1st Meeting of the Ad hoc Working Group on Communications

29 March 2017, IOM Building

1. The first meeting of the ad hoc Working Group (WG) on Communications was convened on 29 March 2017 by Co-Chairs Mexico (represented by Mr. Guillermo Reyes and Mr. José Antonio Hernández) and Morocco (represented by Ms. Wiam Labiad). The meeting was attended by WG member states[1] Australia, Bangladesh, Germany, Tunisia and Turkey, as well as by the Support Unit.

2. The Co-Chairs welcomed the WG members and invited them for a round of introductions. Then they announced that the United Arab Emirates have joined the WG as a new member. UAE is particularly welcome as a new member in light of their involvement in important processes like the Abu Dhabi Dialogue and the Colombo process. Sweden, Switzerland and Philippines have left the WG, while the co-chairs are still awaiting a formal reply from Ghana concerning their membership.

3. The Support Unit (SU) explained the changes made on the updated Terms of Reference (TORs) of the Working Group, vis-à-vis the original TORs established under the Turkish Chairmanship of 2014-2015[2].
   - The **scope of work** focuses on implementing the short- and long-term recommendations from the WG report of 2016[3]. In the short-term, the group will report on the progress of the WG at the Tenth GFMD Summit in June 2017, especially in regard to restructuring the website, increased usage of social media, raising the visibility of the Platform for Partnerships' Policy and Practice Database. In the long term, the aim is to review the positioning and communications strategy of the GFMD, and to develop a GFMD communications plan.
   - On the issue of **membership** of the ad hoc WG, the co-chairs informed that it is up to discussion whether membership of the WG should be open to all Friends of the Forum (FOF).
   - On the **duration of work**, the WG will operate co-terminus with the GFMD Co-Chairmanship of 2017-2018, but there is always a possibility for WG members to opt out before the end of 2018 if necessary.
   - The draft **work plan[4]** takes the short- and long-term perspective into account. The short time-frame will be until the Berlin Summit.

4. The Co-Chair (Mexico) opened the floor to comments from the WG members, and asked the members to keep in mind that the TORs should be approved within the day in order to submit

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[1]The UAE and Ghana were not able to attend the meeting.
[2] Both the original TORs and the new TORs had been circulated to the WG members ahead of the meeting.
[3] The report from the WG of 2016 can be found here:
https://www.gfmd.org/files/documents/report_from_the_ad_hoc_working_group_on_communications.pdf
[4] See annex A for the draft work plan. This document was distributed among the WG members during the meeting.

them for approval to the Steering Group (SG) and FOF ahead of the second preparatory meetings on 5 April.

5. For the paragraph on scope of work in the TORs, Bangladesh suggested to include the five bullet points that were listed under 'scope of work' in the original TORs. The other WG members agreed. Further, with regard to the recommendations in the 2016 report, Australia welcomed the alignment with relevant processes, such as the Global Compact on Migration (GCM) and the 2030 Agenda.

6. On the issue of membership, WG members agreed that it should be open-ended. It was agreed that the issue will be discussed within the framework of the preparatory meetings on 5 April. Australia took note of the reference to the Support Unit (SU) as providing "administrative, substantive and logistical support," and urged to clarify the scope of work expected from the SU and to determine if it has the necessary resources to do so. The Co-Chairs welcomed the suggestion to reflect on the role of the SU and the resources it will need, which was agreed by the participants. The co-chairs informed that a revised version of the TORs will be distributed to the WG members the day after the meeting. A silence procedure will be put in place, meaning that the TORs will be circulated to the SG if no comments are made by close of business hours on 30 March.

7. The Co-Chair (Morocco) took stock of where the WG is at this stage, and pointed out that some progress on the short-term recommendations have already been made since the Dhaka Summit. The web portal has been redesigned and the SU is increasing the efforts to utilize social media. The SU will also restructure the Policy and Practice Database (PPD) within the online Platform for Partnerships (PFP) to align it with the GCM and the 2030 Agenda. Further, a mobile conference application is currently under development[5]. Bangladesh suggested adding the achievement of the conference application in the TORs. This suggestion was welcomed by the other members.

8. The WG co-chairs also brought up the newsletter, of which a first issue[6] has been distributed on 28 February. The German GFMD co-chair was commended for its work in this regard. Bangladesh suggested to also mention the newsletter in the TORs, while Mexico suggested incorporating this element in either the guidelines for social media usage or the communications strategy. Both suggestions were agreed. Bangladesh further remarked that in addition to the GFMD process, a part of the newsletter could be dedicated to global migration phenomena like the GCM, which will make the newsletter more attractive. The issue of the frequency of the newsletter was brought up briefly, to which the group agreed that this should be a topic for discussion at a later stage. This also applies to the issue of content, resources, division of labour and the role of Member States in preparing a newsletter.

9. Subsequently the issue of potential cooperation with IOM in the field of communication was mentioned. Mexico informed that the Media and Communications Division of IOM has been approached in order to identify the services they can provide and what role they could potentially play in GFMDs communication strategy. The engagement of IOM was welcomed by the WG members. WG members raised the necessity to elaborate on how to effectively increase the usage of social media. It was pointed out by the WG co-chairs that a protocol for social media usage has been drafted. The WG members welcomed this effort and recognized the need for such a protocol. It was agreed that such a protocol would be added as an annex

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[5] A presentation with more information on the application will be given at the preparatory meetings on 5 April.
[6] The first issue of the GFMD 2017-2018 newsletter can be found here:
https://gfmd.org/files/documents/gfmd_newsletter_february_2017.pdf

to the TORs. The SU agreed to develop guidelines and will aim to have these ready by the next meeting. The SU also requested the WG members to subscribe to the GFMD social media channels and to actively participate on these platforms.

10. For the short-term, it was agreed that the SU will share teasers with a policy focus after the preparatory meetings and before the Berlin Summit, based on the roundtable background papers. In addition, the WG members recognized the need to involve the FOF in GFMD's communication, and to use regional and local structures to amplify the messages of the GFMD. The issue of communication will be discussed in the GFMD Troika on 6 April.

11. For the long term, the members reached a consensus that the WG should aim for a centralized GFMD communications strategy. The issue of a multi-stakeholder approach, involvement of IOM, the division of labour (between WG, GFMD Co-Chairs, SU and all other actors) and a GFMD spokesperson were brought up in this regard. Further, the changing architecture of the context of global migration with developments like the Global Compact on Migration should be taken into account. It was agreed that these issues should be addressed within the WG at a later stage in light of the development of a communication strategy.

12. Under any other business, it was discussed that an update on the status of the WG by the WG co-chairs will be expected during the SG and FOF meetings on 5 April.

Action points

Action	Accountability	Deadline
Subscribe to GFMD social media channels	WG members	ASAP
Send revised version of TORs to WG members	SU	29 March
Comment on revised TORs	WG members	30 March COB
Distribute TORs to SG	SU	5 April
Provide update on WG in SG and FOF meeting	WG co-chairs	5 April
Develop social media guidelines	SU	Next meeting (TBD)