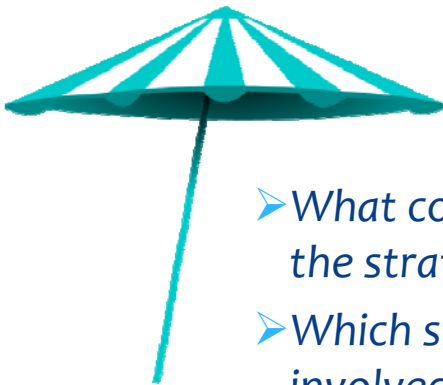# Communications Strategy:
## Scope, Opportunity and Risks

27 June – 1 July , 2016
Daejeon, Republic of Korea

UNITED NATIONS
**SIAP**
Statistical Institute for
Asia and the Pacific

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# Scope

➢ *What communications elements will the strategy cover?*

➢ *Which staff and partners will be involved?*

➢ *What kind of products will be involved?*

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# Challenging factors

*The Global Strategy presents opportunities to communicate the value of agricultural statistics, but…*

❖ Human and system capacity

❖ Funding availability

❖ Cross-cutting interests

❖ Community accessibility/openness

❖ Dynamics of partner-to-partner dialogue

*Your strategy must speak to these challenges, assess the risks and identify resolutions.*

# Opportunity-risk table

*The Global Strategy/SPARS/IdCA provides me the opportunity to…*

| Opportunity | Risk | Resolution |
|---|---|---|
| 1. Strengthen ties with other agencies, non-government partners and statistics bodies | Lack of information flow due to irregular or poor communication between your agency and partners and associates | - Regular reporting on GS activities through a newsletter, reports or other media materials<br>- A consistently updated presentation on GS activities and accomplishments given at forums, conferences and workshops |
| | | |
| | | |

# SWOT Analysis

| Strengths (Internal) | Weaknesses (Internal) |
|---|---|
| • Holistic communication approach fosters sharing of experiences and practices<br>• Staff motivated to learn communications and help produce products and activities | • Differing internal perspectives on the scale and scope of communications role<br>• Lack of coordination and communication with other agencies and partners |
| **Opportunities (External)** | **Threats/Risks (External)** |
| • Increasing participation from other government agencies and partners puts greater focus on agricultural statistics<br>• Agency staff does not have to "reinvent the wheel" and can build upon existing communications activities and products from GS | • Communications products are produced but not used to their fullest extent due to lack of understanding and low priority<br>• Changing priorities of other agencies and partners and related communications implications (changing messaging, different project focus, etc..) |

# Thanks!