

**Session 8: Communication Strategy for the RCEs**

**15:30-16:30**, Thursday, 24 November 2016

Presenter: Hanna Ståhlberg (UNU-IAS)

**Record of Discussions**

**1. ESD calendar in the RCE portal**

- To enhance benefit of users, perhaps it would be good to add information as to which RCEs are likely to attend the events, to know who and where they are from. However, since many of these events are not organized by UNU-IAS, it may not be possible to get the information. This can be possible if the RCEs concerned provide information to the Global RCE Service Centre for sharing with the RCE community.
- This year, the Ahmedabad Conference was a lot better in terms of knowing which RCEs would be attending since preparations were done by UNU-IAS.

**2. Call for experts for capacity development**

- This may be further developed.
- It would be good to provide examples and to learn the function.

**3. Reporting**

- Nearly 50 percent of the European RCEs have reported. However, it is important that the submission is recognized. So far, only RCE Awards are recognized.
- It would be interesting to map RCEs on their works and experiences, hence possibly helping to get more reports. Mapping should be encouraged.

**4. Social Media**

- There was concern about using Facebook as the contents may be abused; perhaps, LinkedIn may be a supplemental option.
  - UNU-IAS has a Facebook account. Facebook may be the only effective way of communicating; Twitter might not be an effective platform for RCEs since the content is limited and usually the account is personalised.
  - Many RCEs are on facebook; it is the only way to link a lot of RCEs.
  - RCE Portal could be used more in this regard.
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