



# Terms of Reference: Digital Earth Africa Communication Working Group

## Purpose

This document outlines the Terms of Reference for the Digital Earth Africa Communication Working Group.

## Communication Strategy

- DE Africa developed a revised Communication Strategy which was endorsed at the March TAC meeting to establish stakeholder engagement activities and drive effective communication. The strategy:
  - Identifies desired communication outcomes and the activities required to achieve them
  - Identifies and prioritises the program's stakeholders and levels of engagement
  - Outlines how prioritisation of communication efforts in reaching defined target audiences can:
    - Help to achieve the program's three-year plan
    - Facilitate effective engagement with stakeholders and key audiences
    - Improve the awareness, value and uptake of DE Africa data, products and services
  - Outlines how communication will leverage partner networks as a distributed model
  - Provides the framework to transition the communication function from the Establishment Team to the PMO

## Communication Working Group

A Communication Working Group has been created to guide Digital Earth Africa's communication and engagement approach. The Communication Working Group contributes to the DE Africa communication and engagement approach and the development and distribution of material promoting the program. Involvement of Working Group members in promoting the program to a diverse range of stakeholders will contribute to the growth and overall success of the program.

The Communications Working Group is convened and supported by the Program Management Office (PMO) and in the interim by the Establishment Team (ET). The Working Group is also governed, in its constitution, conduct and activities, by the [Principles of DE Africa](#).

The Working Group exists to support the PMO by providing advice on matters relating to the ongoing promotion of the DE Africa Program to help the program meet business objectives.

The Working Group has become known as the 'Communication Network' and an email address: [commsnetwork@digitalearthafrika.org](mailto:commsnetwork@digitalearthafrika.org) has been established.

## Membership

Communication Working Group Members will include representatives from each of the Implementing Partner organisations. Each Implementing Partner TAC representative will nominate the relevant Communication Working Group Representative. Representatives should hold a communication role within their respective organisation and have the relevant skills and capability to carry out working group responsibilities.

Current Membership:

- ◆ Chair – Lisa Hall, DE Africa Establishment Team
- ◆ DE Africa Establishment Team – Rachel Lobley, Emma O'Connor, Ella Hourigan
- ◆ RCMRD – Dorah Nesoba
- ◆ AFRIGIST – Desmond Fonyuy
- ◆ AGRHYMET – Aziz Mainas
- ◆ OSS – Nadia Khammari
- ◆ CSE – Thioro Niang
- ◆ SANSA – Vaneshree Maharaj

The DE Africa Establishment Team takes responsibility for administration of the Working Group Members.

### **Members are responsible for the following:**

- ◆ Participating in monthly Communication Working Group meetings
- ◆ Understanding the DE Africa Communication Strategy and adhering to the DE Africa Brand Guidelines
- ◆ Providing feedback and advice on the overall communication and engagement approach for the DE Africa program
- ◆ Contributing to the development of communication and promotional material
- ◆ Distributing DE Africa material through their established communication channels and stakeholder networks
- ◆ Sharing relevant communication performance results related to DE Africa content
- ◆ Acting in the best interests of the DE Africa program

## Attendance

The quorum for a meeting shall require the attendance of at least 66% (2/3) of the members. Any delegation of attendance will be subject to the approval of the Chair.

Internal or external persons may be invited to attend the meetings at the discretion of the Chair to address particular items such as: specialist advice; opportunities or recommendations.

## Meetings, agendas and papers

The Communication Working Group will meet virtually each month, and when required. The Chair may defer meetings or call additional meetings as and when required.

The working group has a standing agenda. Members have the opportunity to request the inclusion of additional agenda items or alternatively raise other issues under Other Business.

The agenda will be circulated ahead of each meeting.

The Minutes of each meeting will be managed by the DE Africa Establishment representatives. Full copies of the Minutes will be provided to all members no later than five working days following each meeting.

## Reporting

The Working Group will report to the Program Management Office in order to provide inputs to the annual planning cycle, specifically in early Q4. The Working Group will also report at quarterly meetings of the Technical Advisory Committee to inform progress of the Working Group and stakeholder feedback.

The Working Group should maintain records such as minutes of meetings accepted as correct and other communication between members, such as written comments made on a report and other papers submitted to the committee (e.g. out of session comments via email).

## Continuous improvement

The Communication Working Group will undertake an annual self-assessment on the anniversary of its establishment. This assessment may include:

- A. Achievement of the Working Group's role.
- B. Participation and effectiveness of processes.
- C. Effectiveness of the communication model.
- D. External feedback, particularly from key stakeholders.