

Mid-Term 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.

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 and riospina@gmail.com



SECTION 1: Narrative Reporting

1. Please provide an update on how project implementation has developed vis-à-vis the project plan:

Background: The Global Standard External Communications strategy was approved by the Global Standard Project Partners (PPs) in 2018. In their meeting in Belgrade in April 2019, the PPs agreed that Rendir Cuentas would become the Partner responsible for coordinating the implementation of the external global communications. In September 2019, an implementation's working plan, presented by Rendir Cuentas, was approved by PPs. The 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.

Update on implementation of the plan: With the support of most PPs, the implementation of the communications working plan has developed according to the initial project. It actually developed better than predicted, taking into account that the plan started during last quarter of 2019, that only a few months have elapsed, and that we had to face the habitual challenges that the end-of-year holidays represent.

In terms of roles and responsibilities, the plan entailed different remits and commitments that have been met as follows:

Who: Original positions	Responsibilities	Update / March 2020
Rendir Cuentas Regional Coordinators	General supervision; general coordination and financial responsibilities	Regional Coordinators have been working as planned, guaranteeing an effective implementation of the working plan. Communications team appointed.
Communications Task Force (Working Group on Communications), composed by representatives from 3 to 5 PPs	Follows up and gives feedback to communications; meets every quarter	A communications task force created; composed by representatives of BCSDN, Deniva and AN, along with Rendir Cuentas coordinators and the Communications team. Has met already twice.
Communications Officer (ideally appointed by each PP)	Implementation at national, regional or global level (depending on the PP scope of work)	Some PPs appointed a communication focal point and submitted their communications plan. But some have not.
Global Communications Coordinator	Implementation of global strategy and working plan	Senior global coordinator hired. Junior communications specialist also hired to support the implementation plan.



In terms of activities, data below shows the originally planned outputs vis-s-vis the activities development, as of March 2020.

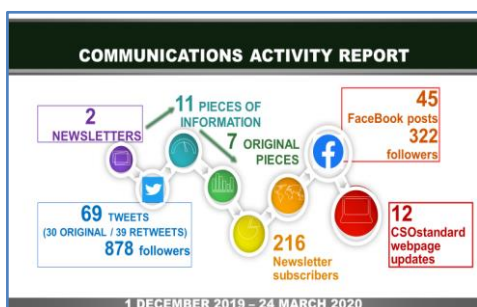
Original outputs and measurements of advance

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



Rendir Cuentas coordinated PPs participation in the **Global Accountability Week Campaign** in November 2019. Six out of ten Global Standard Partners participated in the campaign. Social networks 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.

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



The communications teams produced 2 newsletters, involving different PPs, and actively used social media channels to disseminate its contents (mainly Twitter and Facebook and updating the GS webpage). Majority of articles included original contents, either produced by the communications team or by the PPs with support of the communications team.

3. Promotion of the Global Standard through **alliances with academic institutions**; organization of virtual training courses, webinars and similar.



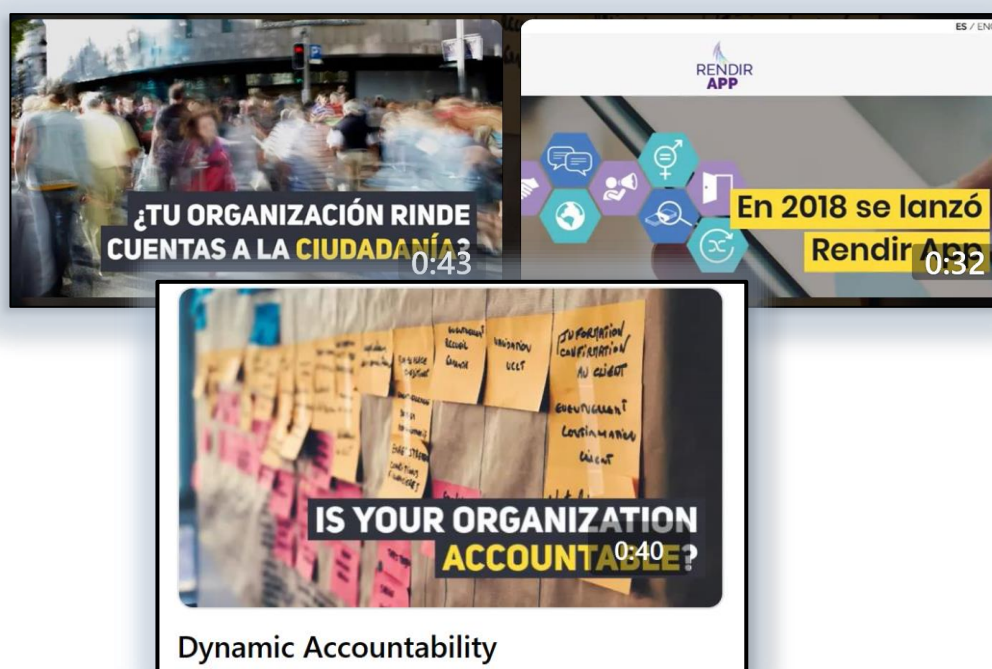
The Regional Coordination presented the Global Standard at the University of San Andres in Buenos Aires, November 2019. The seminar



stressed discussions and reflections on dynamic accountability. A virtual training course concept note in Spanish has been prepared and circulated for comments and will be the base for the course to be held during the second half of the project period.

4. Support the national communication strategies with specific pieces on demand

On the one hand, the communications team prepared several information pieces for the Global Accountability Week that were disseminated by PPs.



Dynamic Accountability

Videos developed for the Global Accountability Week 2019

On the other hand, the communications team has had individual calls with 8 of the 10 Partners during November and December 2019 around their specific GS communication plans, as well as to listen to their expectations on the GS pieces of communications needed. So far there has been no clear demands for support to national communications strategies.

5. Activities planned to be held during the second half of the project period:

In the coming months, the strategic aspects and production of materials initiated in the first period of the project will be strengthened. For this purpose we are using all the inputs received during the f2f (virtual) meeting held on March 25.

For example it was 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



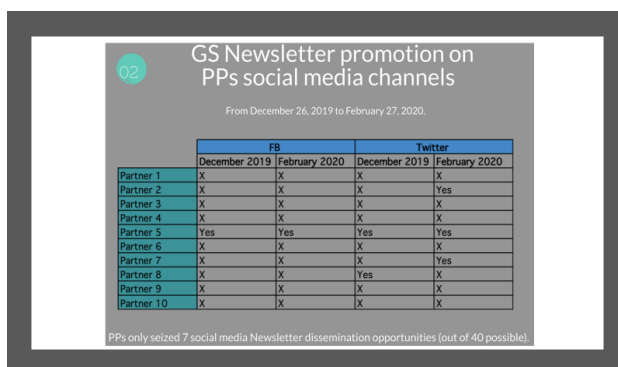
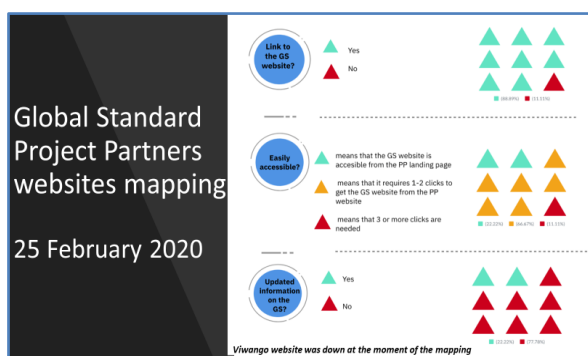
power, or a particular tool. In this line, the use of Rendir App as a communication tool will be specifically targeted -by devoting a newsletter issue to this topic-. More than 200 organizations from around the world have now tested *Rendir App* and this can represent an important source of learning and information. International traditional media will also be targeted with the Global Standard communications products.

2. Please share your key successes, challenges and any unforeseen changes so far.

Despite the short time elapsed, the implementation of the communications plan has implied substantial differences with the previous situation. Regular communications products, systematic dissemination of the products, and strong PPs participation represent key successes for such a short period of time. In recent PPs meeting (March 25), there was an agreement about the good quality of the work done by the communications team so far.

Furthermore, the Communications Task Force created in the frame of this plan for following up the plan and providing strategic feedback, and composed by representatives of BCSDN, Deniva and AN, had two working meetings in the period.

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. Data presented in recent PP meeting shows that PPs are not using all the available communication opportunities and the need of their increased engagement was emphasized, as exemplified below:



In this context,

- There is room for improvement in terms of the analysis and discussion about the strategic thinking behind the work that is done; the social media coverage; the co-creating processes and the number of followers
- The active engagement of all Project Partners is vital for the successful implementation of the GS communications plan. This has to do both with the contents or blog posts for the



newsletters, as with the dissemination of the GS newsletter contents via the PPs own social media channels or among their own networks and stakeholders.

- The need to encourage Partners to get involved with the following tasks was emphasized: *(i)* to strengthen PPs participation by writing pieces or sending information to the communications team. Pieces should speak about practical experiences, results, in terms of implementing the GS, and the strategic thinking around it; *(ii)* to collect subscribers lists and send them to the communications team (lists should include their own staff, members, stakeholders, donors, etc.); *(iii)* to use their websites and own social media networks to disseminate the GS contents;

3. Do you have any suggestions or needs for further support and collaboration from or with the Centre and/or other Project Partners?

We would certainly like to see the Centre more involved in the promotion and communications activities related with the Global Standard, not only as the intermediary funder but specially as a partner. No doubt that the Centre has a lot to contribute with.

Reflections about the involvement of the rest of the Partners have been presented in section 2 above.

4. Please share any further information you think would be of interest for the following up and implementing during the remaining project period:

Echoing what was said in the March meeting and thinking about better implementation, we understand that is important to insist on:

- Finding new ways to listen to our different audiences in order to represent their voices in the communication products, and at the same time guaranteeing that we can speak to outside audiences, not only among ourselves.
- At the same time, in order to be able to assess the effectiveness of the communications strategy implementation in the current transition phase, it is important to recall a specific commitment made by Partners: *To collect and systematize the evidence to demonstrate the fulfillment of the communications performance indicators, to allow the production of final reports including comprehensive information about activities at all levels.* It should not be only what the communications team finds out when visiting PPs sites, but actually what PPs share with the team. In this regard the sharing of the Partner's communications plan is crucial to be able to anticipate what to expect from each partner according with its own strategy and pace vis-à-vis the implementation of the GS.

SECTION 2: Financial Reporting

Please fill in the template sent to you, if there are any changes from the proposal budget, please mark those clearly in the budget and provide a short explanation so it is easy to follow.