



TOSSD communication and outreach strategy, July 2022 – July 2023

TOSSD Task Force Issues Paper¹ - Agenda item 8 17th meeting of the International TOSSD Task Force 11-13 July 2022

Introduction

1. The last TOSSD communication and outreach strategy was presented to the Task Force during its 12th meeting in March 2021². It was structured around four objectives:
 - a. Increased knowledge on the basic concepts contained in the TOSSD methodology.
 - b. Key countries and organisations report activity-level, quality data, to TOSSD in 2021.
 - c. Influential organisations and countries have published reports and papers on TOSSD, and public meetings are organised to discuss TOSSD data (TOSSD data start being used).
 - d. 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.
2. This paper takes stock of progress towards the above objectives, the main lessons learnt and the major recent developments that should inform a new strategy (Section I). The paper then suggests an updated communications and outreach strategy for TOSSD from July 2022 to July 2023 (Section II). Finally, the paper includes as an annex additional details on the stocktake.

I. Stocktake and lessons learnt from the previous communications and outreach strategy, and recent developments

Context of implementation of the previous strategy

3. The strategy agreed at the 12th TOSSD Task Force meeting was implemented in a challenging context:
 - a. The COVID-19 pandemic deeply modified the communication channels during the period of implementation of the strategy. In particular, all meetings organised by the Secretariat (e.g. TOSSD Task Force meetings and side events) were held in a virtual setting via videoconferences. This required major adjustments to the meetings' set-up (e.g. shorter meetings and adjusted agendas taking time zones into consideration). The pandemic also affected diplomacy – side discussions during in-person meetings were no longer possible, preventing sometimes in-depth discussions on

¹ Drafted by Camilo Gamba Gamba Camilo.gambagamba@oecd.org, Guillaume Delalande, Guillaume.delalande@oecd.org and Julia Benn Julia.benn@oecd.org.

² Available [here](#).

certain topics or forging consensus. Today we can observe new approaches to outreach and communications, including virtual and hybrid approaches to events³, changing behaviours on social media (e.g. increased usage, demand for short and high-quality content) and new best practices for messaging in social media.

- b. Until recently, the Secretariat also suffered from a lack of resources for outreach and communication. In practice, this led the Secretariat to prioritise outreach activities, and in particular, focus on the inclusion of TOSSD in the global SDG Indicators Framework, an objective which was achieved in March 2022.

Main lessons learnt from the previous strategy

4. The lessons learnt, to be taken into account in the elaboration of the new strategy, include:
 - a. **Dedicated resources (human, technical and financial) are needed to foster the implementation of an outreach and communications strategy.** Social media presence and website management, preparation of events, and other outreach activities require significant and dedicated resources.
 - b. **Discussions on TOSSD must be held through in-person and videoconference events but also through social media and through short, high quality, communications materials posted on the web and circulated widely.** In addition to social media content, people are looking for quick-to-read, high-quality materials such as data stories, infographics and op-eds. As mentioned above, overall traffic in social media and time spent on these networks have increased after the COVID-19 pandemic.
 - c. **The updated strategy should include Key Performance Indicators (KPIs) that are easy to follow.** Data to inform these KPIs could include data on website traffic, attendance lists of TOSSD-related events and surveys on TOSSD data users and reporters. To carry out these monitoring activities, the Secretariat however needs adequate resources.
 - d. **Reaching out to targeted audiences not only in English, but also in Spanish and French, has led to positive results.** Attendance at non-English events has been very encouraging. Carrying out such activities also reflects the diversity of the TOSSD community, can help to increase the TOSSD reporting base, and improve the overall quality of reporting through an increased sharing of experience. This will also strengthen the participation and legitimacy of the future TOSSD governance entity.

³ For example, all side events at the 2022 FfD Forum were held virtually. UN DESA initially announced that HLPF side-events were to be held virtually. After the date of submission of the proposals, UN DESA noted that “in view of the current situation regarding Covid-19, and due to the lifting of restrictions at UN Headquarters in New York, some Side-events and Exhibitions are now possible to be held in-person”. [However, they will prioritise events with Ministerial participation.](#) The GPEDC Summit, that will take place in Geneva in December 2022, will host hybrid events, too.

- e. **The strategy cannot be implemented without strong involvement of Task Force members and strategic partnerships.** Peer learning presentations in the capacity building seminars have been well received (e.g. during the joint EU/IsDB/TOSSD seminar, the Mexico/Brazil seminar, among others). Furthermore, joint publications or products increase the scope of potential audiences. Finally, in the transition towards a future, more formalised governance arrangement, further efforts on communications and outreach with Task Force members and observers are needed.

5. Overall, TOSSD has achieved a lot in the last one and a half years but more can be done on communications and outreach to respond to the strategic objectives of the initiative.

Summary of major recent developments

6. **After the approval of the last TOSSD communications strategy**, a major development for TOSSD is its recognition as a **data source for indicator 17.3.1.** of the SDG global indicator framework and **strengthened relationship between the OECD and UNCTAD as co-custodians** for this indicator. Furthermore, **the second TOSSD dataset** (on 2020 activities) was released in March 2022 with almost 100 providers reporting to TOSSD. Finally, the Task Force decided in February 2022 to gradually **transition towards an “International Forum on TOSSD”⁴**. All these critical developments require for the Task Force to **update its outreach and communications strategy** to see how to appropriately take them into account.

II. New communications and outreach strategy in support of TOSSD until July 2023

A. Update of TOSSD target audiences

7. It is proposed to update the main target audiences of the communications and outreach strategy (see Table 1) by adding in the list “private sector and philanthropy” and “TOSSD Task Force members and observers”. First, TOSSD data can be most useful for philanthropic organisations and corporate responsibility programmes of private sector organisations to improve their resource allocation at national and global levels, as well as their coordination with other providers. TOSSD data on mobilised private finance can be particularly relevant for the private sector. Secondly, the TOSSD Task Force is included as a target audience, since communications with members and observers must also be fostered. This is for example to ensure their continuous involvement in TOSSD activities, in TOSSD reporting and in the current and future governance arrangement.

⁴ The exact name of the future TOSSD governance entity is still to be discussed by the Task Force.

Table 1. Target audiences

Target Audience	Data producers	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	•	•
TOSSD Task Force members and observers	•	•
Private sector and philanthropy	•	•
Civil Society Organisations, think tanks and academia		•
Specific policy communities such as Blended Finance, Islamic Finance, Development Co-operation, South-South Co-operation, support to refugees, research and development activities, International Public Goods		•
Media, journalists and the general public.		•

B. Proposed updated strategy from July 2022 to July 2023

8. Overall, there would only be a few updates to the objectives of the strategy, since the ToRs of the Task Force have not changed much⁵. The proposed modifications are aligned with the current workstreams mentioned in the ToRs and mostly consist of reformulations/clarifications and the inclusion of a few additional activities to reflect the lessons learnt and the new context. All objectives should be implemented in parallel to maximise impact.

9. The proposed objectives are as follows:

Objective/intended change 1. Increased usage of TOSSD data to inform development finance decision-making and discussions.

- Former version: *"Influential organisations and countries have published reports and papers and organised public meetings to discuss TOSSD data (TOSSD data start being used)".* The Secretariat proposes updating this formulation, since influencing decision-making goes beyond reports, papers and organised public meetings. Furthermore, the category 'influential organisations' might be difficult to assess and measure.

⁵ Changes in the [ToRs](#) (updated in April 2022) mainly were: a) its extension until the High-Level Political Forum in July 2023; b) the inclusion of a renewed governance arrangement document for a gradual transition of the Task Force towards a clarified, more formalised governance structure as a core output of the Task Force, as well as the update of Work Stream 4 to include the developments related to indicator 17.3.1.

- Rationale: Broad dissemination and usage of TOSSD data, especially by recipient countries and development think tanks, would be a key success measure for TOSSD. Use of TOSSD data by government entities, scholars, research institutions and CSOs will allow TOSSD to be fully part of the global discussions on financing for sustainable development. Showing TOSSD's added value through communications materials will help decision-makers to understand how they can use TOSSD data for the processes they lead. Increased data usage will also be an incentive for new and existing data reporters. The focus should be put on what TOSSD enables users to see.
- Intended outcomes: a) Increased presence of TOSSD in social media conversations; b) Increased usage of TOSSD.org and TOSSD.online; c) Recipient countries started using TOSSD data in their VNRs for the HLPF 2023; d) Increased number of downloads of TOSSD data from TOSSD.online.

Objective/intended change 2. More countries and organisations report activity-level, quality data, to TOSSD in 2022 and 2023, in particular, to inform the SDG indicator 17.3.1.

- Former version: *Key countries and organisations report activity-level, quality data, to TOSSD in 2021.* The Secretariat proposes an update, since the category 'key countries and organisations' might be difficult to assess and measure. Also, the reformulation of the objective aims at taking into account the inclusion of TOSSD as a data source for the indicator 17.3.1.
- Rationale: TOSSD data will be used only if the data are comprehensive, activity-level, disbursement-based, and of excellent quality. Communication activities need to support outreach to new and existing data providers, promoting the enlargement and robustness of the TOSSD community and increasing comprehensiveness. Also, reporting on TOSSD must not be seen as an additional burden, but as an opportunity for coordination and as a tool to centralise information on development finance. Reporting on TOSSD, as in any statistical standard, is a process of continuous learning, especially for new reporters. Reporters might benefit from peer learning experiences and from the Secretariat's feedback through the reporting process. Reporting on TOSSD can help providers to show their compliance with international commitments and incentivise collaboration between TOSSD and existing regional initiatives and forums.
- Intended Outcomes: a) Increased number of TOSSD data reporters; b) more activities are reported to TOSSD vs. the 2021 data collection round.

Objective/intended change 3. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.

- Former version: *"Increased knowledge on the basic concepts contained in the TOSSD methodology".* The Secretariat proposes a small change in the wording, to focus efforts on the above-mentioned target audiences.
- Rationale: The TOSSD methodology is relatively new and little known outside a small circle of development finance practitioners. Communication and outreach activities are required to increase the knowledge of key audiences about the basic concepts contained in the TOSSD

methodology. This would allow, inter alia, to attract new data reporters and members for the new governance arrangement, and more use of TOSSD data.

- Intended outcome: a) Increased presence of TOSSD in social media conversations; b) participants in the capacity building seminars and other TOSSD-related events are informed of the main concepts and features of TOSSD; c) participants in the capacity building seminars and other TOSSD-related events know at least one key benefit of using and/or reporting on TOSSD.

Objective/intended change 4. Targeted audiences are sensitised about the future TOSSD governance entity and the rationale for its creation.

- Former version: *"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".* The Secretariat proposes a full update of this objective, since TOSSD is now a data source for the SDG indicator 17.3.1, and dedicated efforts in outreach and communications will be needed to establish and sustain the momentum for a forum on TOSSD over the years to come.
- Rationale: The inclusion of some of the TOSSD components in the SDG Indicators framework, as well as having a UN agency as the co-custodian of the indicator 17.3.1., has boosted TOSSD's international recognition and political acceptance. This development greatly contributes to the possible establishment of a renewed governance structure for TOSSD. Also, increasing political support and resource mobilisation during the coming months is critical to ensuring both a functional TOSSD governance arrangement and improved data collection. Finally, targeted audiences must be made aware of the inclusivity and expected broad participation in the TOSSD future governance.
- Intended Outcome: a) Increased awareness and support to the establishment of the Forum by key audiences.

10. A detailed matrix of the activities and outcomes envisaged for each objective is presented in Table 2 below. Also, some suggested contributions from Task Force members and observers are proposed. 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.

Table 2. Detailed TOSSD Communications and Outreach strategy

Strategic Objective / intended change	Target audience	Actions	Main messages to deliver	Outcomes	Result indicator	Task Force Members' contributions
1. Increased usage of TOSSD data to inform development finance decision-making and discussions.	Reporters and data users Think Tanks CSOs Recipient and provider countries Multilateral Organisations	Outreach: <ul style="list-style-type: none"> Participation and organisation of Side Events at the FfD Forum, and other key development global and regional events. Capacity-building seminars Communications: <ul style="list-style-type: none"> Social media messages (LinkedIn and Twitter). Op-eds in LinkedIn. Data stories (12 stories in 2022). Updates to TOSSD.org content 	<ul style="list-style-type: none"> TOSSD provides activity-level, open data through TOSSD.online, presenting an increasingly complete landscape of finance for sustainable development in developing countries and International Public Goods. TOSSD can inform decision-making on development planning and budgeting, SDGs implementation and monitoring, resource mobilisation, provider co-ordination and development effectiveness. 	<ul style="list-style-type: none"> Increased presence of TOSSD in social media conversations. Increased usage of TOSSD.org and TOSSD.online. Increased number of downloads of TOSSD databases from TOSSD.online. Some countries, including recipient countries, started using TOSSD data in their VNRs for the HLPF 2023. 	<ul style="list-style-type: none"> Number of interactions (likes, comments, shares, retweets) of #TOSSD. Unique and returning visitors to www.tossd.org and TOSSD.online. (Four-month period monitoring). Number of downloads of TOSSD databases from TOSSD.online. Number of VNRs including TOSSD data. 	<ul style="list-style-type: none"> Dissemination and publication of social media messages. Participation in and dissemination of side events. Production or co-production of reports and data stories. Include TOSSD data in their VNRs.

Strategic Objective / intended change	Target audience	Actions	Main messages to deliver	Outcomes	Result indicator	Task Force Members' contributions
2. More countries and organisations report activity-level, quality data, to TOSSD in 2022 and 2023, in particular, to inform the SDG indicator 17.3.1.	<p>All members/observers of the Task Force and of the DAC.</p> <p>Other targets would include: emerging economies from the G20 and beyond.</p>	<p>Outreach:</p> <ul style="list-style-type: none"> Capacity-building seminars. Peer learning between reporters and new/potential reporters. Coordination with regional initiatives and platforms. Advocacy in the context of the G7 and G20 presidencies, FfD Forum, HLPF, GPEDC, and regional agendas. Side Events at the FfD Forum, HLPF, and other key development global and regional events. <p>Communications:</p> <ul style="list-style-type: none"> Social media messages on reporting to TOSSD. (LinkedIn and Twitter). 	<ul style="list-style-type: none"> Invite countries and institutions to report to TOSSD. Reporting on TOSSD is not an additional burden for public servants, but an opportunity to promote transparency of information on development finance and IPGs. Reporting on TOSSD, as in any statistical standard, is a process. Therefore, the Secretariat provides support to reporters (especially new ones) throughout the process, once they decide to report. 	<ul style="list-style-type: none"> Increased number of TOSSD data reporters. More activities are reported to TOSSD vs. the 2021 data collection round 	<ul style="list-style-type: none"> Number of new reporters in the 2022 Data Collection round in comparison to the 2021 data collection round. Number of new activities reported in the 2022 data collection round in comparison to the 2021 data collection round. 	<ul style="list-style-type: none"> Advocate for TOSSD-reporting related references in international and regional fora outcome documents. Promote collaboration between TOSSD and global and regional initiatives/forums they belong to. Share experiences and best practices in reporting to TOSSD. Circulate seminar invitations to relevant countries in their region.

Strategic Objective / intended change	Target audience	Actions	Main messages to deliver	Outcomes	Result indicator	Task Force Members' contributions
3. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.	Reporters and data users Think Tanks CSOs Recipient and provider countries Multilateral Organisations	Outreach: <ul style="list-style-type: none"> Side Events at the FfD Forum, HLPF, and other key development global and regional events. Inform newcomers on TOSSD (e.g. change of staff within administrations, briefing of new TOSSD Task Force representatives). Capacity-building seminars. Communications: <ul style="list-style-type: none"> Social media messages on the outcomes of the Task Force meetings. Internal communications with the Task Force. Op-eds in LinkedIn. 	Explain: <ul style="list-style-type: none"> What is TOSSD and its scope: the two pillars, and mobilised private finance. Benefits of TOSSD The concept of sustainable development in TOSSD Main differences between TOSSD and ODA. The work of the International TOSSD Task Force and its Secretariat on developing/refining the reporting instructions and additional guidance. 	<ul style="list-style-type: none"> Increased presence of TOSSD in social media conversations. Participants in the capacity building seminars and other TOSSD-related events are informed about the main concepts and future of TOSSD. Participants of the capacity building seminars and other TOSSD-related events know at least one key benefit of using and/or reporting on TOSSD. 	<ul style="list-style-type: none"> Number of social media and reactions #TOSSD (in comparison to 2021). At least 50% of the capacity building seminars' attendants can give a general description of the TOSSD framework. At least 60% of these respondents associate at least one positive attribute to TOSSD. 	<ul style="list-style-type: none"> Disseminate and post social media messages. Participate in and disseminate TOSSD side events. Participate in peer learning opportunities between reporters.

Strategic Objective / intended change	Target audience	Actions	Main messages to deliver	Outcomes	Result indicator	Task Force Members' contributions
4. Targeted audiences are sensitised about the future TOSSD governance entity and the rationale for its creation.	Reporters and data users Think Tanks CSOs Recipient and provider countries Multilateral Organisations	Outreach: <ul style="list-style-type: none"> Side Events at the FfD Forum, HLPF, and other key development global and regional events. Coordination with regional initiatives and platforms. Advocacy in the context of the G7 and G20 presidencies, FfD Forum, HLPF, GPEDC, and regional agendas. Communications: <ul style="list-style-type: none"> Social media messages on the process to create the future TOSSD governance arrangement Internal communications with TF members. Op-eds in LinkedIn. 	Explain: <ul style="list-style-type: none"> The need and rationale to have a more formal governance arrangement for TOSSD. TOSSD governance is and will continue being inclusive (recipient and provider countries, international organisations, civil society, from all regions). The consolidation of the international forum on TOSSD requires both strong political support and resource mobilisation. 	<ul style="list-style-type: none"> Increased awareness and support to the establishment of the Forum by key audiences. 	<ul style="list-style-type: none"> Specific targeted online communications and seminars are organised to sensitise more countries and organisations join the TOSSD Task Force by July 2023. Reference to the new TOSSD governance entity are mentioned in outcome documents of key conferences on development finance. 	<ul style="list-style-type: none"> Disseminate and post social media messages. Advocating for TOSSD-reporting related mentions in international and regional fora outcome documents. Participation and dissemination of side events.



Issues for discussion

- Task Force members are invited to comment on the suggested communication objectives and the specific activities contained in Table 2.
- Task Force members are invited to share possible communication actions that they envisage to undertake or wish to participate in, as well as suggest others not included above by the Secretariat.

Annex 1: Stocktake on the previous outreach and communications strategy

11. The Secretariat conducted a stocktaking exercise on the implementation of the 2021 communications and outreach strategy, with the aim of assessing the results achieved and learning lessons for a new communications strategy covering the period July 2021- July 2022. Table 1 below presents a summary of the results achieved in relation to the four objectives of the strategy. The following achievements on communications and outreach can be highlighted:

- a. **Both TOSSD data and all relevant TOSSD documents are online and publicly available for everyone.** It is possible to find all documents related to the Task force discussions, as well as the TOSSD methodology and the TOSSD data on the dedicated online platforms (www.tossd.org and <http://tossd.online>). In early 2022, the Secretariat started tracking performance of both websites, to design evidence-based activities to foster their use and visibility. For example, 83% of the TOSSD.online visitors between April 2021 and April 2022 were new, which can be explained by the recent launch of the TOSSD website and data visualisation tool. The Data Visualisation tool was accessed in 133 countries between April 2021 and June 2022. Notably, from the top 20 countries, 5 were SSC providers (China, Brazil, El Salvador, India and Mexico). Moreover, France, the US and the UK concentrated 50% of the views in TOSSD.online in that period.
- b. **TOSSD is gradually increasing its social media presence.** Since April 2022, the Head of the TOSSD Task Force Secretariat has started providing regulars posts on [Twitter](#) and [LinkedIn](#), notably about the 2022 FfD Forum TOSSD side-event, key findings of the TOSSD Data collection, and capacity building seminars. A first op-ed about the TOSSD side-event at the FfD Forum 2022 was published through her LinkedIn account. Getting broad participation and engaging in meaningful discussions on Twitter and LinkedIn will take time and require more engagement, including from Task Force members.
- c. **Also, the TOSSD Secretariat has started developing some infographics and participate in newsletters.** That is the case for the OECD newsletters on MENA countries ([TOSSD flows in 2020 for MENA countries](#)), or the OECD Stats newsletter (TOSSD data on health financing).
- d. **TOSSD is now a data source for indicator 17.3.1. of the global SDG indicator framework.** This is a major achievement in relation to the fourth objective of the communications and outreach strategy (see paragraph 1.d above). This has also helped to strengthen the relationship with UNCTAD as the co-custodian agency for indicator 17.3.1, helped to advance the discussion on the future governance arrangement, and will likely help to increase the number of reporting countries and organisations. Achieving this objective took a lot of the Secretariat's and members' time and efforts, and was the main outreach goal to be reached by the Task Force in 2021/22.

- e. **The number of TOSSD reporters increased in 2021 in comparison to 2020, with now almost 100 reporters in only two years.** Ten countries and organisations were new reporters in 2020, including Brazil, one of the key South-South co-operation providers. In total, there are currently 12 SSC providers reporting to TOSSD from different regions. Going forward, efforts should be made to have all Task Force members report to TOSSD, as well as all DAC members, the World Bank, and other targeted countries identified in the strategy⁶.
- f. **TOSSD was referenced in several outcome documents from key global conferences.** These include the 2022 FfD Forum outcome document⁷, the 2021 FfD Forum outcome document⁸, and the G20 statement on financing for sustainable development⁹. These references are key to increase countries and organisations' interest in TOSSD, its methodology, the work of the Task Force and reporting.
- g. Between March 2021 and early July 2022, the TOSSD Secretariat has organised and participated in more than 20 events related to TOSSD, as follows:
 - i. **By 1 July, the Secretariat has hosted 14 Capacity building seminars¹⁰ with a wide range of audiences.** These include traditional and non-traditional providers, multilateral organisations, think tanks and CSOs, among others. Several hundreds of people have attended these sessions, delivered in English, Spanish and French. Also, the Secretariat has fostered peer learning in these seminars. Brazil has shared its experiences as TOSSD reporter with some countries not reporting on TOSSD yet, such as Colombia and Peru.
 - ii. **Furthermore, the TOSSD Secretariat hosted two side-events at the 2021 and 2022 FfD Forum editions.** The side events presented TOSSD key figures of the 2019 and 2020 data collection rounds respectively, with discussions about how TOSSD can

⁶ in particular Argentina, the People's Republic of China, India, Mexico, Morocco, Peru and Uruguay.

⁷ See here: <https://www.un.org/development/desa/financing/sites/www.un.org.development.desa.financing/files/2022-05/E-FFDF-2022-L1.pdf>

⁸ See here: https://www.un.org/development/desa/financing/sites/www.un.org.development.desa.financing/files/2021-11/E_FFDF_2021_3_E.pdf

⁹ See here: <https://dwgg20.org/app/uploads/2021/10/DWG-outcome-document-on-Financing-for-Sustainable-Development.pdf>

¹⁰ The 14 capacity building seminars were held with: DAC reporters, UN agencies, MDBs and International Finance Institutions (IFIs), TOSSD data users, recipient English-speaking countries, members of the TOSSD Task Force, Latin American and Caribbean countries, Middle-East and North Africa countries, recipient French-speaking countries, Mexico and Brazil, Colombia, Peru, Dominican Republic and Nigeria. The capacity building seminars were financially supported by the European Union.

help increase transparency and close information gaps. A total of 350 people attended these events, convening senior and technical level audiences and panellists from all regions.

- iii. Also, **the Secretariat participated in other events to present TOSSD, the methodology and its benefits.** These include the Arabstat¹¹ in November 2021; the UN Statistical Commission in February 2022; the OECD's SDG Council in April 2022; interventions in DAC and WP-STAT meetings; and the Community of Practice on South-South Cooperation measurement, led by Colombia, in June 2022.
- h. Finally, **some influential organisations have started using TOSSD data to produce reports and analyses.** For example, ActionAid and Oxfam recently published a report of EU institutions' flows for TOSSD¹², and ActionAid along with AidWatch Canada produced an analysis of 2020 data. Also, Brazil aligned most of the Brazil's International Cooperation report (COBRADI)¹³ methodology to the TOSSD reporting instructions. One important area of further development for TOSSD should be to invite countries to use TOSSD data in their Voluntary National Report (VNR) at the future HLPFs (as no country has done so in 2021).

¹¹ The 8th meeting of the Steering Committee of the Arab Statistics Initiative.

¹² Analysing European Union Institutions' Flows for Total Official Support for Sustainable Development (TOSSD). Available in: <https://actionaid.org/publications/2022/analysing-european-union-institutions-flows-total-official-support-sustainable>

¹³ [How does Brazil quantify Brazilian Cooperation for International Development? \(ipcig.org\)](https://ipcig.org)

Table A1. Stocktake of the 2021 Communications and Outreach Strategy

Expected outcomes 2021 Strategy	Examples of Actions Taken	Achievements
1. Increased knowledge on the basic concepts contained in the TOSSD methodology	High-Level launch of TOSSD data at the 2021 and 2022 FfD forums	<ul style="list-style-type: none"> • People from 133 countries accessed TOSSD.online • 83% of TOSSD.online visitors were new visitors. • 14 capacity building seminars held, with more than 600 attendants. • More than 350 attendants for the TOSSD side events at the 2021 and 2022 FfD Forums
2. Key countries and organisations report activity-level, quality data, to TOSSD in 2021	<p>Individual and Group capacity-building seminars.</p> <p>Advocacy in the context of the G7 and G20 presidencies.</p>	<ul style="list-style-type: none"> • 14 capacity building seminars held, with more than 600 attendants. • +10 reporters in comparison to the 2020 data collection round. • +20% increase in the amounts reported to TOSSD in 2020 activities vs. 2019 activities. • TOSSD's mention in the G20 statement on Financing for Sustainable development
3. Influential organisations and countries have published reports and papers and organised public meetings to discuss TOSSD data (TOSSD data start being used).	Specific training on using TOSSD data.	<ul style="list-style-type: none"> • Capacity building seminars, including think tanks and CSOs as audiences. • Brazil has adopted most of the TOSSD methodology for its own national data collection on Brazilian SSC. • Some CSOs have produced reports based on TOSSD data. ActionAid and Oxfam recently published a report of EU institutions' flows for TOSSD, and ActionAid along with AidWatch Canada produced an analysis of 2020 data.
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	<p>High-Level launch of TOSSD data at the 2021 and 2022 FfD forums</p> <p>Participation in the IAEG-SDGs working group on the measurement of development support.</p>	<ul style="list-style-type: none"> • TOSSD was recognised as a data source for the SDG 17.3.1. indicator • A UN body (UNCTAD) is the co-custodian for indicator 17.3.1.