomediaries could apply for funding for specific communications initiatives – this would help to build an ecosystem of IATI communications people. Alternatively/as well, in-kind contributions could be used to bring communities together in country to look at use of IATI data.

18) It was also suggested that in future, a field could be added to the Standard to capture data against SDG goals, targets and indicators.

19) Do the necessary work on the humanitarian extension now so that IATI has a good, solid offer to take forward to the World Humanitarian Summit next year as part of our overall outreach work.