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DEVCO/G2/MGP/ Ares (2012)

Coordinators of the 51 ALFA III
projects

Subject: Communication and visibility of the ALFA III Programme – launch of several initiatives

Dear coordinators,

You are well aware of the fact that we are in a momentous phase of the ALFA III Programme. All the funds have been committed for the period 2007-2013 and all projects have been contracted, thus it is time now to value the results that the programme has been and will be providing until 2014.

During the last ALFA III coordination meeting (Brussels, June 2011), the issue of Communication and visibility was discussed and deepened with the questionnaires sent after the event. Their results, together with the experience of other regional programmes such as Urbal and Al-Invest, have led to the below-described initiatives within the ALFA III programme.

Three lines of action have been identified in the Communications and visibility sector:

- a) Support and creation of synergies between the projects and the European Commission through Capacity4Dev;
- b) Presentation of the programme and projects' results and contents, in a dynamic and interactive way, for a non specialised audience that might not be familiarised with the ALFA programme through ALFA Communication and visibility;
- c) Development of networks within each project through the new technologies provided by RedClara.

a) **Capacity4Dev:** In order to create a real ALFA community, it has been decided to use the Capacity4Dev platform, a growing online community for development professionals. Developed by EuropeAid in order to boost knowledge through the exchange of good practices in international cooperation, Capacity4Dev provides an open forum for European Commission staff, partner countries, other donors, researchers and representatives of civil society. Therefore, the intention is to create a communication space for ALFA projects' coordinators and the Commission management team in order to improve communication and facilitate exchanges between projects and the Commission, and among projects themselves.

The "ALFA Coordination" group has been created already, thus I kindly request that you register as soon as possible at <http://capacity4dev.ec.europa.eu/> and inform your ALFA Manager, so that you can be invited immediately to the group. Sessions and discussions of different topics will be organised in this group, such as financial and technical management and sustainability.

b) **ALFA Communication and visibility:** The programme impact is reflected in the results obtained by each project and the programme as a whole. The visibility results are part of the projects' and programme's impact and is the fastest and most efficient way of demonstrating the work that the ALFA programme has attained. For this reason, it has been deemed necessary to enhance the programme's communication and visibility with a group of professionals made up of Mrs. Torres, Mrs. Culot and Mr. Calvo.

This team of experts will set up the communication strategy of the programme, a communication kit and an interactive web with the aim of clearly showing the impact and results of the projects and the programme in a dynamic and comprehensive way to a general audience (see the developed methodology in annex). In order to successfully carry out these tasks, the experts will contact all coordinators for collecting the already elaborated materials. Projects from the 2nd and 3rd Call that are still in their production phase will have the chance to consult the experts for a reorientation of their communication materials.

c) **RedClara** (optional services for ALFA III projects): As mentioned on several occasions, RedClara (@LIS Programme component, co-financed by the European Union) provides a platform to work both on the management and the inner development of the projects. I would like to remind you the options this network offers to improve communication between the projects' partners: Integrated Service Videoconference (SIVIC); Desktop Videoconference (VC Espresso); RedClara Ve: video library; Environment for academic collaboration: with alerts and Wiki services; Documents library (RedClara-Dspace); Events organiser (RedClara-Indico).

It has been agreed with RedClara representatives that, during 2012, the registration and use of RedClara services will be free for ALFA III projects. If you are satisfied with these services and you would like to continue with this collaboration, from 2013 onwards, each community will have to pay the subscription assigned by RedClara. For more information about conditions of use, benefits and obligations, consult www.redclara.net or send an e-mail with your queries to info@redclara.net.

I would like to insist on the importance of your cooperation in the activities described above, which will be treated in detail during the next ALFA Coordination event in Buenos Aires from 11th to 14th June 2012. I consider your enthusiasm critical for the successful development and outcome of these new actions.

I take advantage of this occasion to greet you and insist on the complete availability of the ALFA Team in this opportunity of collaboration.

Yours sincerely,



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CC: FWC ALFA Communication Team
RedClara

EC RedClara Managers; EC ALFA Managers