

DAC Head of Information Annual Meeting, June 14-15 2004, Stockholm

Agenda

Location

Sida
Sveavägen 20
Stockholm

June 13 (evening)

Reception at the Ministry for Foreign Affairs

June 14

Chair: Mr Ulf Källstig, Deputy Head of Information Dept., Sida

09.00 Welcoming remarks
(Mrs Ingrid Iremark, Head of Press, Information and Culture, Ministry for Foreign Affairs)

Polling Public Opinion

09.20 Presentation of the Public Opinion Poll Plus Project
(OECD Development Centre)

09.50 News from the OECD Development Centre
(Mr Henri-Bernard Solignac Lecomte)

10.30 Coffee

11.15 Discussion

12.00 Lunch

13.00 Best practice. How to use polling results in planning communication activities
(Mrs Josie Pagani, NZAID)

Support to the MD and the MDGs

13.45 The UN Millennium Campaign
(*Mr Salil Shetty, Director of the Campaign*)

14.30 Coffee

15.15 Gearing up to the UN General Assembly Millennium Summit +5
(*Ms Susan Markham, UN Department of Public Information*)

Best practice on national MDG-campaign
(*Mr Kåre Stormark and Mrs Astrid Versto, Norway*)

Best practice: Supporting a national MDG-campaign in a partner country.
(*Mr Mats Djurberg, UNDP-Nordic office*)

16.30 Does our poverty images convey support for the MDG's?
- What images of world poverty do we convey, and do they create the effects we intended in regard to support the Millennium Declaration?
(*presentations by Ms Lotta Tunved, Augur Consultants Sweden and Prof. Hans Rosling, Karolinska Institutet.*) For more information, see free software from www.gapminder.org

19.00 Dinner on board s/s Östanå including a trip in the archipelago of Stockholm
(*host: Mrs Maria Norrfalk, Director General, Sida*)

June 15

Chair: Mrs Vivian Williams, Cida

09.00 Communication Strategies in DAC Member countries and in the DAC
(*Mr Richard Manning, Chair of OECD's Development Assistance Committee*)

10.40 Coffee

10.45 Best practice. Strategies for working with Communication for Development
(*Mr Sina Odugbemi, DFID*)

Best practice: "Rich and Poor" a project on poverty, inequality and growth in Kenya
(*Mr David Wiking, Embassy of Sweden to Kenya*)

The Rough Guide to a Fairer World - a partnership between DfID and the Rough Guide
(*Mr Mike Green, DFID and Mr Kevin Fitzgerald/Mr Roger Barnes, Rough Guide*)

12.30 Lunch

MDGs and the necessity for Policy Coherence and Implications for HOIs' work

- 13.30 Sweden's policy for global development
(Mrs Annika Söder, State Secretary, Ministry for Foreign Affairs)

Information sharing between DAC/Dev Centre and HOI

- 14.00 Report from the ad hoc working group on the future orientation of the HOI group
(Mrs Josie Pagani and Ms Jo Elsom)

- 14.30 Coffee

- 15.00 Summing-up of the Meeting; where do we go from here?
(Mr Johan Åkerblom, Head of Information Department, Sida)

Concluding remarks
(Mr Johan Åkerblom)