

# ALLIANCE FOR LAND, INDIGENOUS AND ENVIRONMENTAL DEFENDERS

International Coordinator  
Activities **May 2022**

# Communications and engagement



ALLIED's website



Shared Calendar



Document management system



Official channels for communications



Proactively reach out to members



## ALLIED's website

- Currently, ALLIED has a page in environment-rights.org. Instead of environment-rights.org hosting ALLIED, ALLIED could host the resource, and other relevant tools.
- Part of the budget already allocated to the IC, can be used to develop ALLIEDs' website.
- A new domain would give more visibility to the alliance and our activities, position our brand, and increase credibility.
- The website can also host the shared calendar and other communications and engagement efforts, and the document management system (see below).
- A new domain would allow to create institutional emails + institutional google (or similar account) from which to access official documents and other resources.
- *Suggested domain: allied-global.org (allied alone is already taken, and global works in EN, SP, and FR).*

*All designs and contents will be sent to the SC for comments and approval*

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## Shared Calendar

- Online shared Google calendar (embedded into ALLIED's website so it has a nice and brand-consistent layout).
  - Members will be able to sync the calendar with their personal calendars.
  - Allows to download specific events, rather than having to sync the whole calendar.
  - Can create subcalendars, including one for each WG and one for the SC, in addition to a public calendar. The first four calendars (3 WG+SC) would be private (i.e., for users who login to the portal) and others can be public (any person could see them).
  - *Security* would need to be double-checked with digital security partners.
  - The calendar will include: WGs and joint projects meetings, member's events, and other relevant convenings that represent opportunities for engagement and to advance ALLIEDs' objectives.

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## Document management system

Create ALLIED's archive, composed of:

- **Private documents:** ALLIED strategy documents, SC and WGs meeting records, WGs and joint projects workplans, official templates, project budgets, and list of members.
- **Public documents:** ALLIED's reports and learning papers. To avoid duplication, link to environment-rights.org, ILC's LANDEX and Green Advocates' directory, and other tools.

The new portal/WordPress site can host a document management system with some private (i.e., for logged in users) and public (i.e., any person would be able to see them) documents. However, WordPress would not allow to edit documents online, we would only be able to upload files and allow users to post comments. We would need to continue using either Google Drive, Dropbox or Word online for co-created documents. Alternatively, we could continue to use Google Drive, but this option may be less user friendly and less secure.

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## Official channels for communications

In addition to the mailing list:

- **Internal newsletter:** Send a monthly newsletter reminding members of opportunities for engagement (i.e., WG meetings, members' events and ongoing work), news and updates (including new resources and most recent outputs).
- **External newsletter:** Engage EHRDs and intermediary support organizations through periodic newsletters informing them about public events and documents as well as other important news and opportunities for engagement.

*Tools:*

- **Institutional emails:** IC, SC and WGs. These can all be re-directed to either eLaw's existing lists or to personal emails.
- **Social media accounts,** after other efforts are consolidated.

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## Internal newsletter

- Update: our most recent developments and news
- Upcoming events
- News from our members
- Opportunities for engagement with ALLIED



## External newsletter

- Update: our most recent reports and tools available to the public
- Upcoming public events
- Opportunities for engagement with ALLIED
- Support resources of EHRDs and referral opportunities

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## Proactively reach out to members

- **Individually reach out to** ALLIED members and meet with those whose priorities/lines of action are aligned with ALLIED to explore opportunities for collaboration, identify synergies and invite them to engage in ongoing activities.
  - One-on-one communications may increase engagements.
  - Also reach out to key actors to invite them to join, including CSOs (i.e., ICNL), networks and coalitions, and EHRDs? (prior approval of the SC).
  - Invite WG- or joint-project leads to the relevant meetings.
- **Add to the existing members' list** relevant ongoing work developed by each organization.
- Work with members who offer **rapid-response** and other forms of support to explore opportunities for coordination and the channel of support requests.



# Logistics and housekeeping (*ongoing*)



Meetings notes / records



Event organization (internal and external meetings)



Updated ALLIED and Working Groups lists and email lists



Translation of ALLIED documents and communications: SP, FR, EN



Communications and design



Prepare, and follow-up on the implementation of, timelines and budgets