Introduction

The focus of IATI's outreach work has evolved over the past ten years as the initiative has developed and matured. Initial efforts focused on generating political momentum amongst donors, partner countries and CSOs to support the initiative, become signatories and get the initiative off the ground. Once the Standard was agreed, the priority was to secure a critical mass of publishers, and then to increase from this base, demonstrating that many different types of organisations could publish to IATI. As the number of publishers and the volume of data available increased, improving data quality became a key priority. Once IATI had reached a 'tipping point' in terms of data availability, we recognised that although there was still work to be done to improve quality, our focus should increasingly turn towards data use.

Actions requested

This paper sets out options on the objectives, target audiences, tactics and events to be considered for the focus of IATI outreach and engagement activities over the next 18 months. Looking to the future, we seek members' confirmation on the proposed outreach approach and priorities from the list below, as well as suggestions for achieving these.

Objectives

To ensure that IATI's outreach and engagement activities add value, clear objectives need to be agreed. **Members are invited to indicate their top three objectives from those outlined below (or indeed to suggest others)**. Within each objective, members are also invited to consider which target audiences should be prioritised.

Objectives	Potential audiences
1. Increase awareness of the benefits of using IATI data	- Partner country government ministries / agencies - Donors (bilateral and multilateral) at both headquarter and country levels - Non-Governmental Organisations (NGOs) implementing development cooperation activities - Civil Society Organisations (CSOs) holding development actors to account

	- Research organisations / Academics - Parliamentarians - Media
2. Persuade high-level decision-makers to invest in improving their data quality	- Grand Bargain signatories who are IATI publishers not using the most up-to-date humanitarian features of the IATI Standard - IATI members who score low on the IATI Dashboard publishing statistics (judged on timeliness, comprehensiveness and forward-looking data) - IATI members publishing location data for less than 20% of their activities - IATI members who are not publishing results data
3. Strategic increase in number of IATI publishers	- Significant donors not yet publishing to IATI (by volume to IATI partner country members) - Providers of South-South cooperation - Grand Bargain signatories not yet publishing - Private sector organisations - Organisations involved disbursing or spending climate finance

4. Convert more publishers into IATI members	- IATI publishers who are not yet members:
	   - Donor governments
	   - Multilateral organisations
	   - Development Finance Institutions
	   - Philanthropic Foundations
	   - Fund managers
	   - International non-governmental organisations
	   - Local non-governmental organisations
	   - Private sector organisations
	   - Academic, training and research organisations

5. Support fundraising as necessary	- Engage and influence target IATI members when additional funds are needed (list to be considered by Governing Board)
6. Influence relevant global and regional political processes and agendas to advance IATI's vision and mission	- Key political stakeholders who can raise awareness of IATI capturing resources relating to the Sustainable Development Goals - Stakeholders who can raise awareness of the IATI Standard to inform any new standard created as part of TOSSD - total official support for sustainable development.

Potential tactics to reach audiences

To achieve the outreach and engagement objectives set over the next 18 months, all key IATI stakeholders are encouraged to play their part in raising awareness and influencing target audiences. Members are invited to make comment on the tactics and actions below and/or provide other suggestions on how to effectively engage target audiences.

Governing Board:

- represents IATI as speakers/participants at events when opportunities arise
- sends direct letters (from IATI Chair) to target audiences with specific calls-to-action
- individual Board members' reach out directly to warm contacts identified as target audiences and request a meeting with relevant internal person
- when attending events within the remit of their day jobs, Board members reach out to target audiences who are also identified (by Secretariat) as attending, to hold bilaterals meetings

Secretariat:

- hosts side-events/ receptions at meetings in support of priority objectives
- leads marketplace stalls at events
- inputs into relevant consultations consultations, reports, outcome documents relating to open data and transparency
- provides updated IATI Speakers' Kit
- provides IATI membership recruitment and fundraising packs
- sets up an outreach and engagement working group which represents IATI members and TAG community
- sets up an online internal forum (using the platform Yammer) for IATI members to share information on future opportunities and coordinate efforts with the Secretariat to influence target audiences

Members:

- contribute to the outreach and engagement calendar (see below) by sharing information on events/fora/consultations etc that IATI could potentially engage in
- promote IATI at relevant external events
- provides internal awareness raising presentations within their organisations to maintain and advance political support for IATI
- participate in the proposed working group and contribute to online forum on outreach

TAG community:

- invites target audiences to TAG 2018 (and 2019) and ensures that there are sessions that are relevant, useful and influential
- offers one day of technical advice/support in-kind to target audiences
- promote IATI at relevant external events
- supports efforts by making public call-to-actions (through blogs/tweet etc) to specific audiences (where an organisation is publically campaigning/advocating for transparency/open data)

Calendar of events and opportunities 2018/19

IATI's Secretariat will monitor global and regional events that are relevant to the transparency and open data agenda and maintain an outreach and engagement calendar. Members' are invited to share their insights as to the potential value in IATI engaging in any of the events listed below and to identify other events that IATI should consider engaging in (in particular, opportunities that reach data users at regional/country level).

Date	Location	Event
9-18 July 2018	UNHQ, New York	High Level Political Forum on Sustainable Development 2018
17-19 July 2018	Tbilisi, Georgia	Open Government Partnership (OGP)
18-25 September 2018	New York, USA	73rd UN General Assembly
21-22 September 2018	Buenos Aires, Argentina	5th International Open Data Conference
12-14 October 2018	Bali Nusa Dua, Indonesia	Annual Meetings of the International Monetary Fund and World Bank Group
22 October 2018	Dubai, United Arab Emirates	United Nations World Data Forum
27 November 2018	Incheon, South Korea	6th OECD World Forum on Statistics, Knowledge and Policy
3 December 2018	Katowice, Poland	Conference of the Parties (COP 24) to the UNFCCC
22-25 January 2018	Davos-Klosters, Switzerland	World Economic Forum Annual Meeting
11-13 February 2019	New Delhi, India	World Sustainable Development Summit
5-8 March 2019	UN HQ, New York City, US	50th Session of UN Statistical Commission
12-14 March 2019	Dubai, UAE	DIHAD Dubai International Humanitarian Aid & Development Conference & Exhibition
20-22 March 2019	Buenos Aires, Argentina	Second High-level United Nations Conference on South-South Cooperation
12-14 April 2019	Washington D.C., US	Spring Meetings of the World Bank Group and the International Monetary Fund
TBC early June	Brussels, Belgium	European Development Days 2019
15-19 July 2019	New York City, US	UN High-level Political Forum on Sustainable Development (HLPF 2019)

17-30 September 2019	New York City, US	74th Session of the UN General Assembly