

Working Group on Outreach and Engagement (WGOE)

- 2019 Charter -

Background

Embracing the principle of multistakeholderism, the MAG is continuously doing its best to engage more stakeholders from around the world into the IGF process. Several efforts on communications have been done by the MAG and the IGF community itself to achieve this goal. This includes the creation of a dedicated MAG Working Group on Outreach and Engagement (WGOE) and making the MAG activities and decisions transparent and accessible to the community and publicly available. Since then, the WGOE and the Secretariat has been closely coordinating with various stakeholders to help disseminate their projects and milestones.

To continue this effort and further strengthen and improve the engagement of the at-large community into the IGF process, the WGOE intends to play a significant role in achieving this goal.

Hence, during the last face-to-face MAG Meeting held in Geneva on April 10-12, 2019, the working group [convened](#) and planned out its agenda for the year and the outcomes it expects to achieve.

Purpose

The WGOE would help the IGF Secretariat in making IGF-related information be transparent and accessible to the at-large community and other stakeholders. Taking into account the great efforts carried out by the co-facilitators of each initiative and project, the WGOE will adopt a light-touch approach. The WGOE intends to facilitate the flow of information among the MAG, the IGF community, policy makers and the at-large community. This is to increase the participation of this multistakeholder community to the IGF from the preparatory process, the annual IGF and beyond.

The group will work closely with the IGF Secretariat and other working groups to strengthen collaboration and to achieve greater IGF outcomes.

Objectives / Goals

- Increase the coordination among IGF activities through the creation and maintenance of various communication channels among facilitators of major intersessional activities and the WGOE.
- Increase the engagement on IGF activities through the emphasis on opportunities of participation for the at-large community.

- Support the IGF Secretariat in the dissemination of IGF related information, including advances in the IGF preparatory process, major intersessional work as well as MAG activities, through social media and other community channels.
- Ensure that any IGF-related information are transparent and accessible to the IGF community and at-large through creation of user-friendly contents.

Output/Outcome

- A mapping document of IGF activities (national, sub regional and regional events, MAG open consultations, etc) leading to the IGF 2019.
- Overall report on the WG's outreach efforts leading to the IGF 2019 to be presented to the MAG at the end of the IGF 2019.
- Production of visual content to support online and offline outreach efforts, leading to the IGF 2019. Marketing assets to be developed out of the IGF Secretariat-produced regular reports and documents for effective communication.

Next steps

- May 24 - Presentation and adoption of the Charter to the MAG during its Virtual Meeting VIII
- By May 30 - Creation of the IGF activities map (roadmap), to be shared with the MAG for approval during its June f2f meeting.

Evaluation process

The WG should meet at the end of the IGF 2019 to evaluate the work that has been achieved, according to its plan.

This meeting should take place in Berlin during the annual IGF in order to meet face to face and to plan for rechartering in 2020. This meeting will be in the form of a debriefing so that new MAG members have a clear guideline of the intentions of the group.

Membership

This WG will be open to MAG and non MAG members. It will have one Chair and up to two Co-chairs who can be non MAG member. A call was put out during the MAG face to face meeting to solicit more members.

The group consists of members who are specialists in their own fields and can greatly enhance the group. New members will add a richness of diversity and strengthen the group. The WG will tap into MAG and non MAG members who speak the language of the host country in order to help into the outreach efforts to the local community.

Relationship to other IGF efforts

This is a crucial element of success for the WGOE. A close collaboration with other IGF efforts will be needed and promoted, with support of the IGF Secretariat, the MAG chair and the MAG members. These efforts include fundraising among others. There is a need for support in terms of communication around the IGF activities and this is why this working group is being chartered to support this effort.

Conclusion

Anything else that is not mentioned here will be included in the IGF activities map document also called the WG's roadmap that is under development and that will be shared with the MAG for approval at a later stage.