

## INFORMATION STRATEGY SOUTHERN VOICES CBP – Adopted SG Planning Meeting 1<sup>st</sup> March

The information strategy of the SV Programme is prepared to support the general objectives of the programme, and in particular **to guide the efforts for achieving outputs number 7 and 8 in the programme logframe:**

**Output 7.** The international Consortium has provided the Southern networks **with know-how, advice, training** and facilitated **exchange of experiences** that responds to the needs of the various national and regional NGO/CSO networks involved in the Programme.

**Output 8.** A **web-based learning platform** (including website, mailing lists and regular newsletters) will be established by the programme to share information, best practices and lessons learnt from the national, regional and thematic NGO/CSO networks.

### Context

The following considerations will inform the information strategy as a point of departure.

- SV as a programme to support and strengthen climate policy networks who have their own information set-ups and activities
- The **SV should not duplicate the information efforts of the participating networks**
- The SV information strategy should facilitate the exchange between the participating networks and the consortium members
- The **key challenge is to filter information so that only the relevant information is passed on and shared between networks and consortium members**

In the output 8 it is specified, that the key means of information should be a **website, a mailing list (perhaps several), and an electronic newsletter. Below key**

**characteristics for these media are proposed**, including objectives, target groups, editing/implementation, and contributions.

**The key responsibility for implementing the strategy lies with the secretariat**, who will develop and update the website, take initiative for listservers/e-mail lists, and electronic newsletter. Parts of this can be “outsourced” to members of the network, but the suggestion is to consider this when the setup has been established, perhaps in a following phase after 2012.

In order **to meet this task, the secretariat must need to receive relevant news, information, research and analysis** etc. to share through the website and newsletters. This can happen through **in two ways:**

1. The **networks share their e-mail lists with the Secretariat** (notably the thematic and regional networks), so that the Secretariat can identify issues which could be worth sharing across networks.
2. The networks / Country offices / consortium members provide at their own initiative the Secretariat with stuff for sharing and coverage: **Each actor should have a “correspondent” with the responsibility for identifying which elements are relevant for sharing with other networks** through the website / the newsletter.
3. **The correspondent in the networks is responsible for reporting at least each quarter** (included in the contract requirements), but **ideally it should be a continuous and ongoing process.**

Medium	Objective	Target Groups	Editing / Implementation	Contributions
<p><b>Website</b> <b>Climatecapacity.org</b></p> <p>Updated weekly</p>	<ul style="list-style-type: none"> <li>▪ <b>Window to the public</b></li> <li>▪ <b>Serve as entry – point to Southern climate networks</b></li> <li>▪ to display initiatives, actions, positions and documentations of networks</li> <li>▪ Facilitate exchange between networks of know-how and analysis</li> <li>▪ Probably not resources to manage an interactive exchange</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>The interested public, including funders</b></li> <li>▪ <b>Southern climate-policy networks and their member organizations</b></li> <li>▪ All organizations engaged in climate-policy issues with a focus on the South</li> </ul>	<p><b>Secretariat,</b></p> <p>Should this be outsourced in next phase?</p>	<p><b>By correspondents in</b></p> <ul style="list-style-type: none"> <li>▪ <b>networks,</b></li> <li>▪ <b>country offices and</b></li> <li>▪ <b>consortium members</b></li> </ul> <p>The role of correspondents: to identify news / material relevant to share beyond their own network.</p>
<p><b>Electronic Newsletter</b></p> <p>quarterly?</p>	<ul style="list-style-type: none"> <li>▪ <b>Promote exchanges between networks – e.g. between thematic networks and national/regional ones</b></li> <li>▪ Share case-studies, stories across networks with can serve for inspiration, learning, reflection</li> <li>▪ Announce activities in programme open to join for programme participants and possibly others (e.g. capacity-training)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Southern climate-policy networks and their member organizations</b></li> <li>▪ Both those funded by the programme and outside</li> <li>▪ Organisations working with or supporting Southern climate policy networks</li> </ul>	<p><b>Secretariat</b></p> <p>Editing of particular issues /thematic focuses could be outsourced</p>	<p>Presentation on the web-site will be a summary and a link to further information – such as a report, an analysis or position paper</p> <p>Format on newsletter still to be determined</p>
<p><b>List-serve</b></p> <p>Current – day-to day according to contributions</p>	<ul style="list-style-type: none"> <li>▪ <b>Forum for regular news, and debates between actors in the programme</b></li> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Networks in the programme – the members who wish to join</b></li> <li>▪ Consortium members</li> <li>▪ And their Country Offices</li> </ul>	<p><b>Access regulated by Secretariat</b></p> <p>Otherwise managed by members</p>	<p>All actors joining the list-serve can contribute.</p>
<p><b>Management mails</b></p>	<ul style="list-style-type: none"> <li>▪ <b>Information from Secretariat on programme management – reporting, installments, joint activities</b></li> </ul>	<ul style="list-style-type: none"> <li>▪ Consortium members</li> <li>▪ In special cases Country offices</li> <li>▪</li> </ul>	<p>Secretariat and consortium members</p>	