



**TAX JUSTICE
NETWORK
AFRICA**



**MAKE
TAX
FAIR**

FTM GUIDELINES FOR REPORT LAUNCH

This section includes some guidelines on what steps to take before launching your FTM Country Report. When the guidelines mentions communications with the FTM team, this refers to Ilse Balstra (ilse.balstra@oxfamnovib.nl) and Riva Jalipa (rjalipa@taxjusticeafrica.net).

When launching your national FTM report, please go through the following steps:

1. Receive sign-off on the final FTM country report:
 - The FTM team works together with the country team to support the research and ensure the quality.
 - After the final review by the FTM team the reports should receive sign-off by the Oxfam Global Tax team. The sign-off for the global tax team is done by either Susana Ruiz (susana.ruiz@oxfam.org) or Oli Pearce (opearce1@oxfam.org.uk). The FTM team will engage with the Global tax team to get sign-off.
 - Ensure the report features the Oxfam & TJN-A logo, along with the logos of any other organizations that have been closely involved in the research.
 - Ensure the report features the logo of the donor if this is requested/required by the donor funding the research.
2. Based on good experience in FTM countries, the FTM team advises to hold a “validation meeting” with a number of key stakeholders when you are finalizing your report. This is where the preliminary results from the study are presented and discussed for feedback and validation. Benefits of a validation meeting are: 1. This moment can already be used for advocacy; 2. Factual errors can still be addressed before publication; 3. The team is aware of sensitivities and can brainstorm in advance how to mitigate risks.
3. Alert the FTM team **four weeks** prior to launching. At the same time submit the Quick Reference table (Part A) for the launch from the FTM Advocacy Plan Template document.
 - Ensure the launch meets the minimum requirements:
 - (a) Launch at a public event
 - (b) Receive sign-off from the CD to publish a national press release about the launch.
 - (c) Publishing a press release on the partner’s, Oxfam’s, TJN-A’s and the www.maketaxfair.net website
 - (d) Share press release with relevant media
 - (e) Ensure participation of the relevant national and international stakeholders
 - (f) If possible launch the report in alliance with a national tax justice platform
4. When alerting the FTM team of the launch, provide the following information:

- **The exact date** your country office and/or partner organization plans to launch the FTM report.
 - Who is **invited** to the launch
 - Draft invitation to the launch
 - In case it is not a public event, share reasons for why the meeting is not public.
 - What **support** is needed from the FTM team (e.g. assisting in developing messaging, informing relevant parties, etc.)
5. Share a press release and any other relevant (promotional / communication) materials with the FTM team before the launch.
 6. Discuss with the FTM team which stakeholders should be informed about the launch. Besides the relevant national authorities and lobby targets, also think about the following possible organizations to inform about the launch:
 - EU delegation in the country;
 - Dutch Embassy;
 - Sida delegation in the country;
 - IMF/WB delegations;
 - Donors working on PFM reform/technical support to Mistry of Finance/Revenue Authority (this is country specific and can be DFID/EU/USAID, etc.;
 - Donors supporting governance work in the country (this information is available locally in the CO donor mapping);
 - INGOs working in the governance field in the country;
 - OECD (if present in the country).
 7. Share (a link to) the report, media quotations, killer facts, pictures, blogs and other reflections with the FTM team after the launch.