HARMONISED AND ALIGNED DEVELOPMENT COMMUNICATION

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Overall Objective

The overall objective is to increase public awareness and support for development cooperation, both in donor and partner countries.
Objective

Create a model to secure enhanced information flow-back from harmonised donor initiatives and to produce information that is adapted (attractive) to decision makers and public in the donor and partner countries.
Donor harmonisation practices

- Donors should simplify their procedures
- Donors should harmonise their procedures
- Donors should align procedures
- Donors should be more transparent
FOUR APPROACHES ON INFORMATION FLOW-BACK

aligned

A

donor based

B

partner based

C

non-aligned

D
FOUR APPROACHES ON INFORMATION FLOW-BACK

A

B

donor based

partner based

aligned

non-aligned
FOUR APPROACHES ON INFORMATION FLOW-BACK

A: donor-based

B: partner-based

C: non-aligned

D: aligned
FOUR APPROACHES ON INFORMATION FLOW-BACK

A  

B

C

donor-based  

aligned  

non-aligned  

partner-based
Conditions

• Coordinated canalisation of information needs from donor countries
• Information is delivered to information departments at bilateral and multi-lateral co-operation agencies
Conditions

Contents of information:
• “Success stories” with a human interest feature
• Easily understandable statistics on progress in sectors, programmes or other processes
• Arguments on advantages with harmonisation and alignment
• Accountability crucial
Conditions

• The model should be flexible, providing a framework that is adaptable to each given situation in both donor and partner countries.
Conditions

• Harmonised with other donor practises
• A minimum of new bureaucratic structures
• Alignment with partner countries’ practises
• Harmonisation with MDG and PRS processes
Conditions

• Cost saving for both donor and partner countries
• Possible to use for donor countries with limited resources
• Effective monitoring mechanisms on both processes and results
• Sustainable
INFORMATION FLOW-BACK MODEL
Channelling of needs

- Bureau of Statistics
- Ministry of Finance
- Producer of Human interest stories
- Stakeholders in partner countries
- Report and flow-back function in partner country
- "Traditional" Report receivers
- Donor Support Group
- Information departments in donor countries

Report and flow-back function in partner country

Stakeholders in partner countries

Ministry of Finance

Producer of Human interest stories

Bureau of Statistics
INFORMATION FLOW-BACK MODEL

Information production

- Bureau of Statistics
- Ministry of Finance
- Producer of human interest stories
- Communication consultants

Report and Flow-back function in partner country

Stakeholders in partner countries

Information departments in donor countries

“Traditional” Report receivers

Donor Support Group

Information departments in donor countries
Basic Features of Proposed Model

The model is based on already existing reporting structures between partner and donor countries.
Basic Features of Proposed Model

The framework is set in the Programme Support Agreement. A standard passage stipulates that:

– Costs for information flow-back are included and allocated to the Programme
– A Communication Plan is designed and implemented
– Monitoring and evaluation is carried out
– Information is compiled, produced and disseminated
The Role of the Information Departments at HQ

• Canalises information needs from donor countries to partner countries
• Receives information from partner countries
• Edits and re-distributes information to appropriate target groups in the donor country
A Partner Country Perspective

• The quality and goal fulfilment of the programme support is enhanced by a good dialogue and planned, strategic communication processes
• The democratic process and transparency is improved
• The information flow-back system can be related to participatory and alignment processes as well as other communication for developments processes
Issues to Discuss

• Is public opinion on ODA a shared concern between donor and partner countries?
• Should, according to harmonisation guidelines for donor practises and alignment policies, the partner country own the process with input and support from donor countries?
• Which approach generates the best output for the public in donor countries?
• What are the strong and weak parts in the proposed model? How can it be improved?
• What should be the next step?