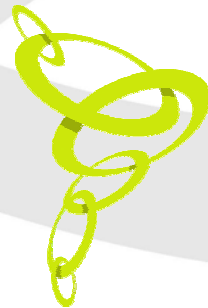


Support to the Implementation of the Participation and Outreach Strategy Initiative for the Integration of the Regional South American Infrastructure (IIRSA)



Meeting with IIRSA National Coordinators
November 8th and 9th, Quito, Ecuador





Participation and Outreach

Background

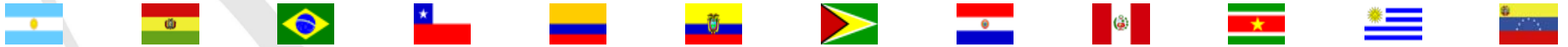
- The strategic objectives prioritized by the Executive Committee (CDE, in Spanish), in the meeting held on December 1st and 2nd, 2005, in the city of Asunción, Paraguay.
- One of the four cornerstones of action in the development of the activities of the IIRSA Initiative during 2006.
- Support to the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

- 1. Re-designing of the IIRSA web site;**
- 2. New Data Base for the IIRSA Projects;**
- 3. New Specific Material for Spreading;**
- 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 Spreading.
- **Activities:**
 1. ***Diagnosis (July - August 06)***
 - Analysis of the current web site (strengths and weaknesses)
 - Introduction of a proposal to improve: the home design, the design of links and secondary pages / sectors, and the clearing of the existing information and functionalities.
 2. ***Development stage (October – December 06)***
 - Situation Report as of the established date: Work execution for the creation of a new design and the implementation of functionalities.
 - **Estimated Date: New Design Installed: January, 2007**



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. **Diagnosis**
 - Review of the Data Base for the Projects
 - Diagnosis of the Situation and Operation
 - Perspective for the Improvement of the Data Base
 2. **Development stage – Report and Re-designing proposal**
 - Situation Report as of the established date: Product Development.
 - **Installed Product in Operation: Estimated for December, 2006.**



Participation and Outreach

3. New Specific Material for Spreading

- **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:**
 - Diagnosis:
 - » Results from the existing material (graphic and digital): strengths and weaknesses.
 - » Identification of new Products
 - » Production and development costs of new products.
 - » Costs and distribution logistics of new products.
 - » Monitoring of distribution.

 - **Defined Products: Estimated for January / February, 2007.**



Participation and Outreach

4. New IIRSA Document

- **Objective:** To offer the interested countries and parties 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 Spreading 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!