

Communications Strategy – Global Standard for CSO Accountability

Implementation Plan

Rendir Cuentas

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Background

The Global Standard for CSO Accountability will initiate a new extension phase on October 1st, 2019, with an estimated duration of 12 months. During this phase, Rendir Cuentas, a founding partner of the Global Standard for CSO Accountability, will be responsible for the coordination and implementation of the global communications strategy. A working plan for the implementation of the communications strategy is presented here.

The core objectives for this extension phase have been defined as:

- Promote the use and engagement with the Global Standard at the national, regional and global levels through the partnership
- Create a knowledge pool on how the Global Standard enhances the impact and resilience of CSOs
- Strengthen CSO capacity at the national, regional and international levels to adapt the Global Standard to their needs and contexts
- Inspire and nurture a global community of practice on Dynamic Accountability
- Strengthen the financial and organisational sustainability of the Global Standard

These core objectives relate directly to the following communications objectives:

Core Objectives	Communications Objectives
Promote the use and engagement with the Global Standard at the national, regional and global levels through the partnership.	<ul style="list-style-type: none"> • Ensure that all PPs effectively communicate their activities at the different levels. • Support the production of communication pieces, the collection of evidences and the measurement of success.
Create a knowledge pool on how the Global Standard enhances the impact and resilience of CSOs	<ul style="list-style-type: none"> • Support knowledge creation and ensure that knowledge pieces produced by PPs are successfully disseminated.
Strengthen CSO capacity at the national, regional and international levels to adapt the Global Standard to their needs and contexts	<ul style="list-style-type: none"> • Ensure that all tools aimed to adapt the GS to different contexts are effectively communicated and disseminated • Support the production of communication pieces, the collection of evidences and the measurement of success
Inspire and nurture a global community of practice on Dynamic Accountability	<ul style="list-style-type: none"> • Ensure that the global Dynamic Accountability CoP is effectively and widely promoted.
Strengthen the financial and organisational sustainability of the Global Standard	<ul style="list-style-type: none"> • Eventually support the production of communications materials to submit to donors.

Main Assumptions

This working plan is based upon the global communications strategy approved by the Global Standard Project Partners (2019) ¹ and aims to communicate effectively and meet the core objectives mentioned above. Rendir Cuentas will be responsible for the coordination and implementation of the global communications strategy, while each Project Partner (PP) will implement and be responsible for its own strategy in the frame of the global communications strategy.

Project Partners had a virtual meeting on September 20, 2019 and agreed on this general frame². All PPs and the Global Secretariat committed to:

- Will share with Rendir Cuentas its communications plan linked to the Global Standard and to be carried out during the second transition phase;
- Appoint a person responsible for interacting with the global communications coordinator (Rendir Cuentas), that will devote at least 4 to 8 monthly hours to the production of the inputs required to feed into the global strategy;
- Prepare, in coordination with the global communications coordinator, communications materials and inputs for social media and other means, at least every two months (or at least that 6 communications materials or inputs per year);
- Collect and systematize the evidence to demonstrate the fulfilment of the communications performance indicators, to allow the production of final reports including comprehensive information about activities at all levels.

Target audiences

The Global Standard communications strategy defines and analyses the target audiences that we want to attract and reach. They are valid for this extension phase and this working plan aims to reach to:

Primary audiences	
Project Partners	Each Project Partner may have their own target audience, depending on their scope of work (own membership, or other CSOs, etc).
Project Partners members	
CSOs in countries where PP or PP members work	

Other audiences	
CSOs in general	Global, regional and national CSOs interested in improving their accountability practice
Academia	Potential alliances to promote the Global Standard, enhance knowledge pool
Donors	Actions to strengthen the financial sustainability of the Global Standard
Government bodies	Actions to strengthen the organizational sustainability of the Global Standard

¹ Communications Strategy / First extension phase Global Standard for CSO Accountability, 2018

² Global Communications work plan. Virtual Meeting 20 September 2019. Conclusions and next steps

Roles and responsibilities

The working plan for implementing the communications strategy will be coordinated by Rendir Cuentas, a founding member of the Global Standard, according to a previously agreed division of responsibilities and roles.

Who	Responsibilities	Links to
Rendir Cuentas Regional Coordinators	General supervision; general coordination and financial responsibilities	- Global Secretariat
Communications Task Force (Working Group on Communications), composed by representatives from 3 to 5 PPs	Follows up and gives feedback to communications work plan; Meets every quarter	- Rendir Cuentas coordinators - Global Communications expert
Communications Officer (ideally appointed by each PP)	Implementation at national, regional or global level (depending on the PP scope of work)	- Global Communications Coordinator - Rendir Cuentas coordinators
Global Communications Coordinator	Implementation of global strategy and working plan	- Rendir Cuentas Coordinators - Global Secretariat

Outputs, tools and activities

The implementation plan includes the following activities (period October 2019 – September 2020). Project Partners have completed a more detailed plan (including timeframe and indicators) which will be an important basis for planning and monitoring activities.

- Develop at least one communications campaign that can be implemented by all PPs in relation with a common topic: The International Accountability week may be used, or a theme related to dynamic accountability, primary constituency accountability, etc.
- Promotion of the Global Standard and different adaptations (self-assessment tools, etc) in social media, including GS and PPs' websites, twitter, Facebook pages, LinkedIn, etc.
- Promotion of the Global Standard through alliances with academic institutions, participation in national, regional and global conferences; organization of virtual training courses, webinars and similar activities;
- Adapt (to a global audience) and disseminate specific education and promotional materials produced by PPs (in English);
- Support the national communication strategies with specific pieces on demand (i.e. key messages, video scripts and video clips, ppt presentations, media articles, etc) that can be used by different PP depending on their contexts and needs;
- Ensure coverage by international traditional media at least twice during the period;
- Use of *Rendir App* as a communication tool and a mean to capture the civil society sector situation vis-à-vis the Global Standard (which can enable sets of recommendations and design of different actions).

Budget

The estimated budget to implement this working plan is € 20000 (twenty thousand Euros), according to the following breakdown:

Budget item	Description	Amount (€)
Professional and service fees	<ul style="list-style-type: none"> ○ Global communications coordinator ○ Consultant(s) to support the preparation of specific materials ○ Auditors 	15,728
Operational costs	<ul style="list-style-type: none"> ○ Internet related costs ○ Campaign costs ○ Conference / event fees ○ Logistic expenses 	4,000
Administration costs	<ul style="list-style-type: none"> ○ Bank fees ○ Administrative costs 	270
	Total estimated budget	19,998

See detailed budget matrix