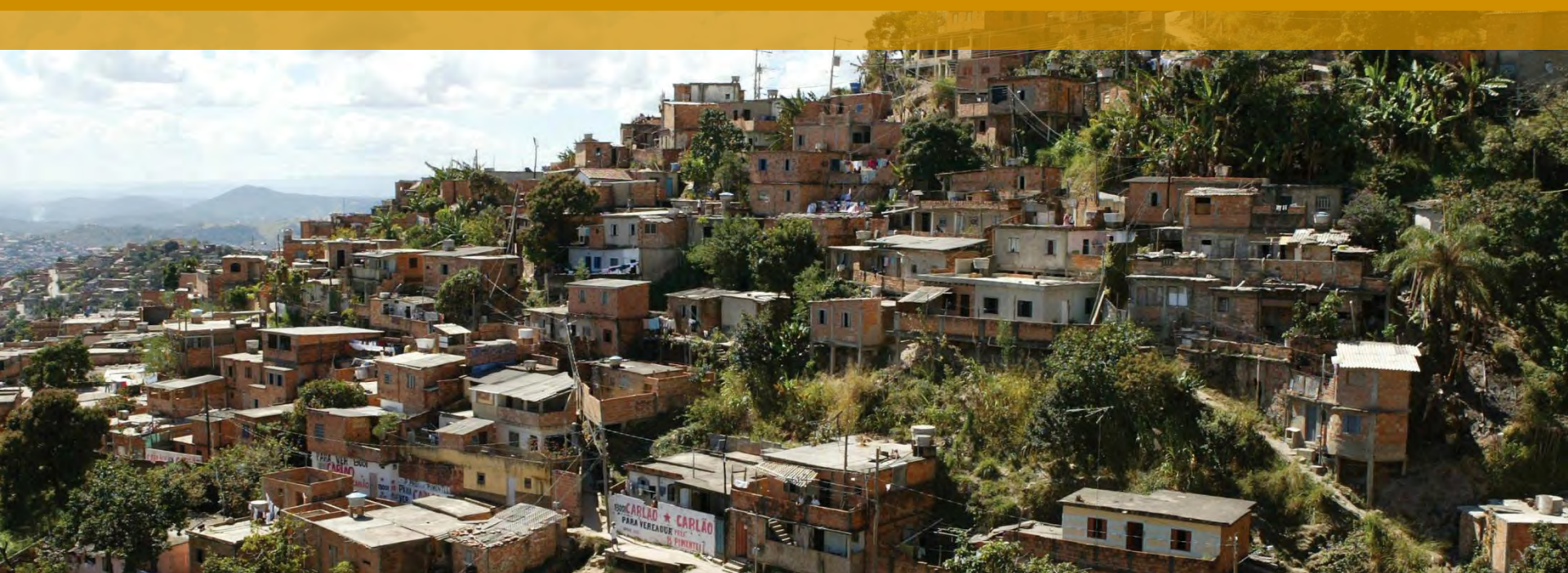


Mainstreaming Communications and Advocacy into the Cities Alliance Work Programme

CITIES
WITHOUT
SLUMS



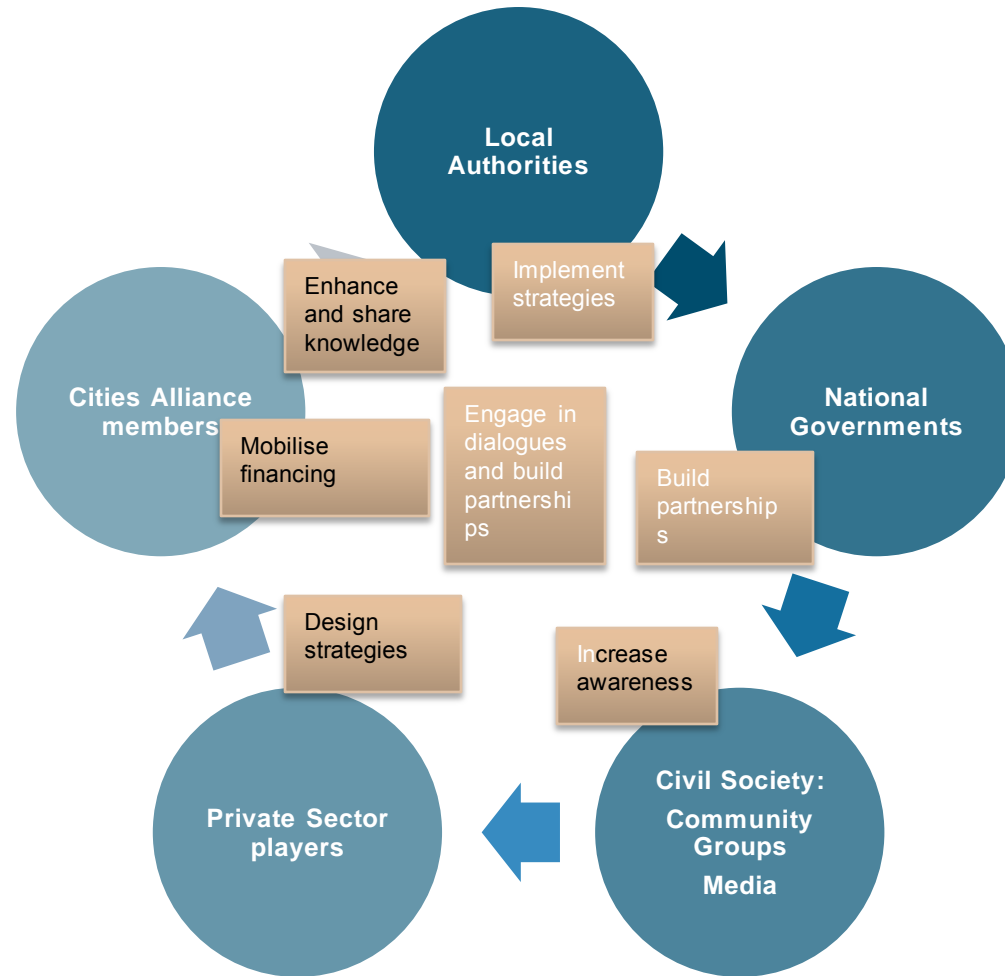
CA CG Meetings, Mexico
City, November 16 – 17,
2010

Cities Alliance
Cities Without Slums

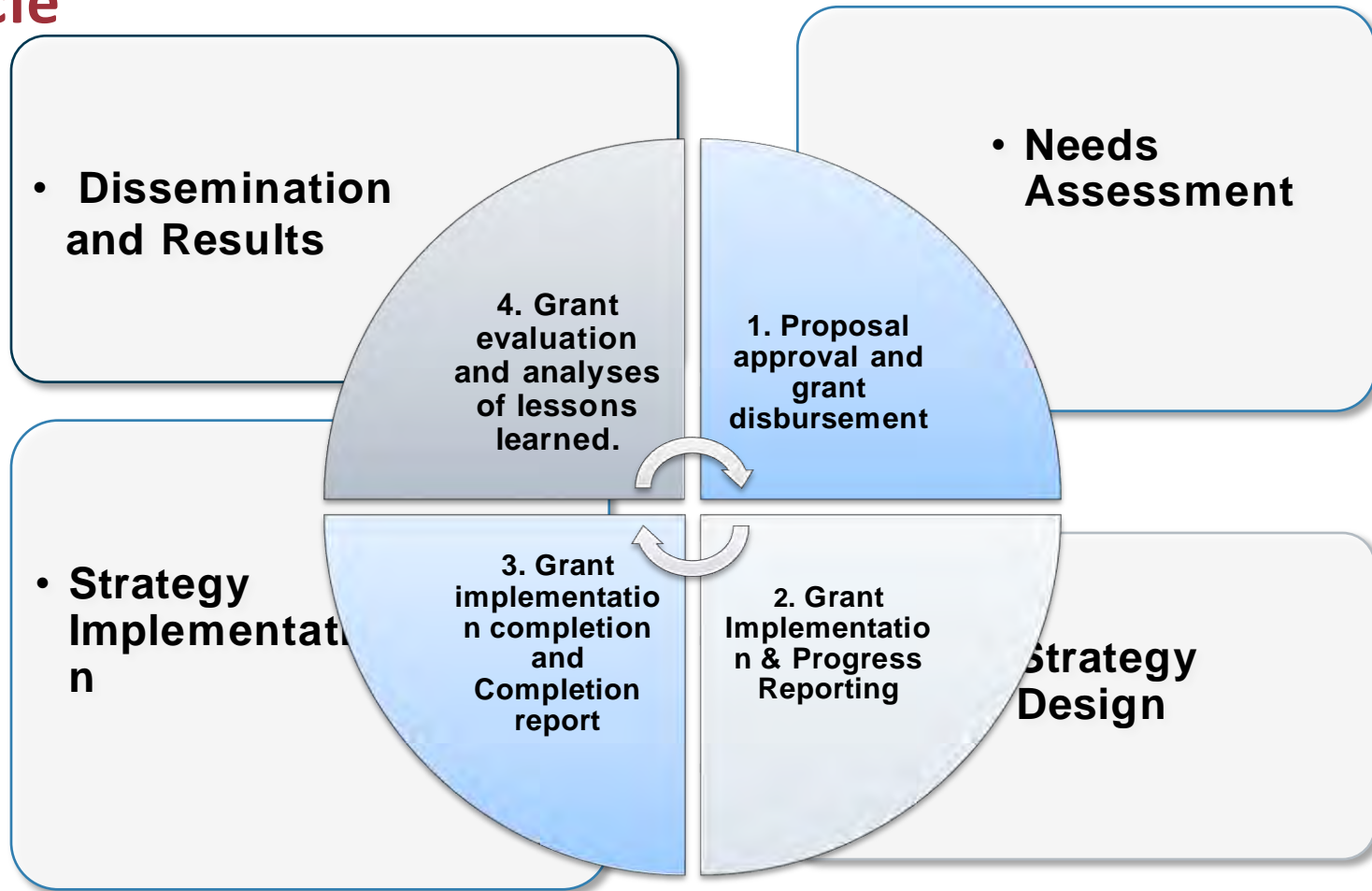
Objectives:

- *To highlight current communications and advocacy activities within the Cities Alliance*
- *To propose a framework for supporting CA's new work programme pillars: CatFunds; Country Programmes; a more systematised knowledge and Learning programme*
- *To deliberate on the contours and role of an invigorated advocacy function within the CA, moving forward.*

Who are our target audience?



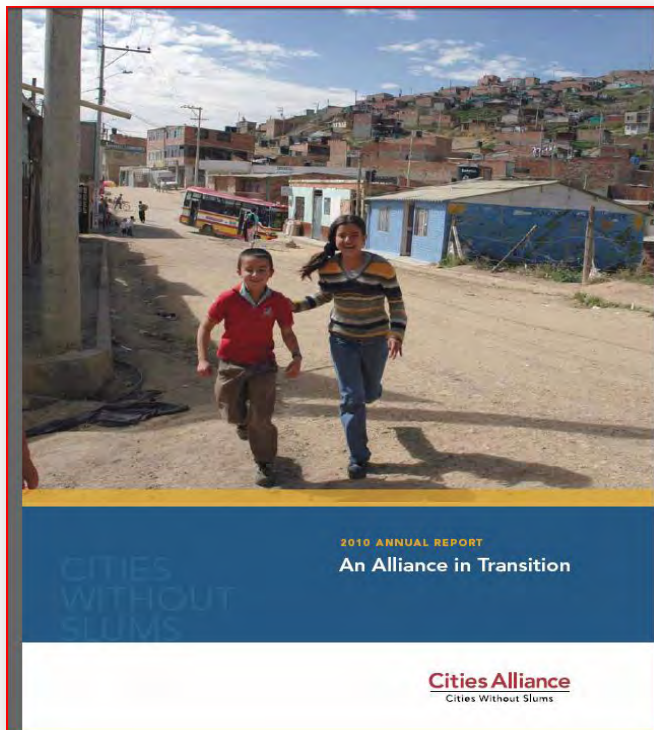
Communications & Advocacy for Development Cycle



Ongoing Activities

➤ **Print Publications – hard copies and on-line**

Thematic Reports, Resource Guides, e-newsletter, CIVIS



➤ **Events Management – WUF, Africities, UCLG Congress, Policy dialogues**



➤ **CA Website –**

Soft launch, Social Media – Facebook, Twitter, Flickr’ accounts, Blogs

➤ **Corporate**

Communications –

Corporate brochures, Liaison with media, Interviews

➤ **Translations – broaden access, Access to Information and Disclosure Policies**

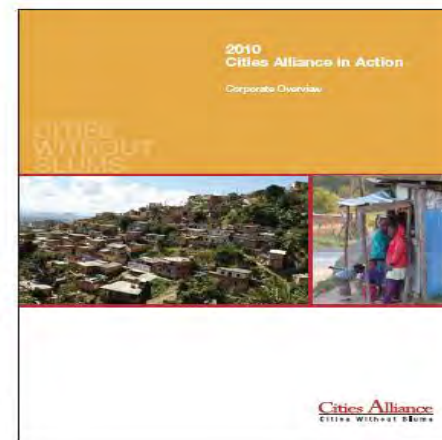
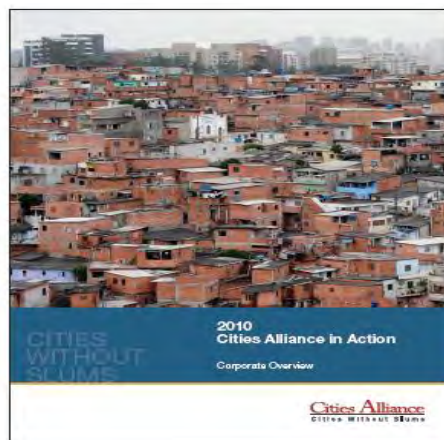
The screenshot shows the 'Member Home' page of the Cities Alliance website. The page has a dark red header with the 'Cities Without Slums' logo and a navigation menu. The main content area is titled 'Welcome to the Member Page' and includes a 'View' and 'Edit' button. Below this, there are three main sections: 'FROM THE MANAGER'S DESK' with a list of recent meetings and updates, 'FEATURED DOCUMENTS' with a list of key documents, and 'PROJECTS AND PROPOSALS' with a 'Proposal Database' and 'Search Projects' section. A left sidebar contains navigation links for 'Member Home', 'Consultative Group (CG)', 'From the Manager's Desk', 'Independent Evaluations', 'Strategic Documents', 'Secretariat', and 'Work Programme'. There is also a 'Send us your news' section in the sidebar.

CA Branding Exercise

- **Revitalizing CA's Corporate Identity**
Terms of Reference
- **New Logo templates**
- **New Report Cover Templates**

Cities Alliance
Cities Without Slums

Report Covers (8.5" x 11")



CA Advocacy

➤ Recent Advocacy Activities

- **The Places We Live Photo Exhibit** - re Jonas Bendiksen, Nobel Peace Center, Canon, Magnum Photos, Cities Alliance, USAID, World Bank @ the National Building Museum, Washington, DC, Fall 2009
- **World Urban Campaign** - Launch during WUF 5 in Rio
- **100 Cities Initiative** – video posted

➤ Developing a formal CA Advocacy Plan

- **European/OECD countries focused advocacy**
- **Country Focused Advocacy**
- **Next steps from the Africa Strategy/Plan**
- **Role of new Policy Advisory Forum**



Mainstreaming C & A into the new CatFunds activities

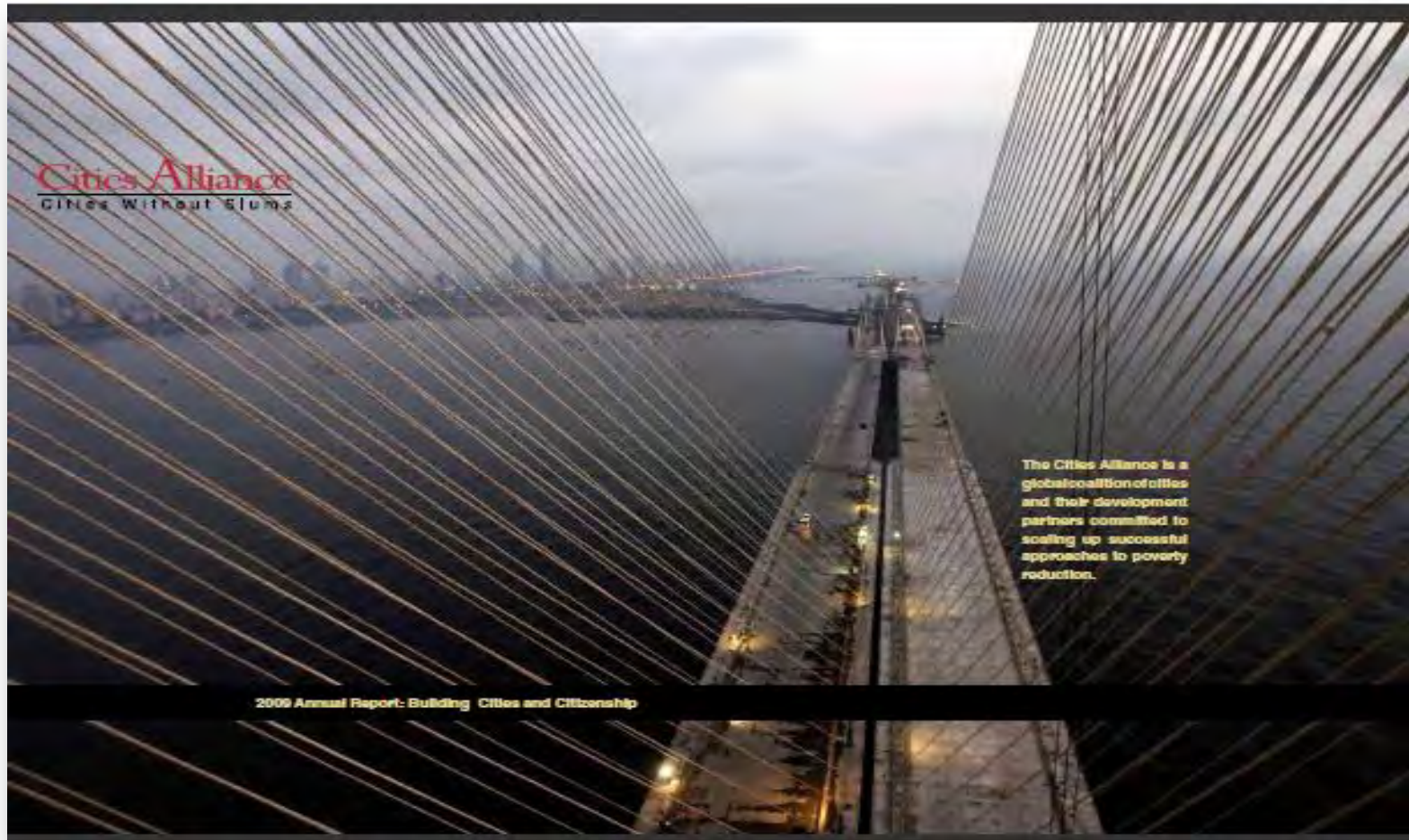
- **Designing a C& A mechanism to be incorporated in the proposal request forms** - as part of overall proposal approval and implementation process
- **Role in formal Launch of the Fund** - Creating the awareness -- the What, How, and Why of the Fund - Approval , Evaluation Processes, Timelines
- **Supporting Knowledge and Learning from Cat Fund activities** – distillation, packaging and dissemination through agreed relevant channels – publications, discussion fora, blogs, south-south exchanges, events participation,

Into to Country Programmes.....

- **Undertake the necessary backgrounder study needs analysis for selected country programme country** - socio-political context, reputational risk factors, attitudes, target audience and what needs to be changed – in partnership with local players; overtime, develop a tool for this analysis
- **With local partners design and implement country specific behaviour change communications/advocacy strategy** - this partnership is important as activities and messages at the local level will feed into overall CA corporate messaging
- **Capture and promote key milestones from in-country activity** – policy reforms, scaling up.
- **Capture knowledge and lessons learned for formatting and dissemination** - Country Case studies; Impact Stories – of the Urban Poor, Gender and Youth

Into Knowledge and Learning

- **Classification and tagging of knowledge resources** - from activities funded by the Old Grant Facility and from Cat fund and Country programme activities
- **Project profiles based on knowledge from activities of Old Grant Facility** - publish lessons learned and stories of impact
- **Promote and publish significant of outcomes of Joint Work Programmes (JWPs)**
- **Promote publication of SoCRs**
- **Populate a CA Knowledge Resources database** - promote and monitor uptake
- **Help with organisation of public policy forums, workshops, south-south policy dialogues seminars to share knowledge**



Thank you!

For more questions and comments please send an email to
cakporji@citiesalliance.org