

Informal Network of DAC Development Communicators



DevCom



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The Informal Network of DAC Development Communicators

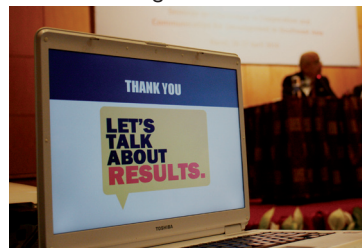
Created in 1988 and hosted by the OECD Development Centre, the Informal Network of DAC Development Communicators (DevCom) brings together the public affairs and communication directors of the development ministries and official agencies of:

- the nations of OECD's Development Assistance Committee (DAC);
- new and emerging donors;
- and multilateral institutions such as the European Commission, UNDP, the World Bank and the African Development Bank.

Objectives

DevCom provides donors with an international forum to discuss strategies for informing and influencing public awareness and support for development co-operation. By engaging progressively with new donors and regional development banks, DevCom aims to foster regional and global synergies, and to stimulate North-South, as well as South-South dialogue on development communication.

At meetings and workshops, DevCom participants exchange experiences, develop new tools, identify good practices, engage in peer learning, and shape global, regional and national thinking.



“DevCom clearly offers value for money as a great platform for intensive brainstorming and networking between all stakeholders in communication on development issues. Discussion is fundamental for sharing the lessons learned and meeting common challenges.”

Antoinette Batumubwira, African Development Bank

Value added

DevCom offers development communicators an informal setting: participants speak in their personal rather than official capacity. This lack of formality greatly facilitates fruitful and uninhibited discussion of the difficulties participants face and how pragmatically to address them.

In addition, DevCom facilitates exchange between DAC member and non-member countries on achieving greater development effectiveness, transparency, accountability, public support and awareness of development through the strategic use of communication for development. This should increasingly lead to a common understanding of donor communication and joint communication strategies.

A collaborative approach

Spearheading progress in development communication, largely financed by voluntary contributions, DevCom work programmes are demand-driven. Undertaken in close collaboration with the relevant DAC bodies, its 2009-10 work programme focuses on improving the practice of communicating for and about results and on defining a communication strategy on development effectiveness.

Countries/institutions that finance the implementation of the DevCom Work Programme are the African Development Bank, Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hungary, Ireland, Israel, the Netherlands, New Zealand, Norway, Poland, Spain, Switzerland and the United Kingdom. Each member's expected contribution is EUR 45 000 for two years, i.e. EUR 22 500 yearly.

Spotlight on Spain: Using DevCom for Results

76% of the 2 500 Spanish people surveyed during the crisis believe that Spain should continue to support international development. This is no coincidence. The Spanish government is aware of the importance of explaining to taxpayers about the results of aid and raising awareness on the responsibility of all in sustainable human development and eradication of poverty.

A Development Education Strategy Paper was produced by the Spanish authorities with the aim of facilitating the construction of a national development co-operation policy, as well as a society committed to sustainable, human development and poverty eradication. An active member of DevCom since 2005, Spain has benefited from the experiences and resources of other members of the network in producing this strategy.



Participating in DevCom gave us access to other strategies and resources, which allowed us to develop our own Development Education Strategy Paper. For us it is really useful to know about the communication and approaches of other donors, to share experiences, good practices and lessons learned."

Rocio Muñoz, Ministry of Foreign Affairs and Cooperation, Spain

Policy Dialogue & Impact

The Programme of Work 2009-10 covers the following areas:

- monitoring trends – from public opinion surveys – of public support, attitudes and awareness about aid and development in OECD countries;
- information exchange and lesson learning for more effective public communication about official development co-operation and development education in OECD countries;
- working together for more and better communication about aid effectiveness;
- improving the practice of communicating for and about results;
- deepening the investigation of communication and public opinion in DAC Peer Reviews;
- defining a communication strategy on development effectiveness, preparing for the next High Level Forum on Aid Effectiveness (Seoul 2011).

DevCom 2010

Events for members in 2010 include:

- Tunis, Tunisia, 22-23 March
“Multilateral Aid & the Broad Public: Improving Results Communication”
DevCom Round-Table Conference, organised jointly with the African Development Bank
- Hanoi, Viet Nam, 26-27 April
“Aid Effectiveness & Regional Economic Integration: Challenges in Co-operation and Communication for Development in Southeast Asia”
DevCom Seminar organised jointly with governments of Japan, Korea and Viet Nam
- Haifa, Israel, 31 May-1 June
“Maximizing Outcomes with Minimum Resources for Development Communication”
DevCom Workshop organised jointly with Ministry of Foreign Affairs, Israel
- Helsinki, Finland, 17/18 October
DevCom Annual Meeting, organised jointly with Ministry of Foreign affairs, Finland

The OECD Development Centre

Created in 1962 by the Organisation for Economic Co-operation and Development (OECD) in Paris, the Development Centre is an interface between the OECD and non-OECD member countries. The Centre helps policy makers in OECD and emerging and developing countries to find innovative solutions to the global challenges of development, poverty alleviation and the curbing of inequality.

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