

Item 8. Update on the implementation of the TOSSD communication and outreach strategy July 2022 – December 2023¹

Introduction

1. The TOSSD communication and outreach strategy for the period July 2022 – December 2023 was presented to the Task Force at its 17th meeting in July 2022². It is structured around four objectives:
 - a. 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.
 - b. Increased usage of TOSSD data to inform development finance decision-making and discussions.
 - c. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.
 - d. Targeted audiences are sensitised about the future TOSSD governance arrangement and its rationale.
2. This paper takes stock of progress towards the above objectives using the agreed performance indicators per objective (section I). The paper then presents the main challenges faced and best practices identified during the implementation of the strategy (Section II). Finally, the paper suggests a way ahead, considering the overall objectives of the TOSSD Task Force until December 2023 and beyond (Section III).

I. Progress on the four objectives of the strategy

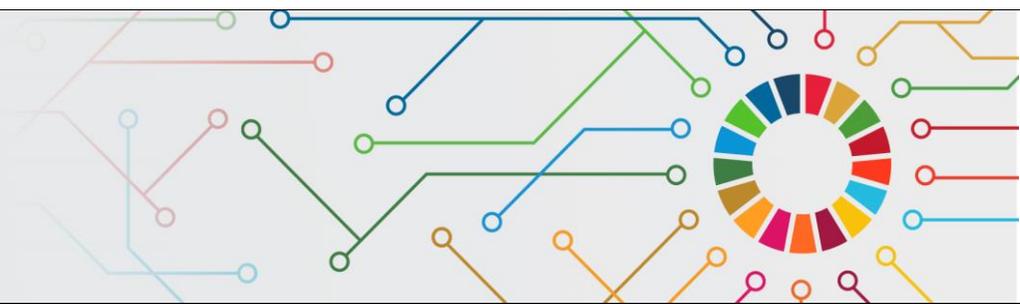
3. The Secretariat has prepared the following matrix to report on the progress made on the expected outcomes and indicators of the Communications and Outreach strategy.

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² Available [here](#).

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Objective	Activities	Expected outcome	Indicator	Results
1. 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.	<ul style="list-style-type: none"> Two peer learning sessions among reporters, in October 2022 (in the 18th TOSSD Task Force meeting) and in February 2023 (on reporting on pillar II). The Secretariat has approached regional platforms and organisations to promote reporting to and use of TOSSD, such as AFRISTAT, ARABSTAT and ECLAC. TOSSD was part of the discussions in the G20 summit and the GPEDC meetings in 2022. The Secretariat posted messages on social media on reporting on TOSSD, the release of TOSSD 2021 data, South-South co-operation data in TOSSD, TOSSD data stories, and the launch of the TOSSD data pilot with Bangladesh, Cameroon, and Colombia. 	<ul style="list-style-type: none"> Increased number of TOSSD data reporters. More activities are reported to TOSSD in comparison to the 2021 data collection round 	Number of new reporters in the data collection round in comparison to the 2021 data collection round.	In the 2022 data collection round, 105 countries and international organisations reported data on TOSSD in 2021, including 14 new reporters : Liechtenstein, Malta, Monaco, Peru, Mexico (reporting 2020 data), COVID-19 Response and Recovery Multi-Partner Trust Fund, International Commission on Missing Persons, Joint Sustainable Development Goals Fund, New Development Bank, UN Women, UNEP, WHO-Strategic Preparedness and Response Plan, WTO (aid for trade), and the UN Office of Disarmament Affairs.
			Number of new activities reported in the 2022 data collection round (on 2021 activities) in comparison to the 2021 data collection round (on 2020 activities).	In the 2022 data collection round, 393 782 activities were reported in TOSSD. This represents a 23% increase in comparison to the 2021 data collection round (320 243 activities reported).
2. Increased usage of TOSSD data to inform development finance decision-making and discussions.	<ul style="list-style-type: none"> The Secretariat posted messages on social media on reporting to TOSSD, the release of TOSSD 2021 data, South-South co-operation data in TOSSD, the release of TOSSD data stories, and the launch of the TOSSD data pilot with Bangladesh, Cameroon, and Colombia. The Secretariat posted two articles (from the Head of the Secretariat’s personal account on LinkedIn) on the discussions held in the 17th and 18th TOSSD Task Force meetings. The Secretariat launched a renewed section in TOSSD.org, “Pilot studies and data stories”. 	<ul style="list-style-type: none"> Increased presence of TOSSD on social media conversations. Increased usage of TOSSD.org and TOSSD.online. Increased number of downloads of TOSSD databases from TOSSD.online. 	Number of interactions (likes, comments, shares, retweets) of #TOSSD.	The amount of “likes” in tweets mentioning #TOSSD between July and December 2022 increased by almost 350% in comparison to the same period in 2021. The number of retweets and comments had the same trend (+457% and 1200%, respectively).
			Unique and returning visitors to www.tossd.org and TOSSD.online. (Four-month period monitoring).	The total number of users in TOSSD.online has increased by 16% between 2021-2022 and 2022-2023. Between 15 July 2022 and 15 February 2023, TOSSD.online had 2116 users (87% new visitors vs. 13% returning visitors). In the same period last year, TOSSD.online had 1823 users (81% new visitors vs. 19% returning visitors). The increase is even more visible when analysing the visits on a quarterly basis. For example, between July and September 2022, TOSSD.online had almost 60% more visits compared to the same period in 2021.



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	<p>Also, the Secretariat published four data stories³ that were launched in December 2022.</p> <ul style="list-style-type: none"> The Secretariat has done the necessary updates to TOSSD.org and tossd.online content. 	<ul style="list-style-type: none"> Some countries, including recipient countries, started using TOSSD data in their VNRs for the HLPF 2023. 	<p>Number of downloads of TOSSD databases from TOSSD.online.</p> <p>Number of VNRs including TOSSD data.</p>	<p>The Secretariat cannot yet measure this indicator as it requires an upgrade of the TOSSD.online platform.</p> <p>This indicator will be measurable in July 2023 after the 2023 HLPF. Meanwhile, the Secretariat has implemented several activities related to this indicator:</p> <ul style="list-style-type: none"> A data story about how TOSSD can close data gaps on financing for development for VNRs. Social media messages presenting TOSSD as a useful data source in the preparation of VNRs. [planned] A capacity building seminar planned for countries presenting VNRs in 2023 and 2024 HLPF.
<p>3. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.</p>	<ul style="list-style-type: none"> The Secretariat has briefed newcomers in the TOSSD Task Force. The Secretariat has posted messages on social media about TOSSD, the Task Force meetings, as well as two articles about the discussions held in the 17th and 18th TOSSD Task Force meetings. 	<ul style="list-style-type: none"> Increased presence of TOSSD on 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 in the capacity building seminars and 	<p>Number of interactions (likes, comments, shares, retweets) of #TOSSD.</p> <p>At least 50% of the capacity building seminars' attendants can give a general description of the TOSSD framework.</p> <p>At least 60% of these respondents associate at least one positive attribute to TOSSD.</p>	<p>The amount of likes in tweets mentioning #TOSSD between July and December 2022 increased by almost 350% in comparison to the same period in 2021. The number of retweets and comments followed the same trend (+457% and 1200%, respectively).</p> <p>In 2023, the Secretariat will send surveys to participants to check the knowledge they gained on TOSSD from the capacity building-seminars. The results of these indicators will be obtained between September and December 2023.</p>

³ About [2020 TOSSD data](#), [2020 SSC data in TOSSD](#), [health financing in TOSSD](#) and [how TOSSD can help close data gaps on financing for sustainable development in the Voluntary National Reviews \(VNRs\)](#) presented at the HLPF.

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		<p>other TOSSD-related events know at least one key benefit of using and/or reporting on TOSSD.</p>		
<p>4. Targeted audiences are sensitised about the future TOSSD governance arrangement and the rationale for its creation.</p>	<ul style="list-style-type: none"> • A side-event proposal on TOSSD at the 2023 FfD Forum was submitted to the UN. • TOSSD was referenced in the G20 summit and the Development Co-operation summit of the GPEDC in 2022. • The two LinkedIn articles about the 17th and the 18th TOSSD Task Force meetings have made specific references to the fact that the Task Force is working on the future TOSSD governance arrangement. • All documents from the Task Force meetings of 11-13 July, 20-25 and 27 October, and 7-8 and 12 December 2022 on governance were made available online, including the draft Terms of Reference for a possible future “International Forum on TOSSD”. 	<ul style="list-style-type: none"> • Increased awareness of and support for the future governance arrangement by key audiences. 	<p>Specific targeted online communications and seminars are organised to sensitise more countries and invite more organisations to join the TOSSD Task Force by July 2023.</p> <p>References to the future TOSSD governance arrangement are made in outcome documents of key conferences on development finance.</p>	<p>The Secretariat carried out targeted outreach to specific countries and organisations to join the Task Force and the future TOSSD governance arrangement (e.g., United Arab Emirates, Saudi Arabia and several EU member countries such as Belgium, Spain, Italy).</p> <p>In December 2022, TOSSD was referenced in the 2022 Effective Development Co-operation Summit Declaration. TOSSD was also referenced in two outcome documents⁴ from the G20 summit in Indonesia in November 2022. However, no references to the future TOSSD governance arrangement have been included in these documents. As this depends on an OECD decision to host the Forum, the Secretariat has remained cautious in this area.</p>

⁴ [The Chair’s summary on Multilateralism for Sustainable Development Goals](#), and [G20 Principles to scale up Blended Finance in developing countries, including Least Developed Countries and Small Island Developing States](#).



II. Main lessons learnt from the period July 2022-February 2023

4. **The TOSSD presence on social media is increasing exponentially as shown by the number of likes, retweets and reposts on social media.** At the same time, increased TOSSD visibility on social media also proves to be more time-consuming than expected. The Secretariat nevertheless believes it is a very helpful, impactful and complementary way to the traditional direct outreach (e.g., meetings, phone calls) to the TOSSD community. It is encouraging that, for example, the UN Office for South-South Cooperation (UNOSSC) and some of its senior level representatives have retweeted TOSSD-related posts on SSC. Also, increased presence on social media is helpful to identify and approach new reporters.
5. **Data stories are a good way to showcase what target audiences can do with TOSSD data.** During the period July 2022-February 2023, the Secretariat prepared four data stories and two infographics on TOSSD and launched a renewed section on TOSSD.org to host these products. In 2023, three data stories will be developed, with full dissemination on social media and more formal arenas.
6. **Further efforts should be made to ensure that TOSSD, with its recipient perspective, is effectively used by TOSSD recipient countries. Task Force members have a major role to play in this regard.** In the top-20 countries in terms of number of users on TOSSD.online, there are only four TOSSD recipients (Brazil, China, India and Mexico) which are, at the same time, major South-South co-operation providers. The first TOSSD recipient that is not a major SSC provider (Côte d'Ivoire) is only ranked 27. The Secretariat will host capacity building seminars for "TOSSD recipients" and "recipient countries presenting VNRs at the 2023 and 2024 HLPFs" in the course of 2023 and 2024. Continuous engagement on social media as well as references in political outcome documents of key conferences and political arenas (e.g., FfD Forum, HLPF, UNGA) should be further promoted to achieve a higher usage of TOSSD data by TOSSD recipients.
7. **Ensuring that current reporters to TOSSD do not drop out must also be a priority.** Six countries and organisations that reported data on their TOSSD in 2020 have not yet submitted data for 2021⁵, despite the Secretariat's regular follow-up. This requires dedicated outreach that should not be underestimated.
8. **From a regional and strategic standpoint, the Secretariat and the Task Force need to increase efforts to bring in more TOSSD reporters from Southeast Asia.** In the 2022 data collection round, while major progress was made with countries in Latin America, Thailand was the only provider from Southeast Asia. The Secretariat will undertake a range of activities to strengthen engagement with providers in this region (capacity building seminars, invitations to TOSSD-related events, business intelligence with some partners of the Secretariat, among others).

⁵ Arab Bank for Economic Development in Africa, Azerbaijan, Indonesia, UNOCT, ESCWA and WTO (tourism).



9. **There is a growing body of evidence of TOSSD references.** Even though it is not an indicator of the Strategy, the Secretariat also monitors where TOSSD is referenced (e.g., articles, books, official documents, papers). In 2022, TOSSD was referenced in 16 publications (vs. 7 in 2021 and 10 in 2020). This shows that TOSSD is becoming more prominent across governments, academia and think tanks. The monitoring of TOSSD discussions on social media and beyond is helping the Secretariat to address questions, doubts and concerns about the TOSSD framework and gain more experience on how to address different communities.

III. The way ahead – next steps

10. The Secretariat will continue the implementation of the Outreach and Communications Strategy approved by the Task Force, with special focus on certain communities and groups of countries and organisations.
11. The Secretariat suggests putting particular emphasis on the following results:
- Increased inclusion of TOSSD data in VNRs for 2023, 2024 and 2025 HLPFs.** To do so, the Secretariat has planned two online capacity building seminars. The Secretariat will invite representatives from countries reporting in those HLPF editions from the Ministries of finance, planning, development co-operation and the National Statistical Offices.
 - Increased use of TOSSD.online by TOSSD recipient countries.** To do so, the Secretariat will prioritise recipient countries submitting VNRs in the 2023 and 2024 HLPFs, and foster engagement through, for example, invitations to the launch of TOSSD data at the FfD Forum, side events in other global conferences, and capacity building seminars.
 - Increased number of countries and international organisations reporting to TOSSD,** through outreach to potential new reporters, avoiding dropouts and bringing back reporters that temporarily discontinued their reporting. The Secretariat will also have a special geographical focus on Southeast Asia until at least December 2023.
 - Increased awareness about the future governance arrangement of TOSSD** and the rationale for its creation.

Issues for discussion

- Task Force members are invited to comment on the progress made so far.
- Task Force members are invited to share possible communication actions that they envisage to undertake on their side until the end of 2023 to support the promotion of TOSSD and signal any activities from the strategy that they wish to participate in.