

WGEA Communication/Cooperation Strategy

Project Objective

The overall project objective is to facilitate both internal communication within WGEA and external communication in order to develop cooperation between the WGEA and other international organisations.

Background and justification

The 2008-10 work plan recognises that effective communication, both inside and outside the SAI community is a key priority for the WGEA. The work plan proposed the development of a formal cooperation strategy with external organisations to provide on-going communication and outreach.

Communication means one-way or two-way information transfer while **cooperation** involves cooperative activities between at least two partners in order to achieve mutually beneficial outcome. Communication between partners is a forerunner to cooperation.

Existing initiatives upon which this strategy can build include:

- The WGEA draft Communication Plan 2005-07 which was discussed during SC3 in Peru, February 2004 and presented in WG9, in Brazil, June 2004 but was not fully implemented.
- The INTOSAI Communication Policy developed by the SAI of India in 2006 under the INTOSAI Strategic Plan Goal 3.
- The proposed INTOSAI External Relations strategy under the INTOSAI Strategic Plan Goal 2.
- Current WGEA internal communication, including Greenlines, the Web Page, correspondence from the Chair and communication between WGEA Secretariat, Steering Committee and RWGEA coordinators. Some of these means (Greenlines, the Web Page) serve the external communication needs as well.

In recent years, the Chair of the WGEA has been the liaison between the WGEA and international organisations, such as the World Bank, other Multilateral Development Banks, the United Nations Environment Programme (UNEP), and other UN agencies. As such, the Chair has had an opportunity to discuss the work of the WGEA and its membership, to exchange information and tools, and to share information on SAIs' work on environmental auditing. As a result, some of these organisations participated to WGEA meetings and made presentations. Recently, the WGEA has experienced a more formal partnership with UNEP which has started to work out a handbook for environmental auditors on international agreements and conventions.

This project will build on these initiatives to identify communications activities and establish a Communication/ Cooperation strategy.

Project scope

The project scope is to develop a formal communication/cooperation strategy to support WGEA in fulfilling its Vision and achieving Strategic Goals agreed.

Knowledge sharing and capacity building are the key elements in order to improve the WGEA work. A Communication/Cooperation strategy will facilitate the building of relations internally and with external organisations. Wider communication network in the field of environmental auditing is essential to achieve the strategic goals and keep cooperation partners informed about the activities undertaken.

As such, this strategy will build on existing initiatives to delineate objectives and activities in the following areas:

1. Internal communications:

Internal communication with SAIs is fundamental and is led by the WGEA Secretariat. For example, the Greenlines and WGEA Web Site are important means for both internal and external communication. This project involves defining the roles of WGEA Chair, Secretariat, Steering Committee, Project Leaders, Project Subcommittee members, Members and RWGEA coordinators. Current activities will be reviewed and other potential opportunities will be explored.

2. External communications:

The external communication with international organisations, governments, NGOs, etc. is envisaged on three different levels:

- the WGEA Secretariat is the lead for communications with external organisations at a global level;
- RWGEA Coordinators, in liaison with WGEA Chair, take the lead for communication with external organisations in their regions;
- Project Leaders develop a project-specific communication plan for their paper making it available not only internally (for SAIs) but also to external organisations. Project leaders could also introduce their results to a wider audience by writing articles, preparing presentations and posters for conferences, etc.

This project will review current activities, explore additional opportunities and delineate these within the Communication/Cooperation Strategy.

3. Cooperation

Under cooperation the key strategic issue is to determine, over time, the organisations with which the WGEA has shared interests in order to develop potential partnerships. "Partnership" means the mutually beneficial continual cooperation targeted to

a joint product or activity. Partnerships should respect the INTOSAI's independence requirements.

This project will result in a Communication/ Cooperation Strategy that includes:

- A new Communication Plan that addresses both internal and external (project specific, regional and global) needs;
- Formal cooperation principles with external organisations;
- An assessment of international organisations who could become WGEA cooperation partners; and
- A specific cooperation plan with UNEP.

Planned methodology and Participants

Activities and Methodology

The SAI of Estonia as a project leader in cooperation with Poland and Canada will identify and formulate specific planned actions, outcomes, assigned responsibilities and timelines for all main products of the communication/cooperation strategy.

Main steps are:

- Review the WGEA 2005-07 Communication Plan and the INTOSAI Communication Policy to determine common elements upon which this strategy can build.
- Formulate WGEA outreach objectives and goals for internal and external communication and cooperation with external organisations in liaison with Canada, Poland and RWGEAs (the main themes to be covered, how detailed the strategy should be, what is the timescale, indicators, follow-up plan etc.).
- Define how the strategy will be implemented and the main communication channels.
- Compile a focused list of potential external cooperation partners.
- Identify common interests with UNEP in order to build cooperation.
- Finalise the draft strategy after discussion with SC members and RWGEAs through their coordinators.

Participants:

The project will be executed by Estonia (as a Project Leader) in cooperation with Poland, Canada, RWGEAs. Other interested WGEA members are welcome to participate.

Timeline and key milestones

<i>Period (month)</i>	<i>Main activities</i>	<i>Milestones</i>
March to April 2008	Drafting the project plan	To be discussed in SC7 May 2008

July/August 2008	Review the project plan based on the comments on project plan made before and during SC7	Final project plan ready
August to November 2008	Finalise WGEA outreach objectives and formulating the goals for the strategy in cooperation with Canada and Poland	Outreach objectives and goals for communication/cooperation strategy sent to RWGEA coordinators for comments
January to May 2009	Drafting the strategy (specific planned actions, outcomes, assigned responsibilities and timelines for all main project products)	Draft of communication/cooperation strategy sent to RWGEA coordinators for comments
June 2009	Incorporating inputs, finalising the draft	Draft of the strategy sent to the Secretariat
August 2009	SC8 – review and approve the draft	Draft strategy ready
September to November 2009	Analyse the comments on the strategy, held discussions with RWGEA coordinators and compose summary report	Final draft of the strategy sent to the Secretariat
January/February 2010	SC9 – review and approve the final draft of the strategy	Final version of the strategy ready
March to April 2010	Finalizing the potential cooperation partners list – project leader with Canada, Poland and RWGEA coordinators	Final version of the strategy with amended potential cooperation partners list sent to the Secretariat
June 2010	WG13 – approve the project outcome	Formal communication/cooperation strategy is finalized
July to September 2010	Introduction and publication of the strategy	Strategy is presented at XX INCOSAI

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