

# **HARMONISED AND ALIGNED DEVELOPMENT COMMUNICATION**

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# Overall Objective

The overall objective is to increase public awareness and support for development cooperation, both in donor and partner countries

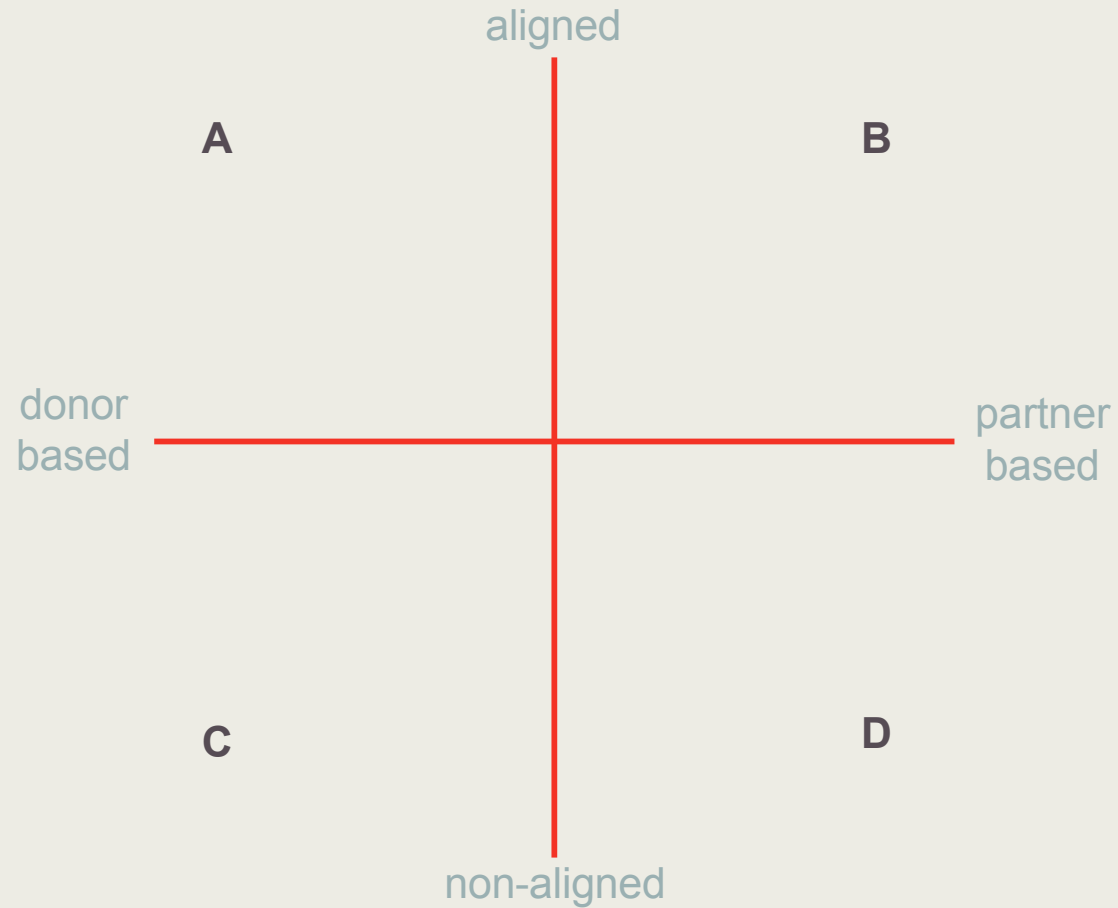
# Objective

Create a model to secure enhanced information flow-back from harmonised donor initiatives and to produce information that is adapted (attractive) to decision makers and public in the donor and partner countries

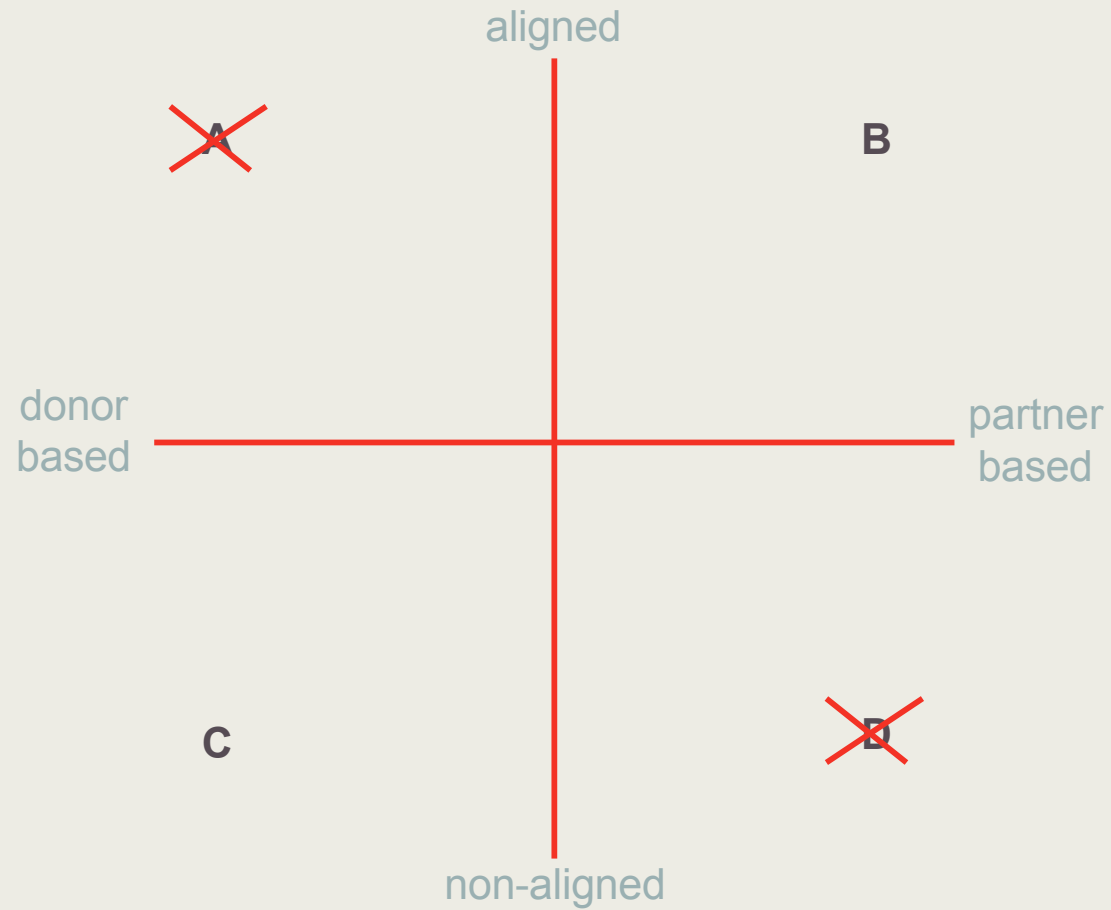
# Donor harmonisation practices

- Donors should simplify their procedures
- Donors should harmonise their procedures
- Donors should align procedures
- Donors should be more transparent

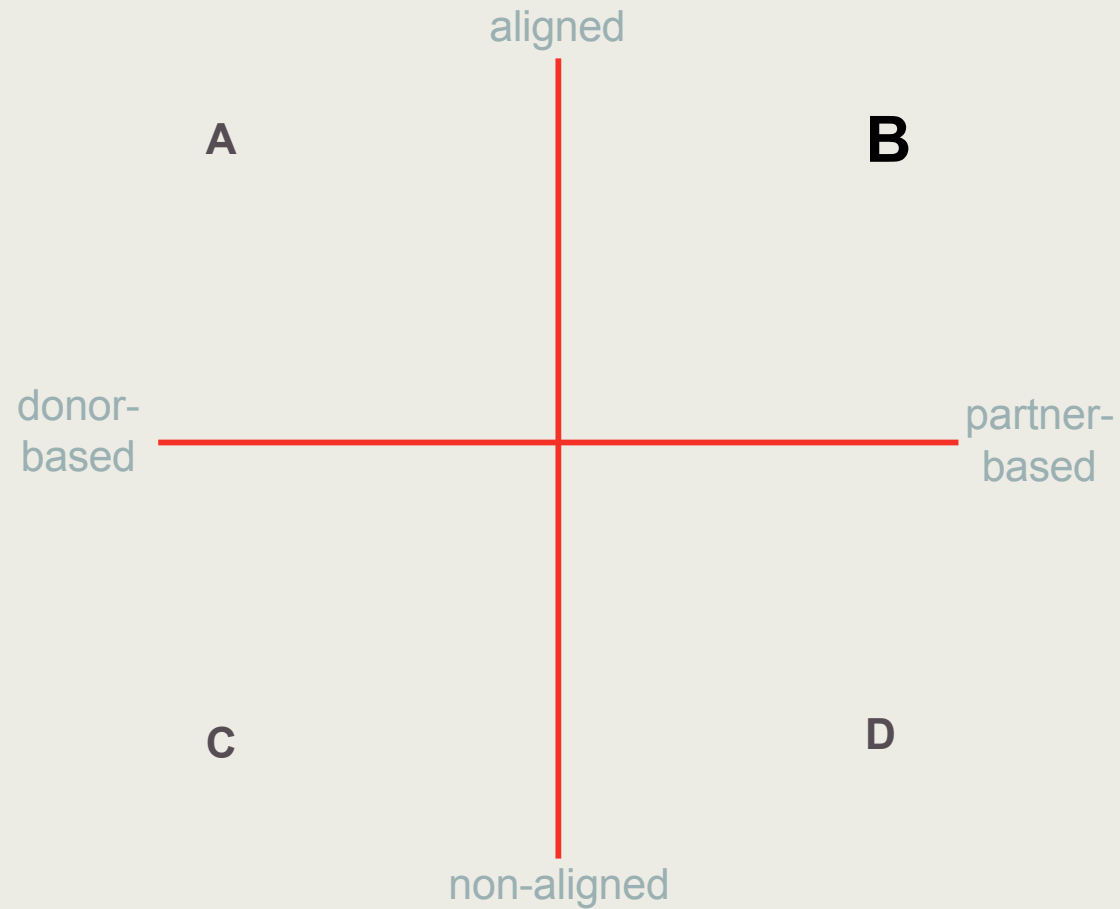
# FOUR APPROACHES ON INFORMATION FLOW-BACK



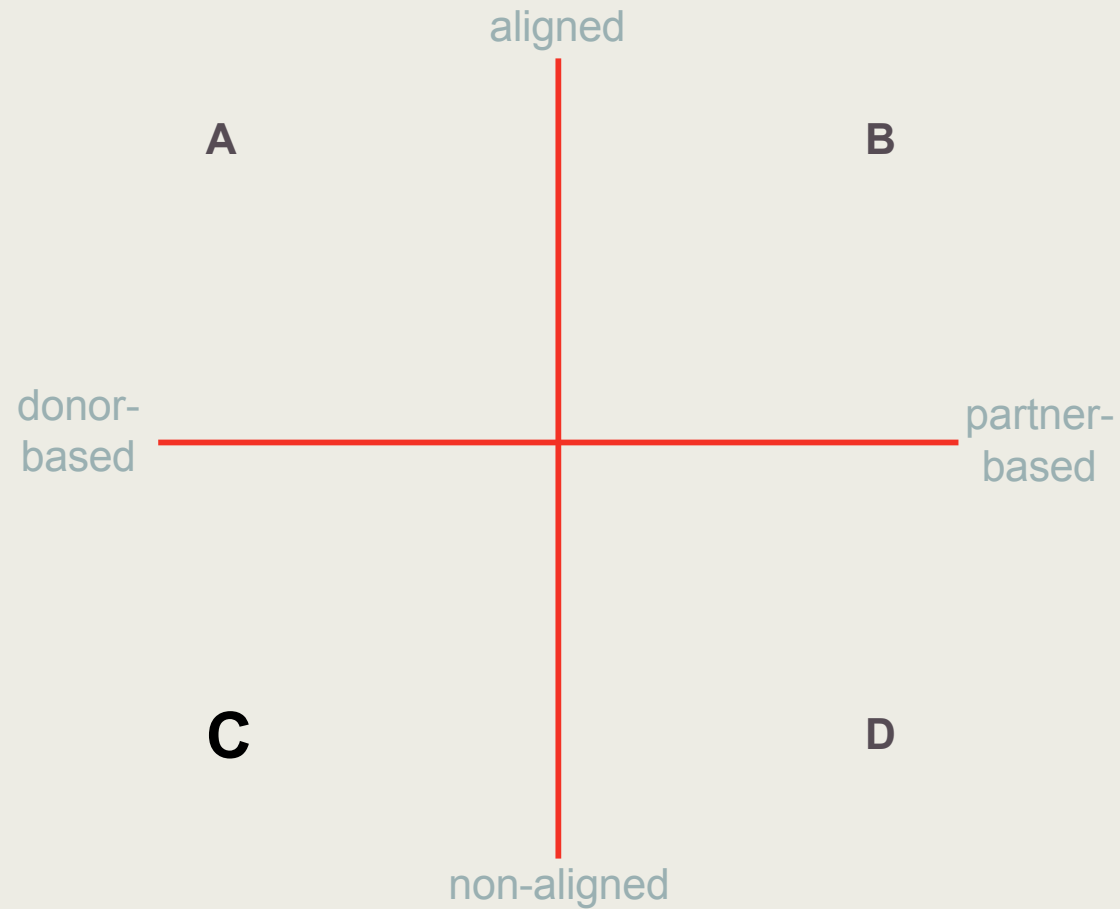
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# Conditions

- Coordinated canalisation of information needs from donor countries
- Information is delivered to information departments at bilateral and multi-lateral co-operation agencies

# Conditions

Contents of information:

- “Success stories” with a human interest feature
- Easily understandable statistics on progress in sectors, programmes or other processes
- Arguments on advantages with harmonisation and alignment
- Accountability crucial

# Conditions

- The model should be flexible, providing a framework that is adaptable to each given situation in both donor and partner countries

# Conditions

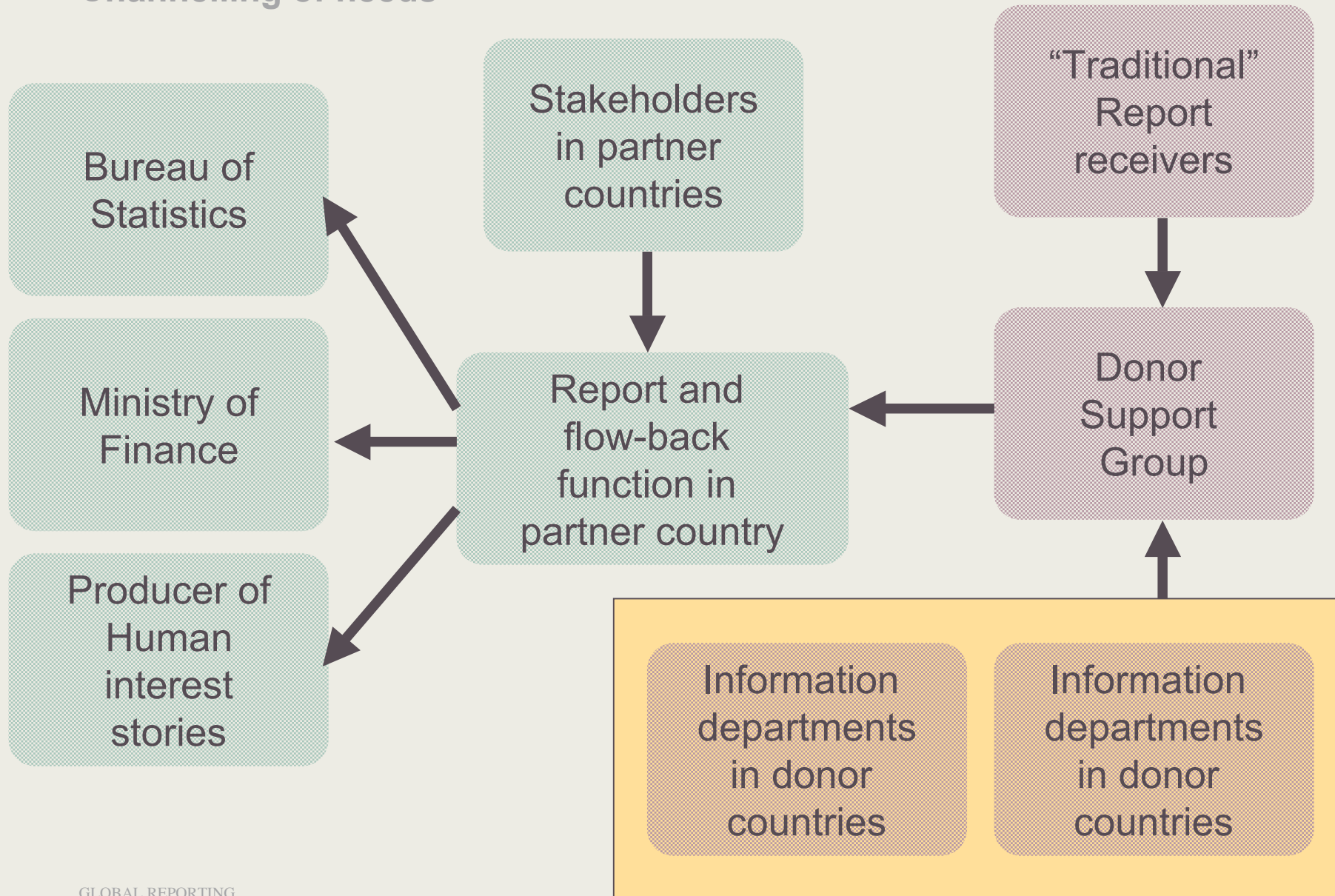
- Harmonised with other donor practises
- A minimum of new bureaucratic structures
- Alignment with partner countries' practises
- Harmonisation with MDG and PRS processes

# Conditions

- Cost saving for both donor and partner countries
- Possible to use for donor countries with limited resources
- Effective monitoring mechanisms on both processes and results
- Sustainable

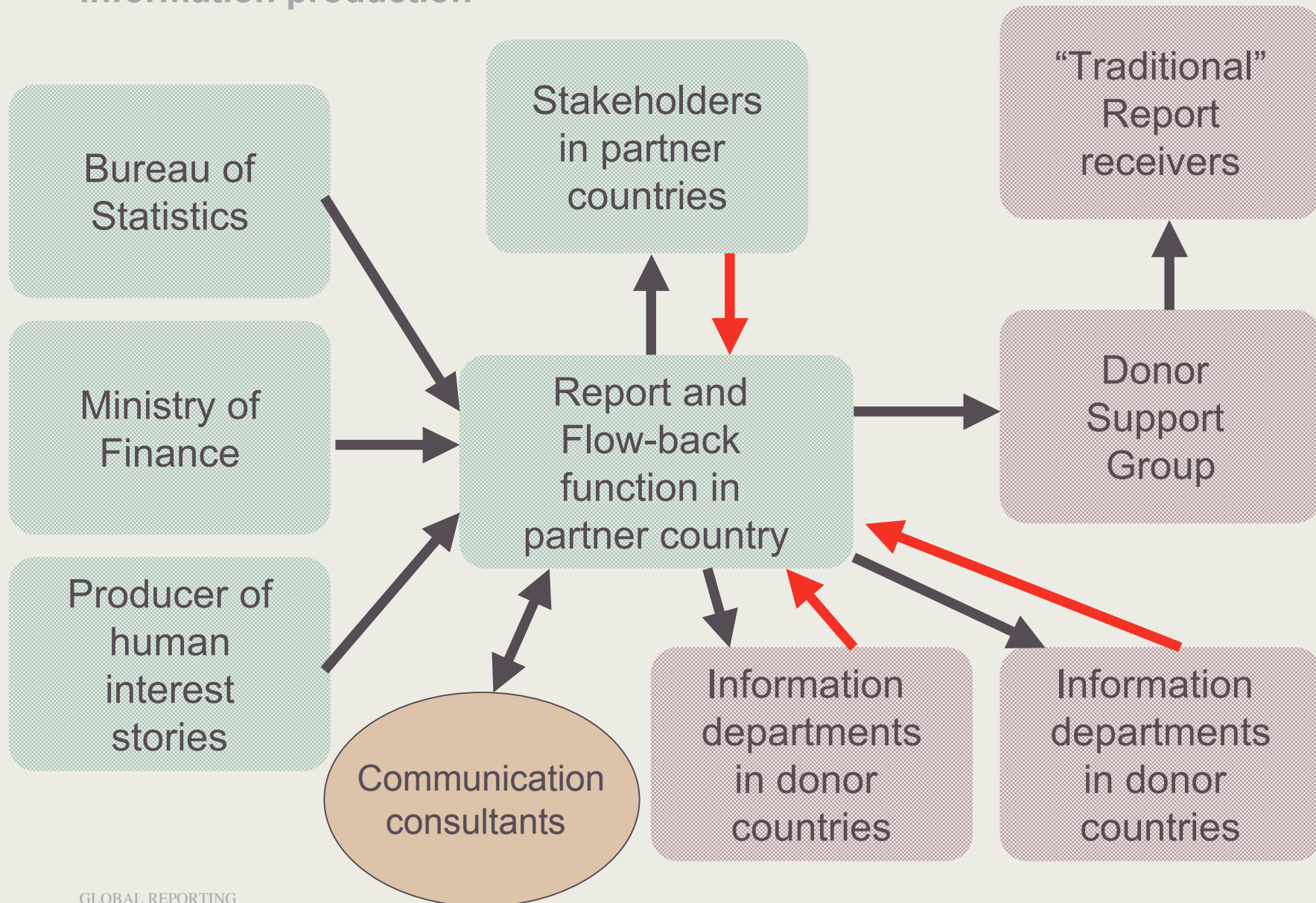
# INFORMATION FLOW-BACK MODEL

## Channelling of needs



# INFORMATION FLOW-BACK MODEL

## Information production



# Basic Features of Proposed Model

The model is based on already existing reporting structures between partner and donor countries

# Basic Features of Proposed Model

The framework is set in the Programme Support Agreement. A standard passage stipulates that:

- Costs for information flow-back are included and allocated to the Programme
- A Communication Plan is designed and implemented
- Monitoring and evaluation is carried out
- Information is compiled, produced and disseminated

# The Role of the Information Departments at HQ

- Canalises information needs from donor countries to partner countries
- Receives information from partner countries
- Edits and re-distributes information to appropriate target groups in the donor country

# A Partner Country Perspective

- The quality and goal fulfilment of the programme support is enhanced by a good dialogue and planned, strategic communication processes
- The democratic process and transparency is improved
- The information flow-back system can be related to participatory and alignment processes as well as other communication for developments processes

# Issues to Discuss

- Is public opinion on ODA a shared concern between donor and partner countries?
- Should, according to harmonisation guidelines for donor practises and alignment policies, the partner country own the process with input and support from donor countries?
- Which approach generates the best output for the public in donor countries?
- What are the strong and weak parts in the proposed model? How can it be improved?
- What should be the next step?