

**Agenda – 3 March 2015**

**Communications/KM Working Group issue-specific call**

1. Share information on what each agency and partner is doing for International Forest Day. Please access IFD Communications resources [here](https://docs.google.com/document/d/1Il0_UZYikICfWDD0zvbYESXiczW2H_x3HvpXJARIJ50/edit?usp=sharing).
   1. Participants for this discussion: Mihaela, Tim, Denise, Jennifer, Maddie, Maria (if available), UNORCID, FCPF, UNEP-FI
2. We have also been requested to add a smaller group discussion at this time on the Africa KM video initiative. The updated concept brief is [available here](https://drive.google.com/file/d/0B7C1r72GbZH_MFN1M01hTlVjdmM/view?usp=sharing).
   1. Participants for this discussion: Fabien, Mihaela, Tim, Denise, Jennifer, Ela, Isabelle (these participants will be joined to the call for this agenda item).

Actions:

* Maria will be circulating an IFD update on March 18th.
* All can begin promoting IFD, with the goal to have focused promotion on the 20th and 21st.
* Maddie to send information on Forests for Food- Food for Forests Event (March 20th, Geneva).
* Regarding Africa KM video, the Comms/KM Working Group and video team agree:
  + Countries should be involved and “on board” from the beginning
  + Number of videos within timeline is tight -- may need to be flexible on deliverables
  + Africa voice and perspective is important
  + The updated concept note now includes stronger focus on knowledge purpose of products, which is important -- these should be knowledge products as a priority
  + Concerns and comments raised by Tim Clairs -- UNDP has noted that these have been addressed and that Tim C is comfortable moving forward at this stage
  + The video team of Fabien, Mihaela, Ela and Isabelle will be responsible for the day-to-day management and delivery of these video products, and the final outputs
  + The Comms/KM working group is available as a technical resource and will be included, as relevant, in the script development process (e.g. messaging).
  + The Comms/KM working group -- and notably the Secretariat as responsible for global communications -- will work with the video team regarding global level dissemination/promotion of the final products as relevant, and most notably in regards to the COP21 communications plan.
  + video team will explore options for bringing a professional photographer to the location shoots in countries to capture high-quality key REDD+ related images -- Jennifer has agreed to pay for the cost of the photographer from the Programme’s global communications budget.