



KINGDOM OF BELGIUM

Federal Public Service

**Foreign Affairs,
Foreign Trade and
Development Cooperation**

PULSE - Belgian Research Platform on Public Support for Development Aid

In Search of Effective Development Communication and Awareness Raising Activities

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Summary

- 4-year research program 2009-2012
- Commissioned by Belgian Ministry of Foreign Affairs and Development Cooperation
- Multi-disciplinary research team, led by HIVA (Catholic University of Leuven)
- 80% research – 20% policy advice
- Active involvement civil society
- Budget: 800.000 EUR



Objectives

- Check evolutions in public support
- Improve insights on supply and demand, and on the effectiveness of awareness raising activities
- Improve methodology



5 Clusters

1. Measuring public support
2. Mapping supply and demand
3. Scanning effectiveness
4. Working better with the media
5. Investigating the potential of new media



Cluster 1 - Public Support

- General Barometer: Measuring public support at large
- Specific Barometers
 - Political level
 - Private sector
 - Education system



Cluster 2 – Supply and Demand

- Mapping exercise of activities and target groups
- Exploring innovating practices
- Digital platform: Matching activities with target groups



Cluster 3 - Effectiveness

- Study of state-of-the-art M&E approaches
- Processing set of highly applicable M&E systems for the sector
- Action-research, test phase



Cluster 4 - Media

- Improving effectiveness of relationships between the media and public support
- Critical dialogue between media sector and development community
- Systematized documentation of the effects of media strategies



Cluster 5 – New media

- Analysing the potential of new media (2.0)
- Involving specific target groups (youth,...)
- Comparative international study
- Potential of digital platforms
- Set of recommendations, workshops



Barometer: Methodological choices

- Representative survey for the adult population 18-75 y.o.
- Specific measurement for the young (14-18 y.o.)
- Multi-modal approach:
 - Adults: webpanel + CATI (1000 + 500)
 - Youths: fill-out (at school) + focus groups



Working through web-panel

- Sample (1000) stratified acc to age, education, sex, region
- Operator has database of 120000 (with characteristics)
- Advantage web: fast, cheap, repeat
- Bias risks web: opt-in / 60+ pop
- Bias risks CATI: mobile ph (young)
- Remedy web: weight with golden standard



Hypotheses

- Increasing number with a global interest & involvement
- Shift in motif to help: from belief in effectiveness to feeling of solidarity
- Increasing critical attitude toward classic agencies (transparency)
- Increasing action perspective: experience, be a part of something



The crisis – a teaser (separate questions in webpanel omnibus)

Because of crisis, Belgian DevCoop budget should be

- Less: 33%
- More: 11%
- Equal: 40%

Because of crisis, I intend to donate

- Less: 36%
- More: 2%
- Equal: 48%

