

Ad Hoc Working Group on Communications

Terms of Reference

The ad hoc Working Group on Communications was established in February 2015¹ under the Turkish GFMD Chairmanship in 2014-2015, in order to assess the GFMD's communication needs and to give consideration to a GFMD Communications Plan. Its mandate was continued under the Bangladeshi GFMD Chairmanship in 2016.

At the Future of the Forum session of the Dhaka Summit in December 2016, the Working Group submitted its final report² containing a number of preliminary recommendations for the immediate and long term implementation by the GFMD. While this report was endorsed by participating Heads of delegations, the decision on whether or not the Working Group should continue was deferred for consideration by the incoming GFMD 2017-2018 Co-Chairs Germany and Morocco.

On February 1, the GFMD 2017-2018 Troika (Bangladesh, Germany and Morocco) agreed to further renew the mandate of the Working Group. After said decision was subsequently endorsed by the Steering Group and the Friends of the Forum, the **Governments of Mexico and Morocco** volunteered to serve as Working Group co-chairs under the GFMD 2017-2018 Co-Chairmanship of Germany and Morocco.

A. Scope of work

The Working Group will continue to consider the GFMD's communications requirements, and how better to share information on the GFMD's processes and outcomes to enhance the impact of the GFMD on the global migration and development agenda. This will be done by:

- assessing the current methods of communicating the processes and outcomes achieved by the GFMD;
- identifying the GFMD's relevant stakeholders, and assessing whether current communication methods are reaching those stakeholders;
- examining whether there are thematic topics that the GFMD may wish to elaborate both in its internal and external communication;
- considering the benefits of the GFMD communicating its work in a broader range of media, with the possible consequence of reaching a wider constituency; and
- identifying and assessing the feasibility of adopting new mechanisms for communicating the processes and work of the GFMD.

¹See Annex A for the original Terms of Reference of the WG. These TORs were developed in close consultation with the GFMD 2014-2015 Troika (Sweden, Turkey and Bangladesh).

² See Annex B for the full report.

In addition, the Working Group will lead efforts in implementing the preliminary recommendations outlined in its report at the Dhaka Summit. In so doing, the WG will try to align its work plan with relevant processes coinciding with the GFMD 2017-2018 Co-Chairmanship period, such as the Global Compact on Migration and the 2030 Agenda for sustainable development. The WG may also address other emerging communication requirements of the GFMD.

For the immediate term, the group will focus on:

- Further restructuring the website (the Support Unit has already launched a new web portal since the Dhaka Summit);
- Increasing the usage of social media;
- Periodical publication of GFMD Newsletter;
- Developing a GFMD Mobile App; and
- Raising the visibility of the Policy and Practice Database.

For the long term, the group will focus on:

- Reviewing the positioning and communications strategy of the GFMD; and
- Developing a GFMD communications plan

The group will prepare an interim report for consideration by participating Member States at the Tenth GFMD Summit Meeting in Berlin to report on progress that has achieved by then. A more comprehensive report will be prepared during the Eleventh GFMD Summit to be held in Rabat in 2018. In between these Summits, the WG will submit periodic updates and consult with the GFMD Troika and the Steering Group to ensure that the WG activities are in line with the priorities of the Co-Chairmanship and serve the general interest of the GFMD process.

B. Responsibilities and expectations of members of the group

The WG members are expected to provide substantive support towards realizing the objectives and mandate of the WG by:

- Participating regularly in WG meetings and activities set out in its work program;
- Contributing to the implementation of the preliminary recommendations from GFMD 2016;
- Coordinating with their respective governments to understand their expectations of the GFMD and its communication strategy; and
- Providing any other advice or assistance that the GFMD Co-Chairs may require to achieve their Chairmanship objectives.

C. Membership of the group

Membership of the group is on a voluntary basis and should be regionally balanced, to the extent possible. The Working Group currently consists of the following members:

- Mexico (WG Co-Chair);
- Morocco (WG Co-Chair and GFMD Co-Chair);
- Australia;
- Bangladesh;
- Germany (GFMD Co-Chair);
- Ghana;

- Tunisia;
- Turkey; and
- United Arab Emirates

Under the direct supervision of the GFMD 2017-2018 Co-Chairs and in coordination with the WG Co-Chairs, the GFMD Support Unit will provide administrative, substantive and logistical support to the Working Group.

D. Duration of Work

The group will operate co-terminus with the GFMD 2017-2018 Co-Chairmanship. Consistent with the state-led character of the GFMD process, this work duration is without prejudice to the members' right to withdraw at any time.

E. Funding

Costs incidental to the group's meetings are assumed voluntarily by the group Co-Chairs (Mexico and Morocco). Should there be a need to consult external experts or procure products and/or services necessary for the implementation of the GFMD 2016 recommendations and the development of a communications plan, the group will first notify the GFMD Troika and the Steering Group to obtain prior approval.

F. Work Plan

A detailed work plan will be drafted by the Support Unit in coordination with the Co-Chairs (Mexico and Morocco). The work plan will be aligned with important GFMD meetings and with the work plan of the ad hoc Working Group on the 2030 Agenda and the Global Compact on Migration.