THE COMMUNICATION INITIATIVE

Where the development communication and media community convene to share knowledge, debate strategies and advance effective action

www.comminit.com
OCED/DAC

Reaching out to a Changing World
New Actors, Strategies and Horizons

Net Works in Development
Let's change the challenge to:

**Reengineering Development to harness the capacity and potential of the digital processes for more effective development action including a broader constituency**

including the internet but also PDAs, cell phones, wireless and who knows what else in the near future
What strategies do we get when we cross-pollinate these factors?

Digital Trends

The CI Experience

Established Media Trends

MDG and Poverty Reduction challenges

International Development Resourcing Trends

www.comminit.com
The Communication Initiative Experience
The CI in Action: EXTENSIVE USER NETWORK

- 75,000 plus people and organisations
- 2.5 million individual user sessions per annum
- From 200 plus territories and countries
- Across all major local, national and international development issues
- Covering all communication and media processes from TV news to local theatre
- Network engages through The CI to share their knowledge, access and review the knowledge from others, contact people who can support them, complete polls, engage in forums, etc

<table>
<thead>
<tr>
<th>Nombre</th>
<th>Cargo</th>
<th>Organización</th>
<th>País</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abacie, Marcelo</td>
<td>Director</td>
<td>Argentina Joy. Producciones</td>
<td>Argentina</td>
</tr>
<tr>
<td>Abarca, Blanca</td>
<td>Reportera</td>
<td>LA PRENSA GRÁFICA</td>
<td>El Salvador</td>
</tr>
<tr>
<td>Abarca, Pedro</td>
<td>Asesor en Planificación</td>
<td>Sabio Gráfico de Comunicación</td>
<td>Nicaragua</td>
</tr>
</tbody>
</table>
How does The CI work?
OVERALL CI STRATEGY

- Horizontal Linkages
- Partnership process
- Real Time Knowledge and Information
- Peer Review
- Strategic Thinking

Change

www.comminit.com
How does The CI work?:
CORE PROGRAMME ELEMENTS

- Specific Communities
- Knowledge Sharing
- Interactivity
- Magazines
- Network

www.comminit.com
The CI in Action: KNOWLEDGE SHARING

- 35,000 plus knowledge summaries – grows daily
- Most contributed from network [same specifically researched]
- Added value through short summaries – ensures accessibility and quick review
- Extensive coding for flexible presentation according to user interests
- Links to original extensive sources
- Contact people name and email address for personal and immediate access
- Advanced search process
- Theme sites on specific areas – eg Democracy and Governance
The CI in Action: REVIEW and DEBATE

- A range of processes for people to review and comment on the knowledge from their peers

- **25,000 plus submissions rating and commenting on specific knowledge summaries** – examples below
- **3,000 plus poll submissions** – including with comments
- numerous forum contributions
- **Top 10s for overall and specific sections by review ratings and access**

---

**Advancing democracy**

**Effective HIV/AIDS action**

Real anti-poverty progress

---

I will invest 25% of it a loan/grant scheme from and micro industries in the developing countries of the world, these will be industries that will have 100% local raw material base and 100% local market thus developing the economy of these countries.

I will invest 25% in an education fund that will provide scholarships for children that will hitherto not be able to get education.

Average Rating: 4.47 out of 5 (36 ratings submitted)
The CI in Action: PERSONALISATION

-A growing priority on people being able to configure The CI process to their specific interests and priorities
-For example [in development]:

**MySite** – choose your own site home page configuration

**Section Builder** – build your own site section
The CI in Action: SPECIFIC COMMUNITIES OF PRACTICE

Supports people with specific interests in accessing and participating in communities of practice relevant to those issues

- A Latin America specific process
- An Africa specific process
- 10 issue based theme sites – eg Community Radio in Africa, Gestion del Riesgo in Latin America and Democracy and Governance globally
- More advanced communities such as Red Salud and TV de Calidad in Latin America
How does The CI work?:
COMMUNAL PLATFORM

- Web 2.0 fully compatible platform
- Custom designed for International development environment
- Custom coded for international development
- Just beginning to use the initial capacities
- Now have the fundamentals in place – network, partnership, brand, quality and community association, track record, technical platform, etc – to achieve the style we desire – cross between wikipedia and face book for international development goals

www.comminit.com
Half of World's Population Has a Mobile

The number of mobile phone users worldwide - 3.3 billion
Global annual average growth rate - 22 percent.
Africa showed the strongest gains in 2006-2007.
More than two-thirds mobile subscribers from developing countries

It’s a 2 way world
Everyone is a Knowledge Source
Digital Trends

Headline

Everyone is a Knowledge Generator
Digital Trends

Headline

Real time - All the time
Digital Trends

Headline

New News Chroniclers

eg - Citizen journalists
Digital Trends

Boundaries Busted

News provider/News consumer
Geographic footprint
News “product” loyalty
Issue silos
Narrow casting wins

-A whole new meaning to broadcasting
-A world of interlocking networks
Digital Trends

Headline

Convergence gets it together
Digital Trends

Established Media Sweating!
It’s a Tough World to Change…

…and the issues have little to do with technology…

…the issues are all to do with people…
We still face huge development issues: eg

- numbers of people still living on less than USD per day
- for every one person newly accessing ARVs for HIV treatment, 6 people are newly infected with HIV
- 50% of health issues in Africa are presented to health systems when they are beyond treatment
- Massive environmental degradation
- “Thirty-three countries have alarming or extremely alarming levels of hunger”
Many of those issues require a focus on the people element of development: eg

- there is no vaccine to treat poverty – requires innovation, entrepreneurship, application of skills etc
- **the gender relations factors that underpin so many development issues have no quick fix**
- social norms and behaviours for disease confrontation are as [if not more] important as medical treatment
- **freedom of expression is vitally important from citizens groups to media across all issues**
- it is people themselves, in their contexts, who expend the most financial and human capital addressing development issues
..and in “donor” countries…in a time of considerable financial stress and uncertainty there will be major challenges building a PUBLIC and POLITICAL CONSTITUENCY for development
International Development Resourcing Trends

Tough times ahead
Less money
Same challenges
Established Media Trends

In General:

✓ Audiences and Readership declining
✓ Advertising Revenue base declining
✓ Subscription base declining
✓ Public media support under pressure
✓ Proliferation of media
From those perspectives I would suggest we emphasise the following in order to re-engineer development action by harnessing the capacities of the digital world relative to both impact on issues and expanding supportive constituencies.

Which all means what?
Networks and Organisations
Platforms and Programmes and Campaigns
Interactivity and Information
Dialogue, Debate and messages
Voices and perspectives of those most affected and the voices and perspectives from your institution
Building Linked Constituencies - your domestic and developing country and the normal domestic focus
Communication AS Strategic Policy
and policy communication

www.comminit.com
Thanks
3. Communication and Media are central to all people related processes for effective development: eg

- generating and sharing relevant knowledge and information
- the voice – opinions, perspectives and ideas – of those most affected by development
- public debate – eg through media - about priority issues and the required responses
- private dialogue – eg family discussions for the same purpose
- independent media processes
- the opportunities provided by the digital technologies
Why The CI?

4. To grow a field of work it is important to:

- create an extensive network across and between all major sectors – in our case from media development to social norms debates and from HIV/AIDS to Democracy and Governance, etc
- share knowledge amongst that network – programming experiences; strategic insights; support processes; research and evaluation data; etc
- review and debate that knowledge – the enquiry process that drives improved performance

This is the focus for The CI – an overarching community of practice across this field and specific communities of practice for sub-fields
The CI: ADDED VALUE

Selection of the results from The CI Network Survey - 2006

- Who completed the network survey?

- 2,334 people from 153 different countries; 47 countries had 10 or more respondents; 1,620 [70% approx] respondents reside in the [so-called] developing world or The South; 714 respondents [30% approx] reside in OECD countries; The numbers and percentage for nationality rather than residence is very similar.

- Some "country of residence" examples for survey respondents include: Bangladesh [18 respondents]; Bolivia [44]; Brazil [32]; Canada [89]; Dominican Republic [11]; India [104]; Kenya [60]; Malawi [21]; Moldova [2]; Mozambique [13]; The Philippines [28]; Thailand [14]; Uganda [31]; Viet Nam [10].

- With what kinds of organisations were the respondents affiliated?

- ..came from a very extensive range…a number of respondents from large international agencies such as UNICEF [38] and Oxfam [7]…many from government departments - e.g. Ministries of External Relations, Education, Health, Communication, Scientific Research and Innovation and Department of Agriculture…plus large number of respondents working at the local level, such as in an Indian primary school improvement campaign, a number of non-profit "support organisations" and "welfare associations", centres, magazines and radio stations, and a hospital.
The CI: ADDED VALUE [cont’d]

✓ 86% had used The CI to improve their work

✓ 49% had initiated an exchange and dialogue with peers prompted by a CI ‘item’

✓ 88% of that group regarded the exchange as positive for their work;

✓ 61% of the overall sample rated the CI as a 7 or better on a 10 point scale with 1 being ‘of no value and 10 being “extremely valuable”…

…with 84% rating The CI a 5 or better on that scale
The CI: FEEDBACK AND COMMENTS

Just a few comments:

- "We are permanent visitors of the Iniciativa which we value immensely because of its usefulness and its spirit of democracy and of service to the community of communicators and to communication for social change (...)” José Luis Aguirre Alvis, Director of Training in Radio and Television for Development (Secrad) and Representative in Bolivia of the Global Association of Community Radio (AMARC).

- "This page makes me to have more confidence in the NGO world regarding efficiency and proficiency in making things work in a troubled word. My organisation benefits so much from your updates ever since we started receiving concise information from you. Thank you and Keep up the Beat I say!!" - Jesse Kalu, Programme Manager, Alliance for Community Health and Environment, NIGERIA

- "I’d like to congratulate you for the excellent website that you have as a service to the users. I consider it an ideal example. " Bernardo Toro (formerly Dean of Education, Javeriana University Colombian now AVINA advisor)
The CI: FEEDBACK AND COMMENTS

Cont’d

- [Re: Drum Beat Feature] "I have received overwhelming emails requesting for the paper." - Beatrice Lamwaka
- "Outstanding website!" - Edward Boudreau, Shanghai U. of Finance & Economics, China
- "Good to be associated with you and your 'communication initiative'. Your efforts are really enlightening many due to this information exchange process." - Dr. Rajbir Singh, Regional Medical Coordinator (North-India), GLRA / ALES-INDIA
- "It's an honor for us to be listed in your Communication Initiative's "The Drum Beat." Thank you so much for highlighting us and bringing us to your users' attention. We really appreciate it." - Deborah L. Wexler, M.D.

Executive Director, Immunization Action Coalition

- “Dear friends: very complete information that allows us to be up to date, the site is well designed, easy to use and very attractive. It is a global initiative that effectively places Latin America in the world”. Nidya Quiroz, Regional Emergency Advisor, UNICEF, Panama.
Poverty and Hunger examples

Economic Development, MDG 1. Poverty and Hunger

MDG 1. Poverty and Hunger, Southern Africa, Africa

MDG 1. Poverty and Hunger, Malawi, Southern Africa

Story Workshop Educational Trust – Malawi

But…