

TOSSD communication and outreach strategy July 2022 – December 2023¹

1. A paper presenting the new strategy was discussed at the 17th meeting of the International TOSSD Task Force on 11-13 July 2022. In addition to comments received during the meeting, comments were also invited by 6 September 2022 and integrated in the strategy below.
2. The objectives and intended outcomes of the strategy are as follows:
 - **Objective/intended change 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.**
Intended outcomes: a) Increased number of TOSSD data reporters; b) more activities are reported to TOSSD in comparison to the 2021 data collection round.
 - **Objective/intended change 2. Increased usage of TOSSD data to inform development finance decision-making and discussions.**
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 Voluntary National Reviews for the High-Level Political Forum (HLPF) 2023; d) Increased number of downloads of TOSSD data from TOSSD.online.
 - **Objective/intended change 3. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.**
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 arrangement and its rationale.**
Intended Outcome: a) Increased awareness and support to the future governance arrangement by key audiences.

A detailed matrix of the activities envisaged for each objective is presented in Table 1 below. The activities are commensurate to the current capacity of the TOSSD Task Force Secretariat and funds received. More can be done if additional contributions are received during the period of implementation of the strategy from July 2022 to December 2023.

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Table 1. Detailed TOSSD Communications and Outreach strategy

Strategic Objective / intended change	Target audience	Actions	Main messages to deliver	Outcomes	Result indicator	Task Force Members' contributions
<p>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.</p>	<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 in comparison to the 2021 data collection round 	<ul style="list-style-type: none"> • Number of new reporters in the 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
<p>2. Increased usage of TOSSD data to inform development finance decision-making and discussions.</p>	<p>Reporters and data users</p> <p>Think tanks</p> <p>CSOs</p> <p>Recipient and provider countries</p> <p>Multilateral organisations</p>	<p>Outreach:</p> <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 <p>Communications:</p> <ul style="list-style-type: none"> Social media messages (LinkedIn and Twitter). Op-eds on 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
<p>3. Targeted audiences have increased their knowledge on the basic concepts contained in the TOSSD methodology.</p>	<p>Reporters and data users</p> <p>Think tanks</p> <p>CSOs</p> <p>Recipient and provider countries</p> <p>Multilateral organisations</p>	<p>Outreach:</p> <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. <p>Communications:</p> <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 on LinkedIn. 	<p>Explain:</p> <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
<p>4. Targeted audiences are sensitised about the future TOSSD governance arrangement and the rationale for its creation.</p>	<p>Reporters and data users</p> <p>Think tanks</p> <p>CSOs</p> <p>Recipient and provider countries</p> <p>Multilateral organisations</p>	<p>Outreach:</p> <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. <p>Communications:</p> <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 on LinkedIn. 	<p>Explain:</p> <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 future governance arrangement requires both strong political support and resource mobilisation. 	<ul style="list-style-type: none"> Increased awareness of and support for the future governance arrangement by key audiences. 	<ul style="list-style-type: none"> 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. References to the future TOSSD governance arrangement are made in outcome documents of key conferences on development finance. 	<ul style="list-style-type: none"> Disseminate and post social media messages. Advocate for references to TOSSD reporting-in international and regional fora outcome documents. Participation and dissemination of side events.