

**UN-REDD Programme:**

**Annual Meeting of the UN-REDD Programme Communications Working Group**

20 November 2014, International Environment House, Geneva

**Objectives:**

* Strengthen Communications Working Group
* Strengthen One UN approach to delivery of Communications work area
* Coordinate Communications activities – share draft 2015 work plans (even preliminary plans if available)
* Explore opportunities for supporting KM strategy and activities in 2015
* Define publication protocols
* Explore options for strengthening newsletter
* Reflect on website functionality and structure – what works/what needs improving
* Prioritize key global and/or joint Communications activities for 2015
* Begin developing theory of change for Communications 2016-2020 strategy
* Options for developing quality UN-REDD Programme photo library
* Innovation brainstorming – if you could, what Communications

**Agenda**

|  |  |
| --- | --- |
| **Time** | **Session** |
| **9:00-9:30am** | **Welcome and introductions (Jennifer)**  Reflection on One UN approach of Programme, and value of partners, value of coming together |
| **9:30-10:15am** | **UN-REDD Programme 2016-2020 strategic framework / and new KM-Comms relationship:** new direction -- opportunities this generates for Communications (Jennifer will kick-off session, and then the group will explore risks and opportunities)   * Reflection on 2016 strategic framework – highlighting the role of Communications * Reflection on outputs of KM meeting in regard to identified KM-Comms opportunities * Identify new Communications opportunities in this new landscape (will help guide work plan discussion, functionality of website, purpose and editorial design of newsletter)   The outputs of this session will be used as a starting point for the development of a 206-2020 Communications theory of change (other sessions will also contribute to this). |
| **10:15-10:30am** | **Coffee Break** |
| **10:30-11:45** | **2015 Coordination and Collaboration (UNDP, UNEP, FAO, UNORCID, UNEP-FI, FCPF info share and group discussion)**   * 5 min intro * 5 min info share by each of *draft* 2015 work plan – include activities, events, publications, anticipated opportunities and challenges (no need to have full work plans developed) * 45 min group discussion – identifying opportunities for collaboration (regions, work areas) – identifying shared opportunities and challenges |
| **11:45-12:30** | **Publication protocols: (group)**   * Creative brief – audience, purpose, timeline, budget, translations, format * Process for determining UN-REDD vs non-UN-REDD branded publication * Review/approval process for both types of publications * Determine who needs to be included in process and when |
| **12:30-1:30** | **Lunch**  **(participants invited to make their own lunch arrangements in cafeteria – space has been reserved for participants)** |
| **1:30-2:15** | **Strengthening UN-REDD Programme newsletter: Exploring options for editorial redesign to fit evolving needs of Programme** **(group)**   * Define purpose of publication – given evolving Programme strategy * Audience * How to integrate KM into editorial content (lessons, experiences, south-south knowledge sharing) * Publication cycle (monthly, quarterly?) * Format (ePub, print format, etc.) |
| **2:15-3:00** | **Strengthening website: functionality and editorial content (group)**   * Current functionality – explore what works, what doesn’t * New functionality -- consider evolving needs of Programme – what new functionality options can we consider? * Current editorial content -- What is still relevant and what is not? * New editorial content – should we create new editorial spaces for new public-facing content that reflects new objective/outputs of Programme |
| **3:00-3:30** | **Innovation exchange: share your ideas – nothing is off limits – if the sky was the limit, what would you do?**  Ideas will be shared and explored – captured |
| **3:30-3:45** | **Coffee Break** |
| **3:45-4:30** | **Building a photo library: harnessing our capacities (group)**   * Info share of each agency’s photo library – quality, accessibility, etc. * Opportunities for photo shoot in each region to capture evergreen images * Other opportunities to cost-effectively collect quality images – photo contest, user rights from other organizations (e.g. CIFOR) |
| **4:30-5:15** | **Reflect on the meeting and synthesizing key messages / takeaways together**. Are we confident that we have identified a clear way forward to work strategically and effectively together? Have we identified, planned and prioritized the right key actions to take? If not, what is missing? What more do we need to do before we leave? |
| **END** | |