

# EITI 2015 TRAINING AGENDA

**EITI International Secretariat** Oslo, 15 December 2014

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## 1 Executive Summary

The EITI International Secretariat provides support to implementing countries in many shapes and sizes, both bilaterally and in cooperation with partner organisations such as the government of Australia, DfID, GIZ, NRG, PWYP, and the World Bank. This support is partly implemented through workshops and other training events, partly through other support modalities, such as:

- daily support through e-mail, by telephone or Skype;
- presentations during third-party events;
- in-country missions, also often including made to measure bilateral workshops;
- guidance materials; and
- staff exchanges.

This document provides an overview of events that the International Secretariat aims to organise in 2015, as well as a presentation of further plans to shape and strengthen its broader support capabilities and coordination function.

### In 2015, the International Secretariat commits to:

- organising 5 regional workshops for MSGs and/or National Coordinators (NCs) in Latin America and the Caribbean; Francophone Africa; South East Asia; Anglophone and Lusophone Africa; Central Asia, the MENA region and OECD countries;
- organising three workshops on communications and data;
- strengthening inter-agency coordination;
- developing training modules and packages for practitioners on key topics, including online implementation portal for EITI practitioners; and
- strengthening internal structures.

Other possible activities that the International Secretariat may consider undertaking include:

- expanding on-line support and training capacity;
- further structuring and developing the existing practice of 'staff exchanges'; and
- organising an 'Oslo fortnight' two-week EITI course for practitioners.

## 2 Planning for 2015

Planning for 2015 refers first of all to the core training plan: those events that the International Secretariat intends to organise for the coming year. It also includes other training ideas that are to be considered subject to need, resources and capacity; and training to be considered for integration into workshops, but that sit outside our core skills set. In addition, this planning includes steps that the Secretariat intends to take to strengthen inter-agency coordination; further develop its training materials; revise some of its internal processes and procedures; and seek financial coverage for its plans.

**Note** : in focusing on wider training efforts, this planning overview does not include the many other support modalities as described above, such as bilateral missions to implementing countries. These missions may also include involvement of International Secretariat staff in workshops or training sessions, or in some cases even consist of separate workshops for larger groups of stakeholders outside of their home countries due to special circumstances such as security concerns.

## 2.1 Topics

In developing a longer term support schedule, a number of factors need to be taken into account. Throughout the year, EITI training is shaped and influenced by, for example, a combination of a relatively fixed EITI reporting schedule; country ownership in shaping the EITI to adapt it to national circumstances; many national, regional and international ad-hoc events and developments; the agendas of other technical assistance providers; and discussions within the EITI Board which may put certain issues high on the training agenda.

With these many factors affecting the agenda, it would not be reasonable to develop a precise training schedule for the medium or longer term. However, it is possible to give a general indication of training and support efforts for the coming year, with the exact dates and times to be established later, also in coordination with partners.

Topics that should (continue to) feature in our workshops for the year 2015 are:

1. Explanation and peer learning related to the EITI Standard;
2. Linking the EITI to national reform efforts;
3. Ensuring impact of the EITI, including follow up on recommendations from EITI reports and validation;
4. The benefits of EITI for different stakeholders: National Coordinators, MSG's, parliamentarians, media, civil society and companies;
5. Innovative implementation;
6. Validation; and
7. MSG Governance.

With the following two topics both as part of workshops, and as separate workshops:

8. EITI Data: gathering, analysing and using data, and e-reporting; and
9. EITI Communications.

The exact agenda of such workshops will continue to include made-to-measure sessions on general topics such as Public Financial Management, Monitoring and Evaluation, etc., or more specific themes such as Artisanal Mining, Sub-National EITI, etc. This can be established on the basis of a needs assessment in advance of the workshops.

## 2.2 Agenda

### 2.2.1 Core training plan

In 2015, the EITI International Secretariat aims to organise:

- **five** regional implementation workshops for MSG members and/or National Coordinators. A typical agenda for such a workshop is included in [Annex A](#).
- assist OECD implementing countries to organise **one** regional implementation workshop.
- **three** regional workshops on communications and data. A typical agenda for such a workshop is included in [Annex B](#).

This translates into the following schedule for 2015 (months of Board Meetings are in orange):

Month	Regional workshop	Communications & data
JAN		
FEB	LAC (NC's+1)	
MAR		

APR	Francophone Africa (NCs)	Francophone Africa
MAY		
JUN	South-East Asia (MSGs)	
JUL	Anglophone / Lusophone Africa (NCs)	Anglophone / Lusophone Africa
AUG		
SEP		
OCT	Europe, Central Asia, MENA & OECD (MSGs)	Europe, Central Asia, MENA & OECD
NOV		
DEC		

### 2.2.2 Potential additions to our training repository

In 2015, depending on need and available resources, the International Secretariat will consider further developing a series of initiatives to widen the training repository. This could for example include:

- expanding on-line support and training capacity, possibly through developing on-line EITI courses for practitioners.
- continuing the existing practice of 'staff exchanges' such as through incoming visits of NCs, communications officers, and training partners, and facilitate bilateral visits between national secretariats and MSGs.
- offering short-term internship positions for EITI stakeholders from implementing countries.
- organising an 'Oslo fortnight' two-week EITI course for practitioners.

## 2.3 Shaping and strengthening support

Based on the considerations as explained under section 3, the International Secretariat will in 2015 also further strengthen its support capacities, by improving coordination, elaborating training materials and strengthening its internal structures.

### 2.3.1 Coordination

Currently, the main partners of the International Secretariat for country support – and who also execute their own training programmes – are GIZ, NRGi, PWYP and the World Bank. There is a need to better coordinate, for example to ensure maximum impact, efficiency and consistency in messaging; to avoid overlap; and to reduce costs. As a practical and light-touch way to shape this coordination, the International Secretariat suggests to:

1. identify 'training' coordinators for each organisation;
2. exchange training schedules at least on a quarterly basis;
3. organise coordination sessions twice a year in the margins of Board Meetings; and
4. on an ad-hoc basis, organise bilateral coordination visits.

### 2.3.2 Training materials

In 2015, the International Secretariat will develop training modules and packages for practitioners on key topics such as:

- objectives and work plans;
- EITI reporting cycle (year plan, AAR, EITI report);
- MSG governance;
- impact and reforms;
- data reliability;

- validation

These materials could exist of self-teaching modules and training guides, standard training packages for group exercises and quick discussions, self-assessments and on-line training modules.

The International Secretariat will also consider developing a series of shorter, simpler and more visually appealing presentations on a specific EITI topics, such as:

- the EITI reporting cycle
- materiality
- impact
- reforms
- data reliability
- oil sales
- SOE's
- beneficial ownership

These presentations could be developed in the form of a PP, Prezi, infographics, short YouTube videos, radio spots, etc.

### 2.3.3 Financing

In 2015, the EITI International Secretariat will approach the World Bank / MDTF with a request for funding of five regional workshops in 2015.

#### Note

Thus far, throughout the years, the International Secretariat has been able to provide a diverse and vast array of support modalities to EITI practitioners. This has been possible largely because of so-called 'project-specific funding': funding that was not originally foreseen in the Secretariat budget and that is provided on an ad-hoc basis by supporting countries and institutions. As an example, in 2013, the EITI Secretariat received roughly US \$375,000 from donors to organise implementation, outreach and data workshops. Without such funding, it would not have been possible to organise these events. The same dependency on project-specific funding applies to the activities that are included in the International Secretariat 2015 workplan, and in this support strategy which also takes into account the higher level of ambition expressed through the draft Scanteam review.

## 3 Background and considerations

### 3.1 Objectives

There are many reasons for providing support, and it is essential to identify and recognise these reasons in order to ensure that this support is shaped in such a way that it does what it sets out to do:

- **Technical guidance:** implementing the EITI Standard can be complex and countries need technical guidance to understand the requirements so that these are correctly implemented;
- **Country tailoring:** the EITI process contains basic requirements, but should also be built on and designed to address and respond to in-country challenges regarding management of natural resources, and to maximize usefulness and impact of implementation;
- **Improving the EITI:** the EITI Standard is not perfect, and needs to be tested against in-country experience and progressive insight so that it can be made better;

- **Country ownership and peer learning:** with an expanding community of practitioners, there is a growing wealth of expertise, experience, good examples and common sense amongst practitioners that needs to be shared and put to use;
- **Ensuring quality and consistency:** as the number of partners – technical partners, but also in-country practitioners and Independent Administrators and Validators – delivering support increases, we need to ensure that this support meets quality criteria and that messages are consistent.
- **Evidence harvesting:** there is a growing body of in-country implementation practices and examples of impact, that needs to be harvested in an effort to move from anecdotal to structural evidence of the benefits of EITI implementation;
- **Strengthening relationships and coordination:** the many forms of country support strengthen ties between the International Secretariat and stakeholders in-country, as well as the network between technical assistance providers.
- **Outreach:** presentations and workshops that include non-implementing countries serve as outreach opportunities.
- **Strengthening sense of community:** involving stakeholders – NC's, MSG members, members of the EITI Board – in events aims to increase understanding of in-country circumstances, and strengthen a sense of ownership and collective responsibility.
- **Strengthening political support:** events such as workshops, or presentations during third-party conferences can provide PR-opportunities for local partners or for the global EITI, and serve to increase visibility, enhance political support or influence challenges in implementation.

### 3.2 Training modalities

Support currently comes in many shapes and sizes, such as:

- bilateral and regional workshops, organised by the International Secretariat or partners, and with involvement of a host of stakeholders (NC's, MSG members, etc);
- presentations during events or visits;
- incoming visits, or 'staff exchanges' whereby members of national secretariats or MSG's visit the International Secretariat in Oslo;
- longer missions by International Secretariat staff, possibly longer-term visits to national secretariats;
- guidance materials, such as the guidance notes on the Standard, 'Talking Matters', etc;
- developing and maintaining a community of practice, such as the Yammer community for communications officers at national secretariats. Also: involvement in third-party online communities, such as the WB's Community of Practice, or GOXI;
- providing input to partner events (GIZ workshops, for example);
- skype, telephone, email support;
- missions with the Board during Board meetings or at other times.

The different nature of each of these modalities (the number of people reached, cost, logistics, preparation time, etc) needs to be taken into account when identifying the best way to reach the objectives mentioned above.

Even though there is already quite a diverse range of support options, there are additions to this palette to be considered, such as on-line training provisions.

### 3.3 Target audiences

It may be slightly artificial to define and distinguish target audiences for support / training by the International Secretariat, recognising that we increasingly seek ownership and engagement from practitioners, that we are all learning, and that some of our support is also targeted to those who deliver support themselves.

Basically, the International Secretariat engages with a very diverse group of partners, who all have a different level of knowledge and support requirements – and we engage with them for different reasons, as per the goals above:

- The most obvious partners and audiences in a ‘classical sense’ for delivering support are NC’s, National Secretariats, MSG members, broader in-country stakeholder community (governments, civil society, companies), Members of Parliament, the media, etc.
- Considering the need to ensure consistency of messaging, partners such as GIZ, NGRI, PWYP and the WB, could be considered. What’s more, invitations for increased active engagement could be extended to EITI Board members, supporting companies and governments, and organisations such as ICMM, IPIECA, the OGP, or the WEF.
- Independent Administrators and Validators regularly organise information sessions and (are involved in) training events, both during and outside of their formal assignment in elaborating EITI reports and performing validations. They have a special position, as the quality of the work they deliver influences the quality and credibility of a national EITI process and on the global EITI. In particular, recognising the position of a Validator as an accredited entity within the EITI system, and the differences between validation exercises under the 2011 EITI Rules and those that will take place under the 2013 EITI Standard, bespoke and separate training for accredited validators is deemed necessary.

For 2015 and beyond, the palette of audiences is not expected to see a lot of changes, but a slight shift in focus is needed:

- In-country stakeholders should be supported to provide support and organise trainings themselves
- Independent Administrators and Validators are a more distinct target audience
- Company representatives should be invited to play a more active role
- More specific support for individual target groups, such as National Coordinators, Members of Parliament, etc.

### 3.4 Content / Materials

We make use of different types of materials:

1. **Standardized, ‘stand alone’ materials**, which we can refer to in day to day support but also use for trainings, are made available on the website, etc. These materials require only occasional updating, and can be easily used by practitioners, preferably without (too much) additional guidance. These are, for example, our ‘own’ documents such as the EITI Standard itself, the Code of Conduct, Talking Matters, our guidance notes, infographics, FAQ’s, but also third-party documents such as the NRGi Guide to the EITI Standard, etc.

These documents will be made available through the **Implementers’ Portal** which will be launched shortly.

**Note:** These standardized documents are often quite technical in nature, and are not always most effective in getting a message across to a broader audience. There seems, therefore, to be room to develop a set of shorter and more visually appealing presentations for such a broad audience on technical and less technical elements of the EITI standard, such as oil sales, SOE’s, beneficial ownership, materiality, impact, etc. As such, they could also serve as building blocks for support by Secretariat staff but also by other partners, and enhance consistency in messaging. These presentations could be developed in the form of a PP, Prezi, infographics, short youtube videos, radio spots, etc. They should be consistent in style and format and developed with the technical team, communications team and with input from country managers and officers.

These materials are often used as building blocks for the other type of materials:

2. **Customized and ad-hoc materials**, that are catered to specific circumstances, developments or events, such as e-mail messages, presentations, workshops, exchanges and country visits. These materials are updated, adapted to the target audience and the goal aimed for. As a consequence, this more dynamic type of materials is difficult to standardise. Much of it does need to be made readily available and accessible to staff, to draw on as a growing and up-to-date body of expertise.

However, a gap exists between the two kinds of materials. The EITI is expanding, capacity within the EITI International Secretariat to organise workshops across all implementing countries is limited, and there is an increasing focus on in-country ownership, peer exchanges and a higher degree of in-country autonomy in capacity building and training. This would call for the EITI International Secretariat to develop a **third category of materials, which would provide in-country stakeholders the tools to help develop their own training**. These materials could exist of self-teaching modules and training guides, standard training packages for group exercises and quick discussions, self-assessments and on-line training modules. Such materials, or training packages, can often consist of much of the materials that are already available, developed for example by the International Secretariat, by other technical assistance providers, or by National Coordinators. For example, the Nigerian NC Mrs. Zainab Ahmed has developed a training session on "Finding results: from recommendations to reforms", and the NC in the Philippines, Gay Ordenes, has developed modules on "EITI objectives and outcomes" and on "Working with the MSG".

### 3.5 Financing

Much of the support by the International Secretariat is financed from the Secretariat budget, although there is no separate budget line for such support and training activities. They are usually included under the 'Implementation' and 'Outreach' budget lines. In addition to funding from the International Secretariat budget, partners such as the World Bank or bilateral donors regularly provide project specific funding, and there may be cost reductions as a result in co-hosting events together with technical assistance providers.

A number of general guidelines on financing support activities, also to minimize cost to the International Secretariat budget:

- The International Secretariat will approach the World Bank / MDTF with a request for funding of five regional workshops in 2015.
- When organising specialised workshops, for example on communications or data, the International Secretariat will coordinate in particular with those bilateral donors that have proven interest and relevant experience, such as DFID and GIZ, in organising workshops that are in line with their interest and experience. For example, a number of communication workshops have been jointly organised with GIZ, and a number of data workshops were funded by DFID.
- The International Secretariat will assist national secretariats in their efforts to initiate, or host, national and regional workshops that are sponsored by bilateral donors in-country.
- On-line training may be organised jointly with the WB Community of Practice, which would eliminate or reduce the need to set up a separate on-line architecture and would therefore reduce cost.



## ANNEX A: AGENDA EXAMPLE - IMPLEMENTATION

<b>EITI workshop - NC's and MSG members</b> <i>Francophone Central Africa</i> <b>Kinshasa, 14-16 April 2015</b>		
<b>Day 1 - Tuesday 14 April</b>		
Time/length	Session	Lead & comments
08.30h – 10.15h (1hr 45min)	<b><u>Introduction and warm-up</u></b> <ul style="list-style-type: none"> <li>▪ Welcome address:               <ul style="list-style-type: none"> <li>- Martin KABWELULU, Ministre des Mines / RDC</li> <li>- Clare Short, Chair of the EITI Board</li> <li>- Paolo de Sa, WB</li> </ul> </li> <li>▪ Explanation of programme, incl take-home sheets</li> <li>▪ Introductions, expectations &amp; implementation update from each country</li> </ul>	
10.15h – 11.15h (1hr)	<b><u>EITI documents</u></b> <ul style="list-style-type: none"> <li>▪ The role of the workplan in guiding daily work</li> <li>▪ The Annual Activity Report (AAR)</li> <li>▪ Feedback on Secretariat templates (ToR for Independent Administrators, AAR, Summary Report)</li> </ul>	
11.15h – 11.30h	<b>Coffee break</b>	
11.30h – 13.00h (1hr 30min)	<b><u>EITI reports pt. 1</u></b> <ul style="list-style-type: none"> <li>▪ Experiences with first reports under the EITI Standard</li> <li>▪ Ensuring usefulness of contextual information (linking to national / EITI priorities)</li> <li>▪ Examples from workplans</li> </ul>	
13.00h – 14.00h	<b>Lunch</b>	
14.00h – 16.00h (2hrs)	<b><u>Group Exercise on Contextual Reporting</u></b> <ul style="list-style-type: none"> <li>▪ Which information to include? How to obtain it?</li> <li>▪ Linking contextual reporting to objectives</li> </ul> <ol style="list-style-type: none"> <li>1. <u>Group 1: EI's contribution to the economy</u> <ul style="list-style-type: none"> <li>▪ Overview, GDP, employment, production and export data</li> </ul> </li> <li>2. <u>Group 2: Licenses &amp; contracts</u> <ul style="list-style-type: none"> <li>▪ License allocations &amp; registers</li> <li>▪ Contract transparency</li> </ul> </li> <li>3. <u>Group 3: Social payments and quasi-fiscal expenditures</u></li> </ol>	
16.00h – 16.15h	<b>Coffee break</b>	

16.15h – 17.30h (1hr 15min)	<b>Theme 1: artisanal mining</b> <ul style="list-style-type: none"> <li>▪ Key characteristics of artisanal mining in the region</li> <li>▪ Use of the EITI for reforms in the artisanal mining sector</li> </ul>	
17.30h – 18.00h (30min)	<b>Wrap-up day 1</b> <ul style="list-style-type: none"> <li>▪ Conclusions day 1</li> <li>▪ Take-homes</li> <li>▪ Looking forward to day 2</li> </ul>	

Day 2 – Wednesday 15 April		
Time/length	Session	Lead & comments
08.30h – 09.00h (30min)	<b>Introduction day 2</b> <ul style="list-style-type: none"> <li>▪ Thoughts on day 1</li> <li>▪ Introducing day 2</li> <li>▪ Take-home sheets</li> </ul>	
09.00h – 10.30h (1hr 30min)	<b>Data comprehensiveness &amp; data reliability</b> <ul style="list-style-type: none"> <li>▪ Ensuring agencies and companies disclose</li> <li>▪ International auditing and assurances practices and standards</li> <li>▪ Defining Materiality</li> </ul>	
10.30h – 10.45h	<b>Coffee break</b>	
10.45h – 11.30h (45min)	<b>E-reporting and accessible data</b> <ul style="list-style-type: none"> <li>▪ E-reporting options</li> <li>▪ Data sheets</li> <li>▪ Examples, such as Norway, Indonesia map</li> </ul>	
11.30h – 12.30h (1hr 30min)	<b>Beneficial ownership</b> <ul style="list-style-type: none"> <li>▪ Experiences from countries participating in pilot (e.g. reactions from government, legal obstacles)</li> <li>▪ What it means and why it matters? Examples</li> </ul>	
12.30h – 13.30h	<b>Lunch</b>	
13.30h – 14.30h (1hr)	<b>Subnational payments</b> <ul style="list-style-type: none"> <li>▪ Transfers from the central government to subnational level</li> <li>▪ Payments by companies to subnational authorities</li> <li>▪ Expenditures by subnational government</li> </ul>	
14.30h – 15.30h (1hr)	<b>Theme 2: subnational EITI efforts</b> <ul style="list-style-type: none"> <li>▪ Country experiences</li> <li>▪ Subnational EITI implementation and the EITI Standard</li> </ul>	
15.30h – 15.45h	<b>Coffee break</b>	
15.45h – 17.30h (1hr 45min)	<b>Outreach and communications</b> <ul style="list-style-type: none"> <li>▪ Communications strategy for planning outreach and</li> </ul>	

	<p>creating debate</p> <ul style="list-style-type: none"> <li>▪ Highlights from annual activity reports</li> <li>▪ Two-way communication: feedback loops and ensuring that the EITI reflects stakeholder needs</li> </ul> <p><b>Group exercise</b></p> <ul style="list-style-type: none"> <li>▪ How to engage with stakeholders, so that the EITI reflects their needs. Identify actors, activities, agendas, and how to adapt the EITI process (report content, publication timeliness and frequency, feedback loops) to ensure usefulness.</li> </ul> <ol style="list-style-type: none"> <li>1. <u>Group 1: parliament</u></li> <li>2. <u>Group 2: citizens on a local level</u></li> <li>3. <u>Group 3: press</u></li> </ol>	
17.30h – 18.00h (30min)	<p><b>Wrap-up day 2</b></p> <ul style="list-style-type: none"> <li>▪ Conclusions day 2</li> <li>▪ Take-homes</li> <li>▪ Looking forward to day 3</li> </ul>	

### Day 3 – Thursday 16 April

Time/length	Session	Lead & comments
08.30h – 09.00h (30min)	<p><b>Introduction day 3</b></p> <ul style="list-style-type: none"> <li>▪ Thoughts on day 2</li> <li>▪ Introducing day 3</li> <li>▪ Take-home sheets</li> </ul>	
09.00h – 09.45h (45min)	<p><b>Legislating the EITI</b></p> <ul style="list-style-type: none"> <li>▪ Reasons and objectives</li> <li>▪ Examples</li> </ul>	
09.45h – 10.45h (1hr)	<p><b>State-owned enterprises</b></p> <ul style="list-style-type: none"> <li>▪ What is required? How to cover it?</li> </ul>	
10.30h – 10.45h	<b>Coffee break</b>	
10.45h – 12.30h (1hr 45mins)	<p><b>Managing the EITI in-country</b></p> <ul style="list-style-type: none"> <li>▪ Organising and selecting the MSG</li> <li>▪ Examples of structures from different countries</li> <li>▪ Working with the MSG and Code of Conduct</li> <li>▪ Relationship between the MSG and National Secretariats</li> </ul> <p><b>Group exercise with scenario's</b></p>	
12.30h – 13.30h	<b>Lunch</b>	
13.30h – 15.00h (1hr 30mins)	<p><b>Finding results: from recommendations to reforms</b></p> <ul style="list-style-type: none"> <li>▪ Linking to other reform initiatives</li> </ul>	

	<ul style="list-style-type: none"><li>▪ Ensuring the government acts on recommendations</li></ul> <p><b><u>Group exercise</u></b></p>	
15.00h – 16.00h (1hr)	<p><b><u>Feedback and next steps</u></b></p> <ul style="list-style-type: none"><li>▪ Discussion on take-homes and next steps for each country</li><li>▪ Feedback on the workshop and suggestions to the International Secretariat</li></ul>	

## ANNEX B: AGENDA EXAMPLE – COMMS & DATA

<b>EITI workshop – Communications and Data</b> <i>Francophone Central Africa</i> <b>Kinshasa, 14-16 April</b>		
<b>Day 1 - Tuesday 14 April</b>		
Time/length	Session	Lead & comments
09.00h – 10.00h (1hr)	<b><u>Introduction and warm-up</u></b> <ul style="list-style-type: none"> <li>▪ Welcome address:</li> <li>▪ Explanation of programme, incl take-home sheets</li> <li>▪ Introductions, expectations &amp; implementation update from each country</li> </ul>	
10.00h – 10.45h (45min)	<b><u>EITI Outlook</u></b> <ul style="list-style-type: none"> <li>▪ Policy developments, new countries</li> </ul>	
10.45h – 11.00h	<b>Coffee break</b>	
11.00h – 13.00h (2hrs)	<b><u>Assessing our communications strategies</u></b> <ul style="list-style-type: none"> <li>▪ Instead of a full session on “how to develop” a strategy, we will review some of the lessons from communications strategies. Review of survey results.</li> <li>▪ Objective of session: get participants to understand need for prioritization and setting good and measurable goals. Focus on EITI Report versus focusing on appropriate communications activities outside report. Getting it into workplan. While avoiding funding pitfalls.</li> </ul>	
13.00h – 14.00h	<b>Lunch</b>	
14.00h – 15.00h (1hrs)	<b><u>Taking our EITI reports to the next level</u></b> Session 1: Ensuring that the EITI Report itself communicates well, by improving writing style and visual presentation. <ul style="list-style-type: none"> <li>▪ Concrete tips on how communications can be involved to improve this.</li> </ul>	
15.00h – 16.00h (1hr)	<b><u>Taking our EITI reports to the next level</u></b> Session 2: The campaign to create awareness about the report. <ul style="list-style-type: none"> <li>▪ Identifying the messages from the report that will create interest.</li> <li>▪ Developing the products to communicate these.</li> <li>▪ Outreach to target audiences (such as media, politicians, citizens, companies), determine the activities such as launch events, roadshows</li> </ul>	

16.00h – 16.15h	<b>Coffee break</b>	
16.15h – 17.00h (45min)	<b><u>The community of EITI communications experts</u></b> <ul style="list-style-type: none"> <li>▪ Yammer</li> <li>▪ CoP</li> </ul>	
17.00h – 17.30h (30min)	<b><u>Wrap-up day 1</u></b> <ul style="list-style-type: none"> <li>▪ Conclusions day 1</li> <li>▪ Take-homes</li> <li>▪ Looking forward to day 2</li> </ul>	

## Day 2 – Wednesday 15 April

Time/length	Session	Lead & comments
08.30h – 09.00h (30min)	<b><u>Introduction day 2</u></b> <ul style="list-style-type: none"> <li>▪ Thoughts on day 1</li> <li>▪ Introducing day 2</li> <li>▪ Take-home sheets</li> </ul>	
09.00h – 10.45h (1hr 45min)	<b><u>Marking the data available</u></b> <ul style="list-style-type: none"> <li>▪ Concrete steps countries can take to make the data available in usable forms.</li> <li>▪ Available tools, potential partners.</li> <li>▪ Integration with government systems.</li> <li>▪ Implications for website development.</li> </ul>	
10.45h – 11.00h	<b>Coffee break</b>	
11.00h – 13.00h (2hrs)	<b><u>Filtering and visualising</u></b> <ul style="list-style-type: none"> <li>▪ Selecting data that can contain a potential story.</li> <li>▪ How to dig in the data, using tools to build infographics and other “apps”.</li> <li>▪ Group exercise: develop a set of visuals from data sets.</li> </ul>	
13.00h – 14.00h	<b>Lunch</b>	
14.00h – 15.00h (1hr)	<b><u>Telling stories from data</u></b> <ul style="list-style-type: none"> <li>▪ How to develop a story that has impact.</li> <li>▪ Human interest, quotations. Show examples from countries.</li> <li>▪ Group exercise: develop a story based on the visuals.</li> </ul>	
15.00h – 16.00h (1hr)	<b><u>Developing our websites and using social media</u></b> <ul style="list-style-type: none"> <li>▪ Implications for development of our websites.</li> <li>▪ The EITI website competition.</li> <li>▪ Social media</li> </ul>	
16.00h – 16.15h	<b>Coffee break</b>	
16.15h – 17.15h (1hr)	<b><u>Working with infomediaries</u></b> <ul style="list-style-type: none"> <li>▪ Establishing networks with institutions and organizations that will further use the data.</li> </ul>	

	<ul style="list-style-type: none"> <li>▪ Hack events.</li> </ul>	
17.15h – 17.45h (30min)	<b><u>Wrap-up day 2</u></b> <ul style="list-style-type: none"> <li>▪ Conclusions day 2</li> <li>▪ Take-homes</li> <li>▪ Looking forward to day 3</li> </ul>	

### Day 3 – Thursday 16 April

Time/length	Session	Lead & comments
08.30h – 09.00h (30min)	<b><u>Introduction day 3</u></b> <ul style="list-style-type: none"> <li>▪ Thoughts on day 2</li> <li>▪ Introducing day 3</li> <li>▪ Take-home sheets</li> </ul>	
09.00h – 10.30h (1hr 30min)	<b><u>Measuring impact and surveys</u></b> <ul style="list-style-type: none"> <li>▪ Tracking tools.</li> <li>▪ Administering a survey to get data on impact.</li> </ul>	
10.30h – 10.45h	<b>Coffee break</b>	
10.45h – 12.15h (1hr 30min)	<b><u>What journalists want. Building effective relationships with media</u></b> <ul style="list-style-type: none"> <li>▪ Developing a newsworthy story.</li> <li>▪ Creating a network of journalists.</li> </ul>	
12.15h – 13.15h	<b>Lunch</b>	
13.15h – 17.15h (4hrs)	<b><u>Media training</u></b> <ol style="list-style-type: none"> <li>1. A one hour-long session led by the journalist on how to develop and communicate your statement effectively. The journalist will tell you what s/he wants to interview you about, and participants are given a short period of time to prepare a short statement.</li> <li>2. Interviews on camera with all participants, for example as a stand-up interview.</li> <li>3. Playback and feedback of interviews. Allow also other participants to highlight strong points of each interview, and how it could be better.</li> <li>4. Another round of interviews with all participants, with a different format. For example a radio interview or an interview in a studio.</li> <li>5. Playback and feedback</li> <li>6. If time permits: conduct a third round of interviews, with more critical/hostile questions.</li> <li>7. A 30 minutes long session led by journalist to conclude and summarise lessons learned.</li> </ol>	
17.15h – 18.00h (45mins)	<b><u>Feedback and next steps</u></b> <ul style="list-style-type: none"> <li>▪ Discussion on take-homes and next steps for each country</li> </ul>	

	<ul style="list-style-type: none"><li>▪ Feedback on the workshop and suggestions to the International Secretariat</li></ul>	
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