



# TFESSD Dissemination Plan – ideas for discussion

- Task managers always produce reports and almost always conduct workshops in beneficiary countries
- Many disseminate their ideas at Bank events
- Some also disseminate through book or journal publications
- So what is the problem?
  - Non-Bank development practitioners may not benefit (enough)
  - Reference Group is not consistently kept informed of results and impacts
  - Reports can be hard to access
  - Norway / Finland domestic audiences not sufficiently aware of the positive impacts of TFESSD
    - ...dissemination “beyond the required” not good enough



# Many and diverse target groups ...

- RG, donors
- Bank staff
- Beneficiaries / developing country policymakers
- Development practitioners in North and South
- Parliamentarians from Norway/Finland

## With diverse information needs

- Detailed up-to-date information, easy access to all results/reports/task managers
- Awareness of trust fund and of results in relevant disciplines
- Results from own country (and other as relevant)
- Development practitioners in North and South
- Access to results in relevant disciplines
- Understanding of WBG and appreciation of role of TFESSD



# How to meet information need

- Regular email communication, website
- Website, newsletter
- In-country workshops, newspapers etc
- Newsletters in relevant disciplines
- Personal briefings in Oslo, Helsinki, or when visiting Washington
- (would Norway/Finland newspapers take interest?)
- Video presentation (to use in briefings)...?



# Proposed initiatives

- Regular email communication with RG with updates
- Maintain TFESSD website 'live'
- 1-page "TFESSD Project Brief"
- Regular (quarterly?) TFESSD electronic newsletter compiling Project Briefs and other news
- Supply thematic (non-TFESSD) newsletters and websites with Project Briefs
- Briefings to visiting delegations from Norway/Finland



# TFESSD secretariat can take the lead but we need your help ...

- To communicate news/issues
- Window managers and task managers to help us identify promising projects to showcase
- RG to help us reach Nordic development constituencies
  - Through newsletters
  - Inviting task managers to events in Norway/Finland
  - Help us and task managers link up with Embassies where relevant
- Executive Directors Office and Embassy to help us give briefings to visiting delegations