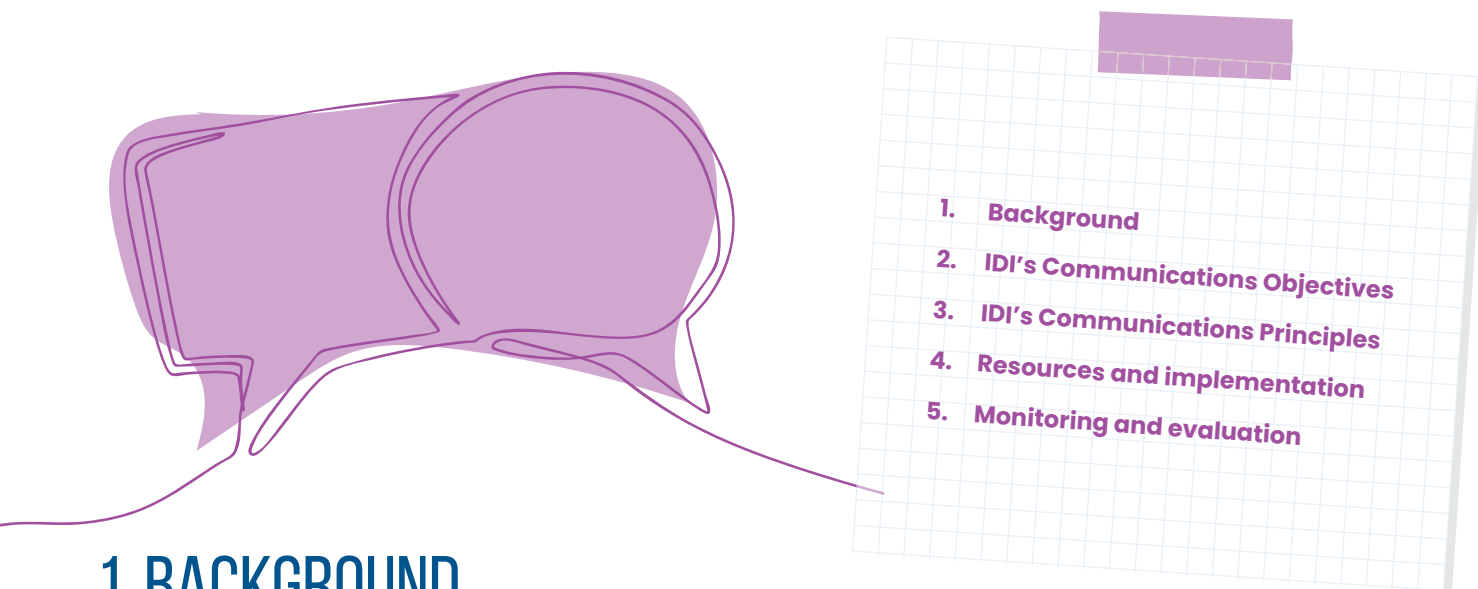


COMMUNICATIONS STRATEGY

March 2024



1. BACKGROUND

This strategy sets out IDI's overall approach to communications as part of its overall efforts to implement IDI's Strategic Plan (SP). For effective implementation of the strategy, targeted implementation policies will be developed as appropriate.

Further, the strategy aims to reflect and promote the organisation's overall vision of 'Independent, credible and sustainable SAIs for better societies and improved lives' and three Strategic Priorities of sustainability, digitisation and public trust in SAIs.

IDI's Communications Strategy also aims to

- Advance IDI's mission as a not-for-profit, autonomous INTOSAI body which supports SAIs in developing countries in sustainably enhancing their performance and capacities
- Promote IDI's unique approach to capacity development, which is needs-based, SAI-led, facilitative, empowering, inclusive and gender-responsive
- Provide the basic requirements, messaging and implementation policies for consistency and brand recognition across the organisation, while allowing for flexibility in communications for IDI's work streams

IDI's Communications Strategy is supported by targeted implementation guidelines:

- Digital Communications Policy (social media, websites etc)
- External Communications Policy (media, PR, reputation management and communicating on behalf of stakeholders)
- Internal Communications Policy (sharing information within IDI)

IDI AS AN INTOSAI BODY

IDI works jointly with relevant INTOSAI entities to create synergies, reduce overlaps and strengthen coordination in communications. These include the INTOSAI General Secretariat, the Goal Committees PSC, CBC, KSC, PFAC and the INTOSAI Regional bodies and the INTOSAI Journal of Government Auditing.

As a member of the INTOSAI family, IDI will coordinate and be consistent with the INTOSAI Communications Strategy.



2.IDI'S COMMUNICATIONS OBJECTIVES

IDI's Communications Strategy supports IDI's work in capacity development for SAIs in developing countries via the following objectives:

2.1. COMMUNICATING IDI'S OFFERING AND VALUE

- Underlining IDI's offer to SAIs in clear, transparent and predictable ways that supports their strategic and capacity development planning towards the fulfilment of their mandates
- Promoting IDI's vision of Independent, credible and sustainable SAIs for better societies and improved lives
- Outlining IDI's role and status as an implementing body within INTOSAI, contributing to the INTOSAI Strategic Plan and providing important feedback through its role as a bridge builder between standard-setters and implementors
- Promoting IDI's offer to external stakeholders on improved collaboration and coordination, in particular on governance issues that relate to the work of SAIs
- Demonstrating IDI's results and successes under IDI work streams and global initiatives, according to IDI's Strategic Plan

2.2. RAISING AWARENESS ON THE ROLE, BENEFITS AND CHALLENGES OF SAIS

- Highlighting the role of SAIs in governance, Public Financial Management and accountability
- Demonstrating the role of SAIs in global initiatives including the Sustainable Development Goals (SDGs) and areas such as climate change and gender equality
- Showing the results and impact of the work of SAIs, including how SAIs contribute to better societies and improved lives for everyone in their country
- Illustrating institutional, organisational, and professional needs and challenges for SAIs, such as independence of SAIs, challenges in the wider governance and political economy environment, and clear calls-to-action to address these challenges and needs.

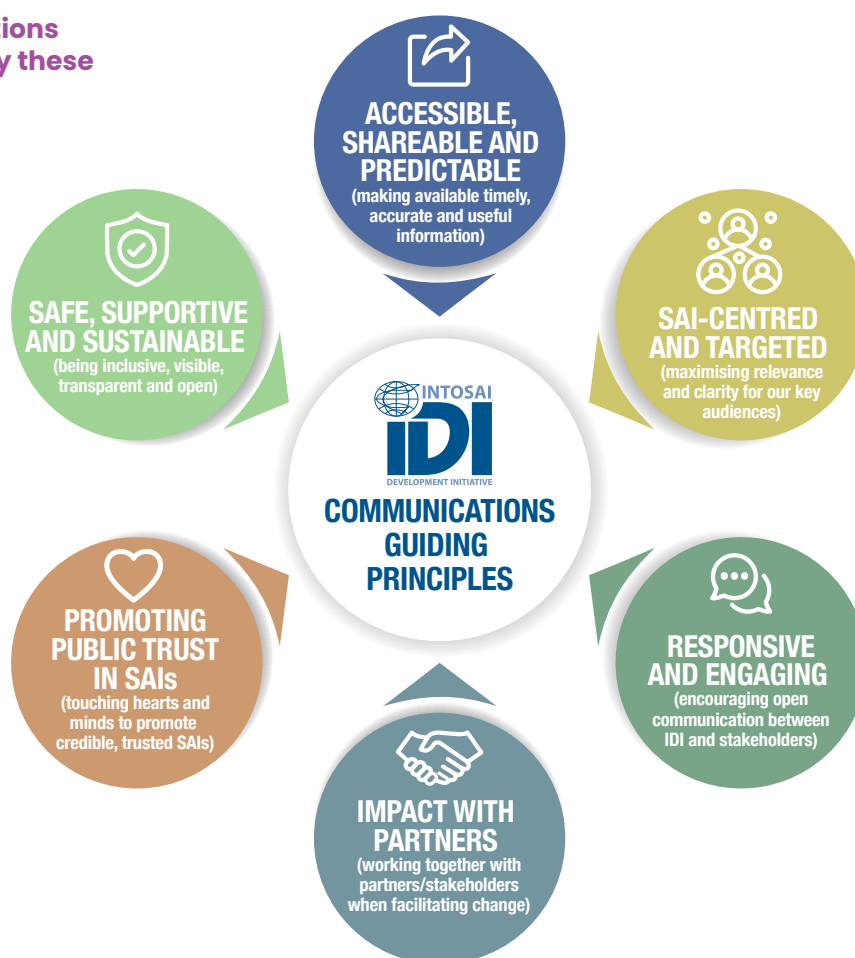
2.3. PROMOTING ACTIVITIES TOWARDS BETTER SAI ENVIRONMENT AND SUPPORT IN THE ACCOUNTABILITY ECO-SYSTEM

- Promoting necessary changes in legal frameworks and policies that influence SAIs operations
- Promoting necessary changes in the behaviour of those who work with SAIs to enable effective, sustainable and needs-based support to SAIs (primarily at the global level)
- Working with other relevant professional bodies, NGOs, state actors and others, including academia, media and CSOs to foster direct and indirect support for SAIs



3.IDI'S COMMUNICATIONS PRINCIPLES

All IDI communications are underpinned by these guiding principles



3.1. ACCESSIBLE, SHAREABLE AND PREDICTABLE (MAKING AVAILABLE TIMELY, ACCURATE AND USEFUL INFORMATION)

IDI wants all interested parties and stakeholders to be able to access and share IDI information easily yet appropriately. IDI communications channels will be clear and simple to navigate, though restricted where necessary to keep information secure. We aim to provide simple and usable calendars, guides and access points to IDI's offerings and information.

IDI's main language for information is English (UK), but as IDI is an INTOSAI body, all four INTOSAI languages of Arabic, French, Spanish (and English) will be used wherever possible and appropriate. All major documents and products will (over time) be published in all four languages and all efforts will be made to produce multilingual communications where possible.

We will continue to examine options for easier direct access to multilingual products, including working closely with the INTOSAI Regional Secretariats as partners who can reach out to member SAIs in the various INTOSAI languages, and through IDI's representation on the INTOSAI Network of Communication Officers (NICO).

Further, increasing efforts will be made to provide communications that comply with IDI's cross-cutting priority on inclusivity and gender, to reach and include as many people as possible and 'leave no one behind'. This may include the use of accessibility programmes and plug-ins, subtitles, interpreters, sign language and other methods available to increase IDI's reach to all.

3.2. SAI-CENTRED AND TARGETED (MAXIMISING RELEVANCE AND CLARITY FOR OUR KEY AUDIENCES)

IDI uses broad and direct targeting of relevant audiences/stakeholders via appropriate communication channels to improve the impact of its communications. To drill further into these broad avenues, IDI will use data analysis and statistical tools to monitor and continuously improve external engagement:-

However, IDI is committed to providing clear, relevant and understandable information to our key audience of Supreme Audit Institutions to assist in their planning towards fulfilling their mandates. Wherever possible and pertinent, we will design our communications materials and channels to maximise the SAI User Experience.

For a more recognisable, cohesive and visible IDI, clear and consistent branding formats at both the global and work stream levels are key. Work on work stream and initiative communications will go hand-in-hand with reflections on coherent visibility and branding across IDI.

3.3. RESPONSIVE AND ENGAGING (ENCOURAGING OPEN COMMUNICATION BETWEEN IDI AND STAKEHOLDERS)

IDI will ensure its communications are clear and understandable by the majority of our relevant audiences, by using language that is inclusive and appropriate, and using supporting visual and audio material that passes on key messages. Wherever it's possible and relevant, communication material will also be shared in the four INTOSAI languages.

IDI will encourage more open communications across its platforms by welcoming comment and feedback where safe and appropriate on social media, live and virtual events, and through surveys and emails.

3.4. IMPACT WITH PARTNERS (WORKING TOGETHER WITH PARTNERS/STAKEHOLDERS WHEN FACILITATING CHANGE)

IDI will work with a number of significant partners and stakeholders to establish mutually beneficial communications and advocacy campaigns that combine to create bigger impact. Sharing campaigns in this way means we can reach an extended group of contacts, access different and bigger media outlets and raise the profile of SAIs and of IDI across a number of related areas.

3.5. PROMOTING PUBLIC TRUST IN SAIS (TOUCHING HEARTS AND MINDS TO PROMOTE CREDIBLE, TRUSTED SAIS)

IDI will share stories, activities and news to highlight the importance of independent, effective SAIs and their positive impact on PFM, governance, societies and the lives of citizens, using the most appropriate channel to reach hearts and minds.

These stories may be shared with mainstream media including news channels, TV, radio, podcasts and more to reach a broad audience when a human or general interest angle is identified. They might also be shared directly with civil society organisations (CSOs), partner organisations including donors and INTOSAI, and other relevant bodies as appropriate.

3.6. SAFE, SUPPORTIVE AND SUSTAINABLE (BEING INCLUSIVE, VISIBLE, TRANSPARENT AND OPEN)

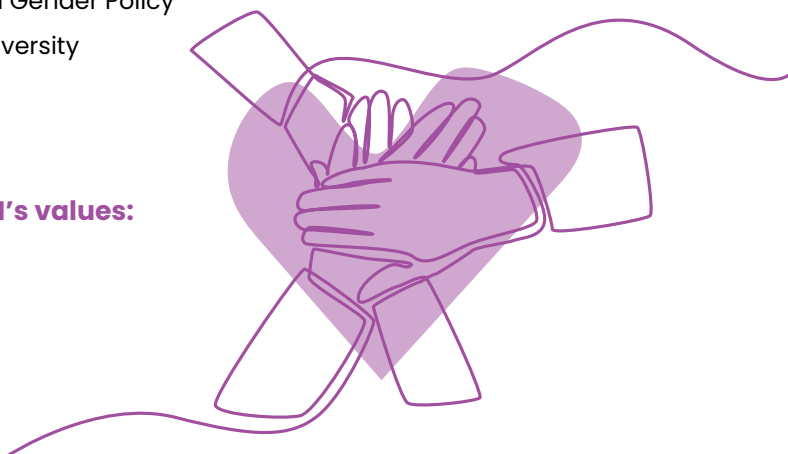
IDI will use whatever measures it can to ensure that all IDI communications are safe, secure and inclusive for all. A number of checks, balances and tools are used for this, including

- compliance with GDPR requirements
- Web Content Accessibility Guidelines (WCAG) adhered to
- Contact lists maintained in Blue and run through sanctions software
- Ensuring compliance with Code of Ethics and Gender Policy
- Widgets and supporting software for neurodiversity

These will be further developed as appropriate.

At all times IDI's communications will reflect IDI's values:

**PROFESSIONALISM, INNOVATION AND
COLLABORATION, WITH HEART**



4. RESOURCES AND IMPLEMENTATION

4.1. COMMUNICATIONS RESOURCES

Successful implementation of the strategy requires:

- A dedicated communications function in IDI to manage IDI-wide external, digital and internal communications
- Collaboration with IDI staff through the Comms Contacts representing work streams and initiatives
- The active involvement of IDI management, including coordination with INTOSAI and other partners

IDI's Communications Team job profiles may be accessed [here](#).

4.2. RELATED POLICIES, TOOLKITS AND GUIDANCE MATERIAL

Please refer to the targeted implementation policies and toolkits for operational details relating to IDI's Communications Strategy:

- Digital Communications Policy (social media and websites)
- External Communications Policy (media, PR, reputation management, communicating on behalf of stakeholders)
- Internal Communications Policy

Other related policies and licenses:

- GDPR
- Copyright Agreement
- IDI Sanctions List

4.3. COMMUNICATIONS CHANNELS

We will use the following communication channels to make information widely accessible and shareable:

Website

IDI's websites are the primary point of contact for information about IDI, work streams, initiatives and global role. The IDI website is and will remain one of the main channels through which IDI communicates with different target audiences and shares information and materials.

As part of the stakeholder request to make our information more predictable, long-term and transparent, IDI will look into possibilities for making the website more user-friendly and easily accessible for both outside users and IDI staff.

Social Media

IDI has a number of social media accounts including Facebook, LinkedIn and Twitter to promote the work of IDI, reach out to stakeholders, share items of interest and professional information for identified audiences and show connections and synergies with the SAI community and relevant INTOSAI bodies. IDI has a social media policy for detailed information.

IDI plans, reports, evaluations and stories

These reflect IDI's strategic directions, core work and the reporting and evaluations of those, and are key to IDI's communications efforts. For instance, the triannual Global SAI Stocktaking Report (GSR) is one of IDI's main channels and tools to emphasise the challenges to SAIs' work and to engage stakeholders. Stories and articles help us to show how IDI's work has an impact.

Direct e-mail/EDM (Electronic Direct Mail)

While cloud-based service products and other collaborative applications may gain importance in external communication, direct e-mail exchange will continue to be one of IDI's tools for directly reaching out to stakeholders eg for media releases, newsletters and more.

Events

IDI events, including training, workshops, conferences, eLearning courses etc., are an integral part of IDI's core work on capacity development and stakeholder engagement. IDI will continue to improve mechanisms for understanding what is offered, registering as an individual, SAI or region, and receiving information before and after the event.

5. MONITORING AND EVALUATION

Indicators for communication objectives are built into the IDI Strategic Plan, Operational Plans (OP) and the IDI Results Framework. These will be assessed and reviewed in mid-term and end-of-plan reviews.

Communications monitoring will also reflect the INTOSAI communications performance indicators of

- accessibility and inclusivity of content
- effect of IDI communications on target audiences
- increase in demand for IDI communications¹

¹ Given the speed of change in communications, this strategy and related policies may be updated from time to time. If you have questions about this strategy, please contact IDI's communications team.