



FEDERATION OF ASSOCIATIONS OF FORMER INTERNATIONAL CIVIL SERVANTS
FÉDÉRATION DES ASSOCIATIONS DES ANCIENS FONCTIONNAIRES INTERNATIONAUX
FEDERACION DE ASOCIACIONES DE EX-FUNCIONARIOS INTERNACIONALES

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FAFICS COMMUNICATION COMMITTEE REPORT (JULY 2023 - JUNE 2024)

This report summarizes the key decisions, action points, and outcomes from the series of FAFICS Communication Committee meetings held between July 2023 and June 2024. The committee remains focused on enhancing communication through a revamped website and an updated, visually appealing brochure.

Committee Members:

- Juan Antonio Casas Zamora (Chair, also FAFICS VP and President of AFICS Panama)
- Aye Win (Co Chair, also officer of AFICS Myanmar)
- Delia Barcelona, also FAFICS Secretary and VP of AFICS Philippines
- Gail Bindley-Taylor, AFICS New York
- Adriana Gomez, AFICS Chile
- Caty Ianello, AFICS Argentina
- Bah Kou Keita, AFICS Mali
- Pierre Sayour, also FAFICS VP and member of AAFI-AFICS Geneva
- Lois Villanueva, AFICS Philippines

Introduction and Background

The FAFICS Communication Committee (CC) was established following recommendations from the 52nd and 53rd Council Sessions to address significant communication concerns raised by member associations. The incumbent President emphasized the need for improved engagement, openness, and transparency. The committee's purpose is to provide policy guidance, technical support, and inputs for refining, implementing, and monitoring the FAFICS communication strategy.

Communication Strategy

The strategy focuses on promoting FAFICS' vision, mission, and values, keeping members informed, encouraging active participation, ensuring transparency, and creating an enabling environment for interaction among member associations. It includes redesigning the FAFICS website, ensuring comprehensive information availability, establishing digital communication

channels, providing information to partners, and keeping associations informed about FAFICS activities.

Strategy and Key Elements

- Provide communication support to Council Meetings and other Standing Committee for or activities.
 - This includes redesigning the FAFICS website to ensure comprehensive information availability, establishing digital communication channels, and providing information to partners.
- Multi-Directional Communication: Establish digital means for two-way communication.
- Information Dissemination: Provide relevant information to member associations and partners.
- Regular Updates: Keep associations regularly informed about FAFICS activities.
- Multilingual Communication: Ensure important documents are available in multiple languages.

Terms of Reference (TOR)

- The CC's primary purpose is to collaborate with the Bureau and relevant member associations to operationalize the communication strategy.
- The committee will develop an implementation plan, provide guidance on the website revamp, support communication-related activities, and recommend ways to enhance FAFICS' visibility.

Functions and Responsibilities

- Develop an implementation plan with clear deliverables, timelines, and budgetary requirements.
- Provide guidance on revamping the website to make it more interactive and useful.
- Support and facilitate communication-related activities in the FAFICS work program.
- Recommend advocacy and campaign materials to enhance visibility.
- Support other communication-related activities as needed.

Membership and Structure

The CC is composed of 9 members, appointed by the Bureau, including the Bureau members and representatives from various member associations. It nominated a Chair (Juan Antonio Casas) and co-chair (Aye Win), assigning tasks to members, and alternatively record meeting minutes. Members serve two-year terms, with a maximum of two consecutive terms.

Summary of Meetings and Key Outputs

The FAFICS CC held ten monthly regular meetings in 2023 and 2024, on the MS Teams platform, in view of the geographic diversity of the group (Argentina, Chile, Mali, Myanmar, Panama, Philippines, Switzerland, United States). The issues that were reviewed and on which actions were taken include the following:

- The group initially decided to focus on the production of a FAFICS brochure and the website revamp.
- Subsequent work was done on production of the content and editing of the brochure, on the one hand, as well as developing terms of reference and a call for proposals for the design and development of the new FAFICS website.
- By early 2024 the draft brochure, in English, Spanish and French versions, was ready for approval by the Bureau and production.
- The call for proposals for the website design was also completed, with three finalists, and with the assistance of an outside specialist consultant, Mr. Orié Givens, the group decided to select a contractor for the task, a Panamanian based firm, Quattro Medios Digitales, for consideration by the Bureau.
- At the Bureau meeting held in Geneva on the last week of February 2024, the following decisions were made:

FAFICS Brochure

The brochure will be tri-lingual (English, French, Spanish) and feature a 2-fold, three-panel design. It will focus on images of the President in group settings with captions and include digital availability with easy updates and hyperlinks to related videos and documents.

Production is set for April with a Philippine company after cost approvals.

Member associations will have access to the digital version of the brochure, which will be available for local printing and will be updated as needed.

Costs: \$800 for design, and \$576.80 for printing of 200 English brochures, 100 French brochures, and 100 Spanish brochures

FAFICS WEBSITE

The website development involved a detailed review by a consultant and proposals from four contractors across the Philippines, Panama, and Canada. The contract was awarded to Quattro Com Digital from Panama, including a two-year content and technical maintenance package. The social media services were not approved at this stage. Key considerations were technical fitness, timelines, content management, and cost effectiveness. The new website aims to launch by May/June with a presentation scheduled for the Council's July session. There were concerns about potential cost increases in subsequent years, prompting advisories for future financial planning to avoid significant hikes.

Costs:

- Contract for Orié Givens: \$600
- Contract for Quattro Medios Digital: \$4,750 one time costs for website development; and \$6,600 for technical support for two years. Total contract amounted to \$11,350.
- Finally the FAFICS CC oversaw the production and printing of 400 copies of the FAFICS Brochure (200 English, 100 French, 100 Spanish), for distribution at the 54th council.
- Various working sessions have been productively held with the website contractor, with a subgroup of the FAFICS CC regarding structure, design, content and related issues, in six phases: initialization, back-end and front-end development, content inclusion, reviews, and publication, including content migration

- The FAFICS website is aligned with FAFICS' four pillars (PENSION, ASHIL, COMMUNICATION, MEMBERSHIP) with an emphasis on visual appeal, navigability, and performance.
- The new website aims to launch by May/June, and it will be presented at the 54th Council Meeting.

Key Decisions and Action Points

Next steps:

- Develop additional social media platforms to strengthen interactivity in the channels of communication.
- Encourage Member Associations to contribute and upgrade their profile and activities on the FAFICS website.
- Coordinate with the respective communication/ ICT focal points in the Member Associations to provide relevant support to increase their visibility
- Continue gathering and integrating feedback for both the brochure and website to ensure they meet the needs and expectations of FAFICS members.
- The FAFICS CC proposes the formation of a website management team, which would be composed of representatives of each Standing Committee, the FAFICS Secretary and the website content manager.
- Consider the establishment of a FAFICS Standing Committee on Communication to continue the work of the Communications Committee in future.