



Global Donor Platform
for Rural Development

COMMUNICATIONS WORK PLAN 2023

in alignment with

The Global Donor Platform for Rural Development

Communications Strategy 2022-2025 and Strategic Plan 2021-2025

Communications Action Plan for 2023

	Communications activity	Description	Contributes to Communications Outcomes	Indicator
<p><u>Advocacy and Outreach</u></p>	<p>Platform workstreams</p>	<p>In 2023, the Platform is spearheading three workstreams:</p> <ul style="list-style-type: none"> - Donor coordination - Innovative/blended financing - Data for agriculture and food systems <p>Communications plans will be developed for each work stream. Objectives will be two-fold: 1. Promote engagement of targeted audiences; 2. Shape and package key messaging and findings for sharing at global levels such as the G7 and G20, to strategically influence the thinking, policies and programming around agriculture, rural development and food systems.</p>	<p>1.1: Value 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.4: Advocacy and outreach</p>	<p>Per workstream (tbd, as appropriate and approved by the Board): 1 communications plan Events Roundtables Reports Social media campaigns</p>
	<p>20th Anniversary commemoration</p>	<p>December 2023 marks 20 years of the Platform's existence. The occasion will be commemorated at the 2023 AGA with further outreach after the event.</p>	<p>3.4: Advocacy and outreach</p>	<p>1 communications plan 1 reflections report on 20 years of donor coordination and the Aid Effectiveness Agenda 1 graphic insignia For use from the AGA 2023 onwards for a period of up to one year</p>
	<p>Annual Report</p>	<p>The Platform's year in review publication. In 2023, the format and narrative will be more innovative and readable, with the addition of a digital presence.</p>	<p>1.1: Value 1.2: Awareness raising 1.3: Positioning</p>	<p>1 Annual Report distributed to members and published on the website, including a print version for in-person events and meetings. 1 digital microsite version</p>
	<p>Flagship Platform Publications</p>	<p>Flagship reports produced by the Platform Secretariat and endorsed by the Platform Board.</p>	<p>1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub</p>	<p>At least 1 per year</p>
	<p>Corporate outreach toolkit and visual identity applications</p>	<p>The Platform's modernized visual identity will be further applied to all aspects of its communications. Outreach materials will be continuously updated and shared on the website.</p>	<p>1.1: Value 1.2: Awareness raising 1.3: Positioning 2.4: Broadening membership 3.4: Advocacy and outreach</p>	<p>1 updated Platform outreach toolkit, including presentation, brochure and key messages 1 set of corporate templates 1 set of visual identity graphics and guidelines</p>
	<p>Newsletter - eUpdate</p>	<p>The e-newsletter updates members on the activities of the Platform.</p>	<p>3.1: Knowledge exchange</p>	<p>4 eUpdate newsletters sent per year Continued improvement on design in first half of 2023 MailChimp usage maintained Email lists updated</p>

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Newsletter - thematic	Short run e-newsletters focused on delivering news and updates on a particular theme pertinent to Platform members.	1.2: Awareness raising 2.1: Relevance 3.1: Knowledge exchange	Runs of up to six months, only when necessary
Review modalities for communications outreach	A survey for members and close partners will be developed, shared and results analyzed, to review effectiveness of communications modalities for outreach and influencing.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange	1 survey shared with members and close partners 1 short report with findings and recommendations
<u>Website and content</u>	Website		
	The website is the central anchor for Platform communications. Further improvements to the new WordPress website will optimize the user experience and enhance knowledge exchange. Backend improvements will help build capacity for the Secretariat team. In 2023, the site's search engine optimization (SEO) will be analyzed and findings used to inform website content. The objective is to improve the quality and quantity of website traffic from search engines, to reach more of our target audiences.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	Front and back end improvements to the WordPress website Improved search functions with added thematic filters for the knowledge hub pages SEO analysis completed and recommendations implemented 1 microsite created to host the Food Systems Recommendations Database
	Blogs		
	These include web articles from members and partners, sharing insights, opinions and knowledge. These can also be produced in partnership with IFAD's communications division for wider outreach through the IFAD website and social media channels.	1.3: Positioning 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	4 blogs per year
	Meet our Members and Partners Interview Series		
	These interviews will be web recorded, edited and transcribed for a range of web and social media content.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange. 3.3: Impact 3.4: Advocacy and outreach	8 interviews per year
	Podcast Series		
	The collaboration with IFAD's podcast Farms. Food. Future. will continue, to leverage their high volume of monthly listeners. The podcast segment remains a product of the Platform and is showcased on the website and promoted on social media.	3.1: Knowledge exchange 3.2: Hub 3.3: Impact 3.4: Advocacy and outreach	6 podcast episodes per year Social media promotion for each podcast release

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Event articles	After each Platform event, an article describing the event is written and posted to the website.	1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange. 3.3: Impact 3.4: Advocacy and outreach	One article for each event
Current events and policies	Populate website with news, policies and strategies from member and partner organizations.	3.1: Knowledge exchange 3.2: Hub	Weekly horizon scan to update website
Recommendations Database	The recommendations database is regularly updated with new publications and event reports. Database usage steers more views to the Platform website. In 2023, the database will have its own microsite to highlight its unique function and why it is a useful tool for those in the food systems and donor community.	1.1 Value 1.3: Positioning 3.1: Knowledge exchange	Database updated at least once per quarter. 1 microsite created to host the Food Systems Recommendations Database
Events			
AGA	The Platform's Annual General Assembly will be held in hybrid format in October 2023. The standard timetable should be once a year and based on a specific focus relevant to current events and debates. This year will be the GDPRD's 20 th Anniversary AGA, titled "Aid Effectiveness, Rural Development and Donor Coordination, Two Decades Later.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 3.1: Knowledge exchange 3.3: Impact	1 AGA per year
Timely, open events	Webinars and workshops based on current news and events, with high-level keynote speakers and panelists	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 2.4: Broadening membership 3.1: Knowledge exchange 3.3: Impact	2 events per year
Closed donor/member events	Private conversations and roundtable discussions for honest and open donor conversations, following Chatham House Rules	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 2.3: Networking and innovation 3.1: Knowledge exchange 3.3: Impact	2 events per year

Communications activity	Description	Contributes to Communications Outcomes	Indicator
Thematic Working Group-led events	Webinars and discussions based on topics of interest to the Thematic Working Groups	2.3: Networking and innovation 3.1: Knowledge exchange. 3.2: Hub 3.3: Impact	2 events for the Rural Youth Employment TWG 2 events for the Land Governance TWG 2 events for the SDG2 Roadmap TWG
<u>Social Media</u>	LinkedIn LinkedIn acts as the primary social media tool of the Platform. Updates on Platform activities and events are posted, as well as thematic posts for relevant international and UN thematic days and global events.	1.1: Value 1.2: Awareness raising 1.3: Positioning 2.1: Relevance 2.2: Collaboration 3.1: Knowledge exchange 3.2: Hub 3.3: Impact	1 post per week, frequency could vary according to content availability and number of relevant thematic days 10% increase in number of followers and engagement rate per year Calendar of relevant posting days maintained
Twitter	Twitter is tertiary social media tool of the Platform.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	1 tweet per week Scheduling tool implemented Calendar of relevant posting days maintained
Instagram	A new Instagram account will be created as an effort to also reach target audiences #3 and #4. This channel will enable the Platform to establish its strong visual identity with an approachable tone of voice, to further outreach and knowledge sharing beyond its primary audience.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange 3.2: Hub	Evaluation completed and possible new account by end of 2022
YouTube	The YouTube channel is the space for the Platform's longer video content like extended interviews and event recordings.	1.2: Awareness raising 1.3: Positioning 2.1: Relevance 3.1: Knowledge exchange	All public Platform events and interviews are posted on YouTube Home page content and structure redesigned Playlists created for improved searchability and ease of navigation

Annex I: Theory of Change for Platform Communications

Achieve vision and mission	Overarching Communications Objective	Specific Communications Objectives	Communications outcomes	Achieve strategic objectives	Target audiences
<p>VISION:</p> <p>Donors effectively catalyse change</p> <p>MISSION:</p> <p>Brokering donor collaboration for impact</p>	<p>Wider recognition of the GDPRD to increase donor coordination, influencing and knowledge around the thinking, policies and programming on agriculture, rural development and food systems.</p>	<p>Objective 1. Place the Platform and its members' programmes, strategies and policies high on the rural development and food security agenda.</p>	<p>1.1: Value - The value and relevance of the Platform are demonstrated.</p> <p>1.2: Awareness raising - Greater awareness and understanding of the Platform's focus on the food systems agenda and its links to SDG 2 is generated.</p> <p>1.3: Positioning - The Platform is positioned as a forward-looking voice on donor action and coordination through high-level discussions, exchange of knowledge, and by engagement with senior-level champions to speak about the Platform.</p>	<p>Strategic influencing</p> <p>Knowledge sharing</p> <p>Networking and convening</p>	<p>1: Existing members and partners</p> <p>2: Wider donor and rural development community not yet engaged with Global Donor Platform</p> <p>3: External community interested in food systems and rural development, audience identified as supporters and influencers, with a special focus on women and youth</p> <p>4: General audience not yet interested in our focus areas</p>
		<p>Objective 2. The Platform is an effective and efficient space to promote relevant donor-led discussions and debates on agriculture, rural development and food security.</p>	<p>2.1: Relevance - Members and partners are both informed on and included in ongoing international food systems and rural development-related dialogues.</p> <p>2.2: Collaboration - Offline and online communications presence is established, with opportunities generated for new dialogues, information exchange as well as connections with a broader professional and age group audience.</p> <p>2.3: Networking and innovation - Annual General Assemblies and Platform events, workshops and meetings are well attended and achieve the intended outcomes and impact.</p> <p>2.4: Broadening membership - Membership and partnerships are expanded through effective outreach tools and more targeted contact lists.</p>		
		<p>Objective 3. The Platform acts as a community hub which promotes the members' common vision of rural development as key to achieving Agenda 2030.</p>	<p>3.1: Knowledge exchange - Greater awareness is created amongst Platform members, thematic working groups and partners on each other's knowledge, work and experiences.</p> <p>3.2: Hub - The Platform is established as an entry point to being updated on donor-led rural development and food systems processes, projects and dialogues.</p> <p>3.3: Impact - Platform activities are linked to current global debates (including the SDGs) and are championed by members and partners. Collaborative communications with host organization IFAD and Rome-based agencies is achieved.</p> <p>3.4: Advocacy and outreach - Deeper understanding is generated around the Platform's role, history and influence, with momentum built around the 20th anniversary in 2023.</p>		



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Global Donor Platform for Rural Development Secretariat
Hosted by the International Fund for Agricultural Development