



CENTRE DE DEVELOPMENT
DEVELOPPEMENT CENTRE



DevCom Activity Report 2007–2008



**DevCom Annual Meeting
20-22 October 2008
Washington**



General remarks

- DevCom Work Program 2007-2008 was approved by members by the end of 2006
- Financed by voluntary contributions from 12 countries
- New: five working groups agreed upon objectives and outputs



What have we achieved?

- Based on reflections in the Working Group on Internal Communication: Creation and launch of the **DevCom Extranet**
- Improves the exchange of information among members & communication between members and secretariat
- Members can always send contributions



What have we achieved?

Annual Meeting 2007 in Lisbon

- Hol became DAC Development Communicators
- Increased awareness about the relevance of the Paris Declaration for communicators
- **Communicating results** has become the focus of DevCom work



What have we achieved?

- Working Group on Communicating Results decided to start **pilot projects on mainstreaming communication about results in development programmes**
- The secretariat prepared a framework for these projects
- Pilot project SIDA/Irish Aid in Mozambique



What have we achieved?

DevCom meeting on «Managing for and Communicating about Results », 2008 in Berlin

- Increased understanding of the challenges of management for results and for a closer cooperation between programme managers and communicators
- Call for guidelines by members



What have we achieved?

- Secretariat proposed to the Working Group on Communicating Results terms of reference for an external consultant in August 2008
- Mr. Peter da Costa will provide a background paper for further discussions by the end of October



What have we achieved?

HLF3 in Accra, September 2008

- USAID took the initiative for a DevCom conference call on a common communication strategy: a role model for the future?
- DevCom for the first time agreed on a common statement to be acted on politically
- Communication made it into the AAA document



What have we achieved?

- In consultation with the Working Group on Peer Reviews DevCom secretariat prepared **benchmarks on public opinion, communication and development education**
- Benchmarks are used as a reference by the DAC secretariat
- Relevant sections of Peer Reviews on DevCom Extranet



What have we achieved?

- A comparative **study of public support and awareness of the MDGs and good practice in building awareness of the MDGs**
- Launch of a **survey to gather information of the state of development communication in OECD countries** (questionnaire agreed by Working Group on Donor Profiles)



What have we achieved?

DevCom training on Communication for Development, June 2008 in Paris given by World Bank

- Participants learned about strategic communication in development projects and programmes and asked for further activities on this issue



What have we achieved?

Informal Experts' Workshop on Evaluation, March 2007 in Bonn

- Participants felt it was a helpful introduction
- Documentation is published and will soon be sent to members



What have we achieved?

- Comments?
- Questions?



DevCom 2009-2010

- Expectations on communicators increase because political ambitions and goals are high!



DevCom 2009-2010

- 2010 and 2015 targets, scaling up of aid: still a long way to go
- Communicators are expected to do more and better in communicating results to parliaments and citizens
- Public support might decrease due to economic problems



DevCom 2009-2010

- The world of development cooperation has become more complex
- Lack of human and financial resources



DevCom 2009-2010

- Need for international cooperation, exchange of ideas & learning from each others' experiences in development communication is more evident than ever!



DevCom 2009-2010

Structures and roles in DevCom

- With the start of the new program members will be invited to set up or to join working groups
- Face-to-face meetings and email correspondence according to your needs - your opinion?
- Further ideas to improve interaction and feedback?



DevCom 2009-2010

- This proposal is open for discussion
- We are grateful for advice and ideas by all
- In the end those who finance DevCom decide on objectives and outputs



DevCom 2009-2010

Part I: Proposed main DevCom activities

1. Core activities: Continuous information between members and key stakeholders + organisation of DevCom annual meetings
2. Donor communication overview: publication on donor communication profiles



DevCom 2009-2010

Part I: Proposed main DevCom activities (cont.)

3. Communicating results

- a. Communicating for accountability
- b. Sharing experiences
- c. Multilateral aid and budget support
- d. Communication for development

4. Preparing communication strategies



DevCom 2009-2010

Part II: Proposed special DevCom activities

5. Trends in public opinion
6. DevCom evaluation