



# Results reporting and Outreach for stakeholder engagement

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# Communicating for the EIF

- Communications is a crucial component of the success of the EIF programme, both globally and at the national level.
- First and foremost, the EIF vision of achieving poverty reduction, inclusive growth and sustainable development through trade, **is in itself a powerful message** that must be embodied and carried by the programme's work.
- Secondly, based as it is on the key principles of **country ownership, partnership and coordination** and aiming at the **sustainability of its results**, the programme needs the **commitment and support of a wide variety of stakeholders to fulfil its mission and achieve its goals.**

# EIF communications in Phase Two

Communications has a crucial role to play to support the following strategic priorities of Phase Two :

- **Resource leveraging** at international, regional and country levels, constantly **showing the results and the relevance** of the EIF work for LDCs development priorities and **a strong sense of value for money** to traditional or new donors, including the private sector.
- **Emerging issues** communications and stakeholder engagement have a distinct role to play, particularly **for the development of partnerships** with the private sector, both at national and regional levels.
- **Increased visibility** globally, regionally and nationally, in particular to promote **leveraging** and **sustainability**.
- Creating a **virtuous circle of effective programme implementation**. Stakeholder involvement and mobilization is **key to ensure the programme's efficiency and effectiveness** and the sustainability of EIF interventions at country level.

# Logframe results and communication

## a) Supporting the achievement of results

In Phase Two, communications will be instrumental to the achievement of Outcomes and Outputs of the new Logframe :

- For Outcome 1 , a successful attainment of **Output 1 (Improved evidence-based policy inputs supporting pro-poor trade)**, **Output 2 (Strengthened institutional coordination of trade and development)** and **Output 3 (Enhanced human capacity for trade development)** will rely on sensitization and trade advocacy, stakeholder engagement, public-private and government-donor dialogue, ownership of the DTIS process and capacity building.
- Stronger communication will support the achievement of Outcome 2 (**EIF countries increase their presence in international markets**) , and in particular through support to the development of branding and marketing strategies as well as to resource leveraging from bilateral or multilateral partners.

# Logframe results and communication

## b) Communicating results

- Indicators of the EIF Phase Two Logframe provides guidance on how to capture programme and project results.
- The same results should inform messaging to stakeholders at global and national levels.
- Messaging should always :
  - be underpinned by data (facts and numbers),
  - show strong linkages to the EIF institutional analytical, capacity building and coordination work
  - Underline country ownership
  - Highlight sustainability aspects
  - Show value for money
  - Show the direct or indirect link between the EIF work and the SDGs (beyond SDG 8) and cross-cutting issues such as gender empowerment, environment and poverty reduction

# Main approaches

- ✓ Focus on results
- ✓ Country and beneficiaries' voices first
- ✓ Embed communications in programme management
- ✓ Communicate as partnership
- ✓ Advocacy and stakeholder engagement vs visibility
- ✓ Connect with 2030 Agenda for Sustainable Development
- ✓ Local communication <-> global



# Contact

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