

What Do We Want to Communicate in Seoul 2011?

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Dr Mehtab Currey
EuropeAid
European Commission



What co-chair wants Seoul to look like

- **What?**
 - **Concrete results on the ground**
- **How?**
 - **An HLF with a Difference**
- **Who?**
 - **More than the usual suspects**

What : concrete results on the ground (1)

Concrete results on the ground

- Based on experiences in about **10 “pioneer” countries**
- **Take stock of what works and what does not work** - how our commitments on paper translate into action on the ground

What : concrete results on the ground (2)

Clarity on the way forward

- What is concretely required post Seoul to increase efficiency and effectiveness of aid?
- Are we aiming for **another HLF?**
- Need platform where donors and recipients can work together. **The DAC Forum no longer fit for purpose - needs to change.**

How: An HLF with a Difference (1)

What Seoul **should not be**:

- **Traditional set-up** of people around table with name plates
- Yet **more reports**
- Yet **another Declaration with more new targets**

How: An HLF with a Difference (2)

Seoul should be:

- A High Level Forum **format** that **marks a difference**, and puts the topic **more in the public domain**
- **Discuss based on** documented concrete **cases**
10 “pioneer country” cases
- Approach the **way forward post Seoul** in an innovative way

Who: More than the Usual Suspects

Seoul should **bring together more than the in-crowd:**

- o additional partner countries
- o other than only DAC donors
- o range of CSOs
- o local governments
- o private sector
- o South-South and trilateral partners
- o communities
- o Others?

Role of Development Communicators



Role of Development Communicators (1)

A Joint Approach:

- **Bring Communicators up to speed** on what is happening in Paris at the WP-EFF
- **Work together** to mark the difference in Seoul

Role of Development Communicators (2)

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Work should begin **now** to try and put **the topic in the public domain**, some ideas :

- Set up **dedicated website accessible to the wider public** – allowing range of methods for discourse
- **Professional host** to manage communication traffic and distil information to shape HLF IV
- Select country cases to be followed and **begin video documenting/filming change process** from now

In Conclusion.....



In Conclusion.....

- The Co-Chairs of WP-EFF **are working towards marking a difference in Seoul**
- Not easy to get the whole aid machinery **to focus on concrete change at country level**
- **Pioneers Countries themselves need to agree** – next WP-EFF meeting (early Dec) will confirm if the proposals can indeed be taken forward
- **Role of development communicators critical** for HLF IV - let us discuss how we can work together to mark the difference in Seoul.