TOSSD communication and outreach strategy for 2021

TOSSD Task Force Issues Paper[1] - Agenda item 2
12th meeting of the International TOSSD Task Force
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I.   BACKGROUND

1. **In the course of 2020, the Task Force and the Secretariat sustained their communication and outreach efforts around TOSSD despite the COVID-19 crisis.** A series of activities have taken place to increase the visibility of TOSSD to the public, explain its methodology in accessible terms, and provide communication materials for use by Task Force members and beyond. These included, for example, a general infographic (in English, French and Spanish), a brochure to illustrate the results of the TOSSD data survey, a short introductory video illustrating the basic TOSSD concepts and some video-interviews of TOSSD Task Force members, shot during the Task Force meeting in Pretoria[2]. Furthermore, during 2020 a data visualisation tool was prepared and published online[3].

2. On the outreach side, sustained efforts were made to engage with a wide range of countries and multilateral institutions, including the United Nations. In 2020, the TOSSD Task Force Secretariat participated in seven meetings of the IAEG-SDGs[4] working group on the measurement of development support. It also engaged with the United Nations Department of Economic and Social Affairs (UNDESA) to include TOSSD in the Inter-Agency Task Force yearly report[5]. The 2020 TOSSD data collection process led to numerous one-on-one exchanges, briefings and trainings on the reporting of TOSSD in a resource-constrained environment. These efforts led to an expansion of the Task Force with Brazil[6], Chile, Egypt and Gabon joining as members and CSOs, Germany and Romania as observers. It also led to around 90 provider countries and institutions reporting on TOSSD their 2019 expenditures. Regional and global engagement has also taken place and consisted in TOSSD presentations at the ArabStat and African Union CoDGs[7] meetings, and at the Workshop on Data Standards for UN System-Wide reporting of financial data. All these communication and outreach efforts need to be further strengthened in 2021.

3. **The year 2021 is a turning point for TOSSD.** In March 2021, the first set of TOSSD data will become officially available. The first data release is a major milestone in the process of development of the framework, which has evolved from an initial idea back in 2017 when the Task Force was created to a tangible product with a methodology and soon a first dataset. Building on this important result, the TOSSD framework is on solid grounds to grow further in 2021. The first dataset will notably help to increase the number of data reporters, refine the methodology, strengthen the TOSSD presence in

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[2] All materials are available on the TOSSD website www.tossd.org and have been produced with the support of the European Union.

[3] Available at www.tossd.online.

[4] Inter-agency and Expert Group on SDG Indicators

[5] See p84 in Financing for Sustainable Development Report 2020 | United Nations

[6] Previously an observer.

[7] Committee of Directors Generals of National Statistics Offices (CoDGs)

the international scene and continue the dialogue on the inclusion of the framework in the global SDG indicator framework, in the context of the IAEG-SDGs working group on the measurement of development support.

4. **A proper set of communication and outreach activities is instrumental for the success of TOSSD**. The Task Force initially set itself a series of ambitious objectives (see next section) whose achievement depends also on properly communicating the TOSSD concept, methodology and data in an open inclusive and transparent manner. TOSSD is a new tool and it is relatively unknown outside the circle of development data reporters, and therefore needs to be properly explained and promoted. Targeted communication activities are needed to put TOSSD "in the hands" of the users, such as government officials, development stakeholders, researchers and the civil society, so as to fulfil its promise of being an innovative and essential transparency tool on the support to sustainable development.

5. This note proposes an overarching communication and outreach strategy for TOSSD in 2021. The strategy, which is designed to be jointly executed by the Secretariat and by TOSSD Task Force members, is based on the three work stream set by the Task Force in 2019[8]. Their wording has been slightly adjusted to reflect the context of 2021 with the release of the TOSSD data. **Members are invited to comment on the actions proposed and express additional communication needs or communication activities they desire to contribute to.**

II. OVERALL COMMUNICATION OBJECTIVES AND TARGET AUDIENCES

6. The overall aim of the communication strategy is to support the strategic objectives of the International TOSSD Task Force, allowing the growth of the TOSSD community of data reporters and users, showcasing the advantages of TOSSD and promoting its role as a key international tool to report, monitor, and analyse official support for the SDGs. TOSSD is, ultimately, a tool to create knowledge, but knowledge is useful only to the extent that it is successfully shared, understood and utilised.

7. TOSSD target audiences are composed of a diverse array of stakeholders, which might have specific information needs. The target audiences can be segmented according to their respective institutions, and their role with respect to data production and use (table 1).

   a. Looking at the institutions, it is possible to distinguish different audiences, such as:

      i. **Recipient countries' central governments**, including central and line ministries, national statistical offices and central banks, might need TOSSD data to inform their national development plans, for the construction of the balance of payments statistics, and for monitoring the financing of the SDGs. These institutions could also make use of specific TOSSD communication tools to share information with the general public.

      ii. **Provider countries'** central governments and national statistics offices might need guidance on their reporting of both Pillar I and Pillar II, and support to communicate

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[8] See the Action Points of the 6th meeting of the Task Force in Stockholm on the TOSSD Task Force website.

appropriately and efficiently about TOSSD data. They are a key target group as primary producers of TOSSD data.

iii. **Multilateral institutions**, such as the United Nations' entities, Multilateral Development Banks and other multilateral institutions might need information both as data producers and users. International institutions have a major role in shaping the global discourse on financing sustainable development and could be key players in showcasing TOSSD characteristics.

iv. **Civil society organisations, think thanks and academia** are powerful actors of change through their advocacy and analytical capacities. They can use TOSSD data for analysing sustainable development flows, monitoring global and national commitments and more broadly inform their sustainable development advocacy campaigns.

v. **Specific policy communities** might be interested in taking advantage of TOSSD data to shed light on specific areas, such as blended finance, Islamic finance, South-South Co-operation, support to refugees, research and development activities, international public goods, etc.

vi. **Media, journalists and the general public** might be interested in high-level figures and specific analysis made on the basis of TOSSD data.

b. Looking at the specific roles, it is possible to identify:

i. **Data producers** which will need to be supported and trained to continue (or start) producing TOSSD data;

ii. **Direct data users** which will need to be aware of TOSSD, understand its methodology, and be put in the condition to access and use the data; and

iii. **Indirect data users** which will not typically access directly the data, but might encounter TOSSD information in international discourse on financing sustainable development or embedded in other knowledge products.

Table 1 - TOSSD target audiences

Target Audience	Data producers	Direct data users	Indirect data users
Recipient countries' central governments, national statistics offices and central banks.	●	●	●
Provider countries' central governments and national statistics offices.	●	●	●
Multilateral institutions, such as the United Nations' entities, Multilateral Development Banks and other multilateral institutions	●	●	●

Civil Society Organisations, think thanks and academia		●	●
Specific policy communities such as Blended Finance, Islamic Finance, South-South Co-operation, support to refugees, research and development activities, international public goods		●	●
Media, journalists and the general public.			●

III. COMMUNICATION AND OUTREACH ACTIVITIES IN SUPPORT OF THE TASK FORCE OBJECTIVES

8. Since 2019, the Task Force has been working along three main work streams:

   a. **Work stream 1**: Finalising the Reporting Instructions, including through regular Task Force meetings and by integrating feedback from TOSSD pilots;
   b. **Work stream 2**: Collecting and analysing TOSSD data;
   c. **Work stream 3**: Integrating TOSSD in the SDG indicator framework and identifying a custodian (or co-custodian) UN agency.

9. With the upcoming release of the TOSSD dataset, it is proposed to refresh the wording of these objectives, add one objective related to the promotion of the use of TOSSD data, and attach to all of them some clear communication outcomes.

10. TOSSD communication and outreach activities are an integral part of the TOSSD framework. They are critical to the achievement of the TOSSD work-streams and objectives and, to be effective, need to be jointly implemented by both the Secretariat and Task Force members.

11. The newly suggested TOSSD communication and outreach objectives are outlined below, together with a series of specific activities in Table 2.

A. Task Force objective 1: "**Maintaining and further developing the Reporting instructions**":

- Communication rationale: the TOSSD methodology on measuring support to sustainable development is relatively new and little known outside a small circle of development finance practitioners and experts. Communication activities are required to increase the knowledge of specific actors about the basic concepts contained in the TOSSD methodology. This would allow, inter alia, to attract new data producers, and make sure that the methodology is aligned with the various stakeholders' information needs.

- Proposed communication outcome: by the end of 2021, increased awareness on the TOSSD framework, in particular regarding:
  - o The scope of TOSSD and its two pillars
  - o The concept of sustainable development in TOSSD
  - o The benefits of TOSSD[9]
  - o The main differences between TOSSD and ODA, avoiding misperceptions about TOSSD competing to or replacing ODA.

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[9] For various communities, including SIDS.

B. Task Force objective 2: "Collecting and analysing TOSSD data and constantly improving their quality"[10]

- Communication rationale: TOSSD data will be used only if the data are comprehensive, disaggregated and of excellent quality. Communication activities need to support outreach to new data providers, promoting the enlargement of the TOSSD community and increasing the comprehensiveness of the measure.

- Proposed communication outcome: increased outreach efforts devoted to countries and institutions which have not reported data in the first collection round. These activities should aim at enlarging the pool of data providers for the second data collection round in 2021 on 2020 activities. By the end of 2021, the data providers reporting to TOSSD would need to include the following:
    - As a matter of priority: all members of the Task Force and of the DAC[11] and the World Bank.
    - Other targets would include: emerging economies from the G20 and beyond, in particular Argentina, the People's Republic of China, India, Mexico, Morocco, Peru, Russia, Thailand and Uruguay.

C. Task Force objective 3: "Promoting the use of TOSSD data"

- Communication rationale: Broad dissemination and use of TOSSD data, especially by recipient countries and leading development think tanks, would be a key success measure for TOSSD. TOSSD data use will largely depend on the effectiveness of the communication. Use of TOSSD data by scholars, research institutions and CSOs will allow that TOSSD be fully part of the global discourse on financing for sustainable development and will also serve as an incentive for data reporters. The focus should be put on what TOSSD enables users to see, rather than on the technical aspects of the TOSSD measure.
- Proposed communication outcome: by the end of 2021, several influential organisations will have published reports and papers and organised public meetings to discuss TOSSD data:
    - Think Tanks (CGD, the South Centre, SAIIA, others): papers / blogs
    - CSOs: think pieces / papers / blogs
    - Recipient countries: Voluntary National Reviews (VNRs), Integrated National Financing Frameworks (INFF) documents
    - The United Nations system

D. Task Force objective 4: "Integrating TOSSD in the SDG indicator framework and finding a co-custodian agency for a more global governance of TOSSD"[12].

- Communication rationale: Discussions in the UN IAEG-SDGs Working Group on the measurement of development support in 2021 are critical to the inclusion of relevant components of the TOSSD measure in the SDG global indicator framework. The inclusion of some of the TOSSD components in this framework would boost its international recognition and political acceptance, and constitute an important step towards the development of a new governance structure and the finding of a co-custodian agency.

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[10] The improvement of quality was not in the initial formulation of the Task Force objectives, but is essential now that TOSSD data are published.

[11] Especially those that have not reported in the 2020 data collection round

[12] The part has been added to the initial wording of the objective set up by the Task Force.

- Possible communication outcome: Some of the TOSSD components are reflected in the SDG indicator framework, a UN entity has been identified and further momentum is built for a more global governance of TOSSD.

12. A detailed matrix of the activities and outcomes envisaged for each work stream is presented in table 2 below. The activities are commensurate to the current capacity of the TOSSD Task Force Secretariat and funds received and more can be done if additional contributions are received in the coming months.

Issues for discussion

- **Members are invited to comment on the suggested communication objectives and the specific activities contained in Table 2.**
- **Members are invited to share possible communication actions that they envisage to undertake or wish to participate in.**

Table 2 - Proposed communication activities for 2021

Strategic Objective / intended change	Target audience	Activity / medium used	Main message to deliver	Result indicator	Timeline	Task Force Members' contributions

1. Increased knowledge on the basic concepts contained in the TOSSD methodology	**Additional reporters and data users**	• Group e-mail or newsletter to a large Development finance practitioner list
		• Social media campaign on the launch of the website and the availability of TOSSD data (LinkedIn).
		• Announcements on the DEVEX and IISD mailing lists
		• High-level launch of TOSSD data
			• Announce the launch of the website www.tossd.org
			• Short stories / op-eds / "Did you know?"/ posted on Linkedin regarding on:
			  o What is TOSSD and its scope: the two pillars
			  o The benefits of TOSSD
			  o The concept of sustainable development in TOSSD
			  o The main differences between TOSSD and ODA
			• One article on the DEVEX and IISD mailing lists announcing the launch of the website and the wealth of data available on TOSSD.online
				• Number of social media and reactions #TOSSD.
				• Unique visitors to www.tossd.org
					March to June	• Contribution to the social media campaign through creation and forwarding of #TOSSD posts.

2. Key countries and organisations report activity-level, quality data, to TOSSD in 2021	• As a matter of priority: all members of the Task Force and of the DAC and the World Bank. • Other targets would include: emerging economies from the G20 and beyond, in particular Argentina, the People's Republic of China, India, Mexico, Morocco, Peru, Russia, Thailand and Uruguay.	• Individual and Group capacity-building seminars. • Advocacy in the context of the G7 and G20 presidencies.	• Invite countries and institutions to report to TOSSD.	• Number of institutions reached. • Number of new reporters effectively reporting.	• March to September 2021	• Mentioning of TOSSD support in international and regional fora. • Each TF member could select one or two countries / organisations that they will reach out to, inviting them to report to TOSSD. • Circulate seminar invitations to relevant countries in their region.
3. Influential organisations and countries have published reports and papers and organised public meetings to discuss TOSSD data (TOSSD data start being used).	• Think Tanks (CGD, the South Centre, SAIIA, others): papers / blogs. • CSOs: think piece / papers / blog. • Members of the Task Force (use of TOSSD data in United Nations Voluntary National Reviews - VNRs). • Recipient countries: VNRs, INFF documents. • The United Nations System.	• Specific training on using TOSSD data. • Data sharing with key think tanks or CSOs and support to write analysis. • Production of analytical pieces on TOSSD data, in collaboration with other institutions (such as UNCTAD).	• Announce the availability of TOSSD.online and promote the tool as a one-stop shop for accessing TOSSD data.	• Number of connections / downloads of TOSSD data. • Number of papers / citations / blogs articles. • Mentioning of TOSSD in G7/G20 communiques.	• March to December	• Production of country analysis based on TOSSD data. • Use of TOSSD information in the United Nations Voluntary National Reviews.

Strategic Objective / intended change	Target audience	Activity / medium used	Main message to deliver	Result indicator	Timeline	Task Force Members' contributions
4. Some TOSSD components are reflected in the SDG indicator framework, a UN agency has been identified and momentum is built for a more global governance of TOSSD	• UNDESA, UN agencies, Members of the IAEG-SDG working group present on Linkedin.	• High-level launch of TOSSD data. • Participation in the IAEG-SDGs working group on the measurement of development support.	• TOSSD is becoming a global reporting system, which requires a global governance. • TOSSD could be co-hosted by the OECD and a UN entity, building on their respective strengths, the statistical capacity of the OECD together with the convening power of the UN. • The inclusion of TOSSD components in the SDG indicator framework would allow the production and sharing of useful data on total support to the SDGs.	• Some TOSSD components are included in the SDG indicator framework. • Concrete steps for a more global governance of TOSSD are put in place.	• March to December	• Public support for the process in all UN fora. • Continuous support to TOSSD components in the IAEG6-SDGs working group.