



Management Meeting

10 September 2018, 15:00hrs – 16:00hrs CEST

Minutes

Participants: David Hegwood (USAID), Conrad Rein (EC), Petra Jacobi (GIZ), also on behalf of BMZ, Oriane Barthélemy (France MEAE), Blessing Omoaghe (ITC), Liz Sharma (Marchmont Communications)

Secretariat: Reinhild Ernst, Romy Sato, Oliver Hanschke, Laura Barrington, Mariya Ukhanova, Svetlana Silova

Apologies: Patrick Herlant (EC), Julie Deforce (Australia DFAT), Bernhard Worm (BMZ), Sanna Lissa Taivalmaa (Finland MFA), Emanuela Benini and Marco Platzer (IADC), Katja Eichner (KfW), Ueli Mauderli (SDC), Iris Krebber (DFID), Meredith McCormack (USAID).

Agenda:

1. Draft communication strategy - presentation of recommendations by Liz Sharma
2. Members exchange updates about their work and upcoming events
3. AOB

Conrad Rein (EC), substituting for co-chair Patrick Herlant (EC), welcomed participants to the Management Meeting, especially David Hegwood (USAID) in his new capacity as co-chair. He thanked Shantanu Mathur (IFAD) for his fruitful term as co-chair and introduced Oliver Hanschke as the new Communications Advisor at the Secretariat.

1. Draft communication strategy

Liz Sharma (Marchmont Communications) presented the background of communications strategy development, which included member interviews, a written members' survey and a website audit, and the recommendations resulting from these elements. She highlighted that according to the members' survey, 90% viewed the overall effectiveness of the Global Donor Platform, including communications, as positive. Knowledge sharing and networking rank as top purposes for donors to be involved in the Platform; in-person events were deemed effective for knowledge sharing, followed by webinars and news articles. The assessment documents that the newsletter is one of the strongest tools offered by the Platform, with click rates being twice as high as an industry average. The newsletter as well as social media (twitter), which maintains a good follower to following ratio, function like a shopping window, generating traffic to the website and pulling users into the network. Webinars and web interviews remain attractive and powerful tools. The number of YouTube subscribers has constantly increased since 2013 and the views remain high, indicating that fewer, higher quality videos can still help the Platform to maintain an active presence on YouTube.

Some of her recommendations for the communications strategy are:

- Revise messaging (concise, more “newsy”; make more use of infographics; align with current trends; references to challenges and lessons learned) that takes in account that target audiences are short of time and resources.
- Focus on curating information and knowledge. As there is an abundance of information available, strategic filtering is necessary.
- Increase the frequency of the e-update (newsletter) and make it a monthly publication



- Include guest blogs on the website, thereby providing a stage for members' views on current topics and themes.
- Schedule social media like Twitter through a free service tool (e.g. TweetDeck) and introduce a twitter calendar as a helpful planning tool. Likewise, prepare social media toolkits in advance of upcoming events in favour of more efficiency and effectivity.
- Consider providing a "members' only" space on the website that allows for discussion and exchange of opinions and ideas among members.

The next steps for the process are the following:

- Until Sep 30th: Liz Sharma (Marchmont) compiles all information, including the feedback of the membership discussions, survey, website audit and the input of the Secretariat workshop into a final document; meanwhile the Platform Secretariat will start implementing first consensual measures ("low hanging fruits");
- By Oct 31st: Secretariat shares the document with the Board members, to discuss recommendations and decide priorities;
- By Nov 30th: Platform Secretariat agrees on final communication strategy, including a communications work plan;
- By mid Dec.: Secretariat shares the communication strategy and work plan with the membership.

Subsequently the members in the Management Meeting were given the opportunity to provide their feedback on the proposed communications strategy and recommendations.

Conrad Rein (EC) highlighted the importance of Twitter as a means of communication and outreach for the Platform. He sees a lot of potential in Twitter for increasing the reach of the Platform, especially if Twitter is well linked to other communications tools, like the newsletter and YouTube. An increased use of Twitter is also in line with many of the recommendations on page 14 of the presentation - to be more visual, read like news and increase member ownership. He also strongly supported the idea of Secretariat being a content curator for the members.

Oliver Hanschke of the Secretariat shared the comments previously received from Ueli Mauderli (SDC), which also emphasize the importance of social media. The Platform should focus on the special means and benefits social media can have. Ueli would appreciate the Secretariat organizing a workshop for members on social media, for example, in connection with a next physical Platform meeting to learn and practice social media tools like Twitter. A workshop would give the members, who are not familiar with such tools, an overview and hands-on experience to better assess if they would be a useful addition to their current outreach activities.

Ueli observes that that the Platform was formerly more like a movement; he would like to see more member ownership of the Platform's communications content. Naturally, there is the conflict of members' resources and time availability and thus how the Secretariat can best use its own limited resources to complement and supplement the members' communications. The communications strategy based on a review of Liz Sharma's analysis and documentation can help us outline processes to allow the donors to participate in the easiest and most effective way.

Further Oliver clarified that the Twitter calendar and yearly communications work plan, introduced by Liz in her presentation, is a tool to prepare social media activities based on upcoming events in advance, by drafting an overview of the event topics and the corresponding topical, organisational



and personal social media tags and links. This preparation eases the on the spot posting with relevant links and tags.

David Hegwood (USAID) complimented the helpful, thought-provoking communications development process. His initial reactions would include linking the comms colleagues of the members' organisations to help to guide Platform's communications policy as a whole. This network would support the sharing of communications expertise and dissemination of the information. Regarding the recommendations about content, he urged careful consider in improving availability of content, understanding that part of problem is the overabundance of information we all receive. Thus using platform as curator of content can help manage this situation. David also believes that guest blogs are a good way to share expertise as all the member organizations have a lot to offer. He looks forward to further discussion on how platform will implement these recommendations.

Petra Jacobi (GIZ) had no comments on behalf of the BMZ on the communications strategy; from a personal perspective, she stressed the recommendations of targeting the different audiences; it is important to consider the difference between member and external communications, e.g. the content that is useful for members and the communications format, like branding, that is important for an external audience. She supported David's comments regarding developing a network of comms specialist to support the exchange of members' communications, to help members to benefit from each other's communications outputs.

2. Members exchange updates about their work and upcoming events

Updates on projects, policies or trends:

- EC:** 3rd bi-annual report implementing **Food and Nutrition Security Policy Commitments** with 10 member states to be published this fall.
- BMZ:** Under the **One World No Hunger Programme (SEWOH)** further programming work is ongoing on global programmes on nutrition, policy dialogue, job creation, land rights, soil, renewable energy, agriculture finance, innovation and agriculture research. BMZ will be able to report with more information in the next 1-2 months.
- ITC:** Collaborating with SAFIN, a network to facilitate finance for smallholder farmers, on the investment prospectus for 5 pilot countries. ITC is co-lead in development of investment prospectus in Nigeria, Jamaica, India, Uganda, Dominican Republic using its **Alliances for Action** methodology to connect investors and partners within value chains for agriculture inclusive finance to support smallholder farmers to become more competitive. A number of projects are foreseen for the period 2018-2020.

Updates on past and future events:

September

- USAID:** Week of **10-14 September**, participating in **G7 Food Security Working Group** meeting in Ottawa.
- EC:** at **UNGA** will launch together with **FAO** a €70m project Global Network against Food Crises Partnership Programme.
- USAID:** **24 September**, at **UNGA** - co-hosting with **BMGF** the launch of a **SDG2 Roadmap** initiative addressing the agriculture data gap, **50 by 2030 Initiative**, to support the



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implementation of national statistical surveys as a basis for up-to-date agriculture data systems to enable countries to better track their progress on SDG2.

GDPRD: **26 September, at Global Land Forum** in Indonesia, the Global Donor Working Group on Land is hosting a side-event on “Governance of domestic investment into land.” The conference takes place every 2 years hosted by the International Land Coalition and attended primarily by CSOs to discuss domestic investments in land.

October:

USAID: **15 October, 18:00** at CFS participating in **IFAD & SAFIN** side-event “Concrete example of multi-stakeholder platform for investment towards SDG2: the SAFIN network,” <http://www.fao.org/cfs/home/plenary/cfs45/side-events/038/en/>

EC: **16 October, 18:00-** at CFS Commissioner participating in World Food Day.

France MFA: **17 October, 18:00** at CFS hosting side-event “Pour une juste répartition de la valeur au sein des filières agricoles et des systèmes alimentaires » on sustainable value chains, <http://www.fao.org/cfs/home/plenary/cfs45/side-events/075/en/>

GDPRD: **18 October, 18:00** at CFS side-event co-hosted by Global Donor Working Group on Land, Land Portal Foundation, International Land Coalition, IFAD, UN-Habitat and Millennium Challenge Corporation, “Realizing the VGGTs and SDGs” on the role of datasets and monitoring framework that can complement one another to address local land governance challenges <http://www.fao.org/cfs/home/plenary/cfs45/side-events/099/en/>

EC **29-30 October**, Commissioner confirmed as plenary speaker at **Global Parliamentary Summit against Hunger and Malnutrition** in Madrid

November:

EC, USAID: **23-27 November**, participating in **FAO International Symposium on Agricultural Innovation for Family Farmers**, in Rome.

EC: **29-30 November**, participating in **IFPRI-FAO Conference Accelerating the End of Hunger and Malnutrition**, in Bangkok.

December:

BMZ: **1-2 December**, cooperating with CIFOR to co-host the **Global Landscape Forum** in Bonn and invite all to attend and bring forward their landscape approaches.

Platform coordination at CFS and side-events with member hosts and participation:

The Secretariat plans to send a **Doodle link** for members to share when they are at CFS as well as share information on any events they will be hosting or in which they are participating.

In addition, the Secretariat plans to organize an informal get-together on **one of the evenings during CFS** when most members are available. The Secretariat will reserve tables at a nearby restaurant and members can drop by and join the group for an aperitivo or dinner, depending on whatever suits their schedules.