



DRAFT PROGRAMME

DevCom Annual Meeting

What Brings Us Together

OECD Headquarters, 21-22 November 2018
2, rue André Pascal, 75116 Paris



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OVERVIEW

DAY 1

Multistakeholder Sessions

Venue: Roger Ockrent Room

- 8:45 Registration & Welcome Coffee
- 9:15 Opening Remarks
- 9:30 Keynote & Workshop 1
Communicating for Gender Equality & SDG 5
- 12:30 Lunch
- 14:00 Workshop 2
Businesses as SDG Advocates
- 16:00 Networking break
- 16:30 Evening Session
Development Communications: Our Vocation in Transition
- 18:00 Reception: ***DevCom 30th Birthday Celebration***

DAY 2

DevCom Members Sessions

Venue: Room CC20

- 9:00 Welcome & Opening Reflections
- 9:45 Peer Learning Session 1
"Selling" Development Today: New Narratives and their Consequences
- 10:30 Peer Learning Session 2
Building Public Trust: How to Demonstrate Results, Effectiveness and Integrity
- 11:30 Proposals & Priorities
The DevCom Community in 2019-2020: What Can We Achieve Together?
- 12:30 Lunch
- 13:30 Peer Learning Session 3
Connecting with People: Lessons from Influencer Marketing and Cultural Events
- 14:30 Next Steps
DevCom Calendar, Work Programme & Budget
- 15:00 Meeting closes

MULTISTAKEHOLDER SESSIONS

Wednesday, 21 November

8:45 Registration and Welcome Coffee

9:15

WELCOME REMARKS

Gabriela Ramos, OECD Chief of Staff and Sherpa to the G20

WORKSHOP 1

Communicating for Gender Equality & SDG 5

9:30 – 10:00 **I. KEYNOTE: The 51%: Getting airtime for social change!**

Keynote Speaker

Annette Young, Senior Journalist, Presenter & Creator of *The 51%*, **France 24 Television**

Moderator

Bathylle Missika, Head of Division, Networks, Partnerships and Gender, **OECD Development Centre**

How can we re-shape public conceptions and media narratives about development and gender equality?

How can we get better at storytelling?

How can we strengthen our links with the media industry?

10:00 – 10:45 **II. PANEL: Can hashtags transform gender norms?**

Speakers

Caroline Harper, Principal Research Fellow, Head of Programme – Gender Equality and Social Inclusion, **Overseas Development Institute**

Giovanna Lauro, Vice President of Programs and Research, **Promundo**

Kecia Bertermann, Technical Director, Digital Research and Learning, **Girl Effect**

Moderator

Annette Young, **France 24 Television**

How are we progressing in empowering women and achieving gender equality around the world?

Are recent campaigns, scandals and movements having a real impact on gender norms?

What are the secrets of the most successful campaigns and communications strategies?

10:45-11:15 **Networking Break**

11:15- 12:15 **III. GROUP WORK: Good practices in campaigning for SDG 5**

Facilitators

Lucía Burtnik, Academic Director, **Youth20 – G20 Engagement Group**

Felix Zimmermann, Co-ordinator, **OECD DevCom**

What lessons can we share from our recent experiences in digital campaigning for women's empowerment, gender equality and SDG 5?

What makes for a viral video? What are our favourite SDG-5-related videos of the year?

12:15 - 12:30 **III. WRAP-UP & NEXT STEPS**

Katja Iversen, President/CEO, Women Deliver (video message)

Latifa Belmahdi, Executive Director, Strategic Communications, International Development, **Global Affairs Canada**

12:30 - 14:00 **Lunch hosted by OECD DevCom and OECD Emerging Markets Network (EMnet)**

WORKSHOP 2

Businesses as SDG Advocates

This workshop is jointly hosted by DevCom and the OECD Emerging Markets Network (EMnet).

14:00 - 14.45 I. OPENING PANEL: Are the SDGs changing practices & perceptions?

Speakers

Indalecio Perez, Social Sustainability Director, & **Julia Gambarini**, Head of Corporate Affairs, **Inditex**

Giulia Di Tommaso, Chief Communications and Sustainability Officer, **Ferrero**

Charlotte Portier, Senior Coordinator, Sustainable Development, **Global Reporting Initiative**

Moderator

Jahda Swanborough, Global Leadership Fellow & Lead, Environment Initiatives, **World Economic Forum**

How are the SDGs affecting business models & reporting practices?

What do citizens today think of the role of the private sector in the SDGs?

How do government communicators approach the private sector?

14:45 – 15:45 II. GROUP WORK: Case stories and principles for public engagement

Lead case presenters

Gary Almond, Communications Manager, **Shell Foundation**

Elsa Amouzgar, Vice President/General Manager of Global Sales, **Manpower Group**

Marie-Aimée Boury, Managing Director of Impact Based Finance, **Société Générale**

David Burrows, Managing Director-Worldwide Cross-Industry, **Microsoft**

Dawn Chardonnal, Head of Global Communications, **International Chamber of Commerce**

Radoslav Georgiev, Global Sustainability, **ING**

Christine Daoulas, Communications Project Manager, **Orange**

Romain Bentz, Sustainable Development Manager, **Michelin**

How are businesses and governments communicating about the SDGs externally (i.e. with citizens, taxpayers and consumers)?

Is awareness changing internally (i.e. among managers / employees)?

What lessons and principles can governments and businesses share?

How can we work together to engage more citizens for the SDGs?

15:45 - 16:00 III. WRAP-UP & NEXT STEPS

Jahda Swanborough, Global Leadership Fellow & Lead, Environment Initiatives, **World Economic Forum**

Bathylle Missika, Head of Division, Networks, Partnerships and Gender, **OECD Development Centre**

The ideas, feedback and lessons discussed during the session will be brought together into a 2 page briefing note on how governments and businesses can better work together to achieve the SDGs

16:00 - 16:30 *Coffee Break*

EVENING SESSION

16:30 - 17.45 I. PANEL & DISCUSSION: **Development Communications: Our Vocation in Transition**

Speakers

Mwanja Ng'anjo, Senior Communications Officer,
New Partnership for Africa's Development (NEPAD
Agency)

Mathilde Schneider, Director of Communications,
Agence française de développement (AFD)

David Kruger, Director of Media and External Relations,
Asian Development Bank

Chiara Di Stefano, Public Affairs Manager, **OECD**

Moderator

Lucy Lamble, Executive Editor for Global Development,
The Guardian

Development narratives then and now: what's changed and what needs to change?

Communications then and now: what's changed and what needs to change?

Development co-operation narratives then and now: what's changed and what needs to change?

17:45 – 18:00

CLOSING REMARKS

DevCom at 30: We're all in it together

Mario Pezzini, Director, OECD Development Centre

18:00 – 19:30

OECD DevCom

30th BIRTHDAY PARTY

(Venue: OECD Conference Centre)