



Funding Report Form

Global Standard for CSO Accountability – Extension Phase 2019/20

SECTION 1: General Information

Name of organisation that received funds:

*Rendir Cuentas
Instituto de Comunicación y Desarrollo (ICD), on behalf of Rendir Cuentas*

Project title:

Global Standard Communications Strategy Implementation Plan

Grant period: 1 October 2019 – 30 October 2020

Project period: 12 months implementation (1 October 2019 – 30 September 2020) and 1 month (October 2020) for preparing reports and performing financial auditing. No cost extension until 30 November 2020.

Grant Amount: €19,998

Main contact persons: Anabel Cruz & Rosa Ines Ospina

Position titles:

- **Anabel Cruz / President, Instituto de Comunicacion y Desarrollo / Rendir Cuentas Coordinator**
- **Rosa Ines Ospina / Chair, Transparencia por Colombia / Rendir Cuentas Coordinator**

**Telephone: Anabel Cruz: +1-202-236440 (Mobil and WhatsApp)
Rosa Ines Ospina: +57-310-6980897 (Mobil and WhatsApp)**

**Email: acruz@lasociedadcivil.org
riospina@gmail.com**

SECTION 2: Achievements and Impact

1. Summary of project accomplishments during grant period

Rendir Cuentas has been coordinating the implementation of the Global Standard External Communications strategy since October 2019. This role was assigned to Rendir Cuentas by the Global Standard Project Partners, who also approved an implementation's working plan presented by Rendir Cuentas.

The external communications strategy aimed to raise awareness of the Global Standard and Dynamic Accountability, by informing, engaging and influencing key stakeholders. In turn, the implementation's working plan defined key audiences and included activities, outputs, roles and responsibilities. The underlying principles for the communications work were defined as: Co-creation; Participation; Engagement; Accountability.

A Global Communications Team with 2 skilful professionals was formed and they have worked diligently under the supervision of Rendir Cuentas coordinators. The Global Communications team were in close and frequent contact con the PPs from the very beginning, starting with individual calls during November and December 2019 around their specific GS communication plans, as well as to listen to their expectations. Exchanges via email and other media were very frequent between PPs and the Communications Team, and an exit survey was implemented in November 2020 to collect feedback and assessment of the work done.

Although not equally involved, a majority of PPs participated, in different forms and mixed frequency, in the implementation of the Communications strategy. The Communication Task Force, composed by 3 Project Partners and the Global Secretariat, met 4 times in 2020 to evaluate the advances of the implementation of the communications strategy and to provide strategic advice (topics for Newsletters, potential ways to increase impact, etc.)

The implementation of the Global Standard communications strategy in 2020 yielded remarkable achievements and important lessons learned. A continued and sustained GS communications presence was ensured throughout 2020, both with periodical and special products and the outreach and influence of the Global Standard communications products visibly improved in 2020.

2. Activities during the grant period / Outputs & measurements of success

a. Develop at least one communications campaign that can be implemented by all PPs

*The initial target was surpassed as **two successful campaigns (GAW 2019 and 2020) were developed and supported***



Rendir Cuentas coordinated PPs participation in the **Global Accountability Week (GAW) Campaign** both in 2019 and in 2020. In 2019, six Global Standard Partners participated in the campaign. Social media concentrated much of the activity and publications and actions reached out to more than 50,000 contacts. Partners gave interesting feedback on what can be improved for coming campaigns. The Global Standard was one of the main conveners of the Global Accountability Week 2020. The campaign was very successful in convening the Project Partners participation (that contributed with 80 Facebook posts and almost 200 tweets) and in drawing attention to a diverse range of accountability topics.

The Global Standard publications were exposed to at least 40,000 contacts on twitter and to almost 30,000 contacts on Facebook.

Videos developed for the Global Accountability Week 2019



b. Adapt (to a global audience) and disseminate specific education and promotional materials produced by PPs and support the national communication strategies

The Global Standard Newsletter has been a privileged vehicle to promote the Global Standard at country, regional and global levels. Table below gives a panorama of the Newsletter contents.

Issue - Date	Thematic approach	PPs contributing; other actors
# 1 December 2019	<i>Presentation. Experiences on practices implemented by CSOs around the Global Standard commitments</i>	Avanzar Argentina; Ethiopian Civil Society Forum (ECSF); Rendir Cuentas on Latin American CSOs self- assessment practices; ACFID and CCC event at ICVA.
# 2 February 2020	<i>Experiences on practices implemented by CSOs around the Global Standard commitments</i>	North Macedonia (BCSDN and Rendir Cuentas); VANI India; Quam Uganda; ACFID. Additional readings and events.
# 3 April 2020	<i>Voices from the field: Value added and benefits of the Global Standard</i>	Accountability Lab (AN member); MCIC North Macedonia (BCSDN member); Grupo Faro Ecuador (Rendir Cuentas member); CCC; AN; Additional readings and events.
# 4 June 2020	<i>The RendirApp: A self-assessment tool for improving accountability practices</i>	ICD Uruguay (Rendir Cuentas member); CIVICUS AGNA and CIVICUS; desco Peru (Rendir Cuentas member); ACFID; Partners Albania (BCSDN member); DACoP; Additional readings.
# 5 August 2020	<i>The centrality of feedback for dynamic accountability</i>	Feedback Labs; St. Thomas Recovery Team Virgin Islands; Restless Development (AN Member); Oxfam UK; CCC; Leprosy Mission Australia (ACFID member). Additional readings.
# 6 October 2020	<i>Embracing Accountability Worldwide: The 2020 Global Accountability Week</i>	CIVICUS; GNDR; BCSDN; ICSC; Rendir Cuentas; InterAction; Catholic University of Portugal; Transparencia por Colombia (Rendir Cuentas member); VANI India; Additional readings.

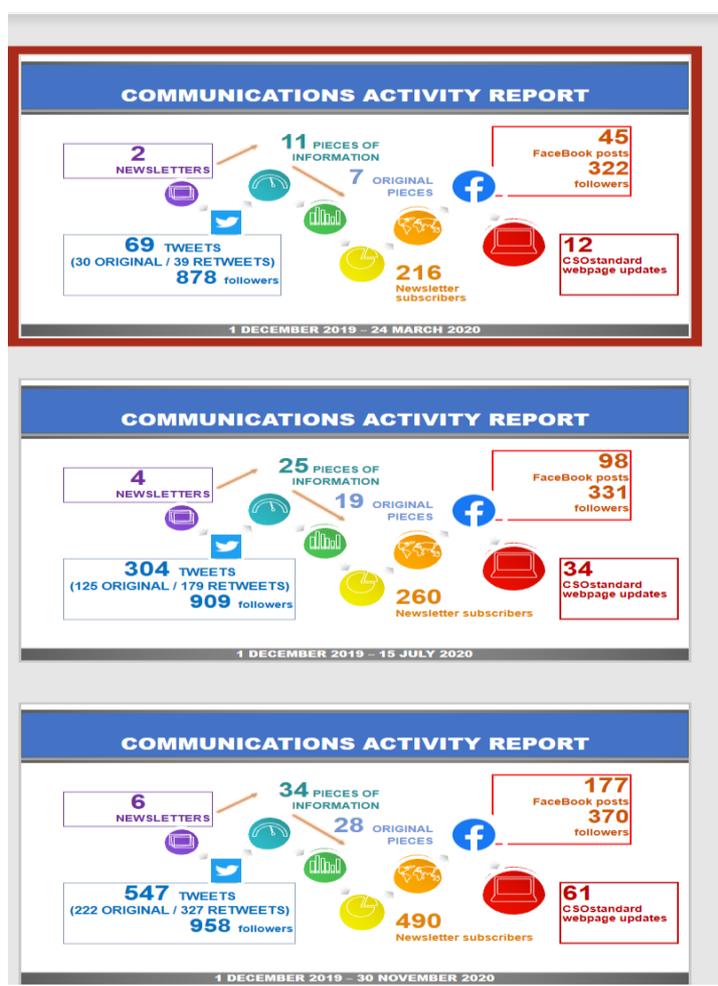
In summary:

- **Six issues of the Global Standard Newsletters** were published in 12 months. The issues included 34 information pieces: 28 were original pieces (11 written by the editorial team and 17 pieces represented contributions from PPs and the ICSC).
- **Contributions** to the Newsletters include Global Standard PPs, members of the PPs, as well as external relevant actors.

- **Thematic approach:** PPs suggested to bring a thematic angle to each newsletter, for instance, by profiling a particular GS commitment, a particular topic such as how the GS is contributing to shift power, or a particular tool.

The Communications Team did not receive clear demands for support to national communications strategies, but the channels offered are a global platform for making the PPs work around the Global Standard more visible, and for the PPs to have access to examples and good practices from around the world to nurture their own arguments in the promotion of the Global Standard.

c. Promotion of the Global Standard and its different tools in social media

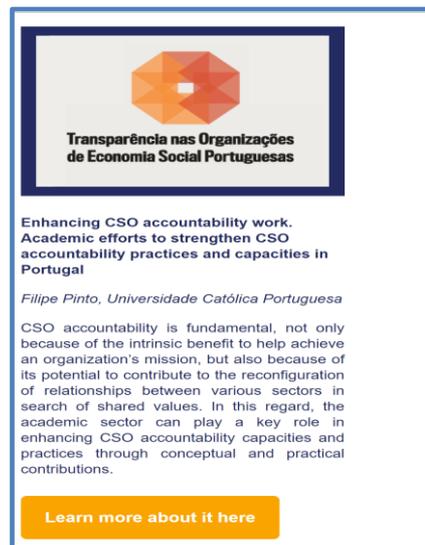


The outreach and influence of the Global Standard communications products visibly improved in 2020.

- Six issues of the Global Standard Newsletter. Number of subscribers to the **Global Standard Newsletter is now almost 500 and has more than tripled** in one year (there were 150 subscribers in October 2019).
- Project Partners have used their own channels to disseminate the Newsletter (social media, email distribution lists, etc).
- **More than 500 Twitters** published. Twitter followers are now almost 1,000
- **177 Facebook** publications were posted, and Facebook followers are now 370.

d. Promotion of the Global Standard through alliances with other CSOs, academic institutions and other organizations.

Allies and organizations beyond the Partnership (CSOs, networks, academics) were effectively reached out and, on the one hand, their contributions have enriched the GS communication products. On the other hand, institutions from different countries and sectors invited the Global Standard and the Communications Team to make presentations, lectures, and demonstrations.



Working alliances with the Udesa University in Argentina or the Catholic University in Portugal are two examples important to be mentioned. Other academic institutions as the Council of Public Relations Professionals of Argentina also requested a presentation on the role of Communications to ensure Transparency and Accountability (delivered on 30 October 2020).

3. Lessons (being) learned

As expressed below in this report, the underlying principles for the communications work were defined as: Co-creation; Participation; Engagement; and Accountability. The communications **challenges** lay precisely in these aspects. Despite the great job done so far, some needs are however evident, given the GS communications team focus on promoting the co-creation, sharing, and dissemination of the communications products. Available data and presented at different PP and Task Force meeting show that PPs are not using all the available communication opportunities and the need of their increased engagement was emphasized.

Our own reflections coincide with those of the 5 Project Partners that responded a survey to assess the work done and to suggest lines of actions for next year.

- There is still a lot of room to increase the active, timely and analytical participation of all PPs in the implementation of the Global Standard communications strategy. Efforts must be sustained to make the disseminated information diverse, so it represents the global partnership.
- Outreach to relevant segments and external audiences (other CSO, donors, public sector actors, international organizations, academia, etc) can be improved by strengthening dialogue and including their voices in the Global Standard communications channels.
- The focus of the contributions of PPs should be strengthened, so that they really account for their progress, challenges, and actions mainly related to the Global Standard implementation.
- The participation in the Communications Task Force seems to be an excellent incentive to motivate and engage PPs with communications activities. Thus, rotation of membership can be useful.
- Resources for Global Standard communications actions are limited and remain a challenge at all levels, and very especially at country levels.

This initial experience of decentralization and the lessons learned have nurtured Rendir Cuentas proposal for 2021. A working plan for a new round of coordinating the implementation of the Global Standard external communications strategy has been submitted.