GIGA COMMUNICATIONS STRATEGY 2023

© UNICEF.UN0143506.Prinsloo - Teacher Albert Matakone uses a computer tablet as a reference as he teaches children about the human digestive system at a school in Baigai, northern Cameroon

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1.Introduction

The United Nations Children's Fund (UNICEF) and the International Telecommunication Union (ITU) established Giga to connect all schools and children to the Internet by 2030.

To achieve this ambitious goal, we need to inspire the public, attract financial and in-kind support from partners, and gain the buy-in of governments and world leaders to help us achieve our mission.

A clear communications strategy will help us reach our target audience effectively, which will in turn help us achieve our goals. By engaging our audiences, we want to reach a tipping point where leaders are convinced that universal school connectivity should be a top priority, and that they need to take action to close the digital divide. We want to inspire a global community of supporters that will help us connect every school to the Internet, and provide every child with access to information, opportunity, and choice.

2. Giga Goals in 2023

Our first three years have helped us understand how the Giga approach works in different contexts. In 2023, with the support of our partners, we are ready to scale what we've learned.

By the end of 2023, we aim to:

- **Map 2.5 million schools**
- **Reach 40 countries**
- **Support governments to connect 20,000 schools to the Internet**

Engaging our target audiences through strategic communications approaches will help us create a global movement and mobilize resources to deliver these results.

3. Communication Objectives

In line with our overall Giga goals, our communications strategy for 2023 has two clear objectives: -

1. Use stories of our work to inspire leaders, technology companies, donors, governments, supporters, and beneficiaries to support Giga's mission of connecting all schools to the internet by 2030.
2. Create a larger community of Giga supporters through traditional and social media as well as through participating in strategic events.

4. Key Messages

Our communications can be distilled into three core key messages:

- **2.7 billion people having limited or no access to the Internet is unjust and unacceptable.**

Closing the digital divide is an important and urgent issue that needs global attention and action. Giga is responding to this by helping governments and partners to connect all schools to the Internet by 2030. Connecting all schools to the Internet is ambitious but achievable, if Giga's mission gets support from governments and partners.

*Source: *http://www.itu.int/factsandfigures2022*

- **Connecting schools to the internet is the right thing to do.**

Connectivity reduces inequalities of opportunities and information. It creates an equal playing field for youth across the world to be part of a digital future. Children and young people who have access to the internet can access information, opportunity, and choice. Schools are the center of the community. They are centers of hope and learning. By connecting schools, we provide connectivity and hope to communities.

- **Connectivity requires concerted investment and action by governments, technology companies and multilateral donors.**

Connecting all schools to the Internet requires mapping schools, regulatory and policy reforms, technical expertise, and infrastructure financing. With our track record of innovating and collaborating with partners across sectors, we are on track to achieving universal school connectivity.

5. Target Audiences

There are three broad categories of audiences that Giga will target in 2023: partners who are primarily technology companies, governments and UN agencies, and the public which include beneficiaries.

5.1 Partners

Most of Giga's partners are technology companies that support our work through financial and in-kind contributions.

Maintain existing partnerships: We want our partners to feel a sense of pride and joint ownership of the impact we create together. We want to show how their support creates meaningful change in the world. By working with us, they are not just associating their brand with Giga's mission, but they are also contributing to achieving universal school connectivity. Working with Giga will not only give them visibility, but also instill meaning and purpose beyond their commercial work.

Attract new partners: Giga's communication in 2023 aims to attract new partnerships and collaborations. Technology companies should learn about our work through various channels such as authoritative technology podcasts, magazines, newspapers, and technology events. Through our communication, potential partners will see the opportunity to work with a meaningful tech-for-good initiative, compelling them to share their technical expertise and support through financial and in-kind contributions. Most importantly, they will see that their potential investment in connecting schools can create visible, tangible, real-life impact on society.

As part of our strategy, we will also encourage our partners to promote Giga through their own channels.

5.2 Governments and UN agencies

Governments are the ultimate decision makers when it comes to connecting schools to the Internet. Universal school connectivity depends on their buy-in, legislation, and continuous support. In our strategy, we target heads of state, ministries, and decision makers at both national and local levels.

We also target UN agencies as we rely on these networks as an entry point to work with governments across the world. We want to nurture our relationships with UNICEF and ITU counterparts at the regional and country levels by involving them whenever we collect and create content from the field and maintaining regular internal communications with them.

Through the stories of our work and the testimonials of other global leaders, we want to gain the trust of decision-makers and inspire them to join our mission. We want them to be part of a growing community

of world leaders who advocate for school connectivity – and in the process, become connectivity champions themselves.

5.3 Thought leaders in technology and education.

Giga targets influential thought leaders in technology and education to champion the Giga mission. These individuals could be influential in funding circles and perhaps (but not necessarily) have a social media following of people who are in the know in the technology and education sector. More importantly, these are individuals that can persuade people in power to invest in Giga.

Using our stories from the field, we want these influential people to feel a sense of urgency, but also a sense of hope that the problem can be solved given the right partnerships and investments. We want to inspire them to use their voices and amplify our mission of connecting schools to the Internet.

6. Channels

Giga will use the following channels to convey our messages:

6.1 Traditional Media

Giga will focus on building relationships with traditional media this year, because they have established trust with authorities and influence decision-makers who invest in Giga. Traditional media include news outlets (both online and offline, mainstream and specialized).

As a start, we will forge relationships with technology-focused outlets, and the technology editors of mainstream media outlets. The aim is to make **Giga the go-to authority for school connectivity.**

6.2 Social Media

Social media includes online platforms with large numbers of daily active users, making it an attractive channel to spread our messages to the general public. Each social media platform has its own niche – for example, LinkedIn attracts business and industry-related content, Twitter is a great platform for sharing ideas, and Instagram is great for multimedia content.

Giga is currently active on LinkedIn, Twitter, and Instagram, and will launch its TikTok and YouTube channels this year. TikTok's short video content is great for capturing attention in an entertaining manner while YouTube is a great repository tool for long-form video content.

For more information, please refer to **Annex 1: Social Media Strategy**

6.3 The giga.global Website

Giga runs its own website at giga.global, which houses all the basic information about Giga using blogs, case stories, long-form articles and videos.

This year, Giga will focus on growing its website hits by reorganizing its layout, linking our social media content with our website content, and updating the website with new resources. The website will also be a repository for resources like our one-pager, fact sheets, and annual reports. To enhance usage, the team will also produce and publish product videos, a fresh 'why work for Giga video,' and a segment where the technology teams write blogs about products and innovations.

The website will also contain an updated calendar of Giga events, and content coming from those events, such as photos, talk recordings, and related social media posts.

Giga will also work with country communication teams to create 'voices of impact,' a segment that is dedicated and produced by countries featuring beneficiaries and Giga's work on the ground. This is a deliberate effort to create fresh country content from select countries that we work in. Products will include videos, blog posts and pictures. This was created to foster a sense of ownership by the country communication teams of Giga's work that they help to produce and give them credit for their efforts.

6.4 Events

Events are valuable means for building relations between Giga and its numerous and increasing number of partners. We classify our events into three main categories – technical events that showcase Giga's technical excellence, political events that build and strengthen alliances with like-minded figures and agencies, and internal events that focus on the Giga team.

Participating in events involves an investment in time, effort, and money, but they go a long way in forging connections when used strategically.

For a comprehensive list of the events we plan to attend this year, please refer to **Annex 2: Events Strategy**.

7.Channels X Target Audience Mix

While all channels can be suited to each target audience, we have prioritized specific channels for each target audience, as shown in the table below:

	Governments	Partners	Public	Notes
Traditional Media				
- TV	☑	☑	☑	Includes private and state-run media. It also includes print, broadcast, and online channels.
- Radio	☑	☑	☑	

- News outfits	☑	☑	☑	
- Magazines	☑	☑		Priority on industry-specific magazines
Social Media				
- LinkedIn	☑	☑	☑	Includes the opportunity to tag and engage government figures and partners
- Twitter	☑	☑	☑	
- Instagram			☑	
- YouTube		☑	☑	To be launched in 2023, with the general public in mind
- TikTok		☑	☑	
- Podcast guesting	☑	☑		Includes the opportunity to engage partners as speakers
Website and in-house productions				
- Blogs		☑	☑	Mainly targets but also an opportunity to engage governments and partners by featuring them
- Case stories	☑	☑	☑	
- Podcasts		☑	☑	
- Newsletters & Factsheets	☑	☑		Open to the public, but currently offered as an additional perk that our partners receive for supporting us
- Think pieces and long-form content	☑	☑	☑	Mainly targets partners, especially technical supporters to stimulate their thinking
- Commissioned research	☑	☑		Targets governments and partners to help in planning and implementation
- Reports and briefers	☑	☑		
- Annual Reports	☑	☑	☑	Contains basic information about Giga's achievements – this should be suited to all audiences
Events				
- Technical events	☑	☑		Involves networking. These events mainly target governments and partners.
- Political events	☑	☑		
- Internal events				

8. Communication Initiatives

To deliver our strategy, we are launching and implementing the following initiatives:

1. **Comms Hub and Content Library.** In response to Giga's growing communication needs, we will build a Comms Hub and Content Library that can be accessed anytime by all Giga members. The materials in these repositories will be developed over time and will be updated on a quarterly basis.

   The schedule for updates this year after the first content is uploaded is as follows; May 1st, August 1st and October 2nd.

   The **Comms Hub** will contain fundamental, 'evergreen' communication materials, including:
   - **Key Messages** – this comprehensive document will contain an expanded version of our key messages, messaging dos and don'ts, thematic messages, and key statistics. The Key Messages document will serve as a quick source of talking points for various events, and a source for blurbs and boilerplates for written materials.
   - **Brand and Style Guide** – this will contain guidelines for maintaining Giga's brand – including our visual identity (logos, banners, templates), as well as our positioning (messages, approach). This resource is intended for Giga staff producing external-facing materials, as well as vendors creating materials for Giga.
   - **Templates and graphic assets** - this contains all the templates for branded materials such as pitch decks, letterheads, zoom backgrounds, etc. This will also contain graphic assets such as high-resolution logos of Giga and its partners.
   - **Story Collection Guide**- a guide for partners, vendors, and Giga staff who intend to collect stories for Giga.

   The **Content Library** will contain fresh and growing content from our programs. These will be raw materials that can be adapted to create different communication products such as pitch decks and promotional materials. It will house a Story Bank, photos, uncut footage (B-Roll), recordings of live events, and interviews (including quotes).

2. **Regular story collection.** In order to populate the content library, we will work with our country offices to collect stories on a regular basis – ideally **every two to three months**. There are different modes of story collection, further discussed in.

   During story collection trips, the Communications team will gather materials (photos, footage, interviews) from the field with the view of developing them further into full-length articles and case stories, multimedia content, and social media posts. The raw materials gathered from the field will also be used to supplement other Giga materials such as presentations, reports, and campaigns. The materials will not only be accessible to Giga, but also to country offices supporting our content collection work.

   This year, the comms team will establish its first contact with country office communication teams in a structured manner and explore ways of working with them. In order to do this, we will host Giga's first story collection retreat with communication officers from our partner country offices. Through this event, we aim to build relationships with our comms counterparts, identify

potential areas of collaboration, and co-create a workflow for collecting Giga stories and content from the field.

We will also produce a Story Collection Guide as part of the Comms Hub.

3. **Social media and website growth and traditional media outreach.** We will grow our existing social media accounts on LinkedIn, Twitter, and Instagram, and build a presence on TikTok and YouTube. We will also grow our NFT community through the Patchwork Kingdoms project.

    In 2022, Giga's social media channels experienced a significant rise in followers, with the highest increase of 52.2% on LinkedIn, 35% on Instagram, and 26.2% on Twitter. Our goal for 2023 is to double Giga's follower count on every platform and expand Giga's presence by adding YouTube and TikTok to our outreach efforts.

    In terms of website growth, according to Google Analytics, there were 35,060 visitors to the Giga website between January and December of 2022. We plan to increase the number of visitors by 20% to 42,072 in 2023.

    For more information, please refer to **Annex 1: Social Media Strategy**

    In parallel, we will also increase our traditional media coverage by pitching on a regular basis and building and maintaining relationships with media contacts by hosting 'meet the editors' and strategically inviting journalists to events we host.

4. **Strategic events.** Guided by our Events Strategy, we will seek to raise our profile among leaders in government, tech, and development sectors. The key events of this year include roadshows in Spain and Switzerland, and participation in high-profile events such as the Mobile World Congress and the UN General Assembly.

5. **In-house communications training.** There is a wealth of expertise and experience among Giga staff, and we want to capitalize on this by training our team to tell our story better. This year, we will design and run a series of communication training courses for Giga staff to help develop stories on Giga's products. These workshops will preferably be in person, and some will be conducted online.

6. **Story collection retreat for in-country comms officers.** This year, we will host Giga's first story collection retreat with communication officers from our partner country offices. Through this event, we aim to build relationships with our comms counterparts, identify potential areas of collaboration, and co-create a workflow for collecting Giga stories and content from the field.

7. **Annual Report 2023**. Integrating lessons learned from Giga's Annual Report 2022, the Communications team will set up an annual report committee by the fourth quarter of this year to outline the direction and overall narrative of this year's annual report. With a strengthened process of collecting data and cases from the field, sourcing stories for the next annual report should be smoother.

9. Monitoring and Evaluation

We will monitor and evaluate our communication initiatives based on the following targets set for the end of 2023. Note output and outcome indicators are presented together below.

1. Produce and launch the 2022 Annual Report.
2. Establish a Comms Hub containing our Key Messages, Brand & Style Guide, templates and graphic assets, and Story Collection Guide.
3. Write and publish at least 10 case stories gathered from at least 3 story collection trips.
4. Secure at least 10 publications, mentions, and features on traditional media.
5. Gain at least 3% engagement rate on Twitter and 7% on LinkedIn.
6. Double our following across our existing channels. Reach at least 11,258 subscribers on Twitter, 8,250 subscribers on LinkedIn, and 3,026 subscribers on Instagram.
7. Establish our YouTube channel and gain 500 subscribers by the end of the year and establish our Tiktok channel with at least 1000 subscribers by the end of the year.
8. Attend at least 6 strategic events where Giga's message is shared to its core audiences.
9. Produce at least 2 newsletters by the end of 2023.
10. Increase our website's visitor growth by 20%, with at least 42,072 visitors by the end of 2023.
11. Run our first story collection retreat with at least 10 communication officers from Giga countries.
12. Train at least 10 internal Giga members in creating communication outputs.

We will also factor indirect results achieved by other Giga departments, in which our communication initiatives played a role. Examples include the number of new partnerships formed (as a result of our promotions and events), and new countries signing up for Giga.

We will seek feedback from related Giga teams to evaluate how our communication initiatives have been useful, and how they could be refined further to suit their needs. Similarly, the Comms team will also gather feedback from target audiences to evaluate the effectiveness of our approach.

10. Approvals

All communications can be classified into the following levels, each with their own sign-off procedures:

Level 1 – Comms Lead Approval

Level 1 outputs include day-to-day communications that are typically created by the comms team and approved by the communications lead. These outputs are typically drawn from our Key Messages, and other pre-approved materials such as reports and papers. Examples of these materials include regular social media posts, internal facing documents, and derivative products from previously approved materials.

Example scenario:
Output: A tweet highlighting the number of schools we connected in 2022, with a 15-second video to increase engagement.

Context: By the time of the intended tweet schedule, Giga has already produced its annual report and an annual report video – both already approved by Giga co-leads and external partners. Giga's social media manager only has to reword existing materials and cut the existing video into a 15-second version.

Approver: The communications lead can approve these materials as they are created based on existing materials that have been pre-approved or have low political sensitivity.

Level 2 – Co-approval from relevant sub-teams

Level 2 outputs are materials which involve collaboration with different Giga sub-teams, and/or external collaborators and partners. They are typically long-form outputs, which rely heavily on data provided by other teams. For Level 2 outputs, approvals need to be secured from the communications lead, and the relevant lead/s and/or partners involved in the collaborative output.

Examples of these materials include case stories, podcasts, and feature videos.

Example scenario:

Output: An in-depth blogpost about our work about how Giga has helped the Rwandan government reduce connectivity costs significantly.

Context: The blogpost will contain statistics, quotes from key figures, and photos from the field. Data gathering for this output may also be included in upcoming content collection trips.

Approver: Before publishing this blogpost, the Giga's content writer will have to secure the approval of the communications lead, as well as clearance from relevant teams – in this case, the country engagement team and the Rwanda country office. Clearance will involve fact-checking to make sure all numbers are correct, and the precise language we use to describe our work are accurate.

Level 3 – Approval from Giga Co-Leads

High stakes are often involved in Level 3 outputs. They typically include sensitive information and announcements, important Giga milestones and partnerships, as well as messages involving Giga leads, sponsors, and high-ranking officials. For Level 3 outputs, approvals are done by Giga co-leads, with the assumption that the outputs have been cleared by relevant units.

Examples of these materials are high-level presentations and interviews, annual and milestone reports, and Giga announcements.

Example scenario:

Output: A Presentation on Giga's 2022 annual results at a UN-sponsored conference.

Context: The ITU Secretary General has been tasked to present Giga's annual results at a conference attended by heads of state and Giga partners. Giga's event manager must ensure that all communications materials are provided – including a set of talking points, a presentation deck, and a hand-out for the conference participants.

Approver: All the materials that the ITU Secretary General has to present should be checked by

the communications lead, with facts and figures cleared by relevant Giga teams, and with final approval from the Giga co-leads.

Level 4 – Approval beyond Giga

Level 4 outputs involve high-level outputs and announcements, typically including highly political sensitive information. They are similar to Level 3 outputs, except that they involve checks and approval from offices beyond Giga, such as the Secretary General Offices or UNICEF's Office of Innovation. Level 4 outputs are approved by parties external to Giga, with clearance from Giga co-leads and relevant units. Examples of these materials are high-level presentations on Giga by the Secretary General of ITU.

Example scenario:

Output: A media release announcing the release of funding to establish the Giga Technology Centre in Barcelona, Spain
 Context: The Governments of Spain, Catalan, and Barcelona have all entered an agreement to fund Giga. Upon signing the agreement, funds will be released to establish the Giga Technology Centre and the new technology jobs that will be housed there. The announcement involved the UNICEF Secretary General's Communication team.
Approver: All communication related to this announcement would have to be cleared by the UNICEF Partnership and SG's Communication team who liaise with the Governments of Spain, Catalonia, and Barcelona and inform the Giga co-leads, and the Giga communications lead.

Here's a summary of the levels:

	Level 1	Level 2	Level 3	Level 4
Description	Day-to-day communications based on pre-approved key messages and materials	Collaborative outputs with different Giga sub-teams and/or external partners	High-level Materials and announcements containing key Giga-wide updates and sensitive information	High-level announcements and materials concerning other units outside Giga
Materials	Regular social media posts (based on key messages and approved outputs), case stories, and derivative materials	Case stories, podcasts, feature videos, website content	High-level presentations and interviews, annual and milestone reports, and Giga announcements	High-level materials and announcements involving other units outside Giga
Approvers	Communications Lead	Communications Lead and Leads of	Giga Co-Leads, Communications Lead, and Leads of	External Leads, UNICEF Office of Innovation

	other involved units	other involved units.	UNICEF & ITUSG's office, Giga Co-Leads, Communications Lead, and Leads of other involved units/institutions/ Governments.

11.Timeline of Activities

This provisional calendar shows a schedule for our upcoming activities in 2023:

No	Initiative	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	J24
	Comms Hub and Story Collection												
1	Comms Strategy		■										
2	Annual Report 2022 (1 Mar launch)		■										
3	Develop Key Messages Document			■									
4	Develop standard Giga Slide Deck			■									
5	Develop Country Case Studies (at least 1x per month)			■	■	■	■	■	■	■	■	■	■
6	Develop Brand and Style Guide *in collaboration with Giga's Design Specialist*				■								
7	Develop Story Collection Guide			■									
8	Launch of Comms Hub and Content Library				■								
9	Develop Annual Report 2023 (Launch January 2024)									■	■	■	■
10	Establish Connections with Country Offices for Story Collection + scoping of potential trips			■	■	■							
11	Story Collection Trips						■		■		■		■
12	Story Collection Retreat with Country Offices					■							
13	Think pieces and commissioned reports								■				
	Social Media Channels												
13	Social media management and content creation across channels, including international days & joint campaigns with partners	■	■	■	■	■	■	■	■	■	■	■	■
14	Launch of YouTube Channel			■									
15	Launch of TikTok Channel				■								

Events

Initiative	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Events												
Mobile World Congress (27 Feb-2 Mar) Barcelona, Spain		■										
World Summit on the Information Society Forum (13-17 Mar) Geneva, Switzerland			■									
Arizona State University + Global Silicon Valley Summit (17-19 Apr) San Diego, USA				■								
Transform Africa Summit (26-28 April) Victoria Falls, Zimbabwe				■								
Ambassador Lauber's high-level event (10 May), Geneva, Switzerland					■							
World Telecommunication & Information Society Day (17 May), online event					■							
GITEX Africa (31 May - 2 June), Marrakech, Morocco					■							
Giga Road Show Switzerland (June TBC)						■						
UN General Assembly (12-30 Sep), New York City, USA									■			
Giga Road Show Spain (October TBC)										■		
Building Bridges (2-5 Oct), Geneva, Switzerland										■		
Africa Tech Festival (14-16 Nov), Cape Town, South Africa											■	
NFT2.0 Auction with CfC. St. Moritz (December TBC)												■
Internal Meetings and events– Perhaps all of them after June; Some we can do online (sooner)												
Partnership X Comms Meeting in Geneva					■							
Comms training for Giga Staff (combination of online and offline events)						■	■			■	■	
Giga Staff Retreat										■		

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12. Team

Giga's communication strategy will be implemented by a core team that sits within Giga, with support from both UNICEF and ITU staff:

Giga Core Comms Team

Ngasuma Kanyeka
Communications Lead

Muhamad Fahmi Ramadhan
Social Media and Website Manager

Vivien Gyuris
Event Manager

Aildrene Israel Tan
Technical Content Creator

Giga ITU Comms

Victoria Knight
ITU SG Comms

Cansu Pekmez
ITU SG Comms

Maria Duran de Bernardo
Giga ITU Project Officer

Senior Management

Chris Fabian
Giga Co-Lead
UNICEF Office of Innovation

Alex Wong
Giga Co-Lead
ITU Secretary General's Office

13. Next Steps

Once the Communications Strategy is approved, a detailed Work Plan will be produced with timelines, responsibilities, and indicators. The Comms team will conduct a mid-year check-in to evaluate the strategy and refine it if needed.

Annex 1: Social Media Strategy

Giga social media strategy will align with Giga's overall communication goals by targeting the intended target audience and promoting messages through different channels. Below are the targets and content pillars of Giga social media and website in 2023:

Social Media Targets

Follower Growth

Indicators	Twitter	LinkedIn	Instagram	YouTube	TikTok	Website
Baseline as end of 2022	5629	4125	1603	n/a	n/a	35,060 visitors
Growth target in 2023	100%	100%	100%	n/a	n/a	20%
Total increase by 2023	5629	4125	1603	500	1000	7012 visitors
Total followers by end of 2023	11,258	8250	3026	500	1000	42,072 visitors

Engagement Rates

Indicators	Twitter	LinkedIn
Baseline as end of 2022	2%	6%
Growth target in 2023	1%	1%
Total by end of 2023	>3%	>7%

Means of Verification: social media and google analytics.

Social Media Content Pillars

No.	Content Pillars	Description
1.	Did You Know?	Provide factual information about connectivity, the digital divide, and the impact of connectivity.
2.	Quotes	Asking Giga partners, external champions or beneficiaries in Giga countries for quotes and to share this in support of Giga.
3.	Stories of connectivity or digital public goods on external media	Showcase stories or articles on the external media and emphasize the importance of connectivity and Giga.
4.	Product pitches	Promote Giga key products, such as Project Connect, Connectivity Costing Tool, Giga Counts, etc.
5.	Stories of Impact	Share progress and impact of Giga projects; Human-interest stories from Giga countries
6.	Events	Curate social media content before, during, and after events
7.	Quiz	Ask quick, easy questions to engage with our audience
8.	International Days related to Giga's mission	Emphasize the significance of international days related to connectivity and highlight Giga's efforts to address connectivity issues on these relevant international days. List of Relevant International Days **International Day of Education** (24 January) **International Day of Women and Girls in Science** (11 February) **International Women's Day** (8 March) **International Girls in ICT Day [ITU]** (27 April) **World Telecommunication and Information Society Day** (17 May) **World Youth Skills Day** (15 July) **International Youth Day** (12 August) **International Literacy Day** (8 September) **World Teachers' Day** (5 October) **International Day of the Girl Child** (11 October)**United Nations Day** (24 October) **World Science Day for Peace and Development** (10 November) **World Children's Day** (20 November)
9.	Patchwork Kingdoms Community	Support the PWK community and promote the use of NFTs for social good.
10.	Spotlight of ITU Secretary-General & UNICEF Executive Director	Captures statements from ITU Secretary-General or UNICEF Executive Director regarding Giga on International days or significant events.

Annex 2: The 2023 Events Strategy

The 2023 Giga Events strategy is aligned with the Communications and Partnership Strategies. The Events Strategy is a strategically planned, data-driven, and measurable plan that outlines what Giga aims to accomplish through events, how it will achieve and measure those goals. Events are valuable means for building relations between Giga and its numerous and increasing number of counterparts. The Event Strategy offers a tool for prioritizing, planning and executing events with a particular emphasis on the Giga Roadshows in the strategic partner countries of Giga, Switzerland and Spain.

Defining and categorizing events

The term 'event' refers to a pre-arranged social activity, such as high-level meetings, general assemblies, conferences, expos, exhibitions, technical meetings, galas, roundtables, online technical discussions, webinars and dinners. Events can be categorized based on (i) purpose, (ii) size, and (iii) technological modality. Based on purpose, the following event categories exist guided by the key objectives of the Event Strategy to build Giga's visibility and credibility among key technical and political stakeholders:

Technical events: showcasing the technical excellence of Giga

Technical events refer to events that are organized by or with the participation of leading tech or finance companies potentially with global outreach. Here the focus is on showcasing the technical excellence of Giga. These events also support peer learning, knowledge sharing and networking. The majority of these tech events have strategic importance from the perspective of initiating new partnerships, sponsorships or alliances in the digital technology and finance ecosystems.

Some examples:

- Larger events, such as roadshows in Spain and Switzerland with the objective of engaging larger tech companies, Mobile World Congress, Africa Tech Festival, Web Summit, International Wireless Communications Conference and Expo, Satellite Conference and Exhibition, etc. (See Annex 1 for list of proposed larger Tech Events for 2023).
- More targeted and smaller events, such as pre-arranged meetings with potentially significant strategic partners, like the Gates Foundation, Musk Foundation, Amazon, etc.

Political events: building alliances with like-minded and strategically well-positioned agencies

Political events refer to events with high-level participation from international development or government agencies. Here the focus is more political, building alliances with like-minded and strategically well-positioned stakeholders and displaying Giga's forward-looking and innovative approach to enabling universal school connectivity.

Some examples:

- UN-focused events, such as the United Nations General Assembly, etc.
- Other high political events, including agencies such as the World Economic Forum, World Bank/IFC, European Commission, regional development banks, and bilateral agencies. These can be both large, like the World Bank's Annual Meeting or smaller ones, like meeting government officials with potential interest to join Giga's club of partners and sponsors.

Giga's own events: technical upskilling, connecting, team building, training, and networking

Giga's own events refer to events that are organized exclusively by the Giga team for technical knowledge sharing, connecting, team building, training, and communications purposes.

Some examples:

- Events initiated by Giga for technical knowledge sharing and peer learning purposes, such as inviting experts from Giga countries to spend a few days at the Barcelona Giga Technology Centre and discuss different thematic areas, meet the host agencies of Spain, and reach out to relevant companies or research centers of the Barcelona-based local tech ecosystem.
- Annual event or Giga Gala celebrating its achievements, staff, partners and sponsors. It is important to expose and display Giga's achievements, along with the people who made it all possible. An annual event for the extended Giga community.
- Annual staff retreat to build further ties among colleagues, with additional focus on targeted capacity building and peer learning.

Events by size

Events vary from small bilateral meetings to large conferences or expos.

- Bilateral or small events have the benefit of discussing issues more openly with partners, preferably during meals.
- Mid-size meetings, of around 5-15 people, are ideal for technical discussions, like roundtables or roadshows that are a series of small events.
- Large size events, around 15-50 are good for knowledge sharing, presenting, and increasing visibility, but less ideal for more in-depth discussions and exchanges.
- Extra-large events, over 50 participants are excellent for increasing visibility, if presenting on the plenary and meeting new partners. In addition, extra-large events, usually international events, host side-events, smaller group roundtables and technical discussions which could also be ideal for Giga for more personalized, technical and in-depth discussions with partners.

Events by technological modality

Events can be online, in-person and blended. After the pandemic, events are seemingly returning to be held in person. The benefits of in-person events are clearly higher than those of online events; however, their costs are also significantly higher, along with a higher risk of nonattendance due to unforeseen circumstances like illness. For Giga, in addition to the in-person events, it would be advisable to also carry on with bilateral meetings held online supplementing or preparing in-person meetings, visits or other events.

Selecting the list of events to run

Given Giga's growing visibility, the list of events to attend is also growing. To strategically select the events that support Giga's objectives, events need to be pre-assessed using a set of criteria included in the Selection Matrix.

- How well the proposed event serves the strategic objectives of Giga events?
- Whether the required investments, such as cost and human resources (including time) and probable achievable outcomes are reasonable?

- Whether there might be a less obvious factor that has a significant impact on the outcome of the event?

Planning and conceptualizing

Each event needs to have a Concept Note defining the event infrastructure, including its vision, objectives, expected outcomes, target group, messages to communicate, organizational modalities, KPIs, budget, communications (branding, social media, website), executing team, event technology, risk assessment and mitigation, timeline, evaluation of success. See below a guide for developing Event Concept Notes.

Launching and executing the event

Once the Concept Note is developed, the event can be launched. This includes communications to promote and follow the event, developing briefing packs and talking points, arranging display materials, supporting the executing team, monitoring technology and last-minute arrangements. Depending on the type and size of the event, tasks vary for this phase.

Closing and measuring event success

The event closes with preparing and sending out follow-up materials, thank you letters, and evaluation surveys in some cases. Success evaluation can be done by the organizing team and/or by the event participants. In any cases, lessons learnt, and conclusions of the event need to be compiled, filed and evaluated against event objectives, feeding valuable learning to future events.

Guide for Developing Event Concept Notes	
This document aims to provide a guide for any Giga staff engaged in designing and executing events. It includes a set of considerations to discuss and plan answers to. Any event needs strategic planning, and this framework can help set a standard for Giga's various events, varying from small bilateral ones to extra-large expos.	
1. Vision and Objectives	**Answers – Comments**
What is the vision of the event? What are the objectives? What does it want to achieve and how are those aligned with Giga's Comms Strategy and annual targets?	
2. Expected outcomes	
What are the expected outcomes?	
3. Target group	
What is the target group of the event? What key messages does the event want to communicate to them?	
4. Executing team	

Define executing team. Provide briefing packs and talking points as needed.	
5. Risk assessment and mitigation	
Identify risk factors that can hamper implementation and set alternative actions to mitigate them.	
6. Organizational modalities	
Is it going to be organized online, in-person and/or blended? What is the reasoning behind it?	
7. Timeline	
Define the timeline of the event execution. It is helpful for progressing backwards from the event's actual date.	
8. Budget	
Prepare budget including contingency planning based on your risk assessment.	
9. Milestones (KPIs)	
How will you monitor the execution process? Define KPIs to keep you on track.	
10. Communications	
Develop communications plan including branding, social media, and website management. Monitor communications activities ahead of, during and after the event.	
11. Event technology	
What technology will be used? Is it provided and controlled by the organizers? Clarify all unclear issues with the organizers and inform the executing team accordingly. Be ready for alternative solutions.	
12. Closing and Lessons learnt	
Assemble agreed upon next steps. Send out follow-up materials and thank you letters. Gather all useful lessons learned of the execution process that can be used in future events and strategies.	
13. Evaluation of success	
Evaluate the success of the event by sending out post-even surveys to participants, conducting internal debriefings, assessing outcomes against previously defined event objectives, looking at planned finances	

and actual spending, communications results (# and quality of hits, posts, articles, etc.)	
Summary	
The Concept Note of an event helps define the big picture. The picture that has the overall vision in mind along with key milestones and indicators. The strategy must be firm but also flexible. Able to change and adapt as situations change.	

Giga Strategic Events 2023 - Shortlist

The document includes the 2023 key strategic events to attend for Giga.

Event	Dates	Venue	Types of Events
Mobile World Congress	27th February - 2nd March 2023	Barcelona, Spain	Technical & Political Includes various speaking opportunities at high-level political and more technical levels, including several bilateral events with partners and government representatives.
WSIS World Summit on the Information Society Forum	March 13-17, 2023	Geneva, Switzerland	Technical & Political This is a key ITU annual event, with a separate session on Giga with high-level political and technical attendees.
ASU + GSV Summit Arizona State University + Global Silicon Valley Summit	April 17-19, 2023	San Diego, USA	Technical This is a new opportunity to showcase Giga to the academic community in the US and investors in research and technology for public good.
Transform Africa Summit Victoria Falls, Zimbabwe	April 26-28, 2023	Victoria Falls, Zimbabwe	Political and Technical There are 3-4 Giga speaking events scheduled, most of them under the Ministerial program.
Ambassador Lauber's High-level Event	May 10, 2023	Geneva, Switzerland	Political This is a high-level fundraising event for Giga offered by Ambassador Lauber.
World Telecommunication & Information Society Day	May 17, 2023	online	Political and Technical This is an online fundraising event lead by ITU in cooperation with Partner to Connect, exclusively targeting at mobilizing pledges for Giga.
GITEX Africa	May 31-June 2	Marrakech, Morocco	Political and Technical

			There are 3-4 Giga speaking events scheduled, most of them under the Ministerial program.
Giga Roadshow Switzerland	June 2023 (TBC)	Switzerland	Technical This is a week-long series of meetings with key players of the Swiss finance and technology ecosystems to showcase Giga and engage in future partnerships.
UN General Assembly (UNGA) including SDG Summit (UN High-level Political Forum on Sustainable Development (HLPF)	New York City, USA	September 12-30, 2023 (TBC)	Political and Technical This is the highest-level UN event where Giga is displayed as a champion of universal school connectivity.
Giga Roadshow Spain	October 2023 (TBC)	Spain	Technical This is a week-long series of meetings with key players of the Spanish technology ecosystem to showcase Giga and engage in future partnerships.
Building Bridges	October 2-5, 2023	Geneva, Switzerland	Political and Technical This is a key ITU event following up on the 2022 UNGA TES and showcasing Giga as a champion on universal school connectivity.
Africa Tech Festival - AfricaCom: Connectivity Infrastructure and Digital Inclusion	November 14-16, 2023	Cape Town, South Africa	Technical and Political This is a key digital inclusion event with a focus on Africa. Giga attended it in 2022 and has been invited in 2023 also. Provides opportunity for high-level meetings and showcasing Giga's work in digital inclusion.
NFT2.0 Auction with CfC. St. Moritz	December 2023 – January 2024 (TBC)	St. Moritz, Switzerland	Political and Technical This will be the second NFT auction for Giga with a number of High-Net-Worth Individuals present. Additional smaller preparatory events are also planned with limited communications tasks for Giga.

Annex 3: Content Strategy

About Content

Content refers to various communication products, each targeting specific audiences across different channels. They include, but are not limited to the following:

- Blogs
- Long-form articles
- Map stories
- Photo essays
- Factsheets

- Newsletters
- Reports
- Explainer videos
- Short-form videos
- Podcasts

- Talks
- Social media posts
- Twitter Spaces
- Brochures

When used purposefully, these kinds of content can educate, entertain, and inspire Giga's target audiences. With an engaged audience, we build a stronger brand, and we grow a following that's inspired to support our mission and spread the word about us.

Content Library

In order to produce these materials, it is essential to build a content library where *'content raw materials'* can be stored and accessed by everyone at who wishes to use them. Ideally stored in SharePoint, the library will include the following:

- Case stories
- Interviews (including quotes)
- Recordings of live events
- Photos

- Raw footage
- Giga Key Messages
- Brand and Style Guide
- Graphics Pack

Collecting Content

To build a solid library, regular content collection needs to be integrated in our work – and can be done in various modes including:

- **Giga story collection trips** – in-person content collection facilitated by the Comms team.
- **Remote content collection trips** - content collection involving in-country contractors, managed online by the Comms team
- **Partner-led content submissions** – content sent to the Giga team, sourced by partners (including UNICEF country offices) on the ground. Partner contracts could include requirements to submit stories, photos, and/or footage in specified time periods
- **Recording of events** – Recording of key highlights of talks and events attended by Giga staff and partners
- **Online Interviews** – Recorded interviews purely done online.
- **User-generated content** – Content generated by our beneficiaries – school leaders, teachers, and students. This will entail close guidance and training from the Comms the team, but it is a good way to get authentic content for our audiences. This is also in line with our mission of empowering communities through the Internet.