



Support of AU-IBAR in the field of communication and knowledge management

Bamako, Mali

06.-08.12.2007



Goal



Overall goal of the **communications activities** is

- to enhance the visibility of IBAR with its target groups,
- to represent the organisation in the best-possible way
- to provide the best services to its target groups.

GTZ contribution

- Provision of a communications expert and knowledge manager to AU-IBAR headquarters for a period of 3 years (05.2007 – 04.2010)



MAJOR ACTIVITIES



- **Revision, restructuring and continuous up-date of IBAR's website in the field of Avian Influenza** in order to enhance IBAR's visibility, relay info and strengthen its mandate as a lead organisation
- Development of a **communications strategy** to enhance the strategic level of communications approach. This includes the thorough review of existing communications tools, i.e. website, newsletter etc, and their role within a comprehensive approach
- **Stenghtening Corporate Identity and Public Relations** to enhance and professionalize visibility though press releases, annoucements etc.
- Provision of **infomation materials** about relevant projects and activities of IBAR



MAJOR ACTIVITIES



KNOWLEDGE MANAGEMENT

- Strengthening of IBAR's **knowledge management** through
 - internally: improved electronical filing system/ calender
 - externally: Creation of a Knowledge Section on Website, where topical, relevant, tailored, new information related to thematic/project areas is stored

- Support of IBAR Regional Centers in all aspects related to knowledge management

- Provision of **training** on knowlege management

- Provision of advice on the **efficient use of medias** such as radio, print media, video, leaflets etc.



MAJOR ACTIVITIES



Elaboration of an directory on „Stakeholders and activities involved in Avaiian Influenza in Africa“ :

including all relevant information such as :

- name of the organisation
- geographical coverage
- short description of the organisations main programs / projects
- related to AI- contact datas and persons in
 - a) HQ
 - b) the countries
- links to major documents related to AI



Thanks for your attention



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