

Communication with Communities (CwC) Tactical Working Group ToR

Background

In April 2014, the global Emergency Telecommunications Cluster officially adopted a new strategy, "ETC2020", with four key objectives: enhancing communications and energy; improved and decentralized response readiness; increased communications resilience to disasters; and communications as aid. A key element of the strategy is the inclusion of disaster affected populations as recipients of ETC network services.

General Mandate

The ETC2020 strategy will be implemented using a model of three core elements: partnerships, advocacy and pilot projects. The working group will use these three modes to drive the ETC's strategic expansion into CwC, ensuring that the cluster plays an incremental, tangible role in humanitarian CwC coordination from now until 2020.

Roles and Responsibilities

- Communicating the ETC2020 new direction and opportunities for CwC engagement with a broad network of actors, to garner support and participation
- Expanding the ETC network, with a focus on local engagement
- Facilitating localised mapping of ETC CwC actors, capacities, services and projects in key high-risk countries (including establishing/updating directory of local providers)
- Developing a 'catalogue' of technology services available for community engagement or CwC content and coordination, particularly interagency initiatives
- Raising awareness of CwC and telecommunications principles, needs and opportunities, particularly at regional and local levels (with members, partners, clusters) and developing community connectivity and ICT CwC papers for advocacy, fundraising and awareness
- Facilitating coordinated advocacy for early community connectivity and communication ability in disasters
- Contributing to guidance for cross-cluster engagement, as well as tools and training on CwC advocacy, protection, cross-cutting issues and other humanitarian elements, for ETC responders
- Producing content for donor outreach as CwC preparedness (generic proposal templates, etc)
- Ensuring ETC network representation in interagency CwC coordination and initiatives during active emergencies
- Contributing to the planning, implementation and assessment of ETC CwC pilot initiatives in high risk countries



Membership

The group will be composed of ETC member organisations as well as subject matter experts from beyond the membership.

Governance & Accountability

The working group will be coordinated by the Global ETC cell (Meg Sattler).

Meetings & Working Methods

Monthly online meeting/call; annual meeting in person. Structures dealing with individual projects will be established/tweaked as needed.