COMMUNICATION STRATEGY OF OFFICIAL DEVELOPMENT ASSISTANCE OF SLOVAK REPUBLIC

Development Assistance Concerns Us
1. Introduction

1.1 Brief History of Official Development Assistance of Slovak Republic

2003

• Slovak Republic became an active member of donor community

2007

• Creation of a legal framework for provision of the ODA SR
• Establishment of Slovak Agency for International Development Assistance
1. Introduction

1.1.1 Institutions involved in ODA SR realization

Ministry of Foreign Affairs of Slovak Republic (MFA SR)
• Main coordinator of providing Official Development Aid

Slovak Agency for International Development Cooperation (SAIDC)
• Directing the implementation of bilateral official assistance

Ministry of Finance, Ministry of Environment, Ministry of Agriculture, Ministry of Interior, Ministry of Education
1. Introduction

1.2 Budgetary Questions

<table>
<thead>
<tr>
<th>Year</th>
<th>Total ODA SR</th>
<th>Bilateral Cooperation</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>18.4 mil. €</td>
<td>5.3 mil. €</td>
</tr>
<tr>
<td>2004</td>
<td>30.2 mil. €</td>
<td>5.3 mil. €</td>
</tr>
<tr>
<td>2005</td>
<td>57.7 mil. €</td>
<td>5.3 mil. €</td>
</tr>
<tr>
<td>2006</td>
<td>54.4 mil. €</td>
<td>5.3 mil. €</td>
</tr>
<tr>
<td>2007</td>
<td>54.8 mil. €</td>
<td>5.6 mil. €</td>
</tr>
<tr>
<td>2008</td>
<td>65.4 mil. €</td>
<td>5.5 mil. €</td>
</tr>
<tr>
<td>2009</td>
<td>71.5 mil. €</td>
<td>7.6 mil. €</td>
</tr>
<tr>
<td>2010</td>
<td>51.6 mil. €</td>
<td>6.9 mil. €</td>
</tr>
</tbody>
</table>
1. Introduction

1.2 Budgetary Questions

<table>
<thead>
<tr>
<th>Year</th>
<th>Bilateral Cooperation</th>
<th>Development Education; Public Awareness; Capacity Building</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>5.3 mil €</td>
<td>0 €</td>
</tr>
<tr>
<td>2004</td>
<td>5.3 mil €</td>
<td>0 €</td>
</tr>
<tr>
<td>2005</td>
<td>5.3 mil €</td>
<td>66 k €</td>
</tr>
<tr>
<td>2006</td>
<td>5.3 mil €</td>
<td>190 k €</td>
</tr>
<tr>
<td>2007</td>
<td>5.6 mil. €</td>
<td>358 k €</td>
</tr>
<tr>
<td>2008</td>
<td>5.5 mil. €</td>
<td>233 k €</td>
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<tr>
<td>2009</td>
<td>7.6 mil. €</td>
<td>150 k €</td>
</tr>
<tr>
<td>2010</td>
<td>6.9 mil. €</td>
<td>240 k € *</td>
</tr>
</tbody>
</table>

* 60 000 € for Communication Strategy
2. Communication Strategy

2.1 “Development Assistance Concerns Us”

October 2009

- Opinion poll „Development Assistance Concerns Us“ was carried out

February 2010

- Adoption of Communication Strategy of ODA SR
2. Communication Strategy

2.1 “Development Assistance Concerns Us”

Have you heard or read in past 6 months about development assistance provided by Slovak Republic?

- Yes: 20%
- No: 64%
- I don’t know: 16%
2.1 “Development Assistance Concerns Us”

Where did you get the information from?

- TV: 80%
- Press: 52%
- Radio: 42%
- Internet: 20%
- Friends: 17%
- Exhibition, Poster: 13%
- School, University: 4%
- Others: 6%
Do you believe, that development assistance which Slovakia offers is really used usefully and contributes to life improvement in developing countries?

- I don't know: 9%
- I absolutely believe: 3%
- I absolutely disbelieve: 14%
- I probably don't believe: 35%
- I probably believe: 39%
2. Communication Strategy

2.1 “Development Assistance Concerns Us”

According to you, does Slovakia offer sufficient amount of money on development assistance in terms of its economic possibilities?
2.2 Aim

- to responsibly and clearly make the Official Development Assistance of Slovak Republic more visible and trustworthy not only among experts but also among general public.
2.3 Target Groups

- General public
- Government, state and international institutions
- Media representatives
- Third sector
- Business sector
- Academia
- Students
- Politicians
2.4 Realization

MFA SR
- Provides for public awareness rising, included media and state institutions

SAIDC
- Implementation of Communication Strategy ODA SR
3. Plan of Communication Activities for 2010

Continuously

- Bulletin "Development Aid"
- Press briefings
- Project „Web news“
- Redesign and regular update of Slovak Aid webpage
Správodajstvo Slovak Aid

Vodovod v obci Novo Miloševko bude hotový skôr
včera 14:51
Najskôr práce na vodovode v obci mašikal, no Srbi to už dobehli Foto

Otvoria podnikateľské centrum v Báčskom Petrovcii
27. mája 2010 14:05
Centrum by malo byť plne vytlačené, má trinásť kancelárií. Celý projekt vyšiel na dvatretisíc eur. Video

ALGAYEROVÁ: Európa chce pomôcť Ázií rozvíjať sa
27. mája 2010 12:55
Európania a Áziácia sa v rozvojovej spolupráci dohodli.
Mapa oficiálnej rozvojovej pomoci SR
3. Communication Activities

3. Plan of Communication Activities for 2010

February 2010

• Presentation of Slovak Aid on Olympic Games in Vancouver
• Seminar „System of Humanitarian Aid in SR“

March 2010

• Seminar for contractors
• Round Table „Climate Change as a sector priority of ODA SR“, „Climate Change as a sector priority of ODA SR“
• Slovak Aid presentation on Open Day at MFA SR
3. Plan of Communication Activities for 2010

**June 2010**
- Seminar B to B
- Road show

**July 2010 – August 2010**
- Campaign on the 10th anniversary of MDGs adoption
- Presentation of Slovak Aid on Agrokomplex fair in Nitra
3. Communication Activities

3. Plan of Communication Activities for 2010

September 2010

• Documentary film of a Slovak Aid project
• Project „How do children in Africa live“
• NGO seminar aiming at strengthening V4 cooperation in terms of efficient ODA in Western Balkans
3. Plan of Communication Activities for 2010

October 2010
- Presentation for Slovak MPs
- Public discussion on development assistance

December 2010
- Presentation of Slovak Aid on European Development Days
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