



EMERGENCY TELECOMMUNICATIONS
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ETC NGO-Engagement Strategy Implementation Update

April 2015

Goal

Strengthened, Broader
and More Inclusive
Partnership and
Collaboration with
NGOs

Strategic Objectives

1

Improve awareness of the ETC and its role

2

Enhance and leverage NGO capacity

Major Deliverables



Key Updates (*Sep 2014 – Apr 2015*)

- **NGO roster:**
 - NGO Coordinator profile defined
 - Member NGOs identifying candidates (*IT EMT alumni*)
- **Service opportunities:**
 - Active role of NGOs in ETC 2020 work
 - Instrumental role of NGOs in emergency operations
 - Standby partnership with NetHope being finalised
- **ETC membership:**
 - Interest from CRS

Next Steps

- Prioritize: NGO coordinator roster capacity, pilot regional training on cost recovery, inter-agency awareness team (*to include NGO representation*)
- NGO-engagement strategic objectives and deliverables addressed in ETC 2020 draft strategy



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Joint ETC Communication Team

April 2015

Objectives

- To strengthen communication and visibility of the ETC to both internal and external audiences, increasing **recognition** and **understanding**.
- To ensure **coordinated** ETC communication and information management activities in emergencies.
- To support visibility of and involvement in **ETC 2020** strategy, projects and initiatives.
- To allow members to **contribute** to the shaping of the ETC image within the humanitarian community and beyond.
- To encourage ownership of ETC activities amongst members, including **deployment** to emergencies as part of the ETC roster.

Duties

- Participate in teleconferences
- Contribute to development of joint messaging and emergency communication process
- Develop at least one relevant editorial piece every quarter
- Share and promote the ETC through social media
- Support development of new reporting tools or adoption of new communication tactics
- Advocate for the ETC within their respective organisations
- Leverage established contacts to support ETC media liaison during emergencies
- Contribute to visibility efforts for key ETC projects
- Reach out to the ETC with communication, advocacy and information management opportunities and suggestions.

Next Steps

- Circulate Concept Note to ETC members for input and endorsement
- Request ETC members to nominate Communication Focal Points
- Conduct teleconference to discuss concept, review TOR and determine skills/ expertise available within each participating organisation
- Develop communication plan in partnership with ETC Joint Communication Team.
- Identify activity leads and implementation plan
- Present update at next ETC Plenary.