

TOSSD



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Agenda Item 3. Communication and Outreach Outcomes in 2024 and Strategy for 2025

For discussion and approval

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Outreach and Communication Outcomes in 2024 and Strategy for 2025

1. Introduction

1. The last TOSSD outreach and communication strategy was presented during the meeting of the interim Governing Body of the International Forum on TOSSD in February 2024. It was structured around three objectives/intended changes:

- **The International Forum on TOSSD (IFT) is recognised and gets involved in development dialogues.** Targeted audiences recognise the IFT and the TOSSD standard as politically and technically relevant for informing current and upcoming debates and decision-making on development finance and data for the SDGs.
- **More and better TOSSD data.** More countries and organisations report activity-level, quality data to TOSSD in 2024, also informing the SDG indicator 17.3.1.
- **TOSSD data informs policymaking.** Target audiences know the basic concepts of the TOSSD methodology and use TOSSD data to inform development finance decision making and discussions.

2. This paper takes stock of the progress towards the above objectives and the main lessons learnt. It then presents some major recent developments that should inform a new strategy and suggests an updated communications and outreach strategy for TOSSD in 2025.

2. Context, outcomes and lessons learned from the previous communications and outreach strategy, and recent developments

2.1. Context of implementation

3. The implementation of the strategy in 2024 was shaped by three benchmarks:

- **The transition to the International Forum on TOSSD.** During 2024, the Secretariat invested financial and human resources in ensuring a smooth transition of work on TOSSD from the OECD to the IFT Secretariat. This impacted communications and outreach activities from website management to capacity building seminars to global engagement (e.g. G20). The Secretariat actively supported former TOSSD Task Force Members and Observers in formalising their IFT membership/observership.
- **The existence of dedicated resources for Outreach and Communication activities.** This allowed the Secretariat to plan and implement specific activities such as capacity building seminars, data stories, bilateral outreach to potential reporters, among others.
- **The start of discussions at the United Nations on the new 10-year Financing for Development (FfD4) agenda, to be approved by mid-2025.** TOSSD's political anchorage in this agenda being fundamental, the Secretariat has invested

considerable financial and human resources to promote strategic references on TOSSD during the FfD4 process, both through IFT Members and through direct participation of the Secretariat in two Preparatory Committee (PrepCom) meetings.

2.2. Main actions and outcomes

4. [Table 1](#) on the following page presents the main outcomes of the 2024 strategy compared with the plan agreed by the IFT. Outcomes highlighted in green were fully achieved, while the ones in orange were partially achieved.

Table 1: Outreach and communications strategy 2024: intended outcomes, results indicators and performance

Strategic objective/intended change	Intended outcomes	Result indicator	2024 performance
The International Forum on TOSSD (IFT) is recognised and gets involved in development dialogues	Increased recognition of TOSSD and the IFT in key international conferences and processes	References to TOSSD and/or the IFT in outcome documents from key global conferences and processes related to TOSSD.	TOSSD was referenced in the 2024 FfD Forum outcome document, and in the Elements Paper on FfD ¹ .
	Increased, diverse membership to the IFT	By December 2024, the IFT has at least 20 members from all stakeholder groups (i.e., traditional providers, dual provider/recipient countries, recipient countries and international organisations).	By December 2024, the IFT had 28 members, from all stakeholder groups.
More and better TOSSD data	A broader, stronger community of TOSSD reporters.	By the end of the 2024 data collection round, the number of TOSSD reporters is higher than in the 2023 round.	129 official providers reported in the 2024 data collection round ² (vs. 121 in the 2023 round).
	Improved SDG reporting	By the end of the 2024 data collection round, the TOSSD disbursements aligned to at least one SDG target will have increased in comparison to the 2023 round	69% of SDGs were aligned to at least one SDGs (vs. 63% in the 2023 round)
TOSSD data informs policymaking	Increased presence of TOSSD in online conversations	The TOSSD Secretariat LinkedIn account is active and updated regularly. IFT Members and Observers help disseminate TOSSD in social media.	The TOSSD Secretariat LinkedIn account was created and updated regularly. IFT Members and Observers help disseminate TOSSD in social media.
	TOSSD data or references to TOSSD are included in different types of publications.	The number of publications in 2024 (i.e., academic papers, working papers, book chapters, articles, blogs, and reports from governments and international organisations) including references to TOSSD has increased in comparison to 2023.	58 publications included references to TOSSD (versus 54 in 2023).
	Increased usage of TOSSD.org and TOSSD.online.	The number of users and views in TOSSD.org and TOSSD.online in 2024 has increased compared to 2023.	The number of active users of TOSSD.online grew by 368% in comparison to 2023 (2 487 users in 2023; 11 658 in 2024); and 127% for TOSSD.org in the same period (2 977 users in 2023 vs. 6 532 in 2024).
	Use of TOSSD data by recipient countries in their VNRs for the HLPF.	Countries reporting their VNRs at the 2024 HLPF are using TOSSD data and/or are including references to TOSSD.	4 countries included references to TOSSD data in their VNRs ³

¹ TOSSD is mentioned in the [Zero Draft of the outcome document for the FfD4](#). The Zero Draft was published in January 2025.

² The new TOSSD reporters are Argentina, Chinese Taipei Guatemala, the International Anti-Corruption Academy (IACA), Luxembourg, the Netherlands, Tunisia and the UN Development Coordination Office.

5. Examples of actions carried out to implement the TOSSD outreach and communication strategy in 2024 are presented below:

Outreach activities

- **The Secretariat organised an in-person side event in the margins of the 2024 FfD Forum to introduce the IFT to UN audiences.** The event served to introduce the formalised, independent governance of TOSSD, present key 2022 TOSSD figures and shed light on the Forum's potential to facilitate and inform discussions leading up to FfD4. The event was co-hosted by the European Union, Mexico, Peru, the Secretariat of the UN System Chief Executives Board for Coordination (CEB) and Spain.
- The Secretariat actively engaged in the **FfD4 process**, including through:
 - Preparation of initial suggestions on language for TOSSD under different scenarios.
 - Submission of inputs to the 'Elements Paper' on Financing for Development.
 - Reactions and suggestions on TOSSD-related language in the Elements Paper and the FfD4 Zero Draft for action by IFT Members and Observers.
 - Tracking relevant positions delivered in the PrepCom sessions.
 - The organisation of a side event in the margins of the 2nd PrepCom for FfD4 (December 2024, New York), co-hosted with Burkina Faso, Norway, Peru and Spain to present negotiators and key stakeholders at the UN what TOSSD is, what TOSSD is not, the IFT and the value-added of TOSSD to the FfD4 process.
 - In-person bilateral meetings with relevant stakeholders at the 2nd PrepCom for FfD4.
- In addition to the FfD4 preparatory meetings, **the Secretariat participated in global and regional conferences** including: the WB/IMF Spring Meetings (Washington DC, US); the Organisation of American States' Specialized Meeting of High-Level Cooperation Authorities (Washington DC, US); the 2024 FfD Forum (New York, US); the 8th International Meeting on Triangular Co-operation (Lisbon, Portugal); the Eighth Meeting of the Statistical Commission for Africa (Addis Ababa, Ethiopia); the UN World Data Forum (Medellin, Colombia); and the 32nd Meeting of International Cooperation Directors for Latin America and the Caribbean (Lima, Peru). The Secretariat staff participated as panellists and organised briefing sessions and bilateral meetings with relevant stakeholders.
- The Secretariat actively supported outreach and advocacy efforts to secure references in outcome documents of key global and regional conferences (e.g. G7, G20, FfD Forum, FfD4), as well as the co-Chairs' outreach on behalf of the Forum.
- The Secretariat conducted **bilateral outreach activities** to both a) increase the number of TOSSD reporters and b) consolidate the membership of the IFT. The

³ Austria, Brazil, Costa Rica and Spain.

latter included dedicated support to former TOSSD Task Force Members to formalise their membership and also attract new IFT Members and Observers.

- **The Secretariat organised five collective outreach seminars** with a) TOSSD data users; b) UN agencies (co-hosted by the UN CEB Secretariat); c) European and Central Asian countries and organisations; d) countries and organisations in the Middle East and North Africa (co-hosted by SESRIC and the Islamic Development Bank); and e) developing countries presenting Voluntary National Reviews (VNRs) at the 2025 High-Level Political Forum (HLPF). Several TOSSD data reporters actively took part in these seminars, sharing their reporting experiences through peer learning sessions.
- **The Secretariat provided dedicated support to over 30 current data reporters** to make sure that they continue reporting to TOSSD, and/or to expand their reporting. Special attention has been placed on bilateral providers with turnovers in the statistical teams and answering reporters' requests for advice on expanding data coverage.

Communication activities

- **The Secretariat promoted TOSSD in social media.** In 2024, the Secretariat opened its [LinkedIn account](#) to share information on the various developments around TOSSD, achieving over 1200 followers by the end of the year. The Secretariat disseminated several infographics, data stories, the key TOSSD figures, major Steering Group decisions and outreach events through the Secretariat's account, the account of the Head of Secretariat and relevant Secretariat staff.
- **The Secretariat undertook its first TOSSD data release campaign in English, Spanish and French.** This covered social media, TOSSD.org, and briefings for IFT Members, Observers and TOSSD data reporters.
- Coinciding with the Summit of the Future, the Secretariat launched a **new institutional video** to present TOSSD and the International Forum on TOSSD.
- On the **TOSSD websites**, the Secretariat:
 - o Conducted regular content review and periodic updates to TOSSD.org, including the dissemination of information on major TOSSD events and key documents e.g. background papers for the IFT discussions.
 - o Implemented updates to TOSSD.online. These include two periodical data updates, the creation of the new filter 'Framework of collaboration' that allows a quick extraction of SSC and TrC activities, increased security measures for account requests, and the development of the TOSSD recipient profiles, to be released in 2025.
 - o Created an online community space for developing, accessing and sharing information and knowledge on IFT's work-in-progress. The platform will allow IFT Members and General Assembly participants to provide comments and feedback on the Secretariat's proposals.
 - o Monitored the analytics of both websites.
 - o Started planning the migration of the TOSSD.org to the new Content Management Platform.

- The Secretariat produced three data stories based on TOSSD, including the [use of TOSSD data to monitor the upcoming FfD4 commitments](#), [how TOSSD could help map and report SDG financing in Voluntary National Reviews \(VNRs\)](#), and an [overview of the annual reporting to the SDG 17.3.1. indicator](#). Also, one op-ed was published through the Head of Secretariat's LinkedIn account, presenting the main outcomes of the IFT during 2024.

2.3. Lessons learned

6. The lessons learned, to be considered in the development of the new strategy (along with the ones from previous strategies) include:
 - **The consolidation and management of the IFT membership is a very important, yet time-consuming task.** Countries and organisations undertake a wide range of processes to approve the ToRs, while requiring approvals from different levels and/or bodies. It is worth noting that there are still some former Task Force Members finalising their internal processes to fully become IFT Members.
 - **Direct participation of the IFT Secretariat in global conferences has proven to be a game-changer in TOSSD promotion.** Participation of the Secretariat in the FfD4 discussions has been key to address questions about TOSSD expressed by negotiators in New York and capitals and advise on wording that can support the implementation of TOSSD in the next decade. At the same time, the absence of a TOSSD reference in 2024 G20 outcome documents demonstrates the complex dynamics of such processes that can only be handled through direct participation and follow-up.
 - **Efforts to expand TOSSD data use in developing countries need to be pursued, partnering with relevant stakeholders.** Some actions, such as the kick-start of the recipient data review mechanism and the expansion of the list of TOSSD recipients, can significantly enhance TOSSD data use in recipient countries. Broadening the awareness and use of TOSSD among National Planning Offices, National Statistical Offices (NSOs) and Ministries of Finance is an important task to increase TOSSD's legitimacy. Partnering with relevant organisations with a broad membership from developing countries is fundamental for achieving good results with limited transaction costs. Also, the Forum membership, with the leadership of the co-Chairs, has a major role to play in this regard.
 - **The reporting burden across bilateral and multilateral providers is affecting (and may affect in the future) continued engagement with TOSSD reporters.** The burden results from multiple overlapping factors from the existence of multiple international reporting frameworks to staff turnover and changes in government. Therefore, support to TOSSD reporters must increase and diversify.
 - **Mobilising IFT Members and TOSSD reporters has proven to be effective in promoting TOSSD.** This has taken place as part of outreach to new IFT Members and TOSSD reporters, and in form of support for the co-hosting of side events and briefings.
 - **The Secretariat and the Forum need to increase efforts to bring in more TOSSD reporters and IFT Members from Southeast Asia.** This region has already been

identified as pivotal for the advancement of TOSSD. However, it has been difficult for the Secretariat to engage with regional organisations, e.g. ASEAN, ESCAP.

- **The Forum needs to continue presenting its political, financial and substantial independence from the OECD Development Assistance Committee (DAC).** The Secretariat has gained first-hand evidence that many relevant stakeholders (including some IFT Member representatives) are not aware of the new TOSSD governance.

3. New Outreach and Communication Strategy for 2025

3.1. Summary of recent developments and context influencing the Strategy for 2025

7. The year 2025 will mark a pivotal year for the IFT. It will be the second year of its formal independence, and by the end of the year, it will need to ensure that funds are secured for 2026 for the Memorandum of Understanding for the hosting of the IFT Secretariat by the OECD to be automatically extended for a third year. Importantly, 2025 presents both opportunities and challenges for strengthening the IFT's global positioning, consolidating its membership⁴, enhancing transparency and ensuring broad adoption of TOSSD data. At the same time, the global development finance landscape is confronting significant political and economic challenges, pushing stakeholders to demonstrate resilience and adaptability. Geopolitical tensions, economic slowdowns and evolving national priorities are reshaping how development finance is being mobilised, creating uncertainties.

8. Despite global political challenges and diverging priorities, the international community is working towards the Fourth International Conference on Financing for Development (FfD4) in Seville in July 2025, setting a pathway to bridge the financing gap for achieving the SDGs. The urgency for new sources of funding and broader stakeholder engagement remains central to discussions in global fora on sustainable development finance. In parallel, the G20 has prioritised the exploration of innovative financing mechanisms and fostering international co-operation for its 2025 strategy to create a more resilient and equitable global financial system. Moreover, the G20 Development Working Group has acknowledged the importance of the provision of International Public Goods, and the TOSSD definition could be a reference for starting discussions on a common approach.

9. These key fora present important opportunities for the IFT in 2025. First, they offer a platform to further promote TOSSD as a comprehensive and transparent framework for tracking global development finance. Second, they allow strengthening engagement with key stakeholders in the development finance landscape, including the UN System, the G7, the G20 and the G77+China, fostering broader reporting. Third, they

⁴ As of 1 March 2025, eight out of 28 current IFT Members (former members of the International TOSSD Task Force) are still in the process of getting internal approval for the Terms of Reference of the IFT, seven which are developing countries. The co-Chairs decided to extend their membership and participation in the IFT (including the IFT Steering Group) until the next IFT General Assembly. This decision was made in line with paragraph 39 of the IFT Terms of Reference, which state that "all efforts will be made to maintain a balanced membership in the Steering Group across the various stakeholder groups and ensure rotation within each stakeholder group".

serve as a crucial space to promote the use of TOSSD data for tracking global commitments.

3.2. Proposal for the 2025 strategy

2025 Objectives

10. The Secretariat proposes three objectives/intended changes for the IFT Outreach and Communication strategy in 2025. The objectives, their respective target audiences, intended outcomes and results indicators are presented in [Annex I](#)⁵.

- **Objective 1: Strengthened IFT governance.** The IFT is widely recognised as a politically and technically relevant forum to shape statistics on sustainable development finance. The IFT membership is consolidated, and all Members and Observers actively participate in the Forum’s discussions and decisions. The hosting arrangement of the IFT Secretariat by the OECD has been extended until end 2026.
- **Objective 2: Increased IFT participation in global and regional processes.** TOSSD and the IFT have secured a recognised role in international and regional processes, positioning TOSSD as a key element in strategic discussions and decision-making processes on development finance, aligning with major global agendas such as the SDGs, KMGBF and the Paris Agreement.
- **Objective 3: More and better TOSSD data.** A broader range of data providers, especially from emerging economies, report to TOSSD, effectively covering data gaps.
- **Objective 4: Enhanced use of TOSSD data.** TOSSD is well-established as a key data source on development finance. Key stakeholders understand the TOSSD methodology, using TOSSD data to inform decision-making and policy discussions at all levels.

11. To reach the proposed objectives, the Secretariat will implement the activities listed below. They are commensurate to the current capacity of the Secretariat and available resources, and are mindful of the political, financial and strategic situation of the Forum.

⁵ Some of the proposed indicators are in line with those included for the 2025-2026 IFT Work Plan and Budget, approved by the Steering Group in May 2024.

Outreach activities

Activity	Brief explanation
Consolidation of the IFT membership	The target audiences for this activity will be a) interim IFT Members; b) current TOSSD reporters; c) developing countries from Africa and Asia working in different capacities with the OECD e.g. OECD accession countries, Members of the Development Centre, Members of other OECD-hosted entities.
Participation of the Secretariat in key international conferences and processes	This will include the organisation of side events (both virtual and in-person), bilateral outreach with key participants, and the provision of inputs for global discussions. The Secretariat will target the FfD4 Conference and the G20 in 2025.
TOSSD check-ups	This includes outreach to current TOSSD reporters to avoid any dropouts during the data collection process and as support to those reporters willing to expand or improve their data coverage in TOSSD.
TOSSD for think tanks, academia and journalists	The Secretariat will convene relevant experts of think tanks and academic institutions leading research on financing for development, as well as journalists following development finance, to present TOSSD, the IFT, and its value-added for informing decision making.
Explore interoperability with other data standards and platforms	This activity can have a critical impact to broaden, improve and facilitate TOSSD reporting. The Secretariat will work to deepen collaboration with the Ibero-American General Secretariat (SEGIB), UNCTAD, the International Aid Transparency Initiative (IATI) and the UN System Chief Executives Board (CEB) for Coordination Secretariat.
Outreach to potential TOSSD reporters	With a focus on a) Southeast Asian and African countries and organisations; and b) the World Bank Group. This activity is not limited to bilateral sessions, but also engagement in global conferences and through partners and/or countries and organisations in the TOSSD community.
Support outreach efforts of the IFT co-Chairs and IFT Members and Observers	Preparation of talking points, briefings, presentations, data analyses, among others.

Communication activities

Activity	Brief explanation
Launch of the 2023 TOSSD dataset	This will include social media messages, email communications, preparation of key messages to support TOSSD reporters' own communication products related to TOSSD data, and the organisation of a virtual event to launch the 2023 dataset to broader constituencies.
Migration of TOSSD.org to the new Content Management Platform	TOSSD.org will transition to a new CMP (Adobe Experience Manager (AEM)), which will allow the Secretariat to have new functionalities and more autonomy to make updates to the website. The migration must be finished by 30 June 2025. This activity comprises the creation of a new structure for TOSSD.org, reviewing all current content on the website, training sessions for the relevant Secretariat staff, amongst other activities.
Website management	This includes updates to the TOSSD.org, TOSSD.online and to the IFT Community Space e.g. update of sections and documents, look-and-feel adjustments.
Publication of the 2024 IFT Annual Report	The annual report will serve to foster transparency and accountability in the IFT's work. The report can also be used by current and future IFT Members in their fundraising for the Forum.
TOSSD capsules	Three sessions via LinkedIn Live, inviting colleagues from TOSSD reporter countries and organisations, and/or those using TOSSD data for different purposes. These sessions will have a maximum duration of 45 minutes.
Data stories	Production and dissemination of three data stories based on TOSSD data. The Secretariat will seek co-authors for these data stories.
Promotion of TOSSD and the IFT work through social media	This includes managing the TOSSD Secretariat and the Head of Secretariat's LinkedIn accounts (e.g. monitoring analytics, increasing the number of followers), and the drafting and dissemination of social media posts and other relevant products with TOSSD data, aligned with global events and discussions.
Mainstreaming TOSSD into flagship publications	Active collaboration with the OECD and other relevant stakeholders (e.g., CSOs, think tanks, international organisations) to promote TOSSD data use in different types of publications. This also includes support to countries and relevant organisations in the use of TOSSD data in Voluntary National Reviews (VNRs) and Integrated National Financing Frameworks (INFFs).
Other activities	Translation of updates to the TOSSD Reporting Instructions to French and Spanish; review of current videos on TOSSD reporting; refinements to the TOSSD brochure.

12. For the implementation of this strategy, IFT Members and Observers, as well as TOSSD reporters, are called to be mobilisers. Their collective efforts can help reach broad segments of target audiences and relevant stakeholders for TOSSD. They can undertake several actions, including but not limited to:

- Sharing the contact names and emails of colleagues working on communications in their respective offices with the Secretariat.
- Advocating for TOSSD reporting and IFT-related references in international and regional outcome documents.
- Actively participating in and disseminating information on events hosted by the IFT Secretariat, such as side events at UN conferences and others. Participating in peer learning sessions and related activities organised by the Secretariat.
- Including TOSSD data in talking points in different policy scenarios.
- Disseminating TOSSD communication products, post social media messages related to TOSSD and repost the Secretariat's posts on social media.

For discussion and approval

- The IFT Steering Group is invited to:
 - Comment on the suggested outreach and communication objectives, intended outcomes, activities and result indicators for 2025;
 - Approve the 2025 strategy; and
 - Share communication actions that they envisage to undertake or wish to participate in, and suggest others not included above.

Annex I. IFT communications and outreach strategy for 2025: target audience, intended outcomes and result indicators

Strategic objective/intended change	Target audience	Intended outcomes	Result indicators
Objective 1: Strengthened IFT Governance.	IFT members and observers TOSSD reporters Potential IFT members	Increased, diverse membership to the IFT	By December 2025, the IFT has at least 31 members, from all stakeholder groups.
Objective 2: Increased IFT participation global and regional processes.	Key stakeholders in the FfD4 and G20 processes. IFT members and observers TOSSD reporters	Increased recognition of TOSSD and the IFT in key international conferences and processes	References to TOSSD and/or the IFT in the FfD4 and G20 outcome documents
Objective 3: More and better TOSSD data.	Potential new TOSSD reporters TOSSD reporters	A broader, stronger community of TOSSD reporters	By the end of the 2025 data collection round, the number of TOSSD reporters is at least 5% higher than in the 2024 round.
	TOSSD recipients	Participation of TOSSD recipient countries in the Data Review Mechanism	By the end of 2025, at least five TOSSD recipients engage in the Data Review Mechanism.
Objective 4: Enhanced use of TOSSD data.	IFT members and observers TOSSD reporters Officials from relevant government entities in TOSSD recipient countries (e.g. ministries of finance, planning, international co-operation). Think tanks International organisations Civil Society organisations Journalists	Increased presence of TOSSD in online conversations.	The followers of the TOSSD Secretariat LinkedIn account have increased at least 20% in comparison to the number of followers by 31 December 2024.
		TOSSD data or references to TOSSD are included in different types of publications.	The number of publications in 2025 (i.e., academic papers, working papers, book chapters, articles, blogs, and reports from governments and international organisations) including references to TOSSD will have increased in comparison to 2024.
		Increased usage of TOSSD.org and TOSSD.online.	The number of users and views in TOSSD.org and TOSSD.online in 2025 will have increased, in comparison to 2024.
		Increased usage of TOSSD.online in TOSSD recipient countries	The share of data users from TOSSD recipient countries in TOSSD.online has increased, in comparison to 2024.