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Context

It is ten years that in the WSF new counter-hegemonic communication shared practices are developing. The experience accumulated in these years has allowed to better define the scope and concrete possibilities of communication and information activities, which are becoming key practices for the progress of the WSF process. The latter is taking the form of a variety of events and dates, spread over the next two years and culminating in the WSF 2011 in Dakar. It is moving from "yearly events", owned by regional organization committees (with exception of GDA) to a "WSF calendar" with a succession and diversity of events locally owned, and of dates (mobilizations) promoted by thematic networks and assemblies within the WSF dynamics.

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The challenge is to help stimulate **inter-communication processes between committees and participants**, make the linkage of these dates and events felt in a
common process, and make this common process visible to media and public opinion in general. The form adopted for 2009-2011 (including moments/days dedicated to a common issue – such as "another exit from the crisis is possible") leads us to explore novel ways in communication capable of enabling massive inclusion of new actors in the process.

The involvement of IC member organizations in the communicational process is the main condition for the success of these proposals, as well as the active participation of and synergy with the organizing committee of the WSF 2011 in Dakar.

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Working Plan

In line with the overall strategy and objectives established in the IC meeting in Rabat, the Communication commission has drafted a general agenda, to be confirmed by the outcomes of the 2010 IC working group.

Discuss in depth communication strategy issues related to the mid- and long-term WSF process, networking, promotion as well as to the work on the detailed plan for 2010 and 2011, stemming from the experience in the Global day of action and in Belém.

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1. Shared communication and alternative media

The following tasks are a summary of the proposals:

- Facilitating shared communication **between 2010 events and leading to WSF 2011**

- **Interact with the Organizing Committee of events to stimulate the formation of nuclei of shared communication** and their integration with the existing projects that promote exchange and collaboration in covering the WSF (before and during each Event);

- Promote the **copyleft coverage by independent/alternative media** and involvement of other networks; use the celebration of 10 years of the WSF as occasion to reflect and build on the experience for shared communication.

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1. Shared communication and alternative media

Forum de radios
- A **campaign in 6 languages to promote the Forums and their coverage to radios** in
the Americas, Europe, Africa, Asia and Australia.
- Facilitation of **coordinated programming, spots, in different languages**
(Portuguese, Spanish, French, German, Dutch, English, Arabic, Swahili). Special
involvement of community radios worldwide.

Tv forum / hub
- **TV Forums and video exchange system** (wsftv). Building of an **online video community** that can be able to cover each forum in the path to reach Dakar in the
2011, opening for each forum a specific channel in the website
 - Developing the Video Memory archive of **wsftv** (existing and working
since the Global Day of Action 2008), in terms of mapping, cataloging and
uploading all available past video material.

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2. Press and international (mainstream) media facilitation

Continuing on the experience of the GDA and WSF09, the Commission shall pursue a coordinated decentralized work on international press and on a network of journalists who follow the WSF throughout time.

- **Increase the visibility of the WSF in public opinion worldwide** with a coherent identity by facilitating **press pooling coordination** among the events, with the local organizing committees and IC member's networks;
- **Facilitate the coverage of the WSF2010 and 2011 by mainstream media** (public and commercial), with a V**irtual Media Center** containing updated news and background materials in 6/8 languages
- Activate consistent journalists and **media relations at the international level, and promote the network of journalists linked to the Forum**
- Seek **editorial contribution from well-known activities/journalists**
- Synergy with WSF São Paulo office and all press groups formed for the local events
- **Press clippings collection** and organization

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3. [Online] Participation and internal communication

Many of the IC organizations present in Rabat who answered the ComCom survey, when asked about which communication area they wanted to contribute to, have expressed main interest for internal issues of communication: information on WSF process, remote intercommunication (or distance participation), websites and internet strategy.

- Work closely with the 2010 group that is defining the common elements to be circulated widely and consistently. The purpose is to **give a collective identity to 2010 and mobilize potential participants** (both organizations and individuals)
- **Redefine the general "institutional" website** (forumsocialmundial.org.br) together with the São Paulo Office more as a portal linking to the WSF "universe" (events, process and participation, registration, online donation, memory, multimedia [video, radio, other media], media center...)
- Improve the **newsletter/bulletin** and link it to the WSF **participants database**

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4. Promote the Social Forum Expanded (SFEX)

The Belém Expanded experiment, which consisted in 30 "remotely connected activities" self organized locally and involving hundreds of people, through video chats between groups, has allowed to accumulate an innovative practical experience. It has made it possible to formulate a **concept of "expanded event"** which rather than a mere technical modality is a whole organizing/ mobilizing and participatory approach, allowing to break the travel cost barrier and include many new participants in the dynamics of a forum event.

Work on a **set of online tools to facilitate participation of organizations and individuals** (consolidating openfsm and sharing a multi-event site with a common participant's registration form, agglutination and online payment system – from the experience of the European social forum).

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5. Memory and documentation

One of the weaker parts of the Forum process is the capacity to collect, organize and show the proposals and results emerging from it's dynamics, as well as using them both for "content" and documentation on which to build on.

- Stimulate the creation of **memory and documentation groups in each event** in the
2010-11 calendar and exchange with them on experience accumulated in some of the past forums events, encouraging individuals and groups to produce their documentation and share it.
- The memory groups can be helped by providing common "forms" for documenting activities and outcomes, and make those contents visible in a online database.
- These activities (and connected ones such as the Oral history memory project and the Audiovisual memory for Belém 2009 and Porto Alegre 2010) should be shared with the methodology commission of the IC.
- Contact and dialogue with organizations that expressed interest in memory and documentation at the IC meeting in Rabat

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6. Infrastructure and technology

Past experience with development of WSF websites has lead to the creation of a Technical web team and a software support group in order to have a **community of developers worldwide to help find better technical solutions** within a "political" context and promoting the use of free software.

Tasks include: optimizing servers and hosting; data transmission, softwares and databases for different needs of communication, as well assuring that the infrastructure for communication be prioritized and guaranteed in the next Forum events.

(events and process)

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7. Visual identity and other "languages"
(methods to make (the activities in) the wsf participatory

Promotional common "materials" for the "Forum 2010" (graphics design, logo, banners, general visual identity) in open digital formats to be shared and promoted throughout and adopted by the events, and to be used for viral communication.

Cultural, artistic and dialogic communication: promoting other "languages" of communication (besides media and internet) emerging from the Forum dynamics and linking the different events.

8. Online donations and campaign

Develop a global campaign for self-sustainability of WSF (in term of time dedicated to process and economic resources) and promote the online donation system on all WSF websites and in connection with the participant's database.
CD sales ??