



Integrated Research on Disaster Risk

IRDR Communications Strategy(2017)



Review Report 2016

- * Interview and survey respondents assessed IRDR's visibility as low and its reach as inadequate given its potential.
- * With the lack of resources and, until recently, suitable capacities in the IPO, communication suffered from a lack of focus on multiple media (conventional and social media, blogs, webinars)

Objectives

- * Create awareness about the impact of IRDR's work under its research objectives.
- * To promote positive perceptions of IRDR and strategically position IRDR in DRR and in support of implementation of SFDRR.
- * To support an enabling environment for the research works of IRDR through resource mobilization and partnerships that will create synergies with the government, donors, research institutions, and other key partners in DRR.
- * To facilitate knowledge management by documenting IRDR's works.

Audiences

Internal audience

- * IRDR's co-sponsors and host: ICSU, ISSC, UNISDR, RADI, CAS
- * IRDR National and Regional Committees (RCs and NCs)
- * IRDR International Centres of Excellence (ICoEs)
- * Internal Staff
- * IRDR Science Committee Members, past SC members, Ex-Officio Members.

Audiences

External Audience

- * Key stakeholders: Academia, scientific and research entities and networks
- * Important stakeholders:
 - Business, professional associations and private sector financial institutions
 - Civil society, volunteers, organized voluntary work organizations and community-based organizations
 - Media

Work Plan (draft)

OUTCOMES	ACTIVITIES	PROGRESS INDICATORS	RESPONSIBLE PERSON
1. Redesigned and updated website	Website content management Use of social media	<ul style="list-style-type: none"> - Mapping of all IRDR and IRDR-related activities, especially activities of NCs and ICoEs. - Activity / news in the centre. - Different, bolder typeface, making it more visible. - Static information in the frames. - Blogs for popularization of DRR science 	Communications Officer (may need to outsource Website Designer if total redesign of the website is necessary as SC meeting suggested)
2. Publications	Publication of: <ul style="list-style-type: none"> - Annual report - Newsletters - Outcomes of events 	Release as scheduled	Science Officer and Communications Officer
3. Visual Identity Standards (VIS) Guidelines incorporating elements of different IRDR bodies.	Creation of VIS Guidelines - Templates (letters, meeting documents, power point presentations; etc.)	VIS Guidelines	Communications Officer
4. Co-ordinated work with ICSU, UNISDR and ISSC to leverage and mobilize network synergies.			Exec Director, Science Officer, Communications Officer



Work Plan (draft)

5. Strategic support to IRDR Scientific Committee (SC) members, Regional and National Committees (RCs and NCs) and International Centres of Excellence (ICoEs).	Support and participation in workshops seminars, conferences, activities initiated by IRDR RCs, NCs and ICoEs, including presentations and representations by IRDR SC members to such events.	News Coverage of events IRDR templates for presentations and reports, sharing of blog sites	Exec Director, Science Officer, Communications Officer
6. Improved Media Relations	Media database	Increased coverage and mentions of IRDR related works in the media at the end of the evaluation year.	Communications Officer
	Press releases		Communications Officer
	Interviews, Press Conferences		Exec Director, SC members
7. Photo/Video Documentation	Photo/Video documentation of IRDR and IRDR related events.	Photo and Video Library	Communications Officer, Office Assistant
8. Conferences, workshops and programmes	As organizer or host	With IRDR family and potential partners	Exec Director, SC members, Science Officer, Communication Officer

Thank you for your attention

connect@irdrinternational.org

www.irdrinternational.org