**Arctic SDI**

**Communication Working** **Group**

**Activity Plan**

1. Arctic SDI official Website – operation, updating and editing

* To establish the Arctic SDI website
* To keep the website updated with information on:
  + Services
  + Point of contact
  + Activities
  + Organization including contact information
  + Calendar of upcoming events
  + Documents – upcoming events and archive
  + Presentations, pamphlets and posters

1. Point of contact for stakeholders, users and the public in general

* To establish contact information and facilities to be accessible through the Arctic SDI website
* As part of daily operations act as the point of contact for inquiries, questions etc.
* When relevant, refer inquiries and questions to the appropriate Working Group, and National Contact Points etc.

1. Information and key messages

* Presentations, articles and speeches
* Pamphlets and other communication material
* Posters
* Updating the Arctic SDI Framework document including appendices

1. Coordinate information within the groups of Lead and Supporting Countries

* To work closely with the Secretariat for the Chair of the Board
* To actively seek information on the work in the other Working Groups such as to communicate the work in between the Working Groups

1. Documentation

* Make available documents, protocols etc. from upcoming and previous meetings (Board, National Contact Point etc)

1. Identify and coordinate representation in international forums *coordinated* with the Secretariat of the Chair of the Board in line with the Calendar of Events

**Estimated time schedule**

|  |  |  |
| --- | --- | --- |
|  | **Activity** | **Date** |
| Website | * Draft content * Functional * Finalized | June 1  July 1  September 1 |
| Point of contact | * Established through website | September 1 |
| Information and key messages | * One page selling document * Posters INSPIRE conference – Denmark * Pamphlet * Arctic SDI Framework Document * Calendar of events * Calendar of activities * Poster and presentation for SAO meeting - Whitehorse | June 1  June 1  June 1  June 1  June 1  September 15  September 15 |
| Documentation | * Latest documentation (protocols, organization, participants, ToR’s, Activity plans etc) * Historic documentation | September 1  November 1 |
| Representation | * INSPIRE conference – Denmark * CAFF Arctic Biodiversity Conference – Norway * SAO meeting – Whitehorse * Others – depending on calendar of events | June 19  December 2 – 4  October 21 - 24 |