



CZECH REPUBLIC
DEVELOPMENT COOPERATION

***Communicating Development
to Emerging Donor's Public:
Czech Republic as Case
Study***

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Characteristics of Communication with the Public in the Czech Republic

- Awareness of development cooperation as **public policy** (managed by the government) **remains low**
- **Even lower** is awareness of **funding** development cooperation from **public money**
- Better public knowledge of **NGO activity**, including public charitable collections (People in Need, Caritas, ADRA)

Characteristics of Communication with the Public in the Czech Republic

Exceptions to low public awareness:

- ✓ Humanitarian aid (South-East Asia tsunami, cyclone Nargis in Myanmar/Burma)
- ✓ Provincial Reconstruction Team in Afghanistan (even in prime time on public TV)
- ✓ Climate Change – adaptation

Development Communication / Budgetary Aspects in Period of Economic Downturn / Financing ODA

- **ODA represents a small fraction of the state budget, i.e. often goes unnoticed in the public debate** (politicians debating/ journalists analyzing state budget, etc.)

Comparison of Czech state expenditures

- ODA estimated for 2010: USD 260 mil.
- Estimated budget deficit in 2010: USD 14 705 mil.
- i.e. only 1.8% of the deficit

ODA estimates for the 2009-2012 period

	2009	2010	2011	2012
ODA (mil.USD)	268	260	277	293
ODA/GNI ratio	0.13%	0.13%	0.13%	0.13%

27.11.2009

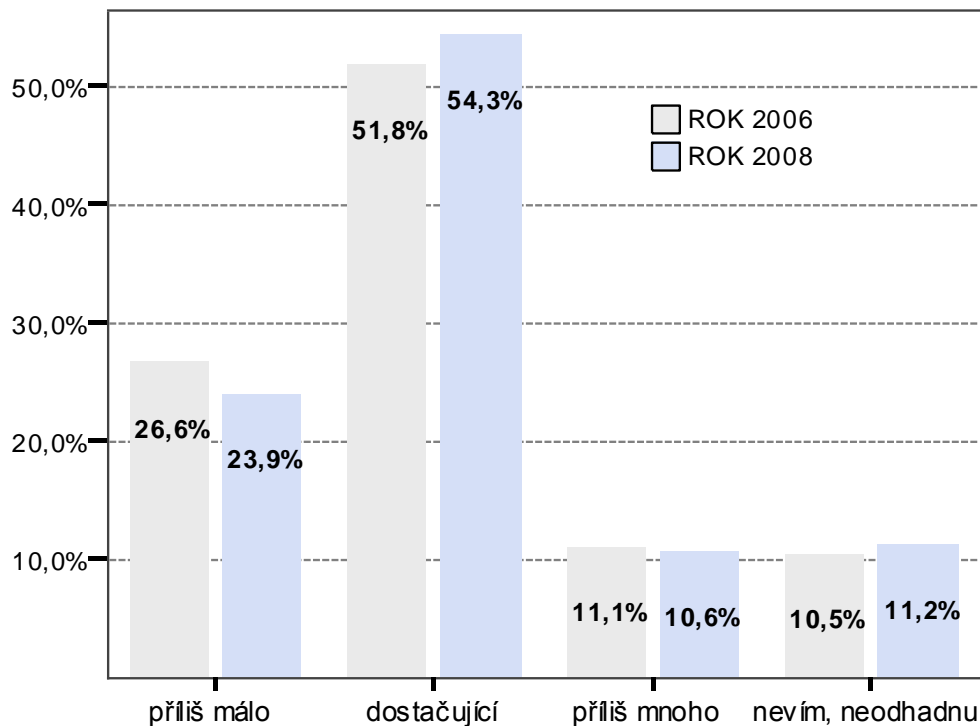
Development Communication / Budgetary Aspects in Period of Economic Downturn / Modalities

- **Modalities:** bilateral Czech ODA mostly channeled through projects (esp. technical cooperation), **budget support scarcely provided**
- Consequence: aid implemented by (often Czech) **NGOs or firms easier to sell to public than contributions to partner-country budgets** (good governance counterarguments avoided)

Opinion Poll / Autumn 2008

- Is Czech ODA volume satisfactory? (illustrated as fraction of state budget)
 - 23.9%: too little
 - 54.3%: right amount
 - 10.6%: too much

Pomoc 3 Kč z 1000 Kč státního rozpočtu je:

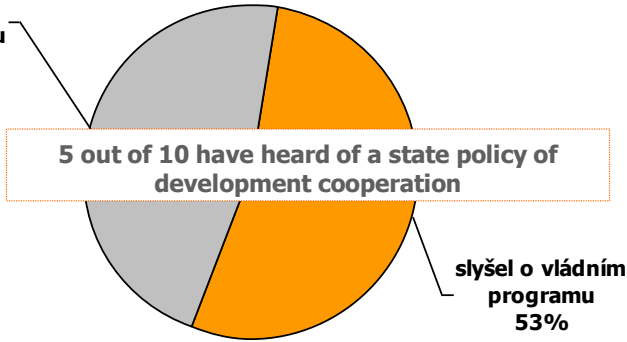


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Awareness of Existence of Czech Development Policy

neslyšel o vládním programu 47%

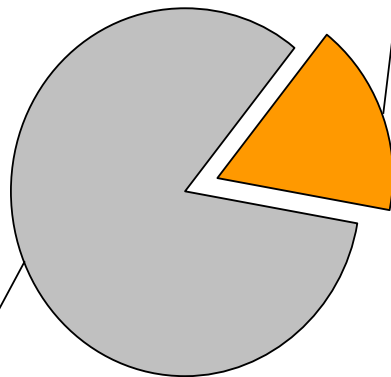


5 out of 10 have heard of a state policy of development cooperation

slyšel o vládním programu 53%

Komu pomáhat?

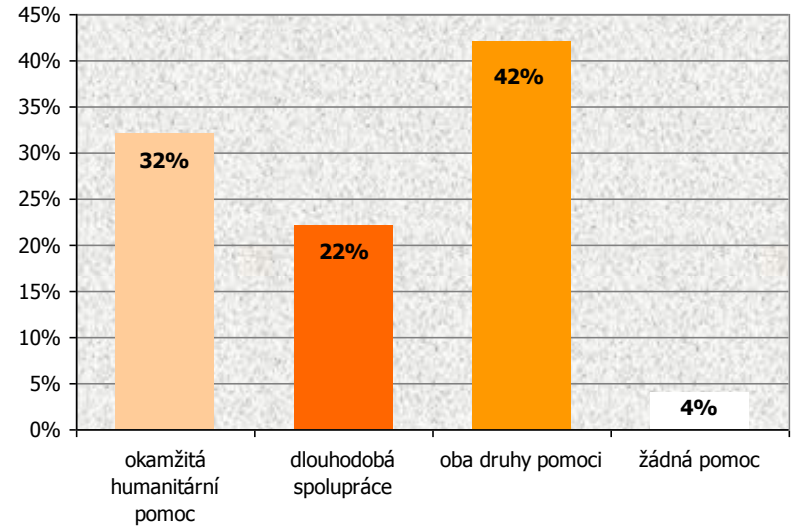
země, ve kterých to potřebují 83%



země, se kterými má ČR dobré vztahy 17%

On which countries should receive our aid: 83% prefer countries in greatest need; 17% countries with beneficial ties to the Czech Republic

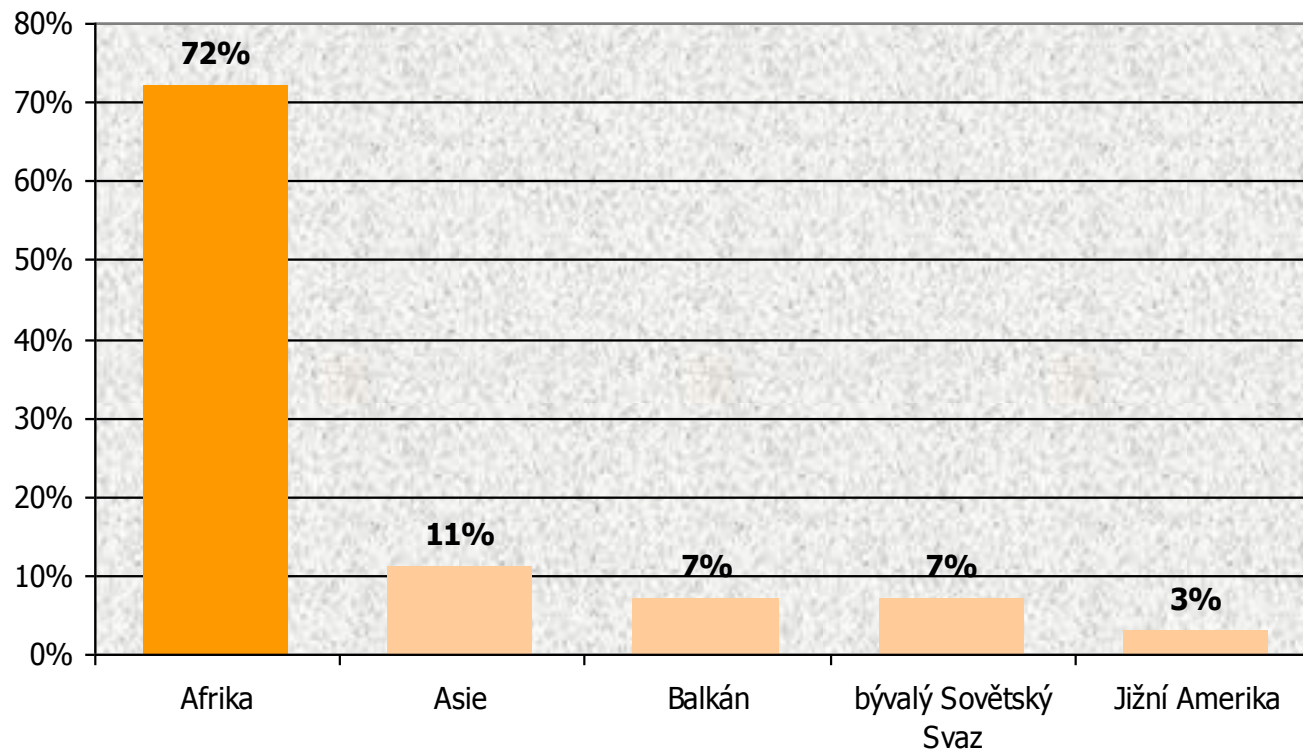
Jak pomáhat?



42% consider important to provide both emergency humanitarian aid, as well as long-term development cooperation;
32% prefers humanitarian aid;
4% would provide NO aid whatsoever

Opinion Poll / Which continent should we help most?

Nejpotřebnější oblast z hlediska dlouhodobé pomoci



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Development Communication / Overview of Instruments

- DE & Awareness Grant Scheme for NGOs
- Co-financing with EC (“NSA-LA”) Grant Scheme for NGOs

- Grants for Journalists Travelling to Developing Countries
- Brochures, publications
- Press releases/ conferences
- Websites

Development Communication / Instruments Altered for 2009-2010 due to Recession

- Financial allocation to DE&AR for 2010 reduced to one third from 2008 level >
- > except for NGO Grant Scheme that will increase from 2008-9 (!)
- Grants to journalists continued (may be fewer)
- Websites maintained
- Public opinion poll continued (to track down trends)
- BUT: Brochures and publications halted

Development Communication / Instruments Altered for 2009-2010 due to Recession

- Overall approach: **reduce communication, focus on implementation and aid effectiveness**
- Result: low-profile/ half-steam communication activity; many instruments nonetheless maintained, albeit with lower funding

Thank you for your attention

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