

Outreach and Communications

An Outreach and Communications Committee will be formed to support and oversee the IAASTD outreach and communications strategy. The committee will be chaired by Mark Holderness of CABI and will have open-ended membership, initially comprising: ATDP, Consumers International Office of Latin America and the Caribbean, Greenpeace International, and the Governments of Canada, Ireland, Russia, UK and USA. The Secretariat will be directly represented within the deliberations of the Committee.

Goals of IAASTD outreach & communication:

- Encourage interaction and dialogue around the IAASTD issues within and beyond those immediately participating in the Assessment;
- Highlight the specific value and unique nature of the Assessment;
- Assist in raising financial support and sponsorship for the Assessment and associated processes;
- Ensure close communication among all those concerned;
- Show the impact of the process itself and its outputs;
- Create a meeting place of minds and diversity around the future of agriculture and the specific role of knowledge, science and technology in rural development; and
- Embed the Assessment within a broader frame of other such Assessments and international policy objectives.

Primary responsibilities of the Committee will be:

- i. Developing an overall strategy of outreach and communications activities;
- ii. Assisting the Secretariat with the dissemination of information regarding the Assessment and collaborate with the Secretariat in the preparation of major dissemination materials (e.g., press releases) and other communications;
- iii. Supporting IAASTD fund-raising efforts by assistance in the preparation and dissemination of promotional materials presenting the purpose and value of the Assessment;
- iv. Advising the Secretariat, in collaboration with the IAASTD Budget and Finance Committee, on overall outreach and communication expenditures;
- v. Supporting the Secretariat in establishing connection and integration with other international policy processes and assessments through personal and institutional links;
- vi. Proactively supporting the recruitment of authors and reviewers and awareness of the Assessment through mobilizing resources such as organizational contact lists to spread awareness of the Assessment; and
- vii. Identify opportunities to represent the IAASTD at major international meetings, and at regular meetings of professional organisations (e.g. congress of European Association of Ag. Economists) and assist the Secretariat in securing a place on the agenda.

Requirements and procedures

As for other elements of the Assessment, the sub-committee will make any substantive response within one working week on documents and messages received from the Secretariat, a non-response being considered as acceptance.

Immediate actions required

- Comment and review of new webpage layout and content
- Help establish a comprehensive list of press contacts for the Secretariat's press releases
- Help to compile a list of organizations and contact individuals to target for Secretariat information releases

- Establish monthly internal communications via e-mail within the sub-committee (including the Secretariat) and schedule teleconferences as needed
- Identify and notify wider Bureau of regional, national and international fora in which the IAASTD can be usefully promoted and ensure attendees are provided with briefing packs for presentation or display
- Mobilize the use of existing dissemination channels such as IFPRI policy papers to share knowledge around the IAASTD outputs
- Establish means by which parties external to the Bureau can contribute positively to the discussion through facilitated discussion groups that make available documents and papers that will further inform the selected authors
- Specific meetings to be targeted include the UN general Assembly in September and the MDG's meeting immediately before that