



IPAD
Instituto Português
de Apoio ao Desenvolvimento

*Effectiveness and Results:
Are we ready to make a difference?*

**Annual Meeting
of the Informal Network of DAC Development Communicators
Lisbon, 6 & 7 November 2007**

*By invitation only
Working language: English*

Draft Agenda

AGENDA OUTLINE

Effectiveness and Results:

Are we ready to make a difference?

Annual Meeting DevCom Network, 6-7 November 2007

DAY ONE

Meeting Room

PEQUIM B, Hotel Olissippo Oriente,

Avenida D. João II Lt.1.03.22, 1900-083 LISBOA, Tel: (351) 218 929 100

9:00 – 9.30	Registration and coffee
9:30 – 10.00	Welcome
10.00 – 13.00	Session I 3 rd High-Level Forum on Aid Effectiveness, Accra, 2008: is there potential for synergies in communicating about aid effectiveness?
13.00 – 14.30	Lunch
14:30 – 18:00	Session II DevCom Work Programme, 2007 – 2008
20.30	Dinner

DAY TWO

Meeting Room

AUDITORIUM 3, Feira Internacional de Lisboa,

Parque das Nações, 1998-010 LISBOA, Tel: (351) 218 921 500

09:00 – 09:05	Welcome and brief overview from Day I
09:05 – 12:30	Session III Effectiveness and results: incentives for integrating communication in development planning and programming
12:30 – 14.00	Lunch
14.00 – 16.00	Session IV Evolving Media Landscape: new opportunities for communication and development education?
16.00 – 16.30	Session V Wrapping-up

ANNUAL MEETING ENDS

DAC DevCom: effectiveness & results in 2008, work programme 2007-2008

- 09:00 - 09:30 Registration
- 09:30 - 10:00 Welcome and getting to know each other, **Manuel Correia**, President, IPAD
Objectives for this year's meeting

Session I. 3rd High-Level Forum on Aid Effectiveness, Accra, 2008: is there potential for synergies in communicating about aid effectiveness?

10:00-13:00

Chair: **Richard Manning**, DAC Chairman

- 10:00 – 10:30 The 3rd High-Level Forum on Aid Effectiveness, Accra, 2008: priorities, objectives and other information by **Brenda Killen**, Head of Aid Effectiveness Division, DAC secretariat.
Questions and Answers
- 10:30 – 11:15 Open discussion: What are the plans , challenges, and needs of DevCom members in communicating about aid effectiveness in 2008, and beyond?
- 11:15 – 11:45 **Coffee break**
- 11:45 – 12:45 Presentation of the draft Communication Strategy leading up to HLF 3 and questions for discussion with DevCom members by **Stephen Groff**, Deputy Director, DAC secretariat
DevCom members respond to questions for discussion [document 1]
- 12:45 – 13:00 Conclusions and next steps by the Chair

In this session DevCom members will be updated by the OECD Secretariat on the Third High Level Forum on Aid Effectiveness and the draft communication strategy leading up to HLF3. The purpose of this session is two-fold (i) **the OECD Secretariat would like to hear from DevCom Members about the challenges they are confronted with when communicating about aid effectiveness and how the DAC could help them to overcome the challenges; and (ii) DevCom members are invited to respond to the questions for discussion in the communication strategy (document 1) about aid effectiveness and to identify how they can best support and contribute to this ambitious strategy for 2008 and beyond.** The Chair will help summarise the discussion and identify concrete next steps.

13:00 - 14:30 **Lunch**

Session II. DevCom Work Programme, 2007 – 2008

14:30 – 18:00

Moderator: **Henri-Bernard Solignac Lecomte**, Head of Unit, OECD Development Centre

Following the morning's discussion participants will have time to discuss the innovative work that will be undertaken by different working groups of the DevCom network. Some working groups may also wish to take forward items that were discussed in the morning. There will be an update or a short presentation by a DAC member for each working group Theme.

1. Brief overview of the DevCom Work Programme 2007-2008 [document 2]
2. Working Group on Communicating Results [document 3]
3. Working Group on Donor Communication Profiles [document 4]
4. Working Group on Communication for Development [document 5]
5. Working Group on Communication within the Network [document 6]
6. Progress made with DAC Peer Review coverage of public opinion and communication [document 7]
7. Evaluation: forthcoming publication on evaluation and next steps [document 8]
8. 2008 Annual Meeting: 20th anniversary of the Informal Network!

Coffee Break (16:30 – 17:00)

20:30 **Dinner**

7 November 2007

Incentives & Innovation for more and better communication about effectiveness and Results

09:00 – 09:05 Welcome

Session III Effectiveness and results: incentives for integrating communication in development planning and programming

09:05 – 10:15

Moderator: **Ida Mc Donnell**, Coordinator, DevCom Network, OECD Development Centre

Lead speaker: **Christine Graves**, Communications Manager, DCD/DAC secretariat "Incentives: the key to success in reforming communication at DCD/DAC". **Donor experience & best practice** in getting stronger institutional support for communication and implementing communication strategies **Susana de Funes Casellas**, (Spanish MFA) , **Henry de Cazotte**, (Agence française de développement).

Participants have a specific mandate to inform citizens about aid policy, programmes and reforms; to build support for aid and development cooperation; to increase public awareness about development issues; and - in some countries - to promote and provide technical support in integrating strategic communication in development projects and programmes. What are the carrots and sticks – incentives- to get colleagues within aid agencies to think about and use communication to help them meet their objectives? Are Communicators thinking about incentives in promoting the value-added of communication? Which incentives work?

Coffee break (10:15 – 10:45)

Breakout groups

10:45 – 12:00

This session will focus on three priority areas where communicators are dependent on the cooperation of colleagues and thus need to have incentives to maximize cooperation. **Objectives for the breakout groups** are (i) to build key arguments to convince colleagues and management to cooperate/change behaviour; and (ii) concrete actions that can be taken by the agency/ministry to make change happen. Each group will designate a rapporteur. Proposed breakout themes are:

Breakout Group I

Communicating Results: it's a strategic priority so how can we transform the nightmare of getting results from projects and programmes into a dream come true?"

Breakout Group II

Integrating **strategic communication in development** projects and programmes: getting the Aid Agency and Partners thinking about it and doing it.

Breakout Group III

Institutional resistance to more active and open communication. What causes this resistance? How is it manifested? What can communicators do to address it?

Plenary

12:00-12:30

Reporting back and short discussion

12:30 – 13:30 **Lunch**

Session IV. Evolving Media Landscape: new opportunities for communication and development education?

14:00-16:00

Moderator: **Luis Costa Ribas**, Journalist from SIC, Portugal (www.sic.sapo.pt)

- 14:00 – 14:30 Open discussion: What are the experiences and plans of participants in using new media as a tool to implement their communication and development education strategies?
- 14:30 – 15:00 Definitions and trends in the use of New Media, **Peter Ballantyne**, Director, Euforic
Questions and Answers
- 15:00 – 16:00 Using new media in practice: case studies from **Cristina Peres**, Journalist Expresso Online, **Keiichi Muraoka**, Head of Public Relations, JICA, and **Stephen King**, Director, BBC World Service Trust

Session V. Wrapping-up the 2007 Annual Meeting of the Informal Network of DAC Development Communicators

16:00 – 16:30

Closing remarks IPAD and the OECD Development Centre

The annual meeting ends with a coffee break at 16:30
