

About the INTOSAI-Donor Cooperation Communications Package

Background

The purpose of the communications package is to facilitate communication and awareness raising about the Cooperation for the members of the Steering Committee (SC). These are seen as “**change agents**” in the [Cooperation’s communications strategy 2016-18](#), and constitute an important link to people who work on SAI capacity development in donor organisations and in SAIs, but who are not directly involved in the SC. To achieve the objectives of the INTOSAI-Donor MoU, it is crucial that information about good practices for SAI capacity development reaches not only those who actively take part in the SC meetings, but also those who are involved in capacity development activities at the country level.

The communications objectives of the Cooperation are:

To maintain support for the Cooperation:

1. Raise awareness of the value of the Cooperation as a strategic partnership between the INTOSAI and Donor communities in the interest of SAI development
2. Raise awareness of the Cooperation’s work and contribution to results and successes in SAI capacity development
3. Raise awareness of the contribution of the Cooperation to the development of global public goods to strengthen SAIs

To influence behaviour change to ensure that the objectives of the INTOSAI-Donor MoU are achieved:

4. Advocate for strengthened capacity building of SAIs
5. Promote the principles of SAI-led support, alignment of support behind SAI strategic plans and coordination of support provided at the country, regional and global levels

Contents of the Communications Package

The communications package consists of materials that the SC members are encouraged to make use of when interacting with relevant staff / organisations within their networks, as well as with external stakeholders. The package is available in English, Arabic, French and Spanish. It is available on the Cooperation’s website: www.idi.no/intosai-donor-cooperation

The package contains:

1. A number of SAI capacity development **success stories**
2. A **flyer** with key information about the Cooperation
3. A flyer about the **Global Call for Proposals**
4. A sheet with **key messages** about the Cooperation and its results
5. A standardized **presentation** about the Cooperation objectives, results and activities
6. A presentation on the **importance of SAIs** for good governance, accountability and transparency

Additional material on specific topics may be prepared in future.



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Use of the Communications Package

SC members are encouraged to make use of the communications package to inform about the Cooperation to relevant audiences, especially staff within their own organisations, or for the case of INTOSAI regions and committees, to member SAIs. Examples of such communications activities include:

- Handing out flyers at relevant events
- Sharing materials, for example the success stories on websites / newsletters / magazines / social media
- Delivering presentations
- Sharing materials by email with staff working on SAI capacity development

Key messages have been developed to help increase the understanding of the Cooperation's added value and how it differs from INTOSAI and other bodies, and to facilitate consistent communication by SC members.

When sharing the success stories with relevant audiences, we encourage you to use the pdf versions with the developed design, and ensure to mention the link to the INTOSAI-Donor Cooperation – to help raise awareness of the Cooperation.

To enable monitoring of the communications work, the Secretariat would very much appreciate to be informed when you have made use of the communications package. Furthermore, if you would like to present or communicate contents that deviate substantially from the standardized presentation material, we encourage you to consult with the Secretariat before doing so. This is to ensure that the Cooperation sends a coherent message to its different audiences.

Contacts and Further Information

Further information about the Cooperation and the communications work is available at www.idi.no/intosai-donor-cooperation.

You may contact the Secretariat at intosai.donor.secretariat@idi.no

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