

BACK TO OFFICE REPORT

Place	Graz, Austria
Date	26-27 November 2013
Events	Coordination meeting of the Regional Secretariat
Participant	Richard Muller; Regional Coordinator Gergana Majercakova; Communication Officer Sabina Bokal; IDMP CEE Programme Manager
The purpose of the trip <ul style="list-style-type: none"> • Coordinate activities between IDMP CEE and the Regional Secretariat • Review of administrative issues • Prepare a plan for actions by end of 2013 and 2014 • Prepare a comprehensive communications plan for 2014 	

Meeting minutes

1. DAY 1; Tuesday, 26. 11. 2013

- General discussion about the agreements; how many more to finish and sent to partners;
- Overview of the spent budget and about the plan for 2014
- Overview of the planned activities for 2014 – focus especially on events (workshops, notation consultation dialogues, etc.)
- Overview of applications for recent vacancy for administrative assistant (GWP CEE will have interviews on Tuesday, 3. 12. 2013)

ACTIVITY	WHO	TILL WHEN
Travel claims		
Richard will get information from the GWPO how much are per diems if the whole day food is provided	Richard	6.12.2013
Agreements		
Sabina and Richard need to prepare and sent final Mix (for 1.2, 2.2 and 8.1 activities) agreements to partners	Richard & Sabina	28.11.2013
Sabina need to get all the invoices and Hana need to paid them	Hana & Sabina	15.12.2013
New annexes need to be prepared for the Secretariat staff	Richard & Hana	6.12.2013
Budget		
Richard will ask Karin L&B updated (core and IDMP)	Richard	2.12.2013
Richard and Sabina will prepare new request for funds for December 2013 (Q4) and sent it to GWPO	Richard & Sabina	4.12.2013
2nd IDMP CEE Workshop		
Gergana will collect offers of the hotels in Ljubljana	Gergana	6.12.2013
Sabina will prepare draft programme and invitation	Sabina	10.1.2014
Sabina and Gergana will prepare list of participants	Sabina	31.1.2014

Gergana will start with arranging the flight tickets	Gergana	31.1.2014
Activites in 2014		
Sabina will send the table of planned NCDs to Gergana and she will use it for news or will consider possible participation at some of them	Sabina & Gergana	2.12.2013
Sabina will communicate with Janusz Kindler (PRG) content of the 1st PRG Report	Sabina	4.12.2013
Sabina will check the dates for W&C Programme meeting in Bankog	Sabina	6.12.2013
Sabina will ask for the dates of events within demonstration projects and inform Gergana about them; possible news/articles or participation at some of them	Sabina	6.12.2013
Other		
Gergana will share google calendar with Sabina	Gergana	5.12.2013
Gergana will take care for the GWP CEE archive	Gergana	31.12.2013

2. DAY 2; Wednesday, 27. 11. 2013

We have discussed following communication products:

1. PRINTING MEDIA:

- **1st IDMP brochure** in English (total cost – max. 3.100 eur):
 - Final brochure in pdf will be prepared till 6 December;
 - Gergana will present it at the communication officer meeting and collect further comments, suggestions;
 - Brochure will be printed this year but officially sent out at the beginning of the next year;
 - Brochure will be sent to: council members, PRG group, some national coordinators, activity leaders - Sabina will prepare more detailed list.
- **1st IDMP brochure translated in local languages** in 2014 (cca.5000 eur).
- **Guidelines;** at the end of the programme should be prepared as 10 pages long (interesting and useful) brochure.
- **2nd Policy Brief** – printed at the end of 2015

2. ELECTRONIC:

- **1st Policy Brief** – draft version is already prepared; will be published in pdf on our website (on GWP template for Policy Briefs);
- **Monthly reports/newsletters:**
 - Monthly report prepared so far will be sent to graphical designer
 - New template will be prepared at the beginning of 2014

- Content (for now):
 - Summary of the progress
 - Progress within each activity
 - Upcoming events
 - IDMP CEE in media

3. VISUAL MEDIA

- **Video** (total cost: at least 5000 EUR); Will start with preparation in March 2014.
- **Small video interviews** – for each demonstration projects – activity leaders presenting very shortly their activities or video of different demonstration projects (on the field). Published on youtube, our web page, etc. (total cost: 500 eur)

4. E-MEDIA

- **Facebook** – NOT a new FB page for IDMP, BUT a very strong presentation of IDMP CEE on GWP CEE FB page – promoting posts (paid);
- **Google Ads** – after the website of the programme is created and put online;
- Links of our web page on other web pages: WMO (Global IDMP), EDO (European Drought Observatory), all partners – link of IDMP CEE on their website;
- **Blogs** – explore different blogs and add comments about droughts (Gergana)
- **Google Alerts** – to put new key words for IDMP, Drought Management, etc.

5. WORKING WITH MEDIA

- **Workshop for journalists** – (cca. 10000 EUR)
- **Press releases** – 2 paid press (cca. 1000eur)
- **Articles for journals** – think about article for Vodohospodarsky spravodajca (Elena – I will ask her) and other possibilities in the other countries as well
- **TV Interviews** (Gergana has connections at the Slovak TV) – during the summer a TV interview could possibly be agreed

6. COMPETITIONS

- Photo + small story (cca. 1200 eur):
 - launch on June 17th World Day to Combat Desertification and Drought
 - concept note – prepared by Gergana by 28 February

7. WEB PAGE

- We discussed in detail the content of the IDMP CEE web page, which will have a special place on GWP CEE webpage;
- Gergana will prepare a structure till 6 December and presented at the “communication officers” meeting; collect additional suggestions, comments, etc.
- Web page will be officially put on the internet at the beginning of 2014.

ESTIMATED BUDGET FOR COMMUNICATION ACTIVITIES

<i>Dissemination activities/products</i>	<i>When?</i>	<i>Budget</i>
1st brochure	2013	3100 (in 2013)
Paid press releases	2014,2015	1000
1st Policy Brief	2013	Already paid
2nd Policy Brief & guidelines	2015	5000
Workshop for journalists: 10 countries, 1 journalist per country	2014	10.000
Short video about IDMP	2014	5.000
short video interviews (interview on TV)	2014	1.500
2nd Brochure (10 languages x 1 500 = 15 000)	2014	5.000
photo competition	2014	1.200
electronic media (facebook, google ads)	2014/2015	200
design for the newsletter/monthly report	2013	100
<i>Total</i>		<i>23.900</i>
<i>Planned for now for 2014</i>		<i>18.700</i>
<i>Difference</i>		<i>-5.200</i>

2013-03-12/SB