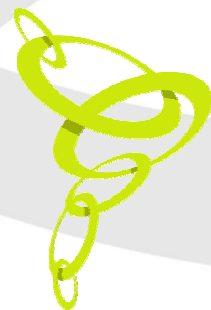


VIII Meeting of the Executive Steering Committee

Annex 8

Support to the Implementation of the Participation and Outreach Strategy



Quito, December 13, 2006





Participation and Outreach

Background

- The strategic objectives prioritized by the Executive Steering Committee (CDE, in Spanish), in the meeting held on December 1st and 2nd, 2005, in the city of Asunción, Paraguay.
- One of the four main action lines in the development of the activities of the IIRSA Initiative during 2006.
- Support to the National Coordinators tasks within the frame of the annual activities of IIRSA.



Participation and Outreach

Objective

To continue the development of new information and spreading instruments that may spread, in a dynamic and modern way, the future content, scope, achievements and challenges of the IIRSA Initiative as well as different participation actions aimed at all the sectors of the civil society, related and/or interested in IIRSA, both regionally and extra-regionally.



Participation and Outreach

Four Main Lines of Action: 2006 - 2007.

- 1. Re-designing of the IIRSA web site;**
- 2. New data base for the IIRSA projects;**
- 3. New specific material for outreach;**
- 4. New IIRSA document.**



Participation and Outreach

1. Re-designing of the IIRSA web site

- **Objective: To strengthen the scopes and contents of the web site, as one of the main instruments for outreach.**
- **Situation:**
 1. The proposal for the re-designing of the web site is in progress and under trial period in order to improve and design the home as well as to design the links and secondary pages/sectors and clear the existing information and functionalities.
 2. Its complete development and online start-up (re-designing, programming and implementation) is planned for April 2007.
 3. According to what was required by the National Coordinators in the meeting held during November 8th and 9th, the “trial link” has been sent to the National Coordination in order for the corresponding recommendations to be sent to the CCT Secretariat (if there were any).



Participation and Outreach

2. New Data Base for IIRSA Projects

- **Objective:** The creation of a new Data Base for the 348 Projects included in the IIRSA Portfolio, which will have an updating function and will be adapted to the new design of the Web Site.

- **Activities:**
 1. ***It is being developed and functional trials are being carried out.***
 - Product Installed to start the training for the National Coordinators and the data entry/updating phase in each of the countries: Planned for March, 2007.



Participation and Outreach

3. New Specific Material for Outreach

- **Objective:** The creation of new material for spreading, modern and adapted to the dynamics of the Initiative, which may be used as a complement to the tasks developed by the National Coordinators and the CCT, as well as a complement to the existing information in the Web Site.

- **Activities:**
 - Stage: Diagnosis and Identification of new products and contents:

Defined Products: Planned for March/April, 2007.



Participation and Outreach

4. New IIRSA Document

- **Objective:** To offer the interested countries and interested actors a new document that describes and facilitates the understanding of the mission, objectives, different ways of action, achieved results and plan of action of the IIRSA Initiative; to consolidate knowledge, practices and visions of the IIRSA Initiative, highlighting its innovative conceptual framework and its particular way of working; and to spread the IIRSA Initiative.



Participation and Outreach

- Participation Activities to be Developed during 2007.

As a complement to the materials and instruments specifically destined to the outreach of the projects of the IIRSA Initiative, certain activities (forums / seminars) are planned. Said activities will be a complement to the objectives of the Activities Plan 2007.



Participation and Outreach

THANK YOU VERY MUCH!