

## **DAC HEADS OF INFORMATION MEETING, LONDON 5/6 APRIL**

### **Key Conclusions**

The meeting of the informal group of DAC Heads of Information was held in London on 5/6 April.

2. The agenda covered:

- a discussion of key developments in relation to public information and education on development issues, with reports from member states on their activities;
- a presentation of the findings of the "Viewing the World" report, a study of British television coverage of developing countries. This was followed by a discussion of key issues, and of experience in other countries;
- a presentation on trends in development education, in the UK and internationally. This too was followed by a discussion of experience in other DAC member countries.

3. A detailed record of the above discussions has not been produced, and participants will have taken away with them the key points of relevance. However it was agreed that we would record key points arising from the final discussion, which focused on working together on public information, including possibilities for collaboration. The key follow up points to arise from this discussion were as follows:

- the DAC Heads of Information should continue as an informal network, aiming to meet once a year. Italy offered in principle to host the next meeting in 2002, though subject to confirmation;
- it was agreed that one of the benefits of the meetings was the opportunity to exchange information on key developments, including research outcomes. It was agreed that the group should make a further attempt to establish an e-mail network which would facilitate

such exchange of information between meetings. However it was recognised that this would need to have a clear focus, and be set up in a way which was easy to use. It was agreed that Ida McDonnell and Roberta Bensky, in consultation with Richard Calvert, would make proposals for such a network;

- there was discussion of the value of building stronger links between DAC Heads of Information and multilateral organisations. There was particular discussion of links with the United Nations and Therese Gastaut suggested in principle that a number of the DAC Heads of Information should be invited to participate in discussions either as part of, or in the margins of, the JUNIC Committee Meeting on 10/12 July in Geneva. This brought together Heads of Information of the various UN agencies. This was welcomed;
- there was discussion of the potential value of more focused seminars around particular issues, such as how to promote the international development targets. There was also discussion of possible links with the annual "Better World for All" Report, which provided an annual statistical summary of progress towards the targets. It was agreed that Johan Akerblom, in consultation with others, may propose a focused seminar later in 2001. Again, this was welcomed by participants.
- we agreed not to pursue the proposal, discussed in Paris last year, to commission a consultant to investigate options for specific collaborative activities around the 2015 Targets.

Richard Calvert  
May 2001