



2007-2017 **10**

PUBLIC RELATIONS  
**WITHOUT BORDERS**



2017 ANNUAL REPORT

# PUBLIC RELATIONS WITHOUT BORDERS A SUMMARY

Public Relations Without Borders (PRWB) was founded in 2007 in Montréal, Canada, by a group of senior public relations professionals; it is recognized by the Canada Revenue Agency as a charitable organization.

Through initiatives in a growing list of countries, PRWB is demonstrating how public relations can be used as a powerful tool to leverage social and economic progress. By partnering with a number of other organizations, we are contributing to the sustainable improvement of living conditions in these countries as well as helping these populations take charge of their development with dignity.

PRWB carries out missions in cooperation with partners that include NGOs, organizations and public authorities. Its volunteer services - training, counselling, coaching – aim to help local organizations achieve their objectives, for the direct benefit of the populations they serve.

PRWB's volunteers rally around the ideals of solidarity, integrity and professionalism.

## PRWB IN NUMBERS

**10** Years  
**40** Missions  
**20** Institutional partners  
**25** Heads of missions  
**20** Countries where the missions were carried out  
**+ 5** languages  
**+ 800** donors

PRWB charity registration number: 849820295RR0001

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## MESSAGE FROM THE CHAIR



**Guy Versailles, APR, FCPRS**  
Chair of the Board

Benin  
Bolivia  
Burkina Faso  
Cameroon  
Colombia  
Guinea  
Haiti  
Honduras  
India  
Jerusalem  
Jordan  
Mali  
Morocco  
Mozambique  
Niger  
Peru  
Senegal  
Tanzania  
Tunisia  
Uganda

With boots on the ground in Colombia and Senegal this year, more than ever the organization has mobilized communications and public relations as key tools for social and economic progress. This has been as true in the case of people striving for gender equality as it has been for fighting poverty through support of those who are developing entrepreneurship in communities and creating the prospect of a brighter future.

2017 saw the emergence of a number of new trends. We have been receiving requests for longer and longer missions. While in the past our missions rarely extended beyond two weeks, the mission to Casamance organized with SUCO and the Senegalese group APISEN continued for two months. In 2018 this will become the average duration of our missions! Our partners are also requesting that we train their employees, an indication of how important communications can be in international cooperation.

Trends such as these have prompted us to undertake a strategic planning process intended to review and consolidate our interventions. The exercise began in fall 2017 and continued into 2018. We've established the means to best respond to the many and diverse needs of our partner organizations and to structure the activities of our mission heads on the ground.

At this time, I would like to recognize the commitment of our mission heads and our many other volunteers who support our mission with their time and effort. To all of them, to our board of directors and to our executive director, I wish to express my sincere thanks on behalf of all those who benefit from what we do at Public Relations without Borders.

**Guy Versailles, APR, FCPRS**

## YEAR IN REVIEW



**Louis Moubarak, APR**  
Executive Director

### MISSIONS AND PARTNER RELATIONS

We were delighted to be able to work with four major partners in 2017: Equitas, Oxfam-Québec, Lawyers without Borders (LWOB) for the first time and SUCO. Thanks to these partnerships, PRWB was able to complete four missions in three countries: Colombia, Senegal and Mali. The quality and depth of these partnerships have supported the pursuit of our mission and have helped us achieve concrete results that have directly benefited the local organizations we support.



LAWYERS WITHOUT BORDERS  
AVOCATS SANS FRONTIÈRES  
ABOGADOS SIN FRONTERAS  
Canada



### FUNDING

We've made a number of changes intended to ensure the financial future of PRWB is bright. By diversifying our sources of funding and by increasing the number of innovative initiatives we have been able to achieve sound financial results. Cost reduction and cost control have also been top-of-mind and in keeping with our values. The Year 2017 has shown a surplus that ensures PRWB will continue to pursue its development for communications mandate (C4D).

Finally, since 2015 we have adopted a cost-sharing approach in negotiations between PRWB and our strategic partners. By virtue of these agreements, our partners assume a major part of the costs of our missions. As such, the costs of our missions, as reported in our financial statements, represents only a fraction of their real costs.

### 2017 EVENTS

In the 10 years since it was founded, Public Relations without Borders has held a series of high quality events that have solidified PRWB as a key player in international cooperation.

In 2017, our January 9 cocktail fundraiser and our annual breakfast conference fundraiser of June 20 were both resounding successes and brought together more than 350 people in total.

Guest of honour at our cocktail fundraiser was Christine Saint-Pierre, then Québec Minister of Relations *internationales et de la Francophonie*. She was joined by our principal speaker, Jean-François Lépine, journalist emeritus and China representative of the Québec Government since 2016. Mr. Lépine spoke to us about the extraordinary transformation China is undergoing and the many ties being forged between that country and Québec. ■





Exploring the theme of economic and social challenges playing out at the United Nations for Quebec and Canada in the uncertainty of the world context, the breakfast conference fundraiser had the audience's rapt attention. Canadian Ambassador and Permanent Representative to the United Nations Marc-André Blanchard and Louise Fréchette, Vice Secretary General of the UN between 1998 and 2006, engaged in a lively exchange moderated with his usual brio by John Parisella, Special Advisor, Business Outreach, National Public Relations and Québec Delegate to New York from 2009 to 2012. ■



2017 also saw us hosting a number of PRWB *Rendez-vous* meetings where our mission heads shared their field experience with the broader public and extended the impact of their work with this outreach.

In this context, Karrel Cournoyer spoke about her mission to Bolivia and Peru, in partnership with the Léger Foundation, that focused on improving food safety, production and organizational capacity for more than 7,000 agricultural producers and their families. The venue for the February 7 event was provided by our partner, the Montreal University Club.

On March 7, Senegal mission head Joanne Fortin spoke at a *Rendez-vous* in conversation with Pierre Gince. Both explained how the mission supported the work of our partner, the African Commission on Human and Peoples' Rights, a key player in Senegal working to stop violence against women, young people and children.

On May 9, PRWB joined *Management alumni of the École nationale d'administration publique (RDAI ENAP)* to organize a touching conference entitled "Human Rights First: International Justice against Dictatorship – the Chad Republic Case Study," jointly presented by Reed Brody, the Dictator



Hunter, American lawyer and defender of human rights and victims of dictatorships, and Souleymane Guengueng, Chadian human rights activist, both of whom have been involved in the legal proceedings brought against Chadian dictator Hissène Habré. ■

To celebrate our 10<sup>th</sup> anniversary with the communications and public relations industry, on September 13 our organization participated in the AgendaPR, PRMixer happy-hour event with guests from the *Société québécoise des professionnels en relations publiques*, the *Alliance des cabinets de relations publiques du Québec* and other partners, in a most convivial venue. ■

On March 18, at the invitation of CUSO, we participated in the salon *Ma carrière en développement international* intended to create an opportunity for young people to meet Quebec and Canadian organizations that are active in international development. ■



Ending 2017 on a high note, we were present in a special section of *Le Devoir* on International Cooperation Week, in collaboration with the Association québécoise des organismes de coopération internationale (AQOCI). One of the articles in the special section provided an overview of the work of PRWB as well as information on our advocacy work in Mali.

## COLOMBIA / Bogota



### BUILDING COMMUNICATIONS CAPACITY



**John Ludwick**

Mission Head

In May, John Ludwick travelled to Bogota, Colombia, with Equitas in order to provide advocacy training to representatives of Techo Colombia, an organization that works with marginalized communities to eradicate poverty.

The first objective of the mission was to build the communications capacity of the local leaders supported by Techno, so that they can communicate the causes they are defending to their outside partners. As well, the intention was to work directly with Techno to review their communications strategy and establish a plan to raise awareness of their primary mission.

Four interviews were held with local leaders between May 21 and 29 and Techno Colombia employees. This represented the first time employees had the opportunity to work on their communications plan, "a first step in consolidating the Techno strategy," the director pointed out. The leaders, for their part, learned to think like communications professionals and acquired a number of useful skills for effective advocacy.

John is our first mission head from outside Québec. He lives in Alberta where he's a public relations executive for the Alberta Energy Regulator.

*"It was a great pleasure to work with Techo and the community leaders. The time spent with them was intense, but most of the participants benefitted from the workshops and at the end of the day were then able to work with the strategies that we developed together."*

**John Ludwick**

Mission Head

*"Results showed that the training provided by John Ludwick in May 2017 to build public relations capacity in the 17 community leaders and seven employees of the Techo Colombia partner organization gave them more confidence, equipped them and gave them the tools they needed to communicate clearly and effectively with the various stakeholders."*

**Laura Martínez Lung**

Equitas

Program Manager, Colombia



## COLOMBIA / Bogota



### CAPACITY-BUILDING IN COMMUNICATIONS



**Patricia Castro**

Mission Head

As part of the *Accès à l'Innovation* (PAI) program administered by OXFAM-Québec, Patricia Castro travelled to Bogota in August and September 2017 to assist FEDEMUCC — the *Federación de Mujeres Campesinas de Cundinamarca* — that works to improve conditions for rural women.

Given her skills in public administration and communications, Patricia was able to apply her expertise in the development of a strategy for sustainable communications with government authorities. The objective was to help women entrepreneurs in far-flung regions get better roads constructed by the government so they could more easily sell their products.

A number of interviews were held in order to establish FEDEMUCC's strengths and weaknesses and develop an effective advocacy and communications plan.

*"I worked for four weeks in collaboration with OXFAM to build public relations capacity at FEDEMUCC. I organized several meetings with the managers of the group, I was at the harvest festival in Cota, I participated as an observer at a meeting of FEDEMUCC representatives with the ministerial secretary for gender equity in the department of Cundinamarca, and finally I gave a workshop in public relations, internal communications and advocacy to the local FEDEMUCC coordinators, all of which were sustained and enriching experiences for me."*

**Patricia Castro**

Mission Head

*"Patricia's work was important because it strengthened FEDEMUCC's advocacy capacity and that of the 23 rural women entrepreneur associations that wanted to increase their leadership capacity and increase their influence on decision-makers so they could shape new municipal public policy that was more responsive to their social and economic realities."*

**Richard Touchette**

Director — Partnerships and Special Projects,  
Oxfam-Québec





## MALI / Bamako



### ADVOCACY TRAINING



**Louis Moubarak, APR**  
Mission Head

In November 2017, Louis Moubarak travelled to Bamako as part of the project known as JUPREC, dealing with the Mali Crisis, "Justice, Prevention and Reconciliation Project for Women, Minors and Other Affected Persons" organized by Lawyers without Borders Canada, the Centre d'étude et de coopération internationale (CECI) and the *École nationale d'administration publique* (ENAP). Louis's task was to do a communications needs analysis (identifying strategies and means) and build capacity in members of the legal system (known as the *actrices et acteurs judiciaires* or AAJ) in their advocacy work for better laws.

A number of workshops and group training sessions were held to build capacity in AAJs and in civil society organizations advocating for laws favouring legal representation and victim compensation, particularly as it applied to the review of the Law Relative to Legal Aid and the bill on gender-based violence.

These workshops provided the representatives of JUPREC and the other civil society organizations with the tools to engage in effective advocacy and measure its impact.

*"I was impressed with the quality of the interventions and the depth of the participants' understanding of the legal and human rights challenges as well as their commitment to make a difference in their country."*

**Louis Moubarak**  
Mission Head

*"A big thank-you to Louis Moubarak, our trainer and the Executive Director of Public Relations without Borders, whose teaching skills allowed the participants to effectively advocate in favour of legal representation and compensation for victims of gender-based violence. His explanations were precise and his case studies were very relevant."*

**Oumou Bolly Diallo**  
Program Leader, Legal Aid and  
Legal Assistance Program  
Project JUPREC – Mali  
Lawyers without Borders Canada







### SUPPORTING SUSTAINABLE DEVELOPMENT



**Assane Badji, MBA CMC**  
Mission Head

In October 2017, Assane Badji travelled to Senegal with the *Association des Apiculteurs de la Région de Ziguinchor* – APISEN – as part of the Casamance International Honey Show, an important event for the region.

During the mission, Assane helped APISEN structure their event, which has the objective of promoting organic beekeeping as a key sustainable development driver for the region economically, socially and environmentally. It also facilitates dialogue on best practices between beekeepers and provides training workshops on the challenges of adopting new methods in the age of climate change.

The event was a great success and met three important objectives: it promoted honey products to the local public; it offered training and networking opportunities for local and international honey farmers; and it created awareness in school-age youth of the challenges of climate change and its impact on pollinators.

Assane was also able to solicit the help of the president of the Ziguinchor Chamber of Commerce and the Federation of Honey Farmers, indicating to the farmers that jointly organized events were possible without the need for outside partners. The mission also allowed discussion of subjects such as gender parity.

*"I came to understand the importance of bees in daily life and the impact they have on the environment. As well, I learned about all the jobs in honey farming as a source of employment for thousands of people. The commitment and buy-in to the event by the Ziguinchor Chamber of Commerce and FONGIP (Fonds de Gestion des Investissements Prioritaires), the two major partners, were pivotal success factors. They took care of all the logistics and put the cars at our disposal that made up the Honey Festival parade. Three hundred people visited the stand on the day of the exhibition. What a great success!"*

**Assane Badji**  
Mission Head

*"I want to thank Assane once again for his commitment to capacity building in our partner, APISEN. The challenge was significant given the short timeframe, and Assane resisted simply doing all the planning himself, to the great benefit of effective new competency development by the partner."*

**Sophie Bourdon**  
SUCO Senegal representative, Dakar



## MISSIONS ACCOMPLISHED 2009 - 2017

### 2013 HAITI

Supporting the launch of an agricultural recovery program and nutrition

### 2016 HONDURAS

Supporting Sustainable Development

### 2017 COLOMBIA

Support of local organizations working to eradicate poverty and eliminate community marginalization

AND

Support for a local organization working to create appreciation for rural women entrepreneurs

### 2016 PERU

Supporting two organizations of agricultural producers

2014 Supporting a reforestation effort and cocoa growing

### 2016 BOLIVIA

Supporting two organizations of agricultural producers

2013 Building skill sets to support a group of dairy farmers

2012 Supporting a movement for economies of solidarity and fair trade

### 2014 TUNISIA

Supporting the efforts of the Tunisian Observatory for the Independence of the Judiciary (OTIM)

2012 2013 Supporting an organization that helps children

### 2014 MOROCCO

Supporting an NGO's efforts to help children

### 2016 SENEGAL

Supporting a group of poverty-fighting organizations

2015 Agricultural Development Assistance

2015 Contribute to the development of a human rights organization

### 2017 SENEGAL

Assistance organizing a key event for regional honey farmers and the introduction of the latest concepts of gender parity and respect for the environment.

### 2017 MALI

Develop the necessary tools for representatives of civil society to advocate for legal aid and fight against gender-based violence.

### 2015 GUINEA

Guide those who inform the public on important public health issues

### 2016 BURKINA FASO

Supporting three NGOs that work toward insuring food security

2012 2013 Reinforcing the campaign fighting against violence against women and girls, "Coalition nationale de lutte contre les violences faites aux femmes et aux filles" (four missions between 2010 and 2012)

### 2013 BENIN

Supporting a local solid and household community waste management program

### 2014 CAMEROON

Supporting the African Model Forest Network

In **2017**, PRWB completed four missions including two in Colombia, one in Senegal and another in Mali.

Once again, we've been able to provide services in multiple languages including French, English and Spanish.

With the Mali mission undertaken at year-end with our new partner, Lawyers without Borders – and after 10 years in operation, PRWB has completed nearly 40 missions in Latin America; in French, English and Portuguese Africa; and in Asia.

This year there was also another first: a mission leader from outside Québec, John Ludwick who completed a mission with Equitas in Colombia.

We've completed long missions of some nine weeks in Senegal, in partnership with SUCO and another of four weeks in Colombia with Oxfam.

2018 is looking strong, with stimulating projects with our current partners and with others who are coming to us for the significant support we can bring to the success of their programs.

After six years as Chair of the Projects Committee, I will be leaving the Board of Directors of PRWB, content with the work we've accomplished but also well aware of the challenges my successor will have to face, to whom I wish the best of luck.



**Yvan Cliche, M.Sc., MBA**  
Chair of the Programmes Committee

**2015 TANZANIA**

Training people on the front line of civil rights education

**2014** Development of communication tools for the benefit of a network of schools in disadvantaged areas

**2014 MOZAMBIQUE**

Training of trainers in development of entrepreneurship

**2013 UGANDA**

Support for the development of network of schools in rural areas

**2009 2010 2011 2012 NIGER**

Supporting organizations that fight gender-based violence (6 missions between 2009 and 2012)

**2016 JERUSALEM**

Capacity building in communication management

**2014 JORDAN**

Promoting youth involvement in civil rights education

**2015 INDIA**

Supporting an organization that provides education to children

● Missions completed in 2017

● Missions completed between 2009 and 2016





# DONORS IN 2017

## INSTITUTIONAL & CORPORATE DONORS

### \$10,000 and more

Groupe financier BMO

### \$3,000 to \$9,999

Groupe conseil RES PUBLICA

Rio Tinto

Power Corporation du Canada

Stikeman Elliott

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Azur

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Investissement Québec

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TELUS

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Christian Leduc

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Courtesy of Vasco design

Full-page photos, including cover page:  
Karrel Cournoyer





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PUBLIC RELATIONS  
**WITHOUT BORDERS**



PERU Tradition and Culture



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Public Relations Without Borders

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