

CHALLENGES OF COMMUNICATING AID EFFECTIVENESS: AN AFRICAN PERSPECTIVE

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by

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STRUCTURE OF THE PRESENTATION

□ Introduction

• Context

- Who delivers the message and what is the audience ?
- What are the means of delivering the message?
- Does an enabling environment exist?
- Why the communication?

• Challenges

• Opportunities

• Conclusion

INTRODUCTION



- Understanding the key terms
 - Aid Effectiveness (from a partner country perspective)
 - Communication

CONTEXT

a) Who delivers the message?

- Government Departments (*both at central and local levels*)

b) What is the audience?

- Executive
- Parliament
- Civil Society Organisations
- Taxpayers/general public
- Development Partners

CONTEXT *cont'd*

c) What are the means of delivering the message?

- Reports (mainly)
- Policy Briefs
- Seminars/workshops

d) Why the communication?

- Accountability?
- Get more support?
- Sharing of information between depts.

CONTEXT *cont'd*

d) Does an enabling environment exist?

- Yes (on paper)
- Commitment of government departments ???
- Who does it and do they have the capacity or means to do it?

CHALLENGES

- Lack of comprehensive aid effectiveness regulatory framework (policy, legal)
- Poor information and aid-tracking systems (fragmentation)
- Literacy levels of the population
- Demand for the information (role and influence of Parliament, public, CSOs)
- Priority given to the communication function in govt. departments and skills

CHALLENGES *cont'd*

- Diversity of population within and between countries
- The means used to communicate don't serve the purpose (reports mainly – the reading culture is poor)
- Corruption (lack of transparency, accountability)
- Political will
- Development partner issues (availability of information)

OPPORTUNITIES


- Communities of Practice
- Since HLF-3, it has been proposed that more work required at country level. Hopefully, communication will be given more priority (division of labour)
- CSOs and interested parties are becoming more involved both within and outside the country (e.g. better-aid - CSO aid effectiveness platform etc.) expectation is that this will trickle down to the population

OPPORTUNITIES cont'd

- ICT is becoming more available and it can be used as a means of communication for aid effectiveness (*though with limitations*)
- Democracy is increasing?
- Literacy levels improving

CONCLUSION

- The challenges are many but opportunities are emerging (*take advantage*).
- Deliberate initiatives to improve the situation
- Standard definitions (common meanings)
- Partnerships are key (partner countries, development partners, CSOs)



“You can do anything well when it is done right, with the right intention-especially when your intention comes from a place of love.”

Debra Rennie, SA

author.

THANK YOU