



## 2021 General Stewards Meeting Session: Getting the Word Out and Making Waves: Strategic Communication Practices and Tools for Budget Advocacy and Advancing Fiscal Transparency

Zoom Link: <https://us02web.zoom.us/j/84226367122>

**Day:** August 25, 2021, Wednesday

**Time:** 10:00 AM – 11: 30 AM EDT (90 minutes)

**Language:** English and Spanish

**Format:** Panel Discussion with Interactive Zoom Polls

### Session Description

With the evolution of traditional media platforms and emergence of social and digital channels in the past decade, a wide range of options for engaging people in budget advocacy efforts have opened up.

GIFT's High Level Principle #4 recognizes the critical link between communicating effectively and implementing successful fiscal openness reforms. Communication is at the heart of delicate cooperation between government, civil society groups and the private sector, providing avenues for information exchange, establishing consensus among divergent opinions and interests, and building capacities of different stakeholders. While fiscal transparency instruments are clear about the importance of effectively communicating objectives and results, they offer relatively limited advice on how information on the outputs and outcomes of fiscal actions, including social and environmental impacts, should be assessed and communicated. There are also limited references available that specifically tackles strategic communications for advancing fiscal transparency.

Based on the results of recent community surveys, members and advocates of fiscal transparency and public participation within the GIFT Network are highly interested to learn from each other about this particular topic. Thus, the objective of this session is to provide a venue for peer-learning and exchange on existing communication and dissemination strategies--challenges, best practices and practical tools--in the promotion of fiscal policy objectives and results.



## Provisional Agenda

TIME (EDT)	ACTIVITY
10:00 – 10:10 AM	<p><b>Zoom Poll:</b> <i>How often does your organization send fiscal transparency and/or budget advocacy communications to your audience?</i></p> <p><b>Session Introduction</b> Marianne Fabian, Communications and Outreach Coordinator, GIFT</p>
10:10 – 10:15 AM	<p><b>Zoom Poll:</b> <i>How well does your audience engage with your fiscal transparency and/or budget advocacy communications?</i></p>
10:15 – 10:25 AM	<p><b>The Advocacy Gap: Challenges in Generating Demand and Motivations for Engaging in Budget Advocacy</b> By Fabrizio Scrollini, Director Ejecutivo, Latin American Initiative for Open Data (ILDA) (invited)</p>
10:25 – 10:30 AM	<p><b>Zoom Poll:</b> <i>What are the offline tools/platforms that your organization is using in your fiscal transparency and/or budget advocacy communications?</i></p>
10:30 – 10:40 AM	<p><b>Country level experience: Success and Challenges in Communication and Outreach Strategies in Budget Advocacy and Advancing Fiscal Transparency</b> By Undersecretary Kris Ablan, Freedom of Information Program Director, Presidential Communications Operations Office, Philippines</p>
10:40 – 10:45 AM	<p><b>Zoom Poll:</b> <i>What are the online tools/platforms that your organization is using in your fiscal transparency and/or budget advocacy communications?</i></p>
10:45 – 10:55 AM	<p><b>Country level experience: Leveraging Digital Tools for User-Engagement in DataMX</b> By Lorena Caballero, Director of Budget Transparency and Capacity Development, Ministry of Finance and Public Credit, Mexico</p>
10: 55 – 11:05 AM	<p><b>Budget Advocacy Strategies and Tools in Advocating for Open Contracting</b> Georg Neumann, Head of Communications, Open Contracting Partnership</p>



11:05 – 11:25 AM	Open Forum
11: 25 – 11:30 AM	Synthesis and Wrap Up