

## DevCom

### *The Informal Network of DAC Development Communicators*

An OECD Development Centre Initiative

- **What is DevCom?** Created and hosted by the Development Centre, the Informal Network of DAC Development Communicators – DevCom – brings together the directors of public affairs and communication of the development ministries and official agencies of the 22 nations that belong to the OECD’s Development Assistance Committee (DAC) plus new/emerging donors and those of multilateral institutions such as the European Commission, UNDP, the World Bank and the African Development Bank.
- **A unique forum:** DevCom is the only international forum where donors discuss issues and coordinate their strategies to inform and influence public opinion to enhance awareness and public support for development cooperation.
- **Member’s benefits:** DevCom provides an innovative platform to exchange experiences, identify good practices, engage in peer learning, and shape global, regional and national thinking on how effectively to raise public awareness and support for development cooperation.
- **The value of informality:** DevCom offers an informal setting (participants speak in their personal rather than their official capacity – a specificity of all Development Centre meetings). Informality greatly facilitates fruitful and uninhibited discussion of the difficulties participants face and how pragmatically to address them, develop new tools, and enhance members’ individual and collective effectiveness.
- **Demand driven:** Spearheading progress in development communication practices, largely financed by voluntary contributions, DevCom work programs are demand driven. Its current work programme (2009-2010), undertaken in close collaboration with the relevant DAC bodies, focuses on improving the practice of communicating for and about results and on defining a communication strategy on development effectiveness, preparing for the next High Level Forum on Aid Effectiveness, to be held in Seoul in 2011. No donor can afford not to be fully involved in these activities.
- **Membership:** Countries/institutions that finance the implementation of the DevCom Work Program 2009-2010 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 UK. Each member’s expected contribution is € 45’000 for 2 years, i.e. € 22’500 yearly.