

Communications Work Group UN-IGIF Priority Activities and Needs

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UN·IGIF
INTEGRATED GEOSPATIAL
INFORMATION FRAMEWORK

Priority Activity #1

Develop and post communications support materials that raise awareness and understanding of the importance and value of the UN-IGIF in Member States. Examples: decision maker brochure, sector specific one pagers, case studies.

Associated Needs

- ▶ Copy writing and graphic design resources.
- ▶ Member State input to share case studies and communication material needs.
- ▶ Subject matter expert input to help draft materials for sector specific pieces.



Priority Activity #2

Finalize and implement the website redesign to allow the sharing of materials from other working groups and Member States more readily and rapidly.

Associated Needs

- ▶ Secretariat resources to implement the redesign.
- ▶ Capacity Development and Communications Work Groups to collate and secure materials.



Priority Activity #3

Establish a great working relationship with the UN-GGKIC to ensure we are developing communications and materials in a collaborative way.

Associated Needs

- ▶ Communications lead contacts within UN-GGKIC and other UN Centres to coordinate with.



Priority Activity #4

Review, update, and implement the Communications Strategy and Plan in line with the UN Centres and the other two HLG working groups.

Associated Needs

- ▶ Input from other Work Groups.
- ▶ Input from Member States advancing the UN-IGIF.
- ▶ Input and support from the UN Centres.
- ▶ Support from Communication Group members or IAC groups to review amendments for strategic alignment.



Priority Activity #5

Conduct a stakeholder analysis and establish who the HLG is targeting for engagement vs. the Secretariat and Centres of Excellence.

Associated Needs

- ▶ Support from the Secretariat, HLG, and UN Centres to ensure all appropriate stakeholders are considered and that we are not duplicating efforts.



Priority Activity #6

Develop and publish a first version of a Communications Kit to help Member States develop their own Communication Plans.

Associated Needs

- ▶ Member State input.
- ▶ UN-GGKIC resources.



Priority Activity #7

Conduct regular collaboration meetings with Regional UN-IGIF Work Group Leads to promote and share work across all regions utilizing a centralized website, communications channels and shared events calendar.

Associated Needs

- ▶ Attendance and input of UN-IGIF Regional Work Group Leads.



Priority Activity #8

Partner w/thematic and functional groups, UN agencies, and relevant external organizations like OGC, ISO, IHO to identify collaborative opportunities and develop support materials.

Associated Needs

- ▶ Work group members or other appropriate parties to identify target partners and purpose to underpin engagement activity with them - WHY we need to speak to them and partner with them.



Priority Activity #9

Develop and collate materials to support thematic engagements and side events by member states and regional committees.

Associated Needs

- ▶ Guidance on topics and material types to develop with Partners that align to the stakeholders that are being targeted.



Priority Activity #10

Develop a series of promotional announcements for LinkedIn and other channels to promote key UN-IGIF activities and work products such as translated documents, Sustainable Funding Guide, UN-IGIF Global Survey, Decision Maker Brochure, Case Studies, Webinars, and Events.

Associated Needs

- ▶ Writing support from subject matter experts to develop content.
- ▶ Secretariat support to post content.



Thank You!

