**Draft Terms of Reference**

**Working Group 1**

**Communications, Outreach and Resource Mobilization**

1. **Purpose**
   1. The main purpose of the Communications Working Group is to formalize and disseminate messages that reflect the mission, vision and strategic plan of the Sustainable Rice Platform (SRP). The three pillars of the communication strategy are:
      1. Advocacy
      2. Branding
      3. Networking
2. **Membership**
   1. The WG shall comprise at least 4, but no more than 8 members. Wherever possible, the membership should reflect the sectoral and geographical makeup of the SRP.
   2. The WG will be led by the SRP Communications and Member Liaison Officer, or other Secretariat member to be appointed by the Advisory Committee.
   3. Except for the lead, all other working group members, representing an institutional member, are invited to volunteer.
   4. The term for all members shall be one year.
3. **Responsibilities of the Working Group**
   1. Review, amend and adopt the TORs of the Working Group on approval of the Advisory Committee.
   2. Develop, implement and update the organization’s annual communication plan.
   3. Maintain informational resources, either from the SRP or other credible organizations on sustainable rice for members or the public.
   4. Identify opportunities to provide SRP input on issues in the media and bring these opportunities to the attention of the Advisory Committee.
   5. Promote the “SRP brand” or corporate identity by maintaining promotional materials and ensuring that they are being used effectively.
   6. Identify and, where possible, participate in outreach opportunities in order to increase the profile of the SRP.
   7. Maintain and contribute to SRP social media sites.
   8. Carry out other communication tasks as assigned by the Advisory Committee.
4. **Responsibility of the Working Group Members**
   1. Lead
      1. Schedule, prepare and facilitate meetings.
      2. Record and distribute meeting minutes to the members.
      3. Coordinate flow of information to and from the Advisory Committee.
   2. Members
      1. Actively contribute time, skills and organizational resources to develop, implement, and manage communication strategies, including substantive contributions such as articles, press releases, audio-visual and social media inputs.
5. **Meetings**
   1. The business of the working group will generally be conducted by teleconference, webinar, e-mail or other agreed means.
   2. Meetings will be held a minimum of six times per year.
   3. Additional meetings will be arranged as required.
6. **Governance**
   1. The WG lead shall report to the Advisory Committee.
7. **Review**
   1. The WG Terms of Reference will be reviewed at year-end, with next review in December 2017.