

Communication and Resource Mobilization

Subgoals	Unit(s)	Service Offering in 2006	Approx. planned Input in '000 US\$	Approx. actual input in '000 US\$	Outputs to be achieved in CY 06	Actual outputs achieved in CY 06
To strengthen internal systems and capacity among RM and Communications practitioners across the CGIAR	CG Sec	Exchange investor trends and information with Centers including sharing RM&C databases, tools, impact information	12	12	Regular briefings on investor trends, information on contacts, membership and institutional partnerships available	Regular briefings on investor trends, information on contacts, membership and institutional partnerships available
	CG Sec	Exchange best practice, information and experience and provide professional development opportunities for center communications staff, related to traditional donors	24	24	Support MAGNET, communicate best practice through MG newsletter, training workshops	Information exchange meeting at June Marketing Group meeting
	SC Sec/ CGIAR Sec	Support the communication of CGIAR Science Council work (including System Priorities) and CGIAR Impact	40	40	produce 2 SC briefs/ support launch of SC reports, expand Impact series,	Science Council Training Brief, Science Council Policy Oriented Research Brief , Science Council Visual Identity Guidelines
			CGIAR Sec: 36	36		
	SO	Communicate SO activities by using existing mechanisms	12	12	Articles in CG news, SO annual report , SO presence at AGM, website coverage	Articles in CG news, SO annual report , SO presence at AGM, website coverage
	AO, CAS-IP	Improve communication within the CGIAR System through the further development of the Alliance pages of the CGIAR website	15	10	AO work with the Centers and Secretariat, including via the MG, to upgrade and update the information on the CG website. Provide necessary oversight to the combined Centers Tsunami website and participate and contribute to the VRC.	Effort was put towards the "family branding" activity with CG Sec and Marketing Group, pages for the Alliance on the CGIAR website still to be developed
			7	1	CAS-IP: IP/TT component	New CAS-IP logo developed in conjunction with CG-Sec
	MEDIA	Help to obtain positive media coverage of the research-for-development activities of CGIAR Centers and the CGIAR System	280	176	media strategy document and work plan for unit	Established Africa Media Unit, leading to extensive coverage-see report
	CG Sec	Represent CGIAR externally - strengthen engagement in Europe	83	83	Senate briefing Belgium, high-level briefings - The Netherlands, EU, Portugal	Senate briefing in Belgium and other high-level briefings in France and The Netherlands
To strengthen support from and relationships with current member countries and cosponsors	CG Sec	Represent CGIAR externally - develop opportunities to highlight CG impact in China	36	36	briefings, dialogues, media workshop in China	High-level briefing and media workshop in China
	CG Sec	Represent CGIAR externally - develop opportunities to highlight CG in Africa	83	83	Mozambique briefing/seminar	Presence in several major events (e.g., Africa Fertilizer Summit), Kenyan parliamentarian , Mozambique seminar postponed
	CG Sec	Represent CGIAR externally - LAC	24	24	joint seminar Brazil; briefing in Mexico and Columbia	Major conference on tropical agriculture organized jointly with Embrapa in Brazil
	CG Sec	Resource Mobilization within the World Bank	12	50	DGF proposal; Dialogue with CODE; ESSD Management and Rural Sector Board meetings; WB senior management briefings	DGF proposal; Dialogue with CODE; ESSD Management and Rural Sector Board meetings; WB senior management briefings
	CG Sec	Coordinate & facilitate CG representation and contribution at key international events/conferences (in collaboration with MG)	59	59	Presence at Desertification events	Communications support for desertification events in India, Kenya, Niger and Tunisia
	CG Sec	Conduct AGM to maximize stronger relationships and support for the CGIAR,	238	238	AGM Stakeholder Meeting, Innovation Marketplace	AGM Stakeholder Meeting (CSO-CGIAR Forum) linked with Innovation Marketplace
	CG Sec	Produce CGIAR System Annual Report (with Centers)	59	59	CGIAR Annual Report 2006	CGIAR Annual Report 2006

Annex 1

Table 1c

	CG Sec	Produce targeted, relevant materials that meet investor perceived needs – including brochures, booklets and video	309	309	3 partnership booklets, 1 impact series, factsheets, France Dossier, genebanks brochure, updates on M&E and performance measurement results	Five partnership booklets, Japan-CGIAR and France-CGIAR books, genebanks brochure, PMS update
	CG Sec	Media relations - produce positive opportunistic media coverage in investor and host countries	119	119	work together with Media specialist to increase media coverage of the work of the Centers-priority Africa. Hold 2 media workshops	Media briefing on desertification in Nairobi, Media advice to Centers, Media campaign on climate change launched; responses to queries
	CG Sec	Explore and take advantage of new opportunities and mechanisms for RM	24	24	alternate/new sources of funding	secured Japan-Fellowship funding, initial negotiations for CGIAR China Fellowship program
	G&D	Represent G&D in CG events and other conferences	42	67	AGM-06, SO meeting and 2 to 3 conferences	Special G&D presentations delivered at European Investment Bank, USAID, USDA, ICRAF, ILRI, ICRISAT, IWMI, IPGRI, IRRI, WorldFish, CGIAR AGM
	CIO	Represent ICT-KM program in CG events and other conferences	45	43	SO Workshop, 3 International Conferences, Visit to 5 Centers and Project Sites	Developed and implemented workshop on KM at GFAR and IAALD conferences. These provided opportunities to represent the ICTKM Program while also providing an opportunity for further collaboration, information gathering, and strengthening of partnerships. Represented the program at the CGIAR AGM and provided an opportunity to strategically highlight the benefits of Knowledge Management activities by using KM techniques for the CGIAR-CSO forum.
	CIO	Produce promotional materials including annual report, brochures, e-news	25	14	Monthly e-news, AGM annual report, program brochure produced and distributed on time	Promotional materials printed and distributed during meetings and conferences and include: annual report, brochures, investment plan summary and strategy, promotional posters etc. In addition, produced regular e-news letters distributed to CGIAR staff and interested parties on the achievements and activities of the Program.
	CAS-IP	Provide informational articles on CGIAR-IP issues	5	6	2 Articles published	Sponsorship of IP Roundtable at AGM; Participation in SO Booth at AGM including video presentation
	CAS-IP	Produce articles for CGIAR news and other publications on Alliance activities/outputs	20	10	Contribute to appropriate e-newsletters, highlighting collective action among Centers and partners, AO and CGIAR Annual report	AO did not produce its own e-newsletter, but rather focused on articles for CGIAR e-news, and other requested reports
To strengthen alliances with civil society organizations and NARS which share the CGIAR's mission	CG Sec	Further develop opportunities to strengthen relations with CSOs, and targeted communication of CGIAR engagement with CSOs, including preparatory communication work for the CSO Forum at AGM '06	36	36	Strengthen CSO relations thru CSO Forum	Strengthen CSO relations thru CSO Forum
		Representing ICT-KM Program at AGM 2006	17	0	Display and seminar	
To explore opportunities with non-traditional investors (= outside CG membership)	CG Sec	new Member development	24	24	dialogues with Namibia, Ghana, Indonesia and selected MENA countries	Dialogues with Indonesia, Hungary, Poland; Director visit to Hungary