

## Communication and Resource Mobilization

Subgoals	Unit(s)	Service Offering in 2004	Actual Input in '000 US\$	Planned outputs in CY 04	Actual outputs achieved in CY 04
To strengthen internal systems and capacity among RM and Communications practitioners across	CG Sec	Exchange investor trends and information with Centers including sharing RM&C databases, tools, impact information	63	1 Briefing on investor trends ,data about contacts, institutional partnerships and membership available	1 Briefing held
	CG Sec	Exchange best practice, information and experience and provide professional development opportunities for center communications staff, related to traditional donors	63	1 workshop and one staff exchange, 1 Briefing on best practice	Communications measurement workshop held, best practice briefing held
To strengthen support from and relationships with current member countries and cosponsors	CG Sec	Conduct targeted campaigns to promote the CGIAR Centers and Challenge Programs to key decision makers and parliamentarians in investor countries, and coordinate & facilitate CG representation and contribution at key international events/conferences (in co	326	4 Effective Joint Campaigns conducted; minimum of 4 events at which CG is represented;	Parliamentary briefings/campaigns conducted in Uganda, Paris, and UK featuring high-level CGIAR participation (Chairman and Director, Center Directors, Board Chairs and Members). In cooperation with France, briefing held for new EU accession countries.
	CG Sec	Conduct AGM to maximize stronger relationships and support (Component II)	226	AGM, Ministerial Roundtable Forum, AGM Exhibition, Media Program	All events held , media coverage achieved
	CG Sec	Produce targeted, relevant materials that meet investor perceived needs – including brochures, booklets and video	338	6 Corporate Brochure updated and translated, 4 CG News (+ e-CG News) produced and distributed on time; 4 partnership booklets, video production complete	Hands On video production broadcast complete. Following pubs produced, translated, and distributed on time: 4 issues of CG News (and e-News); 2 Corporate Brochures; 2 partnership books; Annual Report 2003; Snapshot of CGIAR Impact brochure; 7 regional fa
	FHF to be turned into CG Sec	Media relations - produce positive opportunistic media coverage in investor and host countries and develop Journalism Awards	63	Media training and messaging module developed, Awards held in conjunction with Journalist Federation	Media module developd and delivered at Harvard. Media awards held
	CG Sec	Conduct targeted liaison activities to demonstrate membership benefits and maintain active Member contact including updating Member profiles and Coordinate Resource Mobilization Network (RMN) & administer list-server	88	Visits to and effective dialogue with CGIAR members; briefings; minimum of 2 new memberships; Profiles updated, regular and efficient information exchange with network members	Multiple visits, consultations and dialogue with members, notably led by CG Director & Chair and CDC Chair, and directly supported by CGIAR Secretariat (Austria, Belgium, Brazil, China, Colombia, Egypt, FAO, Ford Foundation, EU, France, IDB, IFAD, Israel, Italy, Japan, Luxembourg, Mexico, Morocco, OPEC Fund, Rockefeller Foundation, Switzerland, UK, UNDP, USA, World Bank); Membership of Turkey secured; membership negotiations advanced or initiated/revived with Slovenia, Croatia, Hungary, Poland, Algeria, Lebanon, UAE, Libya, Kuwait, Saudi Arabia, Qatar, Oman, Chile, Venezuela, Vietnam, Uzbekistan, Azerbaijan, Ghana, Senegal, and Hariri Foundation; Profiles updated ad hoc as necessary for CG Senior Management assignments and dossiers; Information exchanged on operational RM issues and institutional partnerships with all 15 centers and notably as concerns campaigns with key target groups (EU, OECD/DAC donors, members of the South, UN agencies) and negotiation of arrears well as key Investor-Relations transactions (grants contracts, disbursements, reporting and related requirements).
	G&D	Represent G&D in CG events and other conferences	38	(a) 2 G&D events at AGM; (b) G&D representation at 2 international conferences	(a) 2 G&D events at AGM-Mexico; (b) G&D presentation at World Bank Rural Development Week and USAID; © G&D contributions to several CG meetings including SO, ILAC, ICT/KM, SAS-HR ; (c) G&D participation in 2 international diversity conferences.
	CIO	Represent ICT-KM program in CG events and other conferences	60	AGM, SO meeting, 3 conferences	• Represented CGIAR ICT-KM Program in CG events and other conferences within and outside the CGIAR (AGM, SO Workshop, IIMS Annual Meeting, IT Managers Meeting, ESRI, CSI, SAKSS, APAARI). • Frequent visits and interactions with FAO and interactions with ESR

	CAS-IP	Represent the CGIAR in international IP fora, CG events and provide informational articles on CGIAR-IP issues	8	Participation/observe in 2 international fora and SO meeting; article published	Participated in three international meetings, sponsored by: 1) the Thai Department of Biotechnology, 2) The McKnight Foundation, and 3) The Rockefeller Foundation; one article published in the CGIAR news; participated in AGM; prepared materials for AGM pr
	FHAO	Write articles for CGIAR news and other publications on CDC activities/outputs	15	two articles written in CGIAR news or similar venue	Three articles written and submitted for CGIAR News
To strengthen alliances with civil society organizations and NARS which share the CGIAR's mission	CG Sec	Develop opportunities to strengthen relations with CSOs and enable them to inform CG agenda - including Innovation Marketplace	88	Innovation Market place was held; one effective joint CSO event held	Innovation Marketplace, Farmers Dialogue and Farmers Exchange held at AGM'04
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