



Communications Plan Board meeting

10 April 2013

Improving lives
through better statistics





WHY ?

WHAT ?

HOW ?

**THEN
WHAT ?**



WHY have a comms plan?

VISIBILITY

To increase the visibility, interest in and knowledge about PARIS21

IMPACT

To maximise the outreach and impact of PARIS21 activities and events

CO-ORDINATION

To scale up PARIS21 as a resource for statistical knowledge, capacity development and co-ordination between statistical actors

DIALOGUE

To promote the role of PARIS21 as a central partnership for dialogue and advocacy in the field of statistical development





WHAT is this comms plan?

- A living document
- Internal and external focus
- Harmonise large library of materials, tools and approaches
- Keep astride with progress in the field
- Communications from the start
- BAPS planning





HOW can we make the comms plan work?

1. Website
2. News
3. Social media
4. Advocacy materials
5. Champions
6. Monitoring
7. Collaborating





How's it going? Traffic lights

Activity							
	Oct '12	Nov	Dec	Jan '13	Feb	Mar	April
1. Website							
- Proposal for new structure for the website	DONE						
- Contract a service provider and work on the new structure		STARTED	DONE				
- Launch of the website				DONE	ONGOING	ONGOING	ONGOING

Key :

-  DONE
-  ONGOING
-  STARTED
-  NOT STARTED



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- Proposal for new structure for the website	DONE						
- Contract a service provider and work on the new structure		STARTED	DONE				
- Launch of the website				DONE	ONGOING	ONGOING	ONGOING
2. Contact database							
- Proposal for a restructure of the database	DONE						
- Updating the database		STARTED	DONE	ONGOING	ONGOING	ONGOING	ONGOING

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2. Contact database							
- Proposal for a restructure of the database	DONE						
- Updating the database		STARTED	DONE	ONGOING	ONGOING	ONGOING	ONGOING
3. News							
- Launch of the News Flash system	DONE	ONGOING	ONGOING	ONGOING	ONGOING	ONGOING	ONGOING
- Proposal for a Newsletter	DONE						
- Preparation of 1st issue of the Newsletter		STARTED	DONE				
- Launch of the Newsletter				DONE	ONGOING	ONGOING	ONGOING

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- Proposal for a Newsletter	DONE						
- Preparation of 1st issue of the Newsletter		STARTED	DONE				
- Launch of the Newsletter				DONE	ONGOING	ONGOING	ONGOING
4. Social media							
- Launch of Twitter and Facebook accounts				DONE	ONGOING	ONGOING	ONGOING

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4. Social media							
- Launch of Twitter and Facebook accounts				DONE	ONGOING	ONGOING	ONGOING
5. Promotion materials							
Production/update of PARIS21 Promotional materials (brochures, banners, calling cards etc.)					STARTED	DONE	ONGOING

Key :

- DONE
- ONGOING
- STARTED
- NOT STARTED

How's it going? Traffic lights

Activity							
	Oct '12	Nov	Dec	Jan '13	Feb	Mar	April
1. Website							
- Proposal for new structure for the website	Green						
- Contract a service provider and work on the new structure		Yellow	Green				
- Launch of the website				Green	Green	Green	Green
2. Contact database							
- Proposal for a restructure of the database	Green						
- Updating the database		Yellow	Green	Green	Green	Green	Green
3. News							
- Launch of the News Flash system	Green	Green	Green	Green	Green	Green	Green
- Proposal for a Newsletter	Green						
- Preparation of 1st issue of the Newsletter		Yellow	Green				
- Launch of the Newsletter				Green	Green	Green	Green
4. Social media							
- Launch of Twitter and Facebook accounts				Green	Green	Green	Green
5. Promotion materials							
Production/update of PARIS21 Promotional materials (brochures, banners, calling cards etc.)					Yellow	Green	Green
6. Compiling a list of PARIS21 Champions							
Discussion about who should be a champion	Red	Red	Red	Red	Yellow	Yellow	Yellow

Working collaboratively

Working Party on Environmental Performance WPEP

Overview (customize)

All Content (141)

Discussions (3)

Documents (138)

Polls

Set as default tab

NEXT MEETINGS

3-4 June 2013 WPEP
[Draft Agenda](#) [Documents](#)
[Presentations](#) [Summary Record](#)

LAST MEETINGS

10-12 October 2012 WPEP
[Draft Agenda](#) [Documents](#)
[Presentations](#) [Summary record](#)
[Photo - WPEP 12.10.12](#)

18-20 January 2012 WPEP
[Draft Agenda](#) [Documents](#)
[Presentations](#) [Summary record](#)

20-22 June 2011 WPEP
[Draft Agenda](#) [Documents](#)
[Summary record](#)

29 Nov - 1 Dec 2010 WPEP
[Draft Agenda](#) [Documents](#)
[Summary record](#)

PAST MEETINGS

[Past Meetings](#)

Key Documents

Mandate

- [English](#)
- [Francais](#)

Welcome to the WPEP Workspace

From this site you have access to all the ClearSpace sites in the EPOC family. As an WPEP Delegate you have rights to read everything on all these sites and to post information on the WPEP ClearSpace for other Delegates to see. This tool will help Delegates and Secretariat alike to collaborate on work in progress.

You should set your automatic e-mail notification to "on". This function allows you to receive an e-mail notification each time something new goes onto the site. From this e-mail you can connect to the site via the live link.



Announcements

Third Cycle of Environmental Performance Reviews



South Africa

Reviewing countries: Italy, Netherlands, Norway, Brazil (observer)

Schedule: Kick-off Mission 23-27 March 2012
 Review Mission 4-11 November 2012
 WPEP Discussion 4 June 2013
 Publication October 2013 (TBC)

Scope
 Products

[South Africa Report Workspace](#)



Austria

Reviewing countries: Finland, Switzerland

Schedule: Review Mission 17-23 September 2012
 WPEP Discussion 3 June 2013
 Publication October 2013 (TBC)

Scope [Review topics](#)
 Products

[Austria Report Workspace](#)



Iceland

Reviewing countries: (TBC)
Schedule: Kick-off Mission 7 September 2012
 Review Mission 12-19 May 2013
 WPEP Discussion 26 or 27 March 2014 (TBC)



Sweden

Reviewing countries: (TBC)
Schedule: Kick-off Mission 29-30 January 2013
 Review Mission September 2013
 WPEP Discussion

Related Activities

- Economics Directorate
- Development Co-operation Directorate
- Directorate for Public Governance and Territorial Development
- Trade and Agriculture Directorate
- International Energy Agency (IEA)

Useful EPR Links

Find a Country Review : OECD Environmental Performance Reviews by Country

- [Mid-term Progress Reports](#)
- [WPEP portal "How-to" documents](#)

Conclusions and Recommendations for the second cycle of EPRs

- [Environment Policy Committee EPOC](#)
- [Working Party on Biodiversity, Water and Ecosystems \(WPBWE\)](#)
- [Working Party on Chemicals, Pesticides and Biotechnology \(WPCPB\)](#)
- [Working Party on Environmental Performance \(WPEP\)](#)
- [Working Party on Resource Productivity and Waste \(WPWP\)](#)



Improving lives
through better statistics



Now the ball is in your court!

Thank you for feedback and questions

Don't forget to follow us on Twitter (#paris21), Facebook and Vimeo



also, please link to

www.paris21.org