

Guidelines for Strengthening the Relationship between Category 2 Institutes and Centres and the Communication and Information Sector

UNESCO's efforts to build knowledge societies are being complemented by the work undertaken by Category 2 Institutes and Centres. These entities carry out a plethora of activities which contribute to the achievement of UNESCO's strategic programme objectives. They may conduct research or facilitate the development of creative solutions for many of the challenges facing countries around the world.

The developing of a closer working relationship between these institutions and UNESCO will be paramount, if the Organisation is to successfully build knowledge societies by harnessing its expertise and resources and those of its partners. Therefore, the Sector has developed the following guidelines which should lead to the creation of synergies and create a bridge between UNESCO and these institutions:

1. There shall be an Annual Review Meeting comprising representatives of the Sector including ADG/CI and representatives of the relevant Institutes and Centres. These meetings will give the representatives an opportunity to engage in planning discussions and reviews of previous activities and programmes.
2. To further facilitate collaboration and cooperation, these meetings will be complemented by frequent formal and informal interactions between the Institutes and Centres and the relevant Divisions and programme specialists.
3. To facilitate the communication process, an online space shall be created on the CI webpage for regular contributions (photos, newsletters, reports, news articles) from the Institutes and Centres on their activities. In addition, the Institutes and Centres will be encouraged to keep abreast of the Sector's activities by *inter alia*, subscribing to UNESCO's newsletter and subsequently publicizing relevant UNESCO activities in their communication spaces including newsletters and websites.
4. The Sector will identify key professionals including Advisors in Communication and Information in the field who could work directly with the Institutes and Centres to help them achieve their strategic objectives.
5. The Sector will encourage the Institutes and Centres to identify individuals and organisations in the region who could assist the Sector to develop and implement programmes and activities.
6. The Sector and the Institutes and Centres should actively support each other's fundraising efforts and also identify possible joint fundraising endeavours.