



IGF Leadership Panel
Meeting I
Group A on Awareness-Raising and Outreach
1 March 2023 | 14:00-15:00 UTC | Online

Action Items / Update from Group

Common messages/talking points

- Everyone to comment on the shared 'GDC via IGF Messages' before the Vienna meeting. They are available at <https://lp.intgovforum.org/en/user/login>
- Consider extending the list of discussed areas to include more detailed messages during the IGF.
- The Secretariat is preparing talking points/messages for the LP members to use broadly where appropriate, which will be discussed further in Vienna. Related to this, a joint document to promote shared language with the decision-makers, legislators, and relevant fora should be discussed and agreed upon.
- Simplify the messages in a file to explain to decision-makers on the highest level, the benefits and the directions.
- Communicate the messages to the highest possible levels.
- Send a letter to the governments and legislative bodies, signed by the leadership panel, to increase the visibility of IGF's messages.
- Prepare a table or chart that compares messages from 2001 and 2022 on the issues related to the IGF.

Media engagement

- The group should address the issue of attracting media's attention towards the IGF.

Cooperation with other LP working groups

- Discuss the proposed document by Group D during the Vienna meeting.
- Avoid duplicating work and double the effort by focusing on one document for communicating messages.
- The group could create two types of documents: 1) one for awareness raising on the IGF and its charter; and the other for 2) updating the audience on the latest topics.

Other suggestions

- A presentation shared on behalf of LP Member Mr. Sharma is annexed. In it, it was suggested focusing on outward interactions and having a separate discussion on dependencies and interactions to avoid working in silos. There could be four work tracks: mapping outputs, mapping stakeholders, mapping specific issues, and curating messages. Issues could be categorized into three groups: general consensus and need for an action plan, nascent issues requiring more deliberation, and issues from recipient stakeholders.